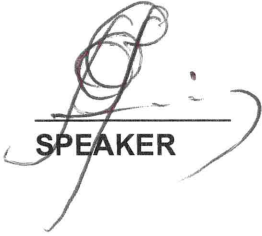




COMMUNICATIONS & BRANDING POLICY

JOHN TAOLO GAETSEWE DISTRICT MUNICIPALITY

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SPEAKER


DATE

JOHN TAOLO GAETSEWE DISTRICT MUNICIPALITY



COMMUNICATIONS & BRANDING POLICY 2026/2027

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DISTRICT MUNICIPALITY
SPEAKER

INTRODUCTION

The Constitution of the Republic of South Africa, 1996 (Act 108 of 1996) provides the framework for communication within the South African environment and regards freedom of expression and the public's right to information as fundamental rights. Government communication is driven by democratic principles of openness and participation, and is guided by the basic principles of: • transparency • accountability • consultation

Communication must be accessible to everyone as widely as possible and it is very important that we use the language that is spoken by the recipients.

PURPOSE

- To ensure that all communicators operate from a developmental communication standard; strengthen a communication system that enables the community to participate in the affairs of the municipality;
- To ensure that communication is coherent, coordinated and consistent; and reliable
- To ensure that communication caters for the most spoken languages in the district i.e. Setswana, English and Afrikaans;
- To coordinate communication so that all government departments and agencies work collaboratively to provide clear and effective communication to communities;
- To advocate for communication as a strategic function that is allocated the required resources to be able to fulfil its aims and objectives.

APPLICATION OF THE POLICY

This policy is applicable to Council, Management and employees of John Taolo Gaetsewe District Municipality.

The Communications Officer should ensure that employees including political office bearers are aware of the policy, monitor and evaluate the use of the policy.

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LEGAL FRAMEWORK

Section 6 of the Constitution gives equal status to all twelve official languages and provides a framework for communication within the South African environment.

Underpinning communications is developmental communications which refers to the use of communication to facilitate social and economic challenges.

Policy Content & Procedures

a) Language

- In all communication engagement, the municipality shall use simple and understandable official languages representative to the community's demographics in the municipality.
- Setswana, English and Afrikaans shall be the main official language used in the district communications.
- The official language of correspondence in and outside the municipality is English, other languages Setswana and Afrikaans are used as and when required.

b) Corporate Branding

Use of the coat of arms

The coat of arms of the John Taolo Gaetsewe district municipality depicts the natural resources of the district, the mining industry and birds found in the area.

This is used to protect the municipality's image, it also gives guidance in terms of the use of the coat of arms, whether it is for letters, memos, promotional materials and branding, and to ensure consistency in using the logo.

The coat of arms will be used in all official correspondence.

The municipal coat of arms should be placed on the left-hand side of any document or correspondence.

The coat of arms shall not be used without the approval of the Municipal Manager as a custodian and the responsibility will be given to communications to manage its use (use on adverts, branding, etc). Changes must be communicated with the Municipal Manager and be approved by Council.

Co-branding must be agreed on by the Municipal Manager. All designs shall be done by Communications Unit and approved by the Municipal Manager.

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The coat of arms will not be used by individuals or external stakeholders without the approval of the Municipal Manager.

Role of Political Principals

- take responsibility of communications
- account to the public on the policy by soliciting views and inputs
- give political direction to municipal communicator (s)

Role of Municipal Manager

- Ensure that communications unit is fully budgeted for communications activities;
- Advocate for communications to be a strategic function;
- Ensure that the communications policy and strategy are approved and implemented;
- Assist with delivery of information to specific forums.

Role of Communications Officer

- Develop communications policy and communications strategy
- Lead and coordinate communications at district level
- Ensure that the communications policy is communicated or cascaded to employees
- Assist with drafting of media statements
- Responsible for organising municipal campaigns, events, media engagements, marketing
- Participate in all strategic meetings of the municipality and oversee communications plans.

c) Internal Communication

- Internal communication will take place in a form of memos, emails, notice boards • newsletters/magazines • letters/ Circulars • videos/in-house TV • emails and intranet • presentations • team-building • group meetings • employee-attitude surveys • focus groups • face-to-face meeting with managers • social events • audio recordings • social media • general staff meeting

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- Other important meetings include Council and Mayoral Committee 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.

Font

The official font of the municipality is Arial 12 with 1.5 line spacing.

e) 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 and artworks related to any campaign must be done with the recommendation of the Communications Unit and approval by the Accounting Officer.

f) Branding

- The municipality shall be branded with the municipal coat of arms;
- The municipality shall be branded in all its official events and activities with the approved branding materials;
- 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 coat of arms.

CRISIS COMMUNICATION

As part of the Communications Strategy of the municipality, the municipality must establish a Rapid Response Team. The team should comprise of municipal communicators, officials from sector departments and the Government Communication & Information System (GCIS).

Whenever there is a crisis related issues, these officials would meet and respond to media queries. This will assist in responding to issues on time and keeping the communities abreast with the current developments.



The same officials will also be responsible for communications during disasters and emergencies. 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 established the District Communicators' Forum (DCF), which is chaired by the District Communications Officer and the Secretariat for the forum is the Government Communications and Information System (GCIS).
- The forum comprises of local municipalities, sector departments and civil society. It meets on a monthly basis and use a calendar of events that is used for events planning and coordination. The purpose of the structure is to coordinate events that are taking place around the district. This is done to ensure coherency and consistency of all government events and to minimise duplication of events.
- The municipality must establish its own internal organising team that comprises 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 as the notice-boards and the municipal Facebook page.
- The municipality also makes use of flyers, pamphlets and branding materials such as teardrops, gazebos and banners which must be visible in all municipal events.
- All advertising will be co-ordinated from the communications unit, this is to ensure that the coat of arms is used in a correct way and also for the purpose of co-branding.

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Social Media

The municipality's Facebook account is fully functional. The Communications Officer is responsible for updating the information on the account. Any information other than events or notices is subject to approval of the Municipal Manager.

Municipal employees shall not be allowed to publish any municipal related information that the municipality deem is offensive or perpetuates negative meaning on the municipal Facebook page, their personal Facebook or twitter accounts or any social media accounts, disclose sensitive information of the municipality without authority, comment on current legal matters of the municipality. The municipality must ensure that employees know the code of conduct. No municipal employee will be allowed to speak off the record with the media.

Employees of the municipality may not use municipal related usernames for their social media account and may not comment, or give a response to any statement on the social media platforms of the municipality, however employees may like a post or comment on the social media.

Key Messengers

Although we acknowledge that everyone is a communicator, there are two (2) key messengers who can speak on behalf of the municipality namely; the Executive Mayor, and the Municipal Manager.

The Chairpersons of the Mayoral Committee, Speaker and Communications Officer will be secondary messengers, on approval by Executive Mayor or Municipal Manager. In case there is a media related query, a media statement will be formulated by the Communications Officer, Executive Mayor and the Municipal Manager.

COMPLIANCE

The Accounting Officer or his/her designates must monitor and evaluate the degree of compliance with the Communication Policy within the municipality.

POLICY REVIEW

This policy will be revised as and when required.

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