

Operating Policy

Canada and Bermuda Territory



Policy	Media Communication		
Value	Stewardship	OP Number	CM 08.002

1. Policy

It is The Salvation Army's (TSA) policy that TSA's standards will be maintained in all media relations, communications and interactions.

2. Purpose

The purpose of this policy is to:

- Provide guidelines and state expectations for media relations in the Canada and Bermuda Territory.
- Describe the requirements for usage, creation, and interaction with all forms of media to ensure compliance with TSA values, legal requirements, and ethical standards.

3. Scope

This policy applies to mission partners, ministry units, divisions, and territorial headquarters.

4. Definitions

Term or Acronym	Description
Media	Media, in the context of this policy, encompasses various forms of communication channels utilized to share information with a broad audience. This includes traditional mediums such as newspapers, radio, and television, as well as modern digital platforms such as podcasts, internet websites, and social media networks. The term media encompasses the content delivered through these channels and the platforms themselves, regardless of their format or distribution method.
Mission Partner	All officers, auxiliary-captains, auxiliary-lieutenants, envoys, cadets, employees (full-time, part-time, casual or on contract) and volunteers.

5. Roles and Responsibilities

5.1. Mission Partners

Are responsible for adherence to the requirements of this policy.

5.2. Supervisors

Are responsible for ensuring this policy is followed in their areas of responsibility and ensuring workers are aware of the policy's requirements.

5.3. TSA

Is responsible for ensuring its policies meet TSA's mission and operational requirements in a fair and reasonable manner.

6. Policy Requirements

The following requirements must be followed when considering engagement with media:

6.1. TSA's position on any issue:

6.1.1. The territorial secretary for communications or their designate, are the only individuals authorized to communicate with media.

6.2. When expressing a personal opinion:

Mission partners are free to express their personal opinion on any matter provided there is no connection or reference to their association with TSA. These communications must:

- Omit any reference to TSA and to the writer's rank, appointment or job title
- Not use TSA stationery, letterhead, a TSA email account/email address, or branded apparel

6.3. Media Liaison

Those responsible for media liaison within the Canada and Bermuda Territory on an ongoing basis are:

- | | |
|-------------------|--|
| 6.3.1. Nationally | Communications Secretary, Territorial Headquarters |
| 6.3.2. Regionally | The Divisional Public Relations Secretary |
| 6.3.3. Locally | The Ministry Unit Leader (Corps Officer, Executive Director) |

7. Policy Compliance

7.1. For the Individual

Compliance with this policy is mandatory. Non-compliance may lead to disciplinary action as determined by TSA policy. All staff are responsible for reporting policy violations.

7.2. For the Supervisor/Department/Division

The supervisor must periodically evaluate the implementation of this policy to ensure compliance.

7.3. For The Salvation Army

Support supervisors in their duty to comply with policy requirements. Ensure policies are relevant and regularly reviewed.

8. Procedure Links

NA

9. Form Links

NA

10. Related Policy and Document Links

[CM 08.001 Media Relations](#)

11. Approval and Document Control

Approved by:

TERRITORIAL MANAGEMENT BOARD
Canada and Bermuda Territory

Only the online version of this operating policy is official and current.

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