

# 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.**