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# MEDIA & COMMUNICATIONS POLICY

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## **1. Aim**

- 1.1 The aim of this document is to spell out the policy that SSA management, EXCO, staff and associates (SSA Representatives) must adhere to in the area of communicating with the media in order to manage SSA's reputation.

## **2. Background**

- 2.1 During the course of work, SSA Representatives may come into contact with various media such as the newspapers, radio, television, magazines, electronic media etc. It is important that they familiarise themselves with SSA's Media & Communications policy.

## **3. Policy Position**

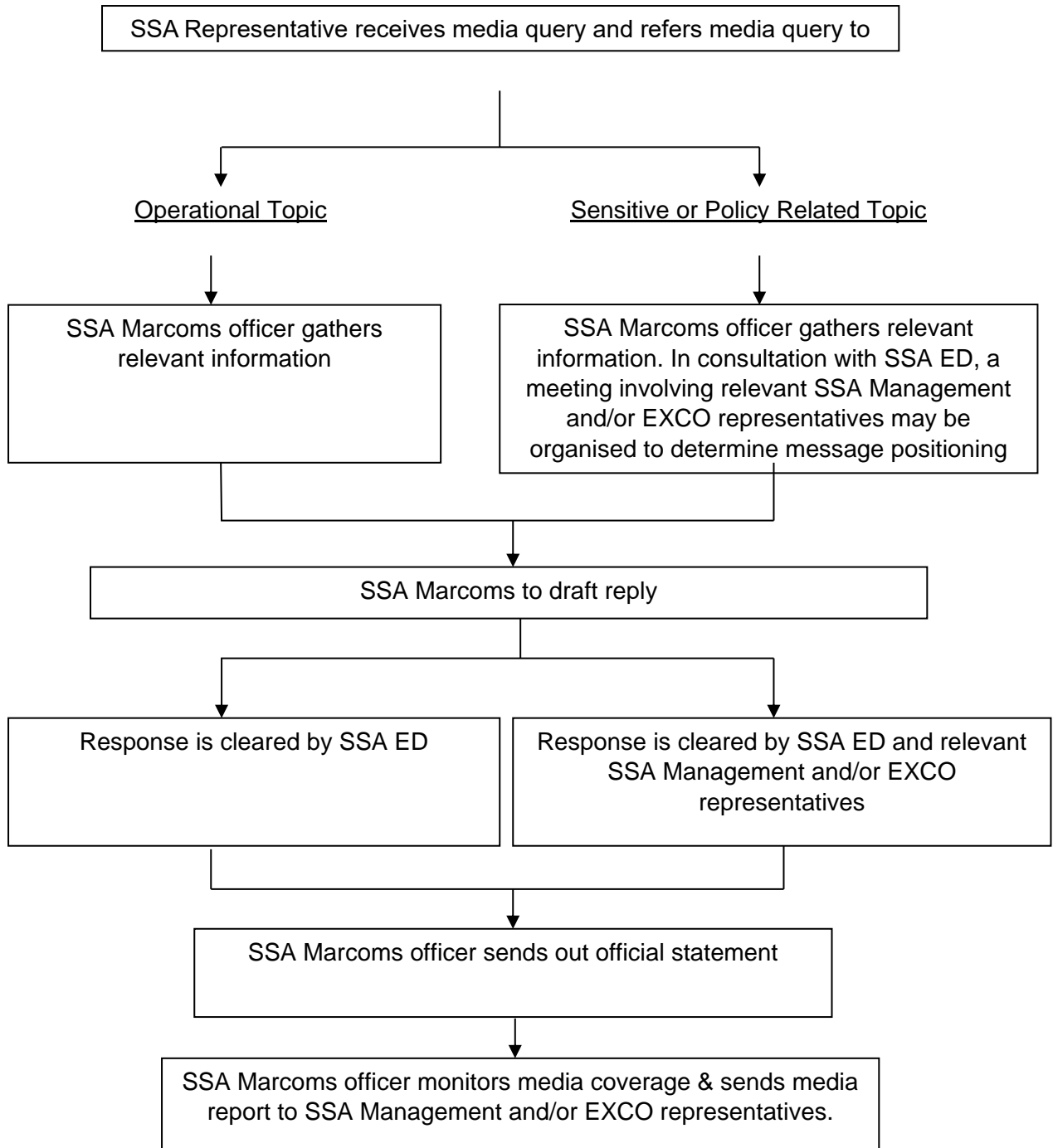
- 3.1 The media may approach SSA Representatives for information or interviews through various channels including letters, email, verbal requests etc. All queries/requests should be referred to SSA Marketing & Communications department.
- 3.2 Unless authorised as official spokespersons SSA representatives must not communicate with the media about anything related to their work, organisation, government, etc without prior approval from SSA's Executive Director (ED).
- 3.3 The same principles and guidelines would also apply to any online activities, for example, social media or blogging.
- 3.4 A set of media communications SOPs is set put in Annex A.
- 3.5 A list of spokespersons has been also identified (Refer to Annex B for 'List of official SSA spokespersons'). All SSA spokespeople are to inform SSA's Executive Director whenever they receive requests for information/interviews from the media. These spokespersons would have undergone media training so that they are equipped with media handling skills.
- 3.6 SSA Representatives may create or participate in a blog or other types of online publishing / discussions to share their personal experiences, hobbies, if they do so in their personal capacity, responsibly and in their own time. However, they must be mindful that the Internet is a public forum, and they will be personally responsible for what they write.
- 3.7 If a SSA Representative is unclear as to what may be communicated or posted, he/she should refrain from doing so, and instead seek advice from SSA's Executive Director. Should an SSA Representative act irresponsibly by infringing any of the guidelines, SSA can take disciplinary action against him/her for misconduct.

## ANNEX A – Media Communications SOPs

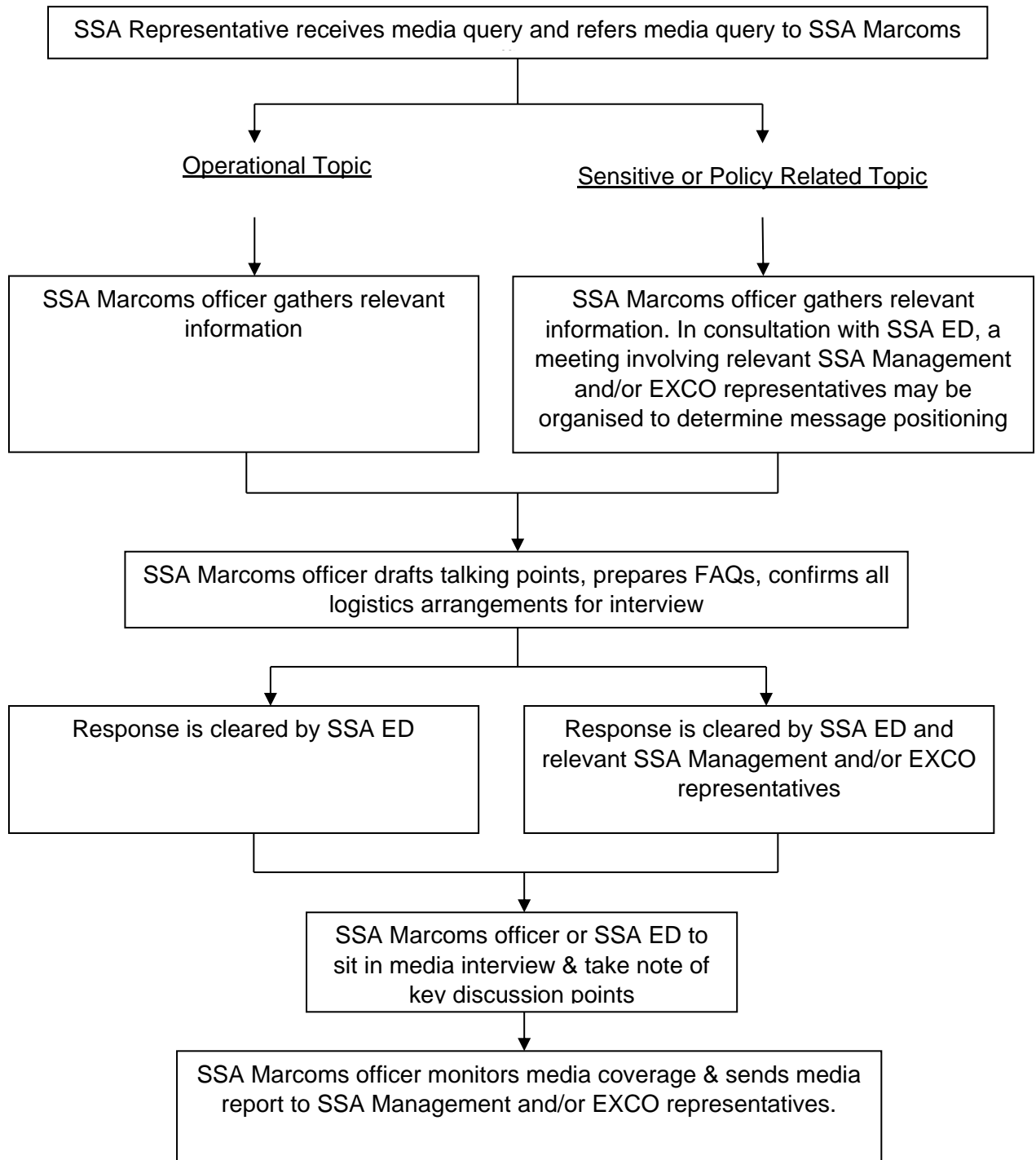
SOPS for

- Media queries
- Interviews requests

### 1) Media Queries



2) Interview Requests



**ANNEX B**

**LIST OF OFFICIAL SSA SPOKESPERSONS**

<b>No.</b>	<b>Position</b>	<b>Relevant Areas of Work</b>
1.	President	All SSA-related matters
2.	Secretary General	All SSA-related matters
3.	Treasurer	Finance/Audit/Governance
4.	Vice-President (Partnerships)	Sponsorships/Marketing/Fundraising/ Public Relations Issues/ Crisis Communications
5.	Vice-President (Swimming) / Asst. Secretary General (Swimming)	All Swimming-related matters
6.	Vice-President (Water Polo) / Asst. Secretary General (Water Polo)	All Water Polo-related matters
7.	Vice-President (Artistic Swimming)	All Artistic Swimming-related matters
8.	Vice-President (Diving)	All Diving-related matters
9.	Executive Director	All SSA-related matters
10.	Swimming National Head Coach / Technical Director	Swimming high performance plans, competitions and programs
11.	Water Polo National Head Coach / Technical Director	Water Polo high performance plans, competitions and programs
12.	Artistic Swimming National Head Coach	Artistic Swimming high performance plans, competitions and programs
13.	Diving National Head Coach	Diving high performance plans, competitions and programs