

Annexure A

RUSTENBURG LOCAL MUNICIPALITY



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COMMUNICATIONS POLICY-DRAFT

ACRONYMS

BPDM – Bojanala Platinum District Municipality

CRM – Communication Response Management

DCA – Development Communication Approach

OEM – Office of the Executive Mayor

LCGF – Local Government Communicators Forum

NWPG – North West Provincial Government

GCIS – Government Communication and Information Systems

HoC – Head of Communication

MMC – Member of Mayoral Committee

RLM – Rustenburg Local Municipality

UM – Unit Manager

MM – Municipal Manager

IDP – Integrated Development Plan

NDP – National Development Plan

SM – Senior Managers

COMMUNICATIONS POLICY

1. Purpose and aim of the Communications Policy

- 1.1 To set out guidelines and standards for all employees and external stakeholders.
- 1.2 To determine acceptable use of the communications mechanisms and tools of the Rustenburg Local Municipality.
- 1.3 To regulate applicable protocol, standardize communication internally and externally as per the guidelines set out in the Communication Policy document of the GCIS as approved by Cabinet.
- 1.4 To promote a culture of feedback through established systems of communication. and cognisant of the political and administrative leadership of the institution.
- 1.5 To designate the responsible Senior Managers, Managers and Officials to account during processes of intra communication.
- 1.6 To define the responsibilities and co-functions of the Communication Unit.
- 1.7 To establish formal procedures for communication internally and externally and the systems for monitoring compliance.

2 Scope of operation of the Communication Policy

This Communications Policy covers the usage of all Rustenburg Local Municipality's communications operations and resources, being:

- 2.1 The usage of the Coat of Arms in all correspondence
- 2.2 The usage of Corporate Logo in all correspondence
- 2.3 Media liaison (Protocol)
- 2.4 Social Media Platforms

- 2.5 Internal Communication (Protocol)
- 2.6 External Communication & Community Liaison (Protocol)
- 2.7 Publication: newsletters, magazines, memoranda, notices, annual reports, pamphlets, flyers, posters and related activities
- 2.8 Branding of RLM equipment, resources, assets, stationery, gifts, publications and promotional material.

3 Application of the Communications Policy

This policy applies to:

- 3.1 All employees of the RLM, residents, contractors and agents who act on behalf of the RLM
- 3.2 All Directorates, Units, Sections of the RLM as well as all entities of which RLM has control
- 3.3 All RLM representatives
- 3.4 Any other party governed by RLM's Council resolution, agreement or contractual obligation.

Chapter 1

1.1 Coat of Arms usage policy

See Appendix (for image)

1.2 Policy objectives:

- 1.2.1 To prescribe guidelines and standards for the usage of the Coat of Arms in order to ensure uniformity across the RLM
- 1.2.2 To enforce compliance with the proper usage of the Coat of Arms in all official correspondence of the RLM

1.3 Policy statement

The Coat of Arms is used only in instances of official correspondence, both internally and externally, along with official stamp.

1.4 Usage standards

1.4.1 The Coat of Arms shall be on the top right position of the letterhead at all times when used in all official correspondence

1.4.2 It shall be used in conjunction with the respective Directorate's headers information

1.4.3 The contact details on the letterhead shall be of the Director's secretary

1.4.4 The Municipality name shall be aligned on the top left corner

1.4.5 The sender's footer information shall reflect their information, centre aligned along with the Municipality tag-line quote

1.4.6 The footer text shall be formatted strictly aerial-footer font size, strictly size 10

1.4.7 The footer-colour shall be black

1.4.8 The footer weight shall be regular

1.4.9 On all Political correspondence, the official stamp shall be signed by the Executive Mayor, Speaker of Council and or Single Whip of Council

1.4.10 On all Administrative correspondence, the official stamp shall be signed by the Municipal Manager

1.4.11 The sender's contact numbers and relevant information shall be embedded in the footer

Chapter 2

Corporate logo usage policy

See Annexure B (for image)

2.1 policy objectives:

- 2.1 To prescribe guidelines and standards for the usage of the corporate logo in order to ensure uniformity across the RLM.
- 2.2 To enforce compliance with the proper usage of the corporate logo in all correspondence of the RLM

2.2 Policy statement

The Corporate Logo is the image of Rustenburg and shall be used only on any material that markets the Municipality, namely; municipal website, stationary products, marketing and branding material, posters, flyers, pamphlets, folders, newsletters, speeches and presentations.

2.3 Usage standards

- 2.3.1 The corporate logo shall always be big enough to read
- 2.3.2 The logo is not to be framed in a box
- 2.3.3 The logo is not to be placed over the additional graphics or text
- 2.3.4 The logo should not be stretched, skewed or reshaped
- 2.3.5 The logo should not be printed in reverse

2.4 Colour specifications of the logo

- 2.4.1 Black
- 2.4.2 Green
- 2.4.3 Orange

2.4.4 Grey gradient

2.5 Protection Zone

The RLM Corporate Logo must maintain a protection zone around it, allowing it to stand alone without interference. No type or graphic element may be within the protection zone.

Chapter 3

Media Liaison & Engagement Policy

3.1 Policy objectives:

3.1 To prescribe guidelines and standards in respect of media liaison within the RLM to ensure uniformity, compliance and orderliness in line with the provincial and national legislative framework.

3.2 To enforce compliance with the policy across the RLM

3.2 Policy statement

Media liaison policy of the municipality is an over-arching policy document that governs all municipal media related activities, programs and projects by its employees, based on the provincial and national legislative framework.

3.3 Media liaison prescripts

Media liaison shall be streamlined as follows:

3.3.1 The chief spokesperson and face of the Municipality is the Executive Mayor as the political head of the institution.

3.3.2 The delegated chief spokesperson and face of the Municipality is the Municipal Manager as the Accounting Officer or Administrative Head.

- 3.3.3 The delegated spokesperson in the absence of the political head and accounting officer, shall be the Head of the Communications Unit within the Municipality.
- 3.3.4 No other person, except the three authorities mentioned above, may liaise with the media directly, in the form of a verbal or written statements, without the approval of the Executive Mayor, Municipal Manager or Head of Communications.
- 3.3.5 Upon engagement with the media, there should time-lines set and agreed both by the Head of Communication and the media house on the turn-around time for responses.
- 3.3.6 Media related inquiries should be responded within a time frame not exceeding 48 hours.
- 3.3.7 In the event there could be delays to respond as per the initial agreement, the Head of Communication must communicate the proposed time for responses to the media.
- 3.3.8 All media releases, statements, invitations and alerts shall be drafted by the Head of Communications and be ratified by the Executive Mayor and Municipal Manager before being published.
- 3.3.9 All media enquiries shall be referred to the Head of Communications for responses.
- 3.3.10 All media briefings and conferences shall be chaired by Head of Communications.
- 3.3.11 All employees are obliged to provide information to the Communications Unit upon request for purposes of publicity and or replies emanating from media inquiries.
- 3.3.12 Any employee involved in a leak of any Municipal information including confidential information to the media, will in line with relevant policies, be taken through disciplinary proceedings.
- 3.3.13 Any act which brings the name of the Municipality into disrepute may be deemed serious misconduct and shall be punishable in terms of this policy.
- 3.3.14 All drafts of media advert by various Directorates of the RLM must be verified with the Communications Unit for purposes of assisting with upholding required media standards and format.

3.3.15 All political leadership, management and the entire staff of the RLM shall be subjected to a half-day workshop to familiarise them with the Council approved Communications policy and strategy for ensuring compliance.

Chapter 4

Social Media Platforms and Communication

4.1 Policy objectives:

- 4.1 To outline guidelines within which employees can participate in engagements on social media relating to RLM.
- 4.2 To set standards and procedures for engaging online audiences about issues of service delivery as it relates to RLM.
- 4.3 To enforce compliance on all employees about their conduct and commentary around issues relating to the RLM and its brand value

4.2 Policy Statement:

Social Media platforms, are a necessary tool for expansion and widened reach of messages to communities. The digital space offers the RLM the opportunity to engage the different communities beyond the traditional means and demonstrate to larger audiences its ability to render effective service delivery and managing Communication internally and externally by response management mechanisms.

4.2 Policy Application on Social Media:

4.2.1 Social media platforms include digital based media such as:

- Facebook
- Twitter
- Municipal Website
- Instagram
- Telegram
- WhatsApp
- Any futuristic technologically based social media platform

- 4.2.2 All content on all social media accounts registered under the RLM should adhere to the set standards for social media in line with the GCIS social media policy.
- 4.2.3 The Communication Unit of the RLM will have the sole responsibility of managing all social media accounts registered under the name of the Municipality.
- 4.2.4 The Head of Communication acts as the Editor-in-Chief of the unit and all communication before publication is signed off by the accounting officer after submission by the Head of Communication.
- 4.2.5 The daily management and maintenance of the social media pages (Facebook and Twitter) will be the responsibility of the External Communication Specialist.
- 4.2.6 No employee of the RLM will make any commentary on any social media platform, on behalf of the Municipality.
- 4.2.7 Any employee of the RLM found to be disseminating any information about the municipality which can bring the municipality into disrepute and or making commentary with the potential to cause sustained reputational damage using any social media platform, will be taken through a disciplinary process and such action will be considered serious misconduct.
- 4.2.8 No employee of the Municipality with the exception of the Communication Unit personnel are allowed to directly interact with online audiences by responding on behalf of the RLM.
- 4.2.9 Employees of the RLM found to have used any social media platform inappropriately such as sharing of obscene videos, photographs, material which is racist and sexist, commentary which is deemed as harassing and statements which may be offensive will be taken through a disciplinary process, for such misconduct.
- 4.2.10 All communication on the various platforms registered under the RLM shall be restricted to the business and mandate of the Municipality.
- 4.2.11 Political campaigning directly or indirectly is prohibited on all social media accounts registered under the RLM.

- 4.2.12 Content which has copyright protection, may not be reproduced to re-distribution or re-publication.
- 4.2.13 Content which is on all social media accounts registered under the RLM must at all times reflect the values and mission and of professional standard.

Chapter 5

Internal Communication (Protocols)

5.1 Policy objectives:

- 5.1 To inform all staff from Senior Managerial level to general workers updated on all internal activities of the RLM.
- 5.2 To prescribe guidelines for internally communication from Communication Unit to all staff.
- 5.3 To set standards and procedures for all internal staff for communicating messages

5.2 Policy Statement:

Internal Communication is an important tool and platform for ensuring that departments and directorates synergise and create a point of convergence in terms of Communication. Internal Communication ensures that all staff are kept updated of activities internally and within the different directorates using a systematic and regulated pattern.

5.4 Policy Application:

5.4.1 Internal communication refers to internally communicated messages including:

- Staff Introductions/Departures
- Birthdays
- Newsletters
- Bulletins
- General Staff Meetings

- Social Events
 - Bereavement Notices
 - Health and Safety Messages
 - Year End Functions
 - Directorate Announcements to All Staff
 - Council Meetings
 - Advert for Internal Job Vacancies
 - Activations and Outreaches by Directorates
 - General Staff Announcement
 - Operational Notices (Business Hours during holidays)
 - Human Resources Related Announcements
 - Introduction of New technology
 - Training / Workshops
 - Municipal Programs
 - Seminars
- 5.4.2 The Communication Unit, is the custodian of all internal communication within the RLM.
- 5.4.3 If the RLM does not have intranet as a platform for conveying messages internally, existing technology like E-mails can be used for the same purpose.
- 5.4.4 All internal communication from directorates will be approved by means of a signature by the relevant director and or manager, prior to dissemination by internal communication to all staff.
- 5.4.5 Unsigned communication from directorates will not be communicated to all staff.
- 5.4.6 All internal communication will be from written communiques from directorates and no verbal requests will not be permitted.
- 5.4.7 All communication from all the directorates will be populated via the internal communication specialist and not any other unauthorised personnel.
- 5.4.8 Departments and Directorates are prohibited from disseminating internal communication to all staff directly.

Chapter 6

External Communication & Community Liaison (Protocols)

6.1 Policy objectives:

- 6.1 To make provision for defined protocols when engaging external stakeholders including the community.
- 6.2 To make known the processes and procedures for disseminating communication/messages to stakeholders other than the media.

6.2 Policy Statement:

The Municipal environment exists while addressing competing demands. The Media has vested interest in the affairs of the municipality and how it accounts to the public. Equally communities have interest in the affairs of the municipality and should receive the information about the activities and programs of the Municipality on a regular basis.

6.3 Policy Application:

6.3.1 External communication and community liaison refers to direct engagement to external persons except the media and not limited to the community the RLM serves.

6.3.2 External Communication and Liaison refers to external including:

- Queries on Municipal accounts by residents
- Information on municipal projects and programs
- Information related to Bylaws
- Service delivery related matters
- Council Meetings and Resolutions
- Interviews on Senior Appointments
- General Administrative matters of public interest

6.3.3 All external enquiries shall be handled exclusively by the external communication specialist.

6.3.4 All official communication, will be from the specific Directorate(s) relevant to the inquiry from the community and external stakeholders.

- 6.3.5 Communication from Directorate(s) will be conveyed by means of written messaging in the form of e-mails prior to responding to the public by the external communication specialist.
- 6.3.6 The external communication specialist, is responsible for managing client relationships in line with his/her role of engaging communities directly on issues of service delivery and general queries.
- 6.3.7 This policy makes provision for the external communication specialist to handle all media inquiries in the absence of and by delegation from the Head of Communication

Chapter 7

Publications policy

7.1 Policy objectives:

- 7.1.1 To set out guidelines and standards to ensure a well-coordinated publication procedure in terms of newsletters, magazines, memoranda, annual reports, IDP documents, promotional material such as posters, flyers, pamphlets and brochures.
- 7.1.2 To enforce compliance with policy in all publications of the RLM by employees.

7.2 Policy statement

A coordinated publication system within an organisation often serves to specifically eliminate or curb incoherence in the dissemination of information, to both internal and external stakeholders.

7.3 Publications standards and procedure

Standards:

- 7.3.1 All publications must comply with the usage of the coat of arms and corporate logo policy.

7.3.2 Publications refers to all RLM written material with supporting photographs including the use on the following platforms:

- Facebook
- Twitter
- Instagram
- WhatsApp
- Municipal Website

7.3.3 All publications must have been proof-read and edited with the assistance of the Communications Unit to ensure professionalism of the final copy.

7.3.4 Internal Communication will be tasked with issuing information and education based articles on a weekly basis in line with the identified monthly themes for the year.

7.3.5 The RLM shall have one official monthly newsletter and quarterly magazine to be distributed to both internal and external readerships.

7.3.6 Other spontaneous publications such as notices, posters and flyers shall be published with the assistance of the Communications Unit to ensure required standards and approval of the Executive Mayor and Municipal Manager.

7.3.7 At all times a final copy of the publication must uphold professional standard by using generally accepted material, such as, glossy paper, properly stitched and well-scanned pictures.

7.3.8 The use of photographs on all mediums of communication, shall be by well-maintained resources, which will amplify the quality of the produced works.

Procedure:

7.3.9 An editorial committee or task team must always be established to assist the project champion with the publication content to maximise efficiency.

7.3.10 No publication may be produced without a funded mandate. This is to avert unauthorised expenditure and audit queries.

- 7.3.11 All outsourced publications must comply with the RLM procurement procedure.
- 7.3.12 All publications must be distributed to intended readership to avoid wasteful and fruitless expenditures.
- 7.3.13 Copies of all publications shall be filed with the RLM Records Unit for record and accountability purposes.