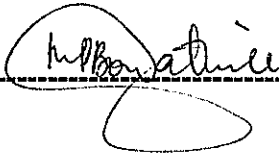




# Communication Policy for the Taolo Gaetsewe District Municipality

Council Resolution Number: 6.12.29/05/2015	Approved Date: 29/05/2015
Effective Date: 1 July 2015	Review Date: As and When Required

1. Speaker:  .....

2. Municipal Manager:  .....



## COMMUNICATIONS POLICY FOR THE JOHN TAOLO GAETSEWE DISTRICT MUNICIPALITY

<b>Policy Number:</b>	<b>Approved Date:</b>
<b>Effective Date:</b>	<b>Review Date:</b>

### **Purpose**

- Continuously ensure that the information service is managed in a people-centred and client-focused manner.
- Ensure that the municipality caters for all official languages dominant in the district
- Ensure that the municipality is well branded and easily identifiable

### **Language**

- In all communication engagement, the municipality shall use simple and understandable official language representative to the community demographics in the municipality.
- Setswana, English and Afrikaans shall be the main official language used in the district communications

### **Corporate Branding**

- The municipality shall be branded with distinguished municipal logo and municipal corporate colours
- The municipality shall be branded in all its official events and activities.
- All the entrances and exists to the municipality shall be branded with identifiable branding of the municipality
- All correspondence of the municipality either internally or externally shall be branded with distinguished municipal logo and municipal corporate

- colours.

### **Internal Communication**

- Internal communication will take place in a form of memos, emails, notice board and the Mun-Admin system. Word of mouth can also be used to communicate both formal and non-formal messages.
- Departmental Meetings and Management meetings will also be used to communicate to staff members. Other important meetings include Mayoral Committee meetings, Council meetings as well as other strategic meetings such as the Intergovernmental Forum meetings, AIDS Council and others. All of these meetings are intended to improve relations with staff, management and the external stakeholders.

### **External Communication**

- The purpose of external communication is to inform stakeholders about the programmes of the municipality.
- This shall be used in a form of radio, television, newspapers, internet, roadshows, conferences, workshops.
- External communication campaigns must be done with the approval recommendation of the Communications Unit.

### **Crisis Communication**

As part of the Communications Strategy of the municipality, there is a Rapid Response Team headed by our Disaster Management Team. The team comprises of disaster management from the district, and local municipalities, Communications unit in the District municipalities and Local Municipalities and GCIS.

A disaster management plan is available for these crisis and emergency areas. The disaster management plan is available to all municipalities and the Rapid Response Team. All communications done during emergency times will be dealt with in accordance with the disaster management plan and the disaster communications plan.

### **Events Management**

- The municipality has the District Communicators' Forum in place, which is chaired by the District Communications Officer.

- The structure comprises of sector departments and municipalities. It meets on a monthly basis and members have a calendar of events that is used for events planning and coordination. The structure is not for reporting purposes but it is there to coordinate events that are taking place around the district. This is done to promote partnerships and avoid duplication of events.
- The municipality shall have its own events organising team and shall comprise of members of staff selected from the different units within the municipality. This is for the purpose of its internal events.

### Advertising

- The municipality has a budget dedicated to this function though that budget does not fall directly within the Communications Unit. Local and national newspapers are used for this purpose especially public notices and advertisements for vacancies, council meetings and others. The municipal website is also used as well notice-boards.
- The municipality also makes use of flyers, pamphlets and teardrops, gazebos and banners which must be visible in all municipal events.
- All advertising will be co-ordinated from the communications unit.

### Key Messengers

Although we acknowledge that everyone is a communicator, there are three (3) key messengers who can speak on behalf of the municipality namely; the Executive Mayor, the Municipal Manager and the Speaker.

The Communications Officer and the HODS and Members of the Mayoral Committee will be secondary messengers.

In case there is a media related query, a media statement will be formulated by the Communications Officer, Executive Mayor and the Executive Mayor.

### Policy Review

- This policy will be revised as and when required.

### References:

- John Taolo Gaetsewe District Municipality Language Policy
- John Taolo Gaetsewe District Municipality Public Participation Policy
- The Constitution
- SALGA Guidelines for Municipal Communication
- IGR