GARDEN ROUTE DISTRICT MUNICIPALITY

COMMUNICATION POLICY 2021/2022

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LIST OF ABBREVIATIONS

AFS	Audited Financial Statements
AR	Annual Report
BTO	Budget and Treasury Office
cc	Carbon copy
CI	Corporate Identity
EPWP	Expanded Public Works Programme
GRDM	Garden Route District Municipality
HR	Human Resources
IDP	Integrated Development Plan
MPAC	Municipal Public Accounts Committee
MM	Municipal Manager
SDBIP	Service Delivery and Budget Implementation Plan
SMME	Small, Medium and Micro Enterprises
SMS	Short Message Service

1. POLICY STATEMENT

Garden Route District Municipality (GRDM) is committed to two-way communication, building and nurturing relationships with its internal and external audiences. The municipality has to form partnerships and nurture its relationship with all spheres of government, public sector institutions and the public sector. Communication is an essential strategic service – to ensure that information is widely accessible within the public space, engage citizens in the conversation around critical issues, and empower citizens to shape government policies and take up opportunities that affect their lives.[1]

The purpose of this policy is to regulate Council'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 Garden Route and whoever has to be informed about what the municipality does. The policy also seeks to ensure that all municipal information is communicated in a coordinated and coherent manner, accurate, timeous, understandable, and catering to the district's cultural diversity. Listed in this policy are the responsibilities of all officials who play a role in communicating about the institution.

This policy is informed by the national communication policy approved by Cabinet on 22 August 2018.[2]

Any media communication emanating from government employees in their private capacity (blogs, social media posts, letters to the editor) must subscribe to the Public Service Act (Act 103 of 1994) and the Code of Conduct for Public Servants. Information acquired while on duty must not be used when voicing personal opinions, and inappropriate media engagement is prohibited.[3]

2. LEGAL FRAMEWORK

The communication policy is in line with the following:

- the Code of Conduct for Municipal Employees;
- the Code of Conduct for Councillors;
- the Constitution of the Republic of South Africa, 1996 (Act No. 108 of 1996);
- Disaster Management Act 57 of 2002
- **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;

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[1] Department of Communications, Communication Policy. Approved by Cabinet (22 August 2018), p. 7

[2] Department of Communications, Communication Policy. Approved by Cabinet (22 August 2018), p.20

[3] Department of Communications, Communication Policy. Approved by Cabinet (22 August 2018), p.27

- **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;
- **Sections 21(a) and 21 (b) of the Municipal Systems Act, no. 32 of 2000**, also oblige municipalities to convey specific documents and information to the public, displaying these files on the municipality's official website;
- Electronic Communications and Transactions Act 25 of 2002;
- Intergovernmental Relations Framework Act, 2005;
- Department of Government Communication and Information System Policy, 2018;
- GRDM Information and Communication Technology (ICT) Policy;
- GRDM Information and Security Policy;
- GRDM Language Policy;
- Promotion of Access to Information Act 2 of 2000;
- Promotion of Administrative Justice Act, 2000, Act 3 of 2000;
- Protection of Personal Information Act 4 of 2013;
- GRDM Records and Archives Policy;
- Use of Official Languages Act, 2012 (Act 12 of 2012); and
- Western Cape Road Infrastructure Act & Regulations.

3. PURPOSE

This policy exists to ensure that communication takes place in an effectively managed and coordinated way and those clear, concise roles and responsibilities within the municipality's communication efforts are undertaken.

4. OBJECTIVES

- establish clear communication channels for internal support;
- encourage the use of Batho Pele principles;
- explain the processes related to communication of the municipality's activities;
- guard against the unlawful disclosure of official information;
- improve and encourage good media relations;
- maintain a high level of confidence and trust in the municipality.
- outline guidelines for using the municipality's corporate identity (CI); and
- preserve a unified culture of horizontal and vertical communication;
- Provide communication guidelines to the councillors and employees of the municipality;
- strengthen intergovernmental relations;

These objectives are informed by the district's values, which are:

- Integrity;
- Excellence;
- Inspired;
- Caring (Ubuntu);
- Respect; and
- Resourceful.

5. AUDIENCE

The GRDM audiences include (alphabetic order):

- businesses;
- local and regional community members;
- community-based organisations;
- international audiences;
- investors;
- Local Government representatives;
- media representatives (print, broadcast, electronic);
- municipal employees;
- National Government representatives;
- Non-Government Organisations;
- Provincial Government representatives;
- special and vulnerable groups (youth, women, people with disabilities and the elderly); and
- tourists.

6. ENVIRONMENTAL SCANNING

To evaluate and address the needs, manage expectations and anticipate issues that may arise, the Communication and Graphic Design section, working with other departments, should routinely monitor and analyse the communications environment. A communication representative should attend IDP and community engagements. Communicators can source feedback from the public in this way.

Other methods used to obtain feedback from the public include:

- Attending forums;
- Attending conferences, indabas and other events;
- Broadcast media;
- Faith-Based Organisations;
- Informal discussions with internal and external stakeholders;
- Monitoring of social media mentions;
- News media mentions;

- Portfolio, Council and other Committees; and
- Scanning of news media websites and print media.

7. MESSENGERS

7.1 Executive Mayor

The Executive Mayor is the chief political spokesperson for the municipality. He/she may delegate these responsibilities to any official of choice whenever required. The Executive Mayor is accountable to all councillors.

He/she is also responsible for communicating annual communication priorities, objectives, and requirements in the IDP. As far as communicating on matters of a political nature is concerned, the chief political communicator (i.e. Executive Mayor) will be assisted by the communication and graphic design section and the public participation units to get municipal-related (non-political) messages delivered to the public and the media when required.

7.2 Speaker

The Speaker ensures that order is maintained during council meetings and that compliance in the council and council committees occurs. All conduct should be in line with the Code of Conduct for Councillors as set out in schedule 1 of the Municipal Systems Act. The Speaker should encourage the participation of communities and community organisations in the municipality's decision-making process.

He/she should develop mechanisms to ensure that public participation is monitored. It is also his/her duty to ensure that communities and community organisations are educated on their rights and responsibilities to participate and give input to the municipality's policy development processes, planning and budget processes.

7.3 Council and Councillors

Council's role is to ensure '...the peace, order and good governance...' of its municipalities. Council's focus should be high level/strategic and policy orientated rather than operational. The Council sets the overall directions and goals for the municipality and monitors the implementation and success.

Councillors represent ratepayers and residents; secondary messengers communicate to the public. Councillors also facilitate community participation in municipal decision-making.

7.4 Municipal Manager

The Municipal Manager (MM) is the spokesperson for the municipality on strategic and operational issues. He/she decides who is allowed to speak to the media about the municipality and on behalf of the municipality. The MM promotes a positive culture of good governance in the Council and administration. In cases where the media raise controversial issues, the MM is

notified. If needed, he/she will respond via the Communication and Graphic Design Unit or directly to the press.

7.5 Executive Managers

Queries from journalists will be referred to executive managers / managers for comment / clarification / information. Each executive manager must approve all content produced or communicated by their teams to the Communication and Graphic Design Unit.

7.6 Strategic Manager: Office of the Municipal Manager

The municipal manager's strategic manager oversees the Communication and Graphic Design Unit communication efforts and supports the Unit on strategic and policy-related issues. When the MM is not available to answer controversial media enquiries, the Strategic Manager in his office will take responsibility for answering such queries.

7.7 Communication and Graphic Design Section

The Communication and Graphic Design Unit is responsible for executing all communication activities of the municipality, which include communicating educational materials, public relations, advertising and marketing. The Unit also manages the CI, runs the municipal website, and may assist with planning events.

The Senior Communicator must ensure that the activities of the employees of the Communication and Graphic Design section conform to the requirements of this policy. Also, this position requires the incumbent to monitor if employees implement and adhere to it.

Communicators carry out all duties associated with the communications function; they advocate for those who will or should receive information and ensure clarity and utility of information for the end-user. They work collaboratively with other employees to provide communications support and advice.

8. INTERNAL AND EXTERNAL COMMUNICATION

8.1 Internal Communication

When efficiently and effectively implemented, internal communication facilitates and manages the flow of information within the municipality to generate an informed workforce. Internal communication includes formal and informal communication.

Mediums and methods used to communicate inside the organisation:

Answering machines, cellular phones (SMS, WhatsApp), council agendas, e-mails, exhibitions, internal newsletters, intranet, invitations, payslips, presentations, programmes, reports, memoranda, plans, policies, posters, reports, SMS, standard operating procedures, strategies, telephone (landline), contracts, social media (WhatsApp, Facebook, Youtube, LinkedIn and Twitter), suggestion boxes, surveys, websites.

8.2 External Communication

When information is shared with an external audience, it should be done to indicate sensitivity to the needs of the receptive audience. An audience should not be seen as passive but also active, which means that if there are issues raised via any of the municipality's communication platforms by the community, they must be addressed.

Information should always be presented in an understandable format and not over-complicated. The primary purpose of external communication is to inform stakeholders of the municipality's services, programmes, and build relations.

The following communication tools and mediums can be used to communicate with stakeholders: Answering machines, banners, billboards, brochures, by-laws, cellular phones (SMS, WhatsApp), e-mail, exhibitions, external Newsletters, facsimile, invitations, Internet, notice boards, pamphlets, presentations, programmes, reports, plans, posters, reports, SMS, Radio, strategies, telephone (landline), television, social media (WhatsApp, Facebook and Twitter), surveys, websites.

8.3 Garden Route District Communicators' Forum

The district communicators' forum, chaired by the GRDM, is the official platform where communicators from all three spheres of government discuss essential matters relating to communication, share information and discuss technical issues. Members of the forum include:

- Independent Electoral Commission of South Africa;
- Local Municipal Communicators (Hessequa, Mossel Bay, George, Knysna, Bitou, Greater Oudtshoorn and Kannaland);
- Go George Bus Service
- Government Communication and Information System;
- Nelson Mandela University;
- South Cape College;
- South African Police Service;
- South African National Parks; and
- Western Cape Department of Health (Garden Route and Karoo Regions).

9. THE COMMUNICATION AND GRAPHIC DESIGN FUNCTION

The section is expected to adapt to the framework set out by the Department of Communication's communication policy. It is stated in the document that local government should adjust to national policy to suit their immediate communication environment. This counts for all three government (national, provincial and local) spheres, including government agencies and entities.[4]

[4] Department of Communications, Communication Policy. Approved by Cabinet (22 August 2018), p.10

The Communication and Graphic Design unit mainly works with four types of communication:

- developmental/educational;
- public relations;
- advertising; and
- marketing.

All of the above functions are executed by using print, online or broadcast media platforms.

9.1 Developmental/Educational Communication

Development communication refers to communication to facilitate social and economic change. Citizens should be able to participate in communication activities that directly impact their lives actively. The approach must be educational and not instructional.

Nora Quebral, a pioneer in the discipline of development communication in Asia (often referred to as the "mother of development communication"), defined development communication as:

"The art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the target unfolding of individual potential." (Quebral, 2001)

9.2 Public Relations

Public Relations processes serve to persuade the public, media, investors, partners, employees and other stakeholders. Through content creation, a communicator can influence public perceptions and clarify the municipality's position on a specific matter.

9.2.1 Media Liaison

The Communication and Graphic Design Unit is the municipality's first contact with the media and must manage, coordinate and execute all media liaison activities.

9.2.2 Media Queries

All media enquiries should be sent to the Communication and Graphic Design Unit. The official who is requested to provide information to the Communication and Graphic Design Unit must ensure that the answers are verified and approved by his/her executive manager. The managing of media queries is done via Collaborator, which means every step of the process is captured on an electronic system. During a disaster declaration or emergency, media queries will be in the most time-efficient manner. The Incident Commander (IC) might choose to speak directly to the media if he/she wishes to, but communicators have to be informed of such a decision.

Media enquiries must be treated as a top priority and finalised within two working days unless arranged otherwise by communicators with a reporter. Both media queries and responses must be in writing.

Category 1: Various	Category 2: Various
• Audit outcome reports • By-laws • Environmental pollution (disaster level – long-term), health epidemics • Financial matters • Job creation (EPWP, HR) • Legal matters • Performance Management • Policy issues • Regional Landfill facility • Service delivery performance • Theft (council property)	• Air quality • Environmental pollution (quick-fixes) • Human Settlements • Intergovernmental relations • Municipal health (quick-fixes) Veldt and mountain fires which have not affected infrastructure • Plans • Servicing of roads • SMME development • Strategies • Tourism
Category 3: Disasters, emergencies	
• Environmental pollution (disaster level – long-term) • Emergency communication (natural disasters, pandemics, national, provincial or local state of disasters, etc.) • Loss of life because of negligence Local, provincial and national state of disasters	
Category 4: Political	
• All issues relating to politics	

Category 1: All topics listed under category one (1) must be communicated to the following internal role players for a response:

- office of the municipal manager – Strategic Manager or Municipal Manager;
- any Executive Manager whose department might be directly affected by the issue
- an official from the Legal Services unit;
- Senior Communication Officer
- any other manager whose knowledge and insight is required;
- Communication Officer(s) dealing with the issues.

Category 2: All topics under category two (2) can be communicated only to the relevant Executive Manager and Section Manager(s) in his/her department. Final approval will be done by the Senior Communicator in collaboration in collaboration with the applicable Executive Manager.

Category 3: All topics under category three (3) can be approved by the IC (Head of Disaster Management, Fire Services or the Manager: Municipal Health and Environmental Services (or a delegated official), depending on the scale of the incident. However, the

Communication and Graphic Design Unit needs to be informed of the media queries and responses to these.

Category 4: Political matters

All queries of a political nature will be dealt with by the Executive Mayor.

All media responses by the political office bearers must include the following members:

- info@gardenroute.gov.za (records and archives);
- mm@gardenroute.gov.za (municipal manager);
- mayor@gardenroute.gov.za (executive mayor);
- communications@gardenroute.gov.za (senior communications officer); and
- if a portfolio chairperson is implicated, he/she should be included in the response.

Request for personal information: Requests for personal information will be directed to the Legal Services section.

9.2.3 Press releases and news articles

For the media to consider news from the municipality, it must include fresh content, which has a human interest and speaks to the district community.

The information contained in press releases must be verified by the Executive Manager of the Unit that intends to release information. Suppose the content includes any political office-bearer. In that case, the information must be verified by the Chief of Staff in the Executive mayor's office, or the Executive Mayor him/herself.

It is the media's prerogative to publish any press release distributed by the Communication and Graphic Design Unit.

9.2.4 Videos and photos

Communicators of the GRDM are responsible for photo and video footage of municipal events, which excludes any union meeting. It must be stressed that due to budget constraints, municipal communicators will utilise local municipal communicators to photograph events in their respective municipal areas.

All photos and videos of municipal events are approved before publishing by the Senior Communicator.

9.3 Advertising

Advertising the municipality has to be aligned to the district's official branding. It involves broadcast (Radio and television), print media and online media.

Publishing marketing-related adverts in print, online, and broadcast media is managed, coordinated and executed by the Communication and Graphic Design Unit. The advertising of

notices, tenders and vacancies, are managed and coordinated by initiating departments. The approval of official notices, vacancies and tenders, must be done by the relevant Executive Manager.

9.3.1 Media Sales Consultants

All media sales consultants must be referred to the Communication and Graphic Design Unit, who will negotiate pricing and assess the viability of advertising in publications.

9.3.2 Radio and television

If interviews are paid for by the municipality, questions must be drafted and approved prior to the interview. In the case of free publicity using a live interview, the topic and draft questions need to be requested by the Communication and Graphic Design Unit. However, it is within the prerogative of the media house to change questions during an interview if it was not paid for by the municipality.

All other radio and television adverts, including but not limited to live reads, news sponsorships, pre-recorded interviews, etc., must be vetted by the Communication and Graphic Design Unit.

9.3.3 Print-media

9.3.3.1 Billboards

Billboards serve the purpose of informing the public about important messages, especially disaster-related. It is preferred that billboards are placed outside the road reserve. Local municipalities must ultimately approve billboard locations in their towns, but outside cities, the Western Cape Government, should be approached for advice because of the safety impact of signs, especially on proclaimed roads. B-municipalities also have by-laws that speak to roadside signage. More guidelines relating to the displaying of signage are explained by the Western Cape Road Infrastructure Act and Regulations.

9.3.3.2 Print publications

When GRDM's budget allows, advertising the municipality's service delivery achievements can be done in magazines, newspapers and publications.

Advertising of vacancies, notices and tenders should be done in accordance to the audience which it intends to reach.

9.3.3.3 Newsletters

Newsletter publications are developed by the Communication and Graphic Design Unit. These exist to inform, educate and influence internal and external audiences. Internal newsletters focus on employee-related issues, while external newsletters are aimed at both internal and external audiences. The Strategic Manager in the Office of the Municipal Manager approves the final newsletter publications.

9.3.3.4 Booklets, banners, flyers, posters, etc.

All other advertising collateral needs to be produced by the Communication and Graphic Design Unit in collaboration with user departments. Approval will be done by the relevant section head, Executive Manager and Senior Communicator.

9.4 Marketing

9.4.1 Website

The municipality's official website serves as the window to the public and is intended to provide the public with educational and informative content. The municipal website is also the portal for the public for accessing municipal opportunities, jobs, news and legislatively required documents.

Other sections will be coached on an incremental approach to upload their own legislatively required documents to the website.

Section (Owner)	What	Upload to website
BTO, AFS, Assets, PMS	Section 52 Reports	Communications
BTO, AFS, Assets	Section 71 Reports	Communications
BTO, AFS, Assets, PMS	Section 72 Reports	Communications
BTO, AFS, Assets	Section 75 Reports	Communications
Disaster Management	COVID-19 updates, Estuary Management Plans	Communications
Integrated Development Planning	Annual Reports, Integrated Development Plans, Process Plans and Section 27 Frameworks, notices	Communications
Internal Audit	MPAC TOR, Audit Committee Charter	Communications
Municipal Health & Environmental Services: Air Quality	By-Laws, plans and strategies	Communications
Municipal Health & Environmental Services: Environmental Health	By-Laws, plans and strategies	Communications
Municipal Health & Environmental Services: Waste Management	Waste Information System, plans, strategies and general documents, etc.	Waste Management
Office of the Speaker	Code of Conduct for Councillors	Communications
Performance Management	Frameworks, Performance Agreements, SDBIP, Section 72 Reports	Communications
Planning and Properties	Spatial Development Framework	Communications
Legal Services	Policies	Legal Services
Recruitment and selection	Job opportunities	Communications
Resorts	Tariffs	Communications
Secretary to Council	Council agendas, council committee agendas, minutes	Secretary to Council

Section (Owner)	What	Upload to website
Supply Chain Management	Formal and Informal tender advertisements and notices, cancellation of tenders, awarded tenders, etc.	Supply Chain Management
Institution as a whole	All organisational strategies and plans	Communications

Departments are responsible for ensuring that all documents are provided to the Communication and Graphic Design Unit according to legislative prescripts and deadlines.

Website maintenance, security and development must be done in consultation with the Information Communication Technology unit. Documents must be converted to PDF format before being uploaded to the corporate website.

List of websites managed by the GRDM Communication and Graphic Design Unit:

- www.gardenroute.gov.za
- invest.gardenroute.gov.za
- wastemanagement.gardenroute.co.za
- investmentconference.gardenroute.gov.za
- greenenergy.gardenroute.gov.za

The following websites are managed by the Properties and Resorts Unit:

- www.victoriabaycaravanpark.co.za;
- www.swartvleicaravanpark.co.za;
- www.dehoekmountainresort.co.za;
- www.calitzdorpspa.co.za.

The Tourism Unit manages the regional tourism website:

- www.visitgardenrouteandkleinkaroo.com

9.4.2 Social Media

Social media platforms provide social media account owners with the opportunity to engage in two-way communication. However, these platforms pose various risks related to digital security, public perceptions, and reduced productivity at work if not properly monitored.

Social media is a modern approach to communication; it provides instant, cost-effective and ongoing, measurable results to social media users and the municipality. This also means that the municipality has an inherent interest in forming part of online conversations whenever it is mentioned to enhance its brand reputation and customer service.

One of the tools used to effectively engage with youth is social media because it increases the quality and appropriateness of service delivery, events and activities. In short, engaging young people means that programs, services and policy development will be more relevant, appropriate and responsive to their needs.

The municipality currently makes use of the following social media platforms:

- Facebook (Page and profile)
- Twitter (profile)
- Instagram (profile)
- Youtube (channel)
- LinkedIn (page); and
- WhatsApp (multiple groups – refer to Annexure A: Social Media for the standard terms of reference for WhatsApp groups).

Please refer to Annexure A: Social Media, for details of the organisation's social media activities and how it affects employees.

9.5 Branding

A clear and consistent CI is required to assist the public in recognising, accessing and assessing the policies, programs, services and initiatives of the GRDM. To maintain a recognisable and unified corporate identity throughout the Council, buildings, facilities, programs, services and activities must clearly be identifiable. In identifying contributions or activities, the Section: Communication and Graphic Design must give prominence to the official symbols of the GRDM in all information and communication materials, regardless of medium, for internal or external use.

These rules apply to the correct use and placement of the various branded goods used at events (Gazebos, flags, banners, x-frames, etc.). All material developed by the GRDM, flyers etc., should be proofed for the correct use of logos and language.

All corporate branded material must, at all times, be routed through the Senior Communicator before being purchased. He/she will do quality checks on the identity and verify what is planned to be purchased is in line with what the corporate brand guide of the municipality stipulates. When there are proposals for new branded materials, they will be captured and included in the next review of the corporate brand guide.

For more details about the municipality's branding collateral, refer to the CI Guidelines of GRDM.

10. RECORDS MANAGEMENT AND ARCHIVES

External e-mails received from the public or organisations, sent to info@gardenroute.gov.za (official Garden Route District Municipality's e-mail address), will be reviewed for applicability at the Registry. If indeed a record, it will be forwarded and incorporated into the system for record-keeping. If individuals receive an official e-mail directly via e-mail, it must be forwarded to info@gardenroute.gov.za to be captured and distributed for attention by the appropriate staff.

Refer to the Records and Archives policy for more reading.

11. CRISIS COMMUNICATION

Crisis communication is implemented before, during and after a crisis. It serves the purpose of guiding those assigned to provide information to Communicators and those communicating to the public, media and other stakeholders.

Activities outlined in this document warrants that all communication resources have to be exercised in a short space of time to protect both the municipality and the public. The information has to be disseminated swiftly and effectively to minimise the risks related to the effects of a crisis.

Municipal Communicators are the voice of the municipality and, through their expertise and networks, can influence public perceptions and behaviour.

The goals of communications during a crisis are to:

- offer information that might reduce the chances of speculation and inaccurate information being reported to the public;
- always respond in a manner that will put the receiver at ease that the municipality is hard at work addressing pressing issues;
- respond swiftly to define to provide the most appropriate messaging for the municipality;
- influence public perceptions of how a crisis is being dealt with;
- leverage on the media to reach a broad audience;
- ensure that compassionate engagements with the public take place – the more, the better;
- ensure that whoever speaks directly to the municipality, in writing or during interviews, are corrected whenever they speculate about issues;
- ensure that there are reporting done on matters, positive and negative. This is extremely important because, in the case of negative issues, if the municipality does not respond to issues proactively, it could be seen that the municipality intentionally withheld information from the media or public to "protect" their reputation – admit mistakes;
- ensure that the municipality stays on record with factual information.

When a District Command Centre (DCC) is established, the Senior Communicator will lead the communication cluster and represent all communication role players and be the link to the DCC to resolve overarching communication issues. If the senior communicator is not available, the responsibilities will be delegated to a communication officer.

Below find a breakdown of the leading role players in the communication of various emergencies. Do note that tasks can be delegated:

11.1 Disaster management

Role Player	Communication role	Communication responsibilities
Executive Mayor	Spokesperson	Interviews with the media, pre-recorded or live
Municipal Manager	Spokesperson	Interviews with the media, pre-recorded or live
Manager: Municipal Disaster Management	Spokesperson	Interviews with the media, pre-recorded or live
Cluster lead: Communication	Spokesperson	Interviews with the media, pre-recorded or live

11.2 Fire Emergencies

Role Player	Communication role	Communication responsibilities
Executive Mayor	Spokesperson	Interviews with the media, pre-recorded or live
Municipal Manager	Spokesperson	Interviews with the media, pre-recorded or live
Fire Chief	Spokesperson	Interviews with the media, pre-recorded or live
Cluster lead: Communication	Spokesperson	Interviews with the media, pre-recorded or live

11.3 Municipal Health

Role Player	Communication role	Communication responsibilities
Executive Mayor	Spokesperson	Interviews with the media, pre-recorded or live
Municipal Manager	Spokesperson	Interviews with the media, pre-recorded or live
Manager: Municipal Health and Environmental Services	Spokesperson	Interviews with the media, pre-recorded or live
Cluster lead: Communication	Spokesperson	Interviews with the media, pre-recorded or live

The Corporate Disaster Management Plan can be accessed for more roles and responsibilities of role players relating to disasters and emergencies.

12. LANGUAGE USE

The Constitution of South Africa provides that municipalities must consider the language usage and preference of a community. The three primary languages used in the Garden Route District are isiXhosa, English and Afrikaans. Therefore, all important and/or mandated communication must be published in all three languages. More details on Council's language use can be viewed by accessing the "Language Policy" of Garden Route District Municipality.

The target audience will determine the choice of language used in communications. All media queries received will be answered in the language it was received.

13. COPYRIGHT

The municipality owns all publicity material and information it has paid for or created.

Consequently, the reproduction of any such material requires the approval of the Communication and Graphic Design Unit. Regulating the use of the CI, enables the municipality to prevent the misuse of the material by the producer or anyone else.

14. COMMUNICATION BUDGET

The municipality should make available 1% - 5% of its operational budget (excluding the Roads Services Department) to the communication function.[5] It should include, but not be limited to the following:

- branding (signage, corporate branding);
- advertising (TV, Radio, print);
- printing and stationery;
- distribution of newsletters;
- internal and external newsletters;
- media monitoring; and
- campaigns.

[5] Department of Communications, Communication Policy. Approved by Cabinet (22 August 2018), p. 10

GLOSSARY OF TERMS

"Accounting Officer" is the Municipal Manager of the district municipality;

"Branding" the visual representation of the municipality or product, encompassing the municipality's name, logo and visual appeal.

"Chief Financial Officer", a person designated by the Accounting Officer as Chief Financial Officer.

"Councillor" means a Councillor as defined in the Local Government: Municipal Systems Act;

"Communications" include:

a) oral and verbal utterances of a User in or during a meeting where the business of Garden Route District Municipality or related matters are discussed;

b) the transfer of any information, whether speech, data, text, signals, radiofrequency spectrum, images in any format through Communication Facilities; and

c) access to or use of the services available on the Internet, including e-mail, instant messaging, websites, file transfer, video conferencing, voice over IP, chat rooms and bulletin boards by Users through the Equipment.

"Communication Share" is a folder with sub-folders that are used to share content between the Communication Officers.

"Corporate Brand Guide" is a manual that exclusively prescribes and describes the municipality's official colours, logo, design elements etc.

"Disaster Management" means a continuous and integrated multi-sectoral, multi-disciplinary process of planning and implementation of measures aimed at preventing or reducing the risk of disasters; mitigating the severity or consequences of disasters; emergency preparedness; rapid and effective response to disasters; and post-disaster recovery and rehabilitation.

"District Municipality" refers to Garden Route District Municipality, which is a municipal executive and legislative authority in an area that includes more than one municipality and which is described in section 155(1) of the Constitution as a category C municipality

"Systems Act", the Local Government: Municipal Systems Act, No. 32 of 2000.

ANNEXURE A: SOCIAL MEDIA

1 Scope

This document applies to:

- Municipal employees using social media for official communication purposes.
- Municipal employees using social media for personal reasons.
- Public commenting on social media.
- Social media communication made at any time, whether privately or publicly, including outside of office hours, and from anywhere, including away from work or on personal devices, whether to an individual or a group.

2 Official Use

All municipal employees (officials and councillors) must comply with the general communication policy regarding official spokespersons and council information. Also, they:

- May only make comments on behalf of the municipality with express approval or authority;
- may not post false or hearsay statements that could bring the municipality into disrepute;
- should not give out personal details, only contact details in line with the POPI and PAIA Acts;
- may not post municipal information of confidential nature – a summary of the information preferred by the municipality to be kept confidential as opposed to not-confidential are listed below. For more details on what a person is allowed to share with others, refer to the POPI and PAIA Acts.
- may not use logos or vision and mission statements without permission from the Communication and Graphic Design Unit;
- must only publish municipal information online that can be verified and not that of one's personal opinion;
- must refer all media enquiries to the Communication and Graphic Design Unit; and
- Regarding item 2 of the Code of Conduct for Municipal Employees, an employee must at all times, *among other things*, act in the best interest of a municipality and in such a way that the credibility and integrity of the municipality are not compromised.

Confidential	Not-confidential
• State security matters • Information not confirmed by incident commanders during a Joint Operations Centre activation • In-Committee items (red items), not before, during or after council meetings unless council grants authorisation • Confidential clauses in contracts • No names of people who have died during a disaster or any incident where the municipality is involved	• Council Agenda or anything publicly known • Service Level Agreements (unless confidential provisions are made)

3 Personal Use

Employees are personally responsible for what they communicate on or through social media and they must adhere to the code of conduct for municipal employees.

In addition, municipal employees:

- may not use municipal logos and branding for personal social media posts without explicit permission, but are allowed to share municipal information which the official pages of the municipality have shared;
- could be held legally responsible for comments on personal social media platforms which include language or any pictures or videos that are vulgar, obscene, threatening, harassing, defaming, or which promotes hate speech;
- must not engage in content that supports, fosters, perpetuates discrimination by race, creed, colour, age, religion, gender, marital status, health, status about public assistance, national original, physical or mental disabilities, or sexual orientation [refer to section 4. Freedom of Speech];
- must respect that computers and resources are reserved for municipal-related business and not for private use;
- must ensure that social media activities do not interfere with work duties and performance;
- must not use social media in such a manner that it is projected to be harmful to the municipality or any project that the municipality is undertaking;
- must not engage in posting content or links to pornography;
- must not conduct or encourage illegal activity; and
- must not post information that may compromise the safety or security of the public or public systems or criminal investigations.

4 Public Activity

Content/queries/statements of a political nature will be routed to the Executive Mayor of GRDM. A disclaimer appears on the municipality's social media pages, which explains details about the latter.

5 Freedom of Speech

This policy is not intended to limit either freedom of speech or that freedom being exercised within the law. The right to freedom of expression or speech comes with responsibilities; one's views shouldn't be posted online if they harm the reputations and rights of people or organisations.

6 Cyber Bullying

The municipality will not accept any form of bullying or harassment of or by employees of the municipality.

The following examples illustrate the types of behaviour displayed through social media communication, which the municipality considers to be forms of cyberbullying:

- maliciously spreading rumours, lies or gossip
- intimidating or aggressive behaviour
- offensive or threatening comments or content
- posting comments, photos, videos etc., deliberately mocking an individual or group with the intent to harass or humiliate them.

7 Official Accounts

The content and upkeep of official social media accounts are responsible for the Communication and Graphic Design Unit and the Tourism Unit.

Twitter

- Twitter @GardenRoute_DM, www.twitter.com/gardenroute_dm
- Twitter @grandkk1, www.twitter.com/grandkk1

Facebook

- @GardenRouteDM, www.facebook.com/gardenroutedm
- @Grandkk, www.facebook.com/grandkk
- Profile: Garden Route District Municipality

Youtube

- https://www.youtube.com/channel/UCIOO12bVhhKUeO4u3mbPsw

Linkedin

- Garden Route District Municipality

Whatsapp

- WhatsApp: District Communicators
- WhatsApp: Emergency Communications
- WhatsApp: Councillors
- WhatsApp: Garden Route DM Media
- WhatsApp: Staff Alerts

Instagram

- Instagram: Gardenroute_dm

8 Terms of Reference for WhatsApp Groups

WhatsApp groups; the golden rules:

- don't share irrelevant messages about other topics;
- do not spam the group with memes, adverts, deals or irrelevant pictures;
- no birthday wishes in groups;
- politely excuse yourself before you leave a group;
- post your message in one single chunk of text, don't post every word or sentence in a new message;
- Do not have one-on-one conversations in the group. Switch to private messages;
- Do not post in any group between 21:00 and 07:00 unless it is an all-out emergency. By emergency, we mean the "blood, floods, and broken bones" type of emergency, not the "I needed the scone recipe at 2 am because I had the munchies" type of emergency;
- If someone asks a question and you do not know the answer, do not respond with "I don't know". Just wait for someone who knows the answer to reply;
- Please do not send in a hundred "thank you" messages. If you feel gratitude towards someone – tell them in a private message;
- If someone asks a question of a personal nature (like asking for advice), don't respond if someone else has already answered, or else respond to the person directly in a private message;
- The group is not a political platform (unless you have precisely set it up for this purpose);
- There is no arguing, no heated opinions, fear-mongering, hyped-up drama, and no fake news. Check your sources before you share;

- Never use a group to berate someone else or air grievances. If you have an issue, address it one on one with the relevant person;
- Do not send data-insensitive messages. No one wants their last 3GB used up on uninvited memes; and
- Hit "Mute" on your WhatsApp group (unless you are part of an emergency rescue group). You will still receive all the messages, but your phone will not buzz or make a noise for every one of them.

9 Terms and Definitions

Term	Definition
account	A social media' account' or 'user account' is the first step that a person needs to create, engage on social media, and populate a social media profile. Without an account, a person cannot create a profile.
follow	When a user chooses to see another user, page or group's posts, the user needs to 'follow' the user, page or group.
following	The amount of users' following' a user, page or group.
handles	A handle defines a username, page or group name on social media and is, in most cases, preceded by the '@' sign. Examples include @JohnDoe, @GardenRouteDM, @WCGovernment etc.
hyperlink	A 'hyperlink' can either be a word, phrase or image used to jump to a new section on a website. Another name for a hyperlink is a 'link'. Hyperlinks can be found on websites, interactive presentations or inside electronic documents.
media channels	The methods used to communicate messages, including spoken words, print, broadcast or Internet.
network	A network is an interconnected path of communication between various social media platforms, their users (people, businesses or groups).
official channel(s)	Communication that is formal, planned, generated by an organisation, impersonal, structured, flowing between different hierarchical structures.
online community	A group of people using social media to communicate or share content.
post	A 'post' is content (text, video, and photo) shared on a social media platform like Facebook, Instagram, Twitter, Pinterest etc.
posted	Once text, a video, a photo, audio or documents have been uploaded (shared on) to the Internet to a social media platform, it has been published publicly (depending on one's privacy settings).
profile	A 'profile' contains information related to a user who accesses an online web-based platform, like Facebook, Twitter, Pinterest, Instagram etc. A profile stores details like the name, contact information, pictures etc., of a user.
sharing	The act of passing on content (text, video, photo, audio, documents) to and from individuals, groups, pages across social media platforms.

social media	A collection of interactive online platforms and tools that individuals, groups and organisations use to share content, market, provide insight and educate others. Social media allows for the creation and exchange of user-generated content. Examples include Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest, Google+, WhatsApp, blogs, apps providing comment facilities.
social media platform	A tool or mechanism used to facilitate the creation and exchange of content generated for and by users. Examples include Facebook, Twitter, Pinterest, Instagram etc.
social media presence	This represents an individual, group or organisation on a social media platform. An active presence means that an individual, group or organisation uses social media regularly. Lacking a presence on social media would refer to an individual, group or organisation not engaging on social media enough to create publicity, awareness or a 'voice'.
tools	Tools are devices used to access social media platforms. Tools include desktop computers, laptops, cellular/smartphones or tablets.
unfollow	A conscious choice by a social media user to stop following an individual, group or page activity.
user	An individual that partakes in any engagement or information sharing on a social media platform.
username	A registered account name used when logging on to a social media platform.