



## EXTRACT FROM THE COUNCIL MINUTES HELD ON 30 JUNE 2025

Item A75. 30.06.2025

### **DRAFT AMENDED COMMUNICATION POLICY**

GF Ruiters: Manager: IDP & Communications

(Ref.: 16/7/6)

#### **PURPOSE**

To table the Draft Amended Communication Policy, presented for discussion at the Policy Workshop, to Council for adoption.

#### **BACKGROUND**

The Overberg District Municipality's Communication Policy regulates ODM's communication with all stakeholders and to ensure that communication is well-coordinated, effectively managed and responsive to the diverse information needs of personnel and the public of the Overberg and whoever has to be informed about what the municipality does. It also facilitates meaningful and necessary communication for employee productivity and morale without restricting communication.

#### **PROGRESS**

The Draft Amended Communication Policy was presented at the Policy Workshop for discussion, with the intention of ultimately being adopted.

Extensive amendments and additions have been made to the Communication Policy. These proposed changes have been applied to align with National Government's Communication Policy. This amended policy sets the expectations and manages the flow of communications within and outside the ODM. It also provides clear guidelines in terms of the roles and responsibilities of councillors and staff in municipal communications, identifies the various communication types, tools and mediums used by the municipality, and the procedures to ensure effective communication.

One major new addition to the policy is the 'Social Media Guidelines for Overberg District Municipality', which serve to provide standards of professional practice and conduct for both the municipal council and staff when using social media platforms. The social media guidelines are attached as an annexure to the Draft Amended Communication Policy.

#### **LEGAL REQUIREMENTS**

None

#### **FINANCIAL IMPLICATIONS**

None

## **ATTACHMENT**

- Draft Amended Communication Policy

## **RESOLVED**

- 1) Council adopts the Amended Communication Policy.

**CERTIFIED A TRUE EXTRACT FROM THE MINUTES OF THE COUNCIL MEETING HELD  
ON 30 JUNE 2025.**



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**R BOSMAN  
MUNICIPAL MANAGER**