

COMMUNICATION POLICY



OVERBERG DISTRICT MUNICIPALITY DISTRKSMUNISIPALITEIT UMASIPALA WESITHILI

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COMMUNICATION POLICY OVERBERG DISTRICT MUNICIPALITY

1. PURPOSE

Overberg District Municipality is committed to two-way communication, building relationships with its internal and external stakeholders and forming partnerships with the public and private sector.

The purpose of this Communication Policy is to provide clear principles and guidelines for communication within the Municipality and to ensure that communication transpires in a coordinated and uniform manner.

2. PRINCIPLES

The Communication Policy strives to ensure that Overberg District Municipality acknowledges the importance of communication as a strategic management function and an integral part of its daily functioning.

The Municipality acknowledges that it has a responsibility to inform its internal and external stakeholders of issues identified, progress and results achieved in addressing its mandate.

3. LEGISLATIVE FRAMEWORK

The Communication Policy complies with:

- Section 75 of the Local Government: Municipal Financial Management Act 56 of 2003 which requires that municipalities place key documents and information on their websites, including their Integrated Development Plan (IDP), annual budget, adjustments budgets and budget-related documents and policies.
- Regulation 30 of the Municipal Financial Management Act and the Municipal Budget and Reporting Regulations published in Government Gazette 32141, General Notice, on 17 April 2009.

4. COMMUNICATION ROLES AND RESPONSIBILITIES

In order to ensure effective communication and compliance with the Overberg District Municipality Communication Policy, the following roles and responsibilities are adopted:

4.1 Executive Mayor

The Executive Mayor must communicate the annual communication priorities, objectives and requirements contained in the Integrated Development Plan (IDP), as well as matters of a political nature.

4.2 Municipal Manager

The Municipal Manager is the Municipality's spokesperson on strategic and operational issues. He or she must ensure that the annual Communication Strategy is in line with municipal communication objectives and reflects the Municipality's priorities.

The Municipal Manager must ensure the incorporation of the communication function in line with the Municipality's decision-making processes.

4.3 Directors

The directors' responsibilities are to ensure that all communication matters are handled in conjunction with the Municipal Manager.

5. PROCEDURES AND REGULATIONS

The following procedures and regulations govern the implementation of the Overberg District Municipality Communication Policy:

5.1 Media Relations

The Communication Officer is the Municipality's first line of contact with the media and must coordinate all media relations. The following procedures apply to media liaison:

- All media enquiries must be referred to the Communication Officer, who then engages with the relevant line functionaries for an adequate response.
- All media enquiries must be treated as top priority and attended to within the stipulated deadline or within 24 hours, whichever the case may be.
- Both media enquiries and responses must be in writing, except for radio and television interviews.

5.2 Internal Communication

The main purpose of internal communication is to facilitate and manage the flow of information within the Municipality in order to generate an informed workforce. Internal communication includes information on programmes, relevant information regarding human resources and information of interest to staff members.

The following communication tools and mediums must be used to communicate with staff members:

- Newsletters
- Posters
- Notice boards
- Emails
- Workshops
- Staff meetings
- SMS's
- Pay slips
- Weekly schedules

5.3 External Communication

The main purpose of external communication is to inform stakeholders of the Municipality's services and programmes.

The following communication tools and mediums must be used to communicate with stakeholders:

- Newsletters
- Emails
- Pamphlets
- Brochures
- Corporate and Strategic Documents
- Noticeboards
- Radio
- Television
- Exhibitions
- Conferences
- Information Sessions
- Websites
- Newspapers
- Social Media

All external communication campaigns must be approved by the Municipal Manager.

5.4 Advertising

The Municipality makes use of various national, regional and local newspapers for the advertising of vacancies and important notices/messages.

- The Municipality makes use of a service provider for the requisition of quotes and the publishing of newspaper advertisements and notices.
- A template has been developed to be used for all newspaper advertising.
- The Municipal Manager and/or the Executive Mayor must approve all advertisements before publishing.
- The Communication Officer or a delegated official, with prior approval, may place advertisements in the various newspapers (or selected newspapers as required) through the use of the service provider.
- Guidelines in terms of newspaper advertising is captured in Directive 7: Communication – Printed Media.

5.5 Production of Communication Material

Production of the entire Municipality's communication material must be approved by the Municipal Manager after prior consultation with the Communication Officer.

5.6 Website and Social Media

The Municipality's Internet site and social media accounts serves as its window to the public.

- Only the Communication Officer or a delegated official may place or remove material on the Municipality's website and social media;
- A Director or Manager can approve information that is placed on the Municipal website and social media;
- The individual Director or Manager are responsible to supply information pertaining to their respective municipal web pages;
- The Communication Officer or designated official must control the creation of links on the municipal website and the acceptance of a link from the municipal website to another website;
- All website maintenance and development must be done in consultation with the Information Technology Section.
- All social media accounts must be managed by the Communication Officer or a delegated official.

5.7 Copyright

The Municipality is the owner of all its publicity material created and paid for. The reproduction of any such material requires the Municipality's approval. Copyright belongs to the Municipality and it holds the right to allow others to use such material. The Municipality holds the authority against the misuse of the material by the Service Provider or other individuals.

The Municipality retains intellectual property rights with reference to all publicity material, which must be stipulated in the contractual agreements with service providers.

5.8 Exhibitions

The Communication Officer manages the Municipality's corporate identity and must be consulted when departments partake in fairs and exhibitions on behalf of the Municipality.

5.9 Communication in Crisis Situations

In the event of a crisis, the following process must be adhered to:

- The responsible manager involved, informs the relevant Director and the Communication Officer;
- A Crisis Committee comprising of the Municipal Manager, Communication Officer and officials must be activated;
- The Executive Mayor is informed immediately;
- The Crisis Committee drafts a plan of action, manages the issue and communication, and releases the necessary statements in consultation with the Executive Mayor. The Executive Mayor and Municipal Manager act as spokespersons. No media statement from, or interview with any other officials is permitted without prior approval by the Municipal Manager;
- Staff members are kept informed of the situation.

6. PROCEDURES AND COMPLIANCE

The Overberg District Municipality Communication Policy is intended to ensure that the Municipality engages in a coordinated manner with regard to communication and that it communicates in a standardised manner with unified messages. Adherence to this policy will result in a coherent image for the Municipality. The policy and its procedures are applicable to every staff member of the Municipality. It falls within the scope of internal communication and must be communicated accordingly.

7. LEGISLATION AND POLICIES

All relevant legislation and policies applicable to the Communication Policy should be considered.