

## USAGE PROTOCOLS - OVERVIEW

Having a constant source of trip content (photos/quotes) is invaluable for promoting the Trust, but it isn't always possible to have the comms team on every trip. The boat cameras fulfil a purpose for young people but having imagery available before the end of a trip is important for comms. Assigning media phones to trip volunteers helps us obtain the content required to feed social media and press content during trip season.

### MANAGING THE PHONES

There are 6 media phones, 3 each in the Largs and Cowes office. The phones have PAYG sim cards with data bundles to enable sending over 4G. The media phone packs include charger and tripod. Each phone has a passcode.

**The Communications Officer in each base is responsible for...**

- Putting the images on a computer.
- Making sure the phones have been wiped and put on charge at the end of each trip.
- Making sure the phone PAYG is topped up.
- Managing the media phone WhatsApp groups.
- Arranging & confirming substitute with Ops managers if SW/AH not available.
- (For trips in Cowes & Largs only) Attending the day 1 Skippers briefing to explain/reiterate roles and responsibilities around media phones.

**The Operations team in each base is responsible for...**

- Making sure the phone(s) is on the trip packing checklist and it goes to a residential.
- Making sure all phones and any accessories are returned at the end of a residential.

### CONSENTS

The Trust obtains a young person's media consents to being **photographed/videoed** and/or **interviewed** prior to each trip. This dictates who we can and can't take photos of/get quotes from. A young person's consent can be found in the **trip briefing booklet** - if you are in any doubt double check with the Comms team.

If young people who have not consented to being photographed for promotional purposes appear in photos, the Comms team will make sure these photos only get sent to the trip attendees. This underlines the importance of providing identification (see below), so the Comms team doesn't inadvertently use photos of young people who have not consented. Please do not interview/get quotes from someone who has not consented to being interviewed for promotional purposes, as we are not able to use the content.

## USING THE MEDIA PHONES - PROCESS

- This brief serves 2 purposes to obtain...
  - Photos from all trips
  - Interviews from trips on which a comms person won't be present - currently 8 x Residentials (U18 Water Park, U18 Prolific, U18 Longtown, U18 siblings, U18 Bradwell, U18 East Coast Cruising, U18 canal, O18 canal).
- There will be **1 phone per residential** and up to **2 phones per sailing trip**.
- The media phone should only come out up to a **maximum of 5x in a day** - it must not become a distraction to the volunteer's primary role or young people's experience.
  - The Trust Lead/Skipper has the veto on if they feel this is happening.
- The assigned volunteer(s) are the **only** people allowed to use the media phone (\*unless previously agreed with comms team for another purpose e.g. an Insta Live/takeover).

### **TRIPS IN COWES AND LARGS (FIRST TIME & LONGER CRUISING)**

- The Communications Officer in each location is responsible for that site's phones.

#### **Pre-trip**

- At the point of the young person boat allocation, the Comms Officer IDs and agrees the media phone volunteers (x2 per sailing trip) with the Ops Manager in each base
- Comms Officer to provide thorough email brief (with attached brief) as to role, content required, young person media permissions info, about WhatsApp group, etc.
- If the volunteer wishes to discuss further, a call can be done pre-trip or as part of the phone handover in Largs or Cowes.

#### **Trip**

- The **Ops Managers/Trip Leads** are responsible for...
  - Reinforcing media phones brief/usage during Skippers Briefing (supported by Comms Officers, who will attend briefings).
- The **Comms Officer** is responsible for...
  - Giving phone(s) to the assigned volunteer(s) on day 1 and them signing it out.
  - Making sure the images have been cleared off each of the phones and the WhatsApp groups at the end of each trip.
  - Making sure all phones (and any accessories) are ready for the start of the next trip, including that they are charged for day 1.

### **FOR RESIDENTIAL / LONGER CRUISING TRIPS**

#### **Pre trip**

- The **Comms Officer** is responsible for...
  - IDing x8 residential volunteers and agree with Ops Managers.
  - Provide thorough email brief (with attached brief) as to role, content required, young person media permissions info, about WhatsApp group, etc.
  - Pre-residentials starting (first 1 starts on Mon 25 July), host Zoom briefing/Q&A for selected media volunteer.
- The **Trip Assistants/Trip Admin** is responsible for...
  - Ensuring the phone and accessories is packed and travels to the residential.

## CONTENT REQUIREMENTS – VOLUNTEER BRIEF

### SAFEGUARDING

Volunteers have permission to take photos of and record young people using this media phone only. You **must not** use your own personal phone.

- Volunteers on a **first time sailing/longer cruising trips**, you are responsible for...
  - **photos/images** from boats/stopovers during trips only.
  - liaising with the comms team and sending content as agreed (see below).
  - checking young people media consents (this can be found in the trip briefing booklet) - the comms team will double check this too before using the images.
  - charging the phone at the end of each day - there are charging packs for boats
- Volunteers on **residential outdoor or sailing trips**, you are responsible for...
  - both **trip photos/images & interviews**
  - liaising with the comms team and sending content as agreed (see below).
  - checking young people media consents (this can be found in the trip briefing booklet) - the comms team will double check this too before using the images.
  - charging the phone at the end of each day - there are charging packs for boats.
  - packing the phone (and accessories) to be returned at the end of the trip.

**NOTE: Double check the media phone's charge** before you start collecting content - if there's been heavy usage they may need topped up during the day.

### TAKING PHOTOS/IMAGES (ALL TRIPS)

- Capture using phone's **Camera app**.
- Things to think about:
  - **Look for fun** - showcase magic of the Trust (games, water fights, smiles, etc)
  - **Be representative** - showcase the diverse range of young people the Trust supports from across the UK.
  - **Variety of 'portrait' and 'landscape' images** - don't be afraid to turn the phone around. We need both types of shots for all sorts of reasons.
  - **Branding** - having our logo and the logos of our partners (inc. People's Postcode Lottery, Musto, Children in Need and Spinlock) in some photos is helpful.
  - **Take wide and tight shots** - don't take everything up-close or from a distance.
  - **Respect privacy** - even if they have given consent, on any given day some people will not want their photos taken and that is okay.
- **ID'ing photos** - without you to ID young people, it is hard to match faces to names. Don't ID every young person in every photo, but 1 or 2 'ID photos' would be great.

### GETTING QUOTES/ DOING INTERVIEWS (RESIDENTIAL TRIPS ONLY) – \*audio only, not video

From 5 young people over the course of the week.

**REMEMBER:** if the young person says something that worries you during the interview, refer to your safeguarding pocket guide/talk to the Trip Lead/Skipper.

- Record using phone's **Voice Memos app**.
- When this is open, you will see a record button - press this and the recording starts.

- You are asked to record answers to a short set of questions (below) - the questions aim to show the **DIFFERENCE** the Trust makes/the **IMPACT** the Trust has.
- When you press stop, it will save the recording.
- Save the recording with the young person's name
  - press the 3 dots on the bottom left of the recording and select Edit Recording.
  - Then press the recording's title to change it. Then press done.

We need to be able to ID the young person - make it clear who is talking, either i) on the recording itself, ii) in the recording's name, or iii) as a message with the recording.

### Questions

- The questions are not intended to cause any discomfort or be intrusive. If a young person does not wish to talk about something, that is perfectly fine.
- Asking these questions should not come at the expense of their enjoyment of the trip - 5-10 minutes during a period of downtime is all you will need.
- **These questions are for guidance.** Listen to what they say and if they say something interesting/worth exploring further, ask a follow up question of your own.
- Feel free to ask the questions in whichever order seems most natural. While it will feel like an interview due to you asking them questions, make it conversational.

Example questions:

1. How's your week been?
2. How does it feel to be back with the Trust again?
3. Why did you need the Trust after treatment?
4. Were there things you felt more able to do after your trip(s) you couldn't do before?  
(Ask 'what were they?' follow-up if they say yes but don't elaborate)
5. Why do you keep coming back to the Trust?
6. What kind of cancer did you have & what kind of impact did it have on your life?
7. What difference has the Trust made to your life?
8. Were you supported by TCT or Young Lives?
  - If yes, ask for details: what was the support like / name of TCT or YL worker?
9. Have you had any memorable conversations with volunteers, on this trip or another?
10. What's your highlight been?

### **SENDING THE CONTENT**

Your media phone will have a WhatsApp group called 'Media Phone' plus a number.

### Sending photos and videos

- Go to Photos
- Press 'Select' in the top right-hand corner.
- Select all the photos/videos you want to share
- Press the share button (square with an arrow pointing upwards, usually bottom left)
- Scroll down and click 'Copy iCloud Link'.
- Open 'Media Phone' WhatsApp chat and click as if to type a message.
- An option to 'Paste' will appear - click this and it will share the iCloud link. Hit send.
- Please do not send directly in the WhatsApp group - images are lower quality.

## Sending voice memos

- Go to the Voice Memos app
- Press the three dots you used to rename the file and select Share.
- Choose WhatsApp, and your Media Phone group to send to.