



LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

**DEPARTMENT OF
PUBLIC WORKS, ROADS & INFRASTRUCTURE**

Name of the Policy	Communication and Media Policy
The Version / revision number	03
Domain	Communication and Stakeholder Management

TABLE OF CONTENTS	PAGE NO.
Acronyms and Abbreviations	3
1. Introduction	4
2. Purpose and Objectives of the Policy	5
3. Authority of Policy	6
4. Legal Framework	6
5. Scope of Application	6
6. Definitions	6
7. Policy Pronouncements	7
8. Crisis Communication	9
9. Values	10
10. Default	10
11. Inception Date	10
12. Termination and Review Conditions	10
13. Enquiries	10

ACRONYMS AND ABBREVIATIONS

- “NDP” - National Development Plan**
- “GCIS” - Government Communications Information Systems**
- “LDPWRI” - Limpopo Department of Public Works Roads and Infrastructure**
- “PSR” - Public Service Regulation**
- “EA” - Executive Authority**
- “AO” - Accounting Officer**
- “MLO” - Media Liaison Officer**
- “HoC” - Head of Communication**
- “CRO” - Chief Risk Officer**
- “APP” - Annual Performance Plan**

1. 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. The departmental policy seeks to provide guidelines on communication within the department and with external stakeholders in response to the Constitution and further contribute to building a positive image of the department and realisation of its vision. Government Communication and Information System (GCIS) as custodian of government communication drafted a communications policy that seeks to strengthen government communication, which is inline with the developmental communication approach adopted by government.

Communication in any organisation forms an integral part of its day-to-day business as it is about interaction between members of an organisation and interactions with external stakeholders of that organisation. Effective communication within and by government institutions remains critical as this ensures that information is widely accessible within the public space, to engage citizens on issues that affect them as government renders services in line with the Constitution. This departmental communication policy is inline with the provincial policy development framework approved by the Limpopo Province's Office of the Premier.

2. PURPOSE AND OBJECTIVES OF THE POLICY

2.1 Purpose of the policy

- a. To outline procedures and processes to follow in dealing with communication matters.
- b. To develop effective communication engagements amongst stakeholders.
- c. To assess risks and opportunities and promote information exchange to bring about positive social change via sustainable development.
- d. To ensure that communication operations are in line with the development communication approach adopted by government.

2.2 Objectives of the policy

Communication should be effected within a well-defined policy framework. The necessity of a Communication Policy stems from the need to approach communication function of the department in a systematic, efficient and effective manner. Therefore, this policy's objectives are as follows:

- a. To provide clear protocols relating to communication matters in, with and by the department
- b. To ensure that internal and external communication is well integrated, coherent, coordinated and consistent.
- c. To create an effective feedback mechanism between the department and its stakeholders.
- d. To strengthen department's communication system that enables citizens to participate and take up opportunities offered by the department through the different programmes.
- e. To build citizen centred and client focused communication system
- f. To designate individuals to communicate with the media including public and internal staff.
- g. To monitor and evaluate the effectiveness of communication activities in relation to the objectives stated herein and the departmental priorities.

3. AUTHORITY OF THE POLICY

- 3.1 The policy is issued and authorised by the Executive Authority of the Limpopo Department of Public Works, Roads and Infrastructure (LDPWRI).

4. LEGAL FRAMEWORK

- a. The Constitution of the Republic of South Africa, 1996.
- b. National Development plan (NDP), 2011.
- c. Limpopo Development Plan (LDP), 2020.
- d. National Communication Policy and Strategy framework, 2017.
- e. Government Communicators handbook.
- f. Provincial Communication Policy 2020.
- g. Public Service Regulations (PSR) of 2016 as amended.
- h. Medium Term strategic Framework (MTSF).
- i. Cabinet Memorandum 8 of 1997.
- j. Cabinet memorandum 8 of 1998.
- k. Cabinet memorandum 16 of 2000.
- l. Intergovernmental Relations Framework Act 13 of 2005.

5. SCOPE OF APPLICATION

- 5.1 This policy applies to all employees within the Department of Public Works, Roads and Infrastructure, including those on contract of any nature.

6. DEFINITIONS

- a. **Department** refers to Limpopo Department of Public Works, Roads and Infrastructure.
- b. **Employees** refers to all personnel employed by the department, permanent, temporary or contract worker).
- c. **External stakeholders** refer to any individual, members of the public, members of the media, public/private institutions, and interest groups.

7. POLICY PRONOUNCEMENTS

7.1 Media Engagements

- 7.1.1 Media enquiries relating to the institution must first be brought to the attention of the Media liaison officer and Head of communication who will engage with the relevant authorities' prior providing comment to the media.
- 7.1.2 The right of elected representatives of recognised trade unions to express their views through or to the media directly is not restricted. Elected representatives are fully entitled to make comments on behalf of their staff associations or trade unions. They are **NOT** permitted, however, to comment on behalf of, or represent the department.
- 7.1.3 All matters that may have an impact on the image of government, where a matter has been declared a crisis, the crisis communication protocol will come into effect (see item 8.1).
- 7.1.4 Issues of technical nature where a person has the particular expertise needed, including language proficiency should be considered and that person be granted authority to comment with guidance from the Media Liaison officer and the Head of Communications.
- 7.1.5 Any Media communication emanating from government employees in their private capacity (social media posts, blogs; letters to the editor) must subscribe to the Public Service Act (Act 103 of 1994) and code of conduct for public servants.
- 7.1.6 Information acquired while on duty must not be used when voicing personal opinions and inappropriate media engagements is prohibited. These are engagements such as those that bring government, the department and its stakeholders in disrepute; undermines the integrity and reputation of the government, its leadership or its stakeholders; presents personal viewpoints as a position that is held by the department; discloses sensitive/classified departmental information without proper authority; comments on pending or legal issues relating to the department.
- 7.1.7 The use of Short Message Service (SMS) abbreviations should not be used in any official correspondence and/or when interacting with the media.

7.2 Departmental Website

- 7.2.1 The Department should have a website that is accessible 24/7 and is updated regularly.
- 7.2.2 Website content and branding to be managed through communications component.
- 7.2.3 Paid advertising, including endorsement of commercial products, is prohibited.
- 7.2.4 When the department has a significant role to play in an event such as a conference organised by a commercial event management company, this event may be promoted and a link provided to a website where the user can get more information or register.
- 7.2.5 Professional language should be used at all times.
- 7.2.6 Placing of unauthorised content is prohibited.
- 7.2.7 Viewing of pornographic material or any other related material is prohibited.

7.3 Social Media Platforms

- 7.3.1 No personal social media account must be registered using government issued e-mail address.
- 7.3.2 Officials may not use department related usernames or handles when setting up personal accounts. E.g Siphos DeptWorks.
- 7.3.3 The Department reserves the right to remove any comment made with profanity and reserve the right to block any user who continues to use profanity even after being requested not to do so.
- 7.3.4 The Department reserves the right to remove any undesirable image/s uploaded by a user and reserve the right to block any user who continues to do so.
- 7.3.5 The language used should be formal, non-racial, non-sexist.
- 7.3.6 Content uploaded should above all promote the image of the department by communicating programmes and projects as well as opportunities available to the public.

7.4 Internal Communication

- 7.4.1 All information addressed to all staff intended for circulation through several departmental platforms in place such a newsroom email account, notice boards etc, should be duly authorised.
- 7.4.2 All notices addressed to staff should be sent to communication component and unit will be responsible for placing on notice boards provided in the Department .The Communication unit will also be responsible for removing the notices when expired.
- 7.4.3 The notices calling for meetings will be placed 5 working days before the said meeting and removed immediately after the meeting.
- 7.4.4 Communications Component is responsible for producing all publications or information material meant for promoting the image of the Department.
- 7.4.5 All departmental events will be coordinated by the Communications component in liaison with the end-user or content holder.
- 7.4.6 The use of departmental stationary other than for bona-fide Departmental business is prohibited.

8. CRISIS COMMUNICATION

- 8.1 In the event of a crisis the Accounting Officer (AO) should convene a meeting as soon as possible comprising of the Head of Communication, the Media Liaison Officer, the Chief Risk officer (CRO), the legal department and any other identified official to plan appropriate response or action. These individuals may appoint persons to deal with media matters for that specific period of the crisis.
- 8.2 The Executive Authority is the official spokesperson during a crisis.
- 8.3 Should it be not feasible to meet physically, the AO should identify the best communication tools to be utilised during the crisis.

9. VALUES

- 9.1 Accountability: Every official will be held responsible for own action
- 9.2 Integrity: All officials will be truthful and honest in execution of duties in their area of competence.
- 9.3 Professional Ethics: All officials will perform diligently with necessary proficiency in the execution of duties in their area of skills backed by acceptable moral codes.
- 9.4 Excellence in Service Delivery: All officials shall dedicate their energy and time to serve with distinction and offer quality service to the people.
- 9.5 Team Work: Officials in the Department will at all times strive to deliver as a joint unit and cooperate amongst themselves for service excellence.
- 9.6 Transparency: The department will always uphold Batho-Pele principles.
- 9.7 Answerability: The Department will collectively take liability for poor service delivery.

10. DEFAULT

Anyone who contravene or fail to comply with this policy shall be subjected to progressive intervention.

11. INCEPTION DATE

The inception date of this amended policy will be after the approval by the Executive Authority.

12. TERMINATION AND REVIEW CONDITION OF THE POLICY

The policy shall be reviewed at the end of the MTSF Period and at an interval of three (3) years or any changes in legal/legislation mandate.

13. ENQUIRIES

All enquiries related to this policy should be forwarded to the Directorate: Communications and Stakeholder Management.

Approved by



MME. NC RAKGOALE
MEMBER OF THE EXECUTIVE COUNCIL

31/03/2023
DATE

