

Missing Person Media Appeals

When utilising publicity (e.g. Social/News Media, Missing People charity) in appealing for the public's assistance in missing person investigations, consider each element of MEDIA as guidance in achieving effective, balanced circulations.

M

- **Missing Individual's Privacy**
- Be mindful of how much information you are sharing especially on social media. Consider the necessity of using the individual's **full** name against the online legacy through uncontrolled external circulation/sharing and the potential future impact for that individual.

E

- **Extent & Effectiveness**
- Consider realistic prospects of public assistance on the merits of each case; the likelihood of success outweighing potential negative media impact. Consider the extent and type of appeal; local or national, social media, NCA Child Rescue Alerts or Missing People's Safeguarding Briefing Network and FindSafe.

D

- **Dwelling (home address)**
- Only reference the relevant locations - consider fully the risk that divulging areas or locations may present where exploitation and vulnerability are evident. Avoid wherever possible postcodes and street names.

I

- **Individual Vulnerabilities & Information**
- Avoid the divulging of specific vulnerabilities e.g. risk of exploitation, criminal proceedings or suffering from an illness – highlighting can expose or increase risk of harm. Only use information that is relevant. Treat each case individually, avoiding a 'tick-box' approach and be sensitive to the language used.

A

- **Agreement for Publicity**
- Remember for a child or young person you will need permission from parent, guardian or social services to publicise the case online/in the public domain. Use recent images that are of a good likeness and clarity. Avoid using a custody photograph, only ever using as a last resort when no other image can be obtained.

Remember to clearly record decisions and rationale within case reports for the issuing or non-issuing of a media/social media publicity appeal.

Consider fully the options for responding to and prioritising any resulting sightings or information received via media platforms.

Update media posts, remove when an individual is located and inform 'Missing People', the media and your force Media and Communications Team as appropriate.