LIMPOPO

PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
TRANSPORT AND COMMUNITY SAFETY

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COMMUNICATION AND LANGUAGE POLICY

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DEFINITION OF TERMS

"**braille**" means a written language for the visually impaired in which characters are represented by patterns of raised dots.

"**frontline officials**" means officials holding public office or officials performing official duties in the main administration of an organization;

"**multilingualism**" means the use of three or more languages by an individual or by a group of speakers such as the inhabitants of a particular province.

"**Official language**" means the language used in government, courts of law, education, business, and the media.

"**Provincial original legislation**" means acts of the province passed by the provincial legislature and assented to by the premier.

"**Provincial subordinate legislation**" means regulations, proclamations, rules, and notice made in terms of provincial original legislation.

"**South African sign language**" means a system of communication used among and with deaf people, consisting of facial and manual gestures and signs in South Africa.

"**Translating**" means the act of transposing a text from a source language to another language in written form.

"**Communication**" means an activity of conveying information through the exchange of thoughts, messages, or information, through speech, visuals, signals, writing, or behaviour.

"**Content**" means information and experiences that may provide value for the end user/audience in specific contexts delivered via any medium such as the internet, television, and audio CDs, as well as five events such as conferences and stage performances.

"**Corporate identity and branding guidelines**" means a government document that detailed the use of departmental corporate identity and branding guidelines.

"**Department**" means Department of Transport and Community Safety

"**Employee**" means a person, who works for the department and who receives or is entitled to receive remuneration in terms of the Public Service Act 103 of 1994, (as amended) or any relevant legislation/ regulation.

"**Event**" means sporting, entertainment (including live acts), recreational, educational, cultural, religious, business, charitable; exhibition, conference, organisational, community or similar activity hosted at a venue or along a route or its precinct, which is planned: has a clear programme, control, and accountability.

"**Event management**" means a process by which an event is planned, prepared, and produced. It encompasses the assessment, definition, acquisition, allocation, direction, control, and analysis of time, finances, people, products, services, and other resources to achieve objectives.

"**External communication**" means communication function responsible for interacting with those outside the department i.e., media, the public, community organizations, local authorities, funding bodies, specialist agencies etc.

"**Extranet website**" means a restricted access site or portal that is accessible by both internal and external users.

"**Internal Communication**" means communication function responsible for effective communication among participants within the department.

"**Intranet website**" means a website with access restricted only by users within the department.

"**Notice display frames**" means picture frames and notice boards placed at strategic areas in the department for displaying information.

"**Social media**" means an interactive web platform via which individuals and communities share, co-create, discuss, and modify user-generated content i.e. Twitter, Linkedin and Facebook, etc.

"**Website**" means a set of related web pages containing content such as text, images, video, audio, etc.,

1. INTRODUCTION & BACKGROUND

Communication is responsible for supporting line functions across the department including stakeholders whilst taking care of the overall corporate image by ensuring that the department is positively viewed at all times.

Government considers communication to be a strategic element of service delivery. The communication function needs to be an efficient, effective and trusted vehicle through which departmental messages are communicated. It should be enhanced through optimizing engagement with internal and external stakeholders, effective management of resources and visionary leadership.

2. PURPOSE AND OBJECTIVES

The purpose of this policy is to ensure that communication in the department is well coordinated, effectively managed and responsive to the diverse information needs of the public partners and stakeholders. The objectives are:

2.1. To ensure that the department is visible, accessible, and accountable to the public it serves.

2.2. To provide the public, partners, stakeholders including municipalities and the media with complete, accurate, clear and timely information about the department's policies, services and initiatives.

2.3. To identify and address communication needs for both employees and the public of the department in order to enable the exchange of information by delivering prompt responses to requests for information.

2.4. To guide officials of the department in their dealings with the media, internal, external communication and social media platforms.

3. SCOPE OF APPLICATION

3.1 This policy applies to all departments' employees.

4. LEGAL FRAMEWORK

4.1 Basic Conditions of Employment Act, 1997.

4.2 Communication task team report, 2000.

4.3 Constitution of the Republic of South Africa Act, 1996.

4.4 Electronic Communications and Transactions Act, 2002

4.5 Electronic Communications Act, 2005.

4.6 Government Communicators handbook 2014/2017

4.7 Minimum Information Security Standards (MISS)

4.8 POPIA (POPI Act), Protection of Personal Information Act, 2021.

4.9 Promotion of Safety Act

4.10 Public Finance Management Act, 1999.

4.11 Public Service Act, 1994

4.12 Regulation of Gatherings Act, 1993

4.13 Safety at Sports and Recreational Events Act, 2010

4.14 Transport Copyright Act

5. ADMINISTRATION OF THE POLICY

The Head of Department must ensure that the Director: Communication Services has an effective support structure, to fulfil functions in terms of this policy.

6. POLICY CONTENT

6.1 COMMUNICATION ROLES

In order to ensure effective communication and compliance to the communication policy, the following roles are assumed:

6.1.1 Member of the Executive Council

The Member of the Executive Council (MEC) is the principal communicator for the department. He/she can delegate these responsibilities to the Head of Department whenever required.

The MEC together with the Head of Department will be responsible for defining the annual communication priorities, objectives and requirements. This is done in consultation with the Director: Communication Services who is the Head of Communication.

6.1.2 Head of Department

The Head of Department is the secondary principal communicator. He/she ensures that the communications strategy is in line with department strategic objectives and reflects the department's priorities. HOD and the Director: Communication Services ensures the integration of the communications function within the department's decision-making processes and the integration of strategic communication planning in the overall planning of the department.

6.1.4 Director: Communication Services

Directorate: Communication Services is responsible for ensuring compliance with the department's communication policies and strategies. Ensuring that key communication issues and priorities are identified annually and integrated with the government communication strategy framework as outlined in the Government

Communicators Handbook. Draft communication action plans, in consultation with other directorates, serves as the departmental authority on communication issues. He/she is responsible for co-coordinating all communications activities of the department and ensures that the departmental programmes are communicated to staff members and external clients. The Director provides communication advice and counsel to the HOD and the MEC

6.1.5 Media Liaison Officer

The departmental Media liaison Officer serves as the MEC media contact person. He/she is responsible for co-ordinating liaison with the media for the MEC.

6.2 INTERNAL COMMUNICATION

The purpose of internal communications is to facilitate and manage the flow of information within the department to create an informed workforce. It involves information about departmental programmes, relevant human resource information, and other useful knowledge that staff members may have interest in.

The following communication tools and mediums are used to communicate with staff members:

DTCS TV, Newsletters (collages), Posters, Notice Display Boards, Committees, Intranet, Email, Workshops, Meetings, SMS, Plasma Screens, Orientation / Inductions, Strategic Session, Team Buildings Program, Social Media, Online Chats and Internal Events.

6.3 EXTERNAL COMMUNICATION

The purpose of external communications is to inform stakeholders and the public of services and programmes of the department. The Director must approve all external communication: collages, website content, shared photos, media statements, posters etc.

Different communication tools and mediums are used to communicate with stakeholders:

Newsletters, Posters, External Notice Boards, Committees, Email, Workshops, Meetings, SMS, Plasma Screens, Suggestion boxes, networking sessions, Forums, External Online chats, Billboards, Radio, Television, Magazines, Campaigns, Road shows, and editorials, Exhibitions, Conferences, Summits, Workshops, Events, Internet, social media, and Newspapers.

6.4 COMMUNICATION MATERIALS INCLUDING PUBLICATIONS

The Communication Services Directorate must be consulted on communications materials including publications — brochures, newsletters, reports, magazines that is produced on behalf of the department. Materials and publications must only be produce if there is a legitimate public benefit in doing so, or if the public requires specific information that is best communicated through a publication, or it is in the best interest of the department programme projects.

Publications development plan must be compiled on annual basis and be managed by Communication Services Directorate. Decisions to outsource such activity or part thereof must carry the approval of the Director: Communication Services. All Branches, Chief Directorate and Directorates shall budget for their communication activities including marketing and promotions.

6.5 NOTICE DISPLAY FRAMES

There shall be regular monitoring and updating of display notices by the Directorate

Communication Services directorate shall provide content to the Directorate

Communication Services directorate will handle content on Notice Displays Frames and therefore unauthorized information on Notice Displays shall be removed.

6.6 ADVERTISING

The Directorate: Communication Services is responsible for co-ordinating all advertising activities. The Director: Communication Services must approve content for advertising or procurement of advertising services. No contract or payment can be signed without the approval of the Head of Department or his/her representative.

6.7 CORPORATE IMAGE

The Directorate: Communication Services is responsible for the corporate image of the department. This responsibility includes the look and feel of the department's office buildings; use of the official departmental logo with the name of the department in line with the department's branding plan and corporate identity guidelines; type of communication material to be used by the department i.e., folders, letterheads, projects boards, adverts, business cards etc.; and the way communication material is used and produced should be guided by corporate identity, etc.

6.8 COMMUNICATION RESEARCH

Communication Services Directorate need to inform staff members about the Department's policies and programmes as it implements its mandate. Communication research must be used in the dissemination of relevant information.

Conducting communication research will help to increase the efficiency and effectiveness of the department's communication campaigns. It must allow for the needs of the target audience to be assessed and assist in the identification of appropriate messages and strategies to effectively communicate with communities including evaluating of campaigns and the development of future campaigns through pre- and post-testing of campaigns and material.

6.9 WEBSITES AND SOCIAL MEDIA

The department's website and social media serves as windows to the public and as such the Communication Services has the following responsibilities: Placing and removing content from the department websites and updating department social media.

Website is official publication, providing information and services required by staff members, clients, and other users. The department use its extranet and intranet as a major source of information and knowledge sharing and storage tool. Website must be accurate and up to date at all times in order to ensure a reliable service to users and to manage the department's reputation and image in line with GCIS Handbook and Social Media Guidelines.

7. LANGUAGE

English shall be the corporate language in the department. The department shall make an effort to translate its critical documents in other official languages (Afrikaans, Sepedi/Northern Sotho, Xitsonga, Tshivenda, IsiNdebele, and Braille, etc.)

8. FONT

Arial 12 must be a standard font according to GCIS communication handbook.

8.1.   Limpopo is a multilingual province with the following six official languages:

(a)   Afrikaans;

(b)   English;

(c)   IsiNdebele;

(d)   Sepedi;

(e)   Tshivenda; and

(f)   Xitsonga.

8.2. The Limpopo Province Languages Act, 2000 (Act No.7 of 2000) is used for the determination of the six official languages. The Act further prescribes the official languages for publications and communication.

8.3. The National Language Policy Framework 2003, section 2.4, provides the framework for this Policy as it states that-

(a)   All government structures as well as institutions exercising a public power or performing a public function are bound by the policy.

(b) All provinces must formulate their principles in line with the guidelines contained in the National Language policy.

(c) Government must encourage and where necessary support private enterprises to develop and implement their own language policies in accordance with the National Language Policy; and

(d)   Multilingualism must be promoted through the use of different languages in the department.

9. EXHIBITION

Communication Services Directorate is responsible for branding and corporate identity of the department and must be consulted when branches are taking part in fairs, workshops, and exhibitions.

10. EVENTS MANAGEMENT

Events calendar shall be compiled annually as prescribed in the government communicator's guideline by Communication Services directorate. The Director Communication Services shall take full responsibility for the departmental communication action plan inclusive of media, all events, exhibition, social media, website, publicity, protocol, and branding. A standard event management checklist developed by Communication Services Directorate must be used.

11. COPYRIGHT

The department owns all publicity material and information it has paid for or created. Consequently, the reproduction of any material requires the approval of the department. Copyright to the department allows the department the freedom to allow others to use the material without paying fees to the original producer upon getting permission also gives the department the authority to prevent misuse of the material by the producer or anyone else.

12. COMMUNICATING CRISIS

In the event of a crisis, a Crisis Communication Plan must be developed. The MEC and HOD must be informed immediately of the crisis.

13. COMMUNICATOR'S TOOL KIT

Communicators require tools that assist to record data, edit clips, and broadcast polished stories as events unfold. The tools include:

13.1. Camera with carry bag and Laptop with internet connectivity.

13.2. Phone with social networking applications and video camera.

13.3. Voice recorder and branded notepads and pens.

13.4. Corporate garments (where necessary).

14. DEFAULT

Non-compliance with the policy shall constitute violation of the policy and shall be treated in terms of the departmental disciplinary code of conduct.

15. ADOPTION OF THE POLICY

This policy shall be considered and adopted by the Head of Department in consultation with the Labour Management Forum.

16. INCEPTION DATE

The inception date of this policy will be within 30 days after the approval by the Executive Authority.

17. REVIEW AND TERMINATION OF THE POLICY

This policy shall be reviewed in two years from date of approval and/or when the need arises.

18. MONITORING AND EVALUATION

Communication management unit will monitor the implementation of this policy. The Monitoring and Evaluation unit within the department will also track progress and policy achievement in terms of the objectives.

19. ENQUIRIES

Enquiries about the policy should be directed to the office of the Director: Communication Services.

RECOMMENDED/NOT RECOMMENDED

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....   .07/09/2022.........

ACCOUNTING OFFICER   **DATE**

APPROVED /~~NOT APPROVED~~

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MEMBER OF EXECUTIVE COUNCIL

11 September 2022
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DATE

SIGN HERE

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