



## IPSO Annual Statement 2021 / 22

### Introduction

List of Updates Media Limited publisher titles:

- Birmingham Updates - online only
- London Updates - online only (not currently active)
- Coventry Updates - online only (not currently active)

Responsible person:

- Name - Oliver Hills
- Title - Managing Director
- Email - [oli@updatesmedia.com](mailto:oli@updatesmedia.com)

Birmingham Updates started as a Facebook page in August 2011 and has since grown to a local interest website with 750,000+ followers on social media. We publish to the point information about what is going on in Birmingham. Our content is often published directly to social media however, we do have a website to house longer-form content.

We don't do any active journalism and since November 2020 don't cover any news content on our website, we've switched to more of a lifestyle outlet.

The editorial team consists of 2 people who manages content on the website as well as Facebook, Twitter, Instagram & TikTok and 1 videographer.

### Editorial

We don't write our own news pieces on Birmingham Updates.

Complaints regarding editorial issues are extremely rare and generally concern editorial mistakes like typos, incorrect dates and captions on photographs. We've never received a complaint about our actual content.

We do have a clear complaints process on our website though if someone does want to make a complaint. The web page can be found here:

<https://www.birminghamupdates.com/complaints/>



If a complaint is received, it is referred to the person who posted the content and they will do the necessary investigation. If the content is found to have an error, we will amend the content and re-post the content on our social media alluding to the fact that the previous post was incorrect.

We have not had to use the pre-publication advice from IPSO, although we do know that it is a service offered by IPSO.

Every Monday morning the team hold an editorial meeting where they discuss pre-planned content for the week ahead but a lot of our content is reactive as we don't do news content. We react to things that are happening. Any pre-planned content is generally more video-based or is lifestyle content such as events coming up in the city.

We have a handbook which outlines the editorial code and the standards we expect from new hires at Birmingham Updates. This is run through in detail with every new starter. When it is updated, it is shared with the team. Each team member also goes through in-house social media training from an experienced member of the team.

As an independent publisher, we provide 'on the job' training to our editorial staff. Advice is regularly given to editorial staff on the importance of adhering to the code. A copy of McNae's Essential Law for Journalists is also readily available in the office.

We predominantly generate income from native advertising and always follow the ASA regulations whereby we clearly outline when content has been paid for both on social media and our website.

Our version of the Editor's Code (updated 2021) was discussed with all staff at Updates Media and was updated in our handbook.

## **Compliance**

There have been no known instances of complaints against Updates Media Ltd which have been ruled on by IPSO's complaints committee.