

JOE MOROLONG LOCAL MUNICIPALITY



JOE MOROLONG LOCAL MUNICIPALITY COMMUNICATION POLICY 2024/25

BACKGROUND

Joe Morolong Local Municipality (JMLM) as an institution of government has an obligation to provide the public with open access to information about policies, programs, services and initiatives. Information for public use must be disseminated and readily available.

In order for the municipality to meet the information needs of all its citizens, it must consider the following:

- The constitutional right of the people to access of information
- To have trained and knowledgeable staff for providing information to the communities
- To ensure service is timely, courteous, fair, efficient and offered with all due regards for the privacy, safety, convenience, comfort and needs of the public
- To ensure that published information is available on request in multiple formats to also accommodate special groups.

LEGISLATION FRAMEWORK

The constitution contains a number of sections that set the tone for local government communications.

Section 152(1) (e) - in setting out the objects of local government, municipalities must encourage the involvement of communities and community organizations in matters of local government

Section 160 (7) – a Municipal Council must conduct its business in an open manner and may close its sittings or those of its committees, only when it is reasonable to do so

Section 162(3) - Municipal by laws must be accessible to the public

Other important sections of the Constitution include the founding provisions which make reference to the official languages. The constitution stipulates in section 6 (3) (b) that municipalities must take into account the language usage and preferences of their residents when communicating with them.

Furthermore the Constitution spells out the fundamental principle that must govern the provision of service by public service; it is by no means the only piece of legislation that supports the notion of “putting people first”. The most important other pieces of enabling legislation that provide links to Batho Pele are:- The Public Service Act, No 103 of 1994; White Paper on Transforming Public Service Delivery (Batho Pele) of 1997; White Paper on the Transformation of the Public Service of 1995; Promotion of Administrative Justice Act No3 of 2000; and Public Service Regulations, 2001

1. INTRODUCTION

The Joe Morolong Local Municipality is committed to two – way communication, building relationship with its internal and external stakeholder's and to form partnerships with the public and private sectors/ stakeholders.

2. OBJECTIVE

The purpose of this policy is to provide clear principles and guidelines for communication in the Municipality. The Different roles and responsibilities within the Municipalities Communications are made clear, what is communicated, whom, when and how. The policy will ensure that communications takes place in a well-coordinated and uniform manner.

3. POLICY STATEMENT

It is the policy of the Municipality to provide information to its internal and external stakeholders about programmes and services. This has to be done in an accurate, timeous, relevant and understandable manner.

- ✓ Ensure that it reports its achievements with regards to its mandates.
- ✓ Ensure that it's visible, accessible and answerable to public its services.

The Communication Unit has the responsibility to ensure that all communications activities including procurement of services are done accordance with the policies and procedures.

All Communication must reflect "Joe Morolong Local Municipality" (JMLM) and the correct LOGO on all Directorates Communication programmes, as well as the communications priorities of the Municipality.

4. APPLICATION AND AUTHORITY

The communication policy shall apply to all Councilors, Management and Officials of Joe Morolong Local Municipality.

5. COMMUNICATION ROLES AND RESPONSIBILITIES

In order to ensure effective communication and compliance to JMLM communication policy, the following roles and responsibilities are:-

5.1 HEAD OF THE UNIT/MANAGER

- ✓ Ensuring compliance with the Municipal Communication Policy and Procedures.
- ✓ Attending to Media inquiries through Communication Unit.
- ✓ Ensuring that Key Communication issues and priorities are identified annually in line with the Municipal Communication Strategy and that programmes have a communication action plan, this must be done in consultation with the Communication Unit.
- ✓ Coordination of all communication activities (events) including the procurement of communication products and services.

5.2 JOE MOROLONG LOCAL MUNICIPALITY SPOKESPERSON

The Chief – Spokesperson of the Municipality is the Mayor. She is the main interface between the media and community on behalf of the Municipality. The Mayor shall be the Chief Spokesperson and Communicator of the Municipality.

6. MEDIA RELATIONS

Communications Unit is the Municipality's first line of contact with the media and is responsible for coordinating all media relations. The following procedures have to be followed with regard to media liaison:-

- ✓ All Media enquiries and queries shall be released through the Mayor's office and any information about programs will be directed to the Office of Municipal Manager – Communications.
- ✓ All Heads of Department (HOD's) shall be available to provide information needed to address the queries.
- ✓ All interviews shall be facilitated from the Office of the Municipal Manager. The subject matter and content of the interview shall be contextual with Council Resolutions and decisions

Events, Programmes or any Activities will not be announcement until it has been cleared through official channels (Council and Management). No Official shall be interviewed or contacted for an interview speaking on behalf of the Municipality.

A disclaimer or distinction shall be made between personal comments and when speaking on behalf of JMLM.

7. INTERNAL COMMUNICATION

The main purpose of internal communications is to facilitate and manage the flow of information within the Municipality in order to create an informed workforce. Internal communication involves information about Municipal programmes, relevant human resources information, and other useful information that the staff may have an interest in.

The following communication tools and mediums are used internally:-

- ✓ Newsletters/ newsflashes
- ✓ Infographics/Posters
- ✓ Notice Boards
- ✓ Intranet
- ✓ Workshops
- ✓ Staff Meetings
- ✓ SMS, WhatsApp groups, Bulk SMS
- ✓ Social media platforms (Facebook, Twitter –X, Instagram,

8. EXTERNAL COMMUNICATION

The main purpose of the external communication is to inform stakeholders of services and programmes of the Municipality. Different communication tools and mediums are used to communicate with Stakeholders.

- ✓ Infographics/Posters
- ✓ Bill-boards
- ✓ Website
- ✓ Print & Electronic Media
- ✓ Conferences, Summits, Workshops & Forums
- ✓ Roadshows, Izimbizo, Community Meetings, Consultations & Engagements
- ✓ SMS, WhatsApp groups, Bulk SMS, Campaigns
- ✓ Social media platforms (Facebook, Twitter –X, Instagram,

9. PRODUCTION OF COMMUNICATION MATERIALS

The Communications Unit must be consulted on the communication material that are produced on behalf of the Municipality. Decisions to outsource such activity or part thereof must carry the approval of the Communication Manager through the Office of the Municipal Manager.

10. ADVERTISING

Communication Unit is responsible for coordinating all advertising activities. The Communication Unit must approve all advertising or procurement of advertising services.

11. CORPORATE IDENTITY

The Communication Unit is responsible for the Corporate Image of the Department. This responsibility includes the following:-

The look and feel of the Municipality office buildings. The type of Communications material to be used by the Municipality such as folders, letters, diaries, calendars, boards, business cards.

The method which the communication materials is produced and utilized i.e. usage of the logo, letter –head, font, language and the corporate colours. (The usage of the Logo and adherence of corporate identity shall be used as prescribed in the Municipal branding policy)

12. BRANDING AND PROMOTIONAL MATERIAL

Promotional Material using the corporate identity of the Municipality may only be used for official purpose. Branded merchandise is integral part of the Municipality Branding Policy and such needs Communications Unit's Approval.

13. WEBSITE & SOCIAL MEDIA/DIGITAL MEDIA PLATFORMS

The Municipal Internet site and Social/Digital platforms serves as its window to the public and such the communication unit has the following responsibility:-

Communication Unit will assist with the uploading of information on the website as per the MFMA requirements. The Unit will ensure that information is circulated on all social media/digital platform as prescribed in the National Social Media & Digital Media Policy)

It is the responsibility of individual Directorates to provide information for web-pages and Social Media distribution.

14. EXHIBITIONS

Communications unit is responsible for branding and corporate identity of the Municipality, thus the unit must be informed and consulted when the Municipality is taking part in public fairs and exhibitions.

15. EVENTS

Events shall be organized as in the prescribed Communication Policy. Communication Unit will take full responsibility for the publicity and branding.

16. COMMUNICATION IN DISASTER /CRISIS

Joe Morolong Local Municipality shall put in place a crisis and emergency communication plan that will ensure that during crisis information is coordinated and communicated in time.

The Rapid Response team shall be appointed by the Municipal Manager which includes the affected Director in whose area of responsibility is involved to deal with crisis and emergency communication. The Communication Manager is to be provided with relevant information.

For the effectiveness of Crisis and Emergency Communication, requested reports and submissions needs to be forwarded at a turn round time of 24 hours at the latest. The Mayor and The Municipal Manager needs to be informed immediately. A plan of action is to be drafted.

The Rapid Response Team will manage the issue, communication thereof and release the necessary media release or interview. The Mayor or Municipal Manager will be the only Spokespersons during a Crisis or Disaster.

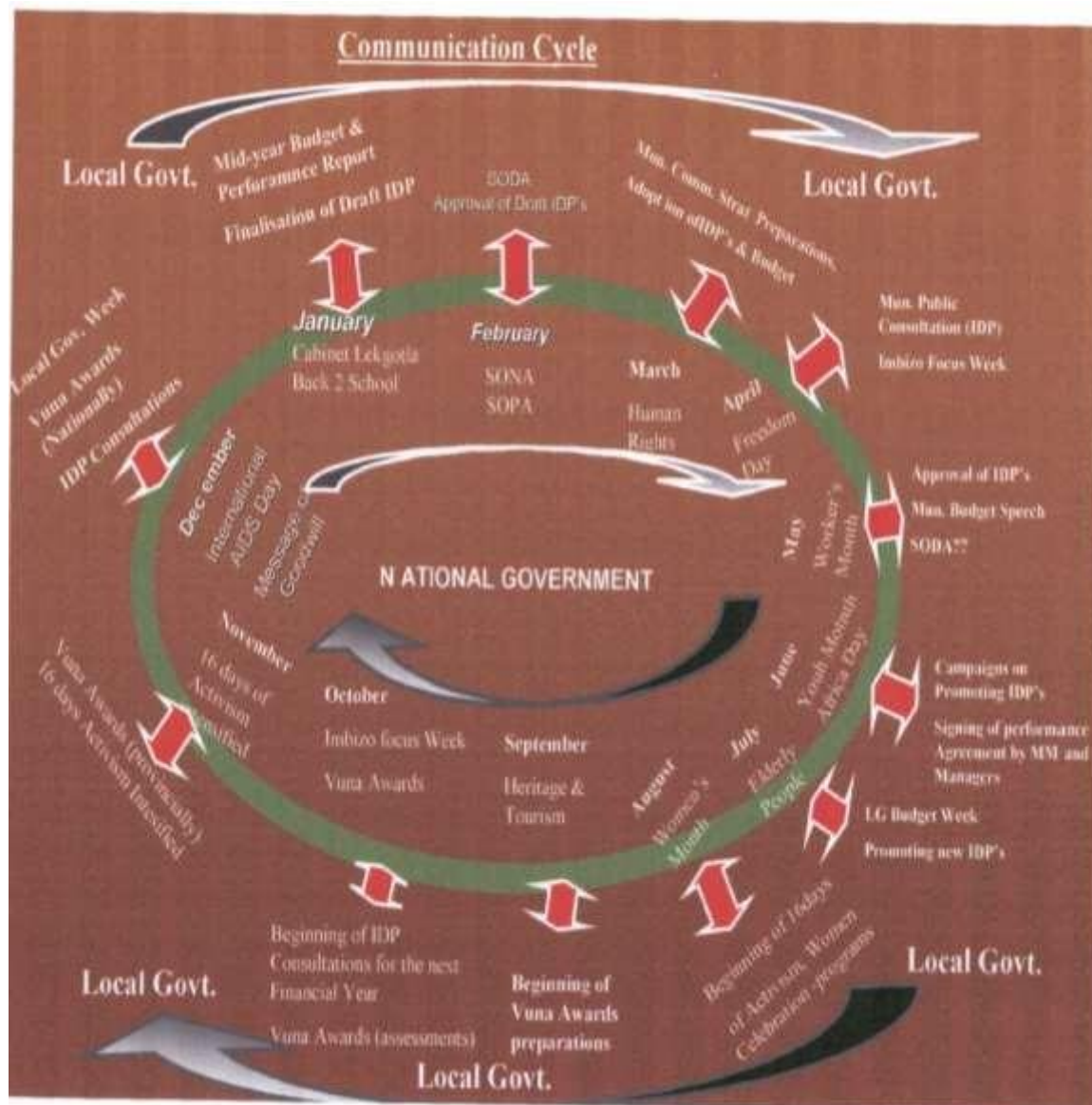
Municipal Hotline and Community Satisfaction Surveys to be used as feedback and reporting channels from communities with a turn-around time of 48hrs

17. COPYRIGHT

The Municipality owns all publicity material and information it has paid for or created. Consequently, the reproduction of any such materials requires the approval of the Municipality.

18. COMMUNICATION CYCLE

Joe Morolong Local Municipality shall align its communication activities with the local government communication cycle which is as follows:



19. REVISION OF THE POLICY

The Joe Morolong Municipality's Communication policy must be reviewed and amended, as and when it is necessary, to ensure that it remains relevant.