



FETAKGOMO TUBATSE
LOCAL MUNICIPALITY

COMMUNICATION
STRATEGY
2018-2019

FETAKGOMO TUBATSE LOCAL MUNICIPALITY

VISION

“A developed Platinum City for a sustainable human settlement”

MISSION

To promote

- ✓ Local accountable democracy through active community participation
- ✓ Economic advancement to fight poverty and unemployment
- ✓ Accessible, needs-satisfying service rendered in a sustainable and affordable manner
- ✓ Municipal transformation and institutional development and
- ✓ Environmental management to ensure a balance between safe human settlements and economic base of the Municipality

ABBREVIATIONS

ANC – AFRICAN NATIONAL CONGRESS

APC – AFRICAN PEOPLE`S CONVENTION

CBD – CENTRAL BUSINESS DISTRICT

COGHSTA – CO OPERATIVE GOVERNANCE, HUMAN

SETTLEMENTS AND TRADITIONAL AFFAIRS

COPE – CONGRESS OF THE PEOPLE

DA – DEMOCRATIC ALLIANCE

EFF – ECONOMIC FREEDOM FIGHTERS

EXCO – EXECUTIVE COMMITTEE

GCIS – GOVERNMENT COMMUNICATION AND INFORMATION
SYSTEM

FTLM – FETAKGOMO TUBATSE LOCAL MUNICIPALITY

IDP – INTEGRATED DEVELOPMENT PLAN

LED – LOCAL ECONOMIC DEVELOPMENT

PAC – PAN AFRICANIST CONGRESS

SADA- SOCIALIST AGENDA OF DISPOSSED AFRICANS

AZAPO – AZANIAN PEOPLE`S ORGANISATION

STATSA – STATISTICS SOUTH AFRICA

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1. BACKGROUND

The Fetakgomo Tubatse Local Municipality was established and officially proclaimed in terms of Section 12 Notice Limpopo Provincial Gazette no. 2735, titled: *“Notice in terms of s12 of the Local Government: Municipal Structures Act, 1998 (Act 117 of 1998): Disestablishment of Existing Municipalities and Establishment of New Municipalities”*, dated 22nd July 2016 issued by the Member of the Executive Council (MEC) for local government in Limpopo Province. The Municipality was formed as a sequel to an amalgamation between the former Fetakgomo Local Municipality and the former Greater Tubatse Municipality, which Municipalities were established after the 2000 Local Government Elections as an outflow of the Municipal demarcation board. The amalgamation was given a force of law in the aftermath of the 2016 Local Government Elections, which Municipal elections were held on the 03rd August 2016. Both the former FTM and former GTM were classified as categories B municipalities due to their spatial and economic characteristics.

The Municipality is located north of N4 highway, Middleburg, Belfast and Mbombela; and east of the N1 highway; Groblersdal and Polokwane. The Municipal area of jurisdiction covers approximately **4550.001105 square kilometres or 45500.1105 ha** in size. The area is known as the middelveld as it is located between the Highveld and lowveld regions. It is located within the Sekhukhune District Municipality (SDM) of the Limpopo Province.

The political governance of the Municipality, is operated on a collective executive system combined with a ward participatory system. The municipality has a total of **39 wards**, making it the **third** (03) largest Municipality in the Limpopo Province in terms of wards after Polokwane with 45 wards and Thulamela with 41 wards. The Municipality has a total of **77 councillors**. Of these, **39** are ward councillors while **38** were proportionally elected. The Executive Committee of the Municipality is led by the Mayor while the Municipal Speaker presides over the Council in terms of Section 37 and 49 of the Local Government: Municipal Structures Act 117 of 1998 respectively.

The Municipality comprises approximately **342** villages. It is largely dominated by **rural** landscape with only **06** (six) proclaimed **townships**.

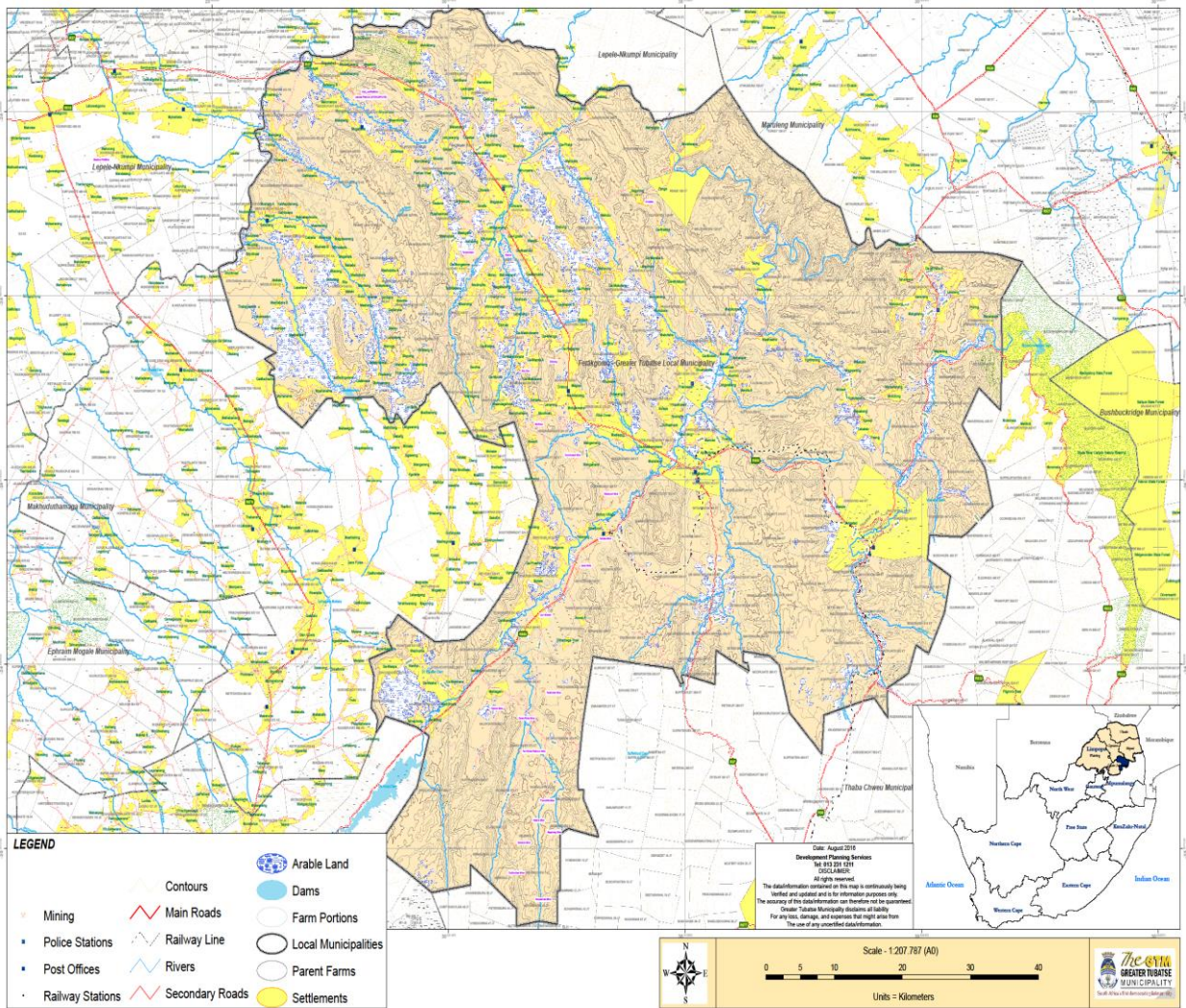
Like most rural Municipalities in the Republic of South Africa, Fetakgomo Tubatse Local Municipality is characterised by weak economic base, inadequate infrastructure, major service backlogs, dispersed human settlements and high poverty levels

Fetakgomo Tubatse Local Municipality is one of the four local municipalities in the Sekhukhune District Municipality, its headquarters are located in Burgersfort town CBD and with satellite offices in Apel, Mapodile, Praktiseer and Ohrigstad.

The Municipality shares borders with Makhuduthamaga, Lepelle-Nkumpi, Thaba Chweu Municipality in Mpumalanga province, and Maruleng Municipality in Mopani District.

The following map indicates the location of Fetakgomo Tubatse Local Municipality in Limpopo Province:

1 FETAKGOMO / GREATER TUBATSE LOCAL MUNICIPALITY



This communication strategy is based on the following legislative framework:

- The Constitution of the Republic of South Africa (Act no 108 of 1996)
- Municipal System Act (Act 32 of 2000)
- The National GCIS Framework.
- National Communication Strategy (2009-2014)
- Provincial Government Communication Strategy (2014-2019)
- The State of the Nation address by the President (2018)
- The State of the Province Address by the Premier (2018)
- State of the District Address by the Executive Mayor (2018)
- State of the Local Municipal Address by Fetakgomo Tubatse Local Municipality Mayor (2017).

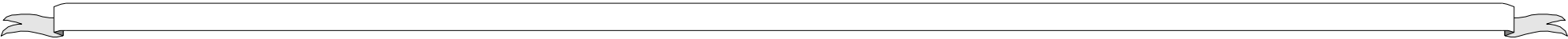
2. OBJECTIVES

- To enhance, promote and co-ordinate key priorities and activities of all spheres of Government- (National, Provincial and Local).
- To project a positive corporate image of the municipality locally, provincially, nationally and internationally.
- To inform and educate the public about the Municipal turn around strategy and government programme through public participation
- To strengthen publicity on the municipal Local Economic Development
- To forge and maintain good relationships with both print and electronic media especially local media.
- To develop and maintain a feedback mechanism for communities to raise their concerns and compliments.

3. PRIORITIES OF GOVERNMENT (NEW SECTION INCLUDED)

The Communication Strategy is based on the following 5+2 government priorities namely;

- Improving quality of Education
- Health care
- Creating decent work

- 
- Fight crime and corruption
 - Rural development and land reform
 - Infrastructure development
 - Provision of basic services

It is also based on the National Development Plan

4. COMMUNICATION ENVIRONMENT ANALYSIS

1. POLITICAL

Fetakgomo Tubatse Local Municipality is characterized by the following political parties in its council: the African National Congress (ANC), Democratic Alliance (DA), Congress of The People (COPE), Pan-African Congress (PAC), Economic Freedom Fighters (EFF), Socialist Agenda of Dispossed Africans (SADA) Azanian People's Organisation (AZAPO) and no Independent Councillors. The ANC is the majority party in the council. The political environment is relatively stable.

2. ECONOMICAL

The economy of the Municipality is based on mining, agriculture and tourism. Mining is the backbone of the local economy. The area is rich in minerals such as platinum PGM, chrome and andalucide. The economy of Fetakgomo Tubatse Local Municipality is the fastest growing in the District and the Province. The Municipality has been declared a Special Economic Zone which will increase job and economic opportunities for the local community.

The Mining industry has experience some turbulence in the last 3 years as a result of the economic recession which impacted negatively on the economy of the Municipality. Many people were laid off and have increased the rate of unemployment.



3. SOCIAL ANALYSIS

The Municipality is predominantly rural and is characterized by poverty, illiteracy and unemployment. HIV and Aids is increasingly becoming a major public health problem due to mining activities in the area.

The Municipality is experiencing high rate of migration which is influenced by growing Mining activities. There have been many unrests towards the Mining houses organized by the affected communities due to socioeconomic challenges

4. MEDIA AGENDA

Fetakgomo Tubatse Local Municipality is receptive of three community radio station which mainly broadcast in Sepedi - Tubatse FM , Sekhukhune FM and Masemola FM. Local print media include Steelburger, Panorama News, Platinum Gazette, Sekhukhune Times and The Reporter. Other media accessible within the Municipal boundaries include Thobela FM, Capricorn FM, Sowetan, Daily Sun, The Star, Beeld, Citizen, Sunday Sun, Sunday World, Sunday Times, The New Age, City Press, African Times and Seipone.

The Municipality receives fair coverage in both print and electronic media of which immediate responses are provided.

5. Public Mood

- There is a perception that the Municipality is responsible for the provision of all basic services
- Residents in townships are not paying for services in their large numbers
- The Municipality is perceived to be corrupt and failing to provide services
- There has been projects and programmes implemented by both district and local municipality in response to massive backlogs on electricity, water, road infrastructure and employment.
- There have been service delivery protests accompanied by acts of violence and criminality.



5. COMMUNICATION CHALLENGES

- Inadequate communication on LED, IDP, economic opportunities to the community.
- No coherent feedback mechanisms after Public Participation Programmes
- Non alignment of programme of action by sector departments
- Sector Departments not capacitated/well appointed personnel as communicators locally.
- Inadequate Cell phone network coverage in some areas.
- Publications which are still predominantly written in English

6. ACHIEVEMENTS

The following achievements were recorded in the 2017/18 financial year

- ✓ Establishment of the events management team.
- ✓ Increased Budget Vote on Marketing and Branding
- ✓ 3 external newsletters issued
- ✓ Communications Unit capacitated by 6 officials
- ✓ Developed the new logo of the Municipality

7. MESSAGES AND THEMES

7.1 National Theme

‘Working together we have done more’

7.2 Provincial theme

‘Working together we can do more’

7.3 District Theme

‘Working together to build better communities’

7.4. Fetakgomo Tubatse Local Municipality Core message

‘Together we can do more for faster development’

8. MESSENGERS, AUDIENCE AND CHANNELS

8.1. MESSENGERS

Primary	:	The Mayor
Secondary Messenger	:	Municipal Manager
Tertiary Messengers	:	Municipal Spokesperson and Communications Managers (Section 56); Municipal Speaker, EXCO members, Ward Councillors; PR Councillors, Community Development Workers and Community Liaison Officers, Ward Committees, Traditional leaders

8.2 AUDIENCE

- ◆ Media
- ◆ Communities in Fetakgomo Tubatse Local Municipality
- ◆ Public Servants
- ◆ Business sector
- ◆ Organs of civil society
- ◆ Schools
- ◆ Unions



8.3 COMMUNICATION CHANNELS

8.3.1 OUTREACH PROGRAMMES

- ◆ izimbizo
- ◆ Departmental Outreach programmes,
- ◆ Social networking
- ◆ Bulk SMS
- ◆ Face to face and opinion articles.

8.3.2 EXTERNAL COMMUNICATION

- ◆ External newsletters.
- ◆ Exhibitions.
- ◆ Workshop and conferences.
- ◆ Community meetings.
- ◆ Thusong service Centre, road shows,
- ◆ Website
- ◆ Public Viewing Areas
- ◆ Social networking
- ◆ Bulk SMS
- ◆ Social media embracing twitter, face book etc
- ◆ Social gatherings
- ◆ Suggestion boxes
- ◆ Talk shows
- ◆ Audio visual
- ◆ Brochures
- ◆ Municipal Hotline
- ◆ Call centre



8.3.3 INTERNAL COMMUNICATION

- ◆ Notice boards
- ◆ Brochures, flyers and leaflets and other information material.
- ◆ Internal Newsletter
- ◆ Staff meetings
- ◆ E-mails
- ◆ Suggestion boxes
- ◆ Municipal Satellite Offices
- ◆ Memo
- ◆ Audio visual

8.3.4 COMMUNITY FEEDBACK MECHANISMS

The Municipality will employ the following mechanisms to receive feedback from the community, clients and stakeholders;

- ◆ Reader's column in the newsletter
- ◆ Follow up visits where the Public participation programmes were conducted
- ◆ Phone in programme at the Community radio station
- ◆ Talk show
- ◆ Social media|(Twitter, Face book)



9. STRUCTURES AND PROCESS

The development, implementation and monitoring of the Communication strategy requires an appropriate mechanism.

9.1 COMMUNICATIONS UNIT

The Communication Unit will implement and monitor the programmes and plans in the Communication Strategy.

9.2 EVENTS MANAGEMENT TEAM

The Municipality has established the events management team to drive all the communication matters under the leadership of the Communications Manager.

The team comprises of officials delegated by all Municipal departments. The events management is responsible for the following activities in the Municipality;

- ◆ Drawing and the monitoring of the Municipal events calendar
- ◆ Development of checklists of all events
- ◆ Do mobilization and publicity for all events

The committee meets once a week.

9.3 MAYOR /EXECUTIVE COMMITTEE

This structure will provide political oversight in the adoption and implementation of the strategy in the Fetakgomo Tubatse Local Municipality and other IGR structures. The committee is chaired by the Mayor and meets once a month.

9.4 LOCAL GOVERNMENT COMMUNICATORS' FORUM

Communication Manager chairs the Fetakgomo Tubatse Local Municipality Communicator's Forum which meets quarterly. The forum is convened by GCIS which acts as the secretariat

9.5 DISTRICT GOVERNMENT COMMUNICATORS' FORUM

Communication Manager represents the municipality at the District Government Communicators' Forum, Municipal Communicators forum, Provincial communicator's forum, Provincial and District Imbizo Steering Committee. It meets bi-monthly and chaired by the District Communications Manager.

9.6 MUNICIPAL COMMUNICATORS FORUM

Communications Manager represents the municipality in the MCF which is chaired by the Senior Manager Communication COGHSTA and meets bi-monthly.

10. PHASES OF COMMUNICATION STRATEGY

Task	Responsibility	Time frame	Phases
Review the Communication Strategy	Fetakgomo Tubatse Communication Unit, COGHSTA, GCIS	May 2018	One
Present the draft strategy to the Provincial Communication Core Team (GCIS, OTP, COGHSTA)	Fetakgomo Tubatse Communications Manager	June 2018	Two
Present the draft	Communications	June 2018	Three

strategy to the Communication secretariat	Manager		
Present the draft Communication strategy to FTM management team	Communications Manager and the Communication secretariat	June 2018	Four
Present the Draft strategy to the Municipal Council	Municipal Manager	July 2018	Five
Implementation of the Communication Strategy	Communications Unit	August 2018 – June 2019	Six
Review the Strategy and the Action plan	Communications Unit and the Communication secretariat	March 2019	Seven

11. COMMUNICATION PRIORITIES

11.1 Improving Fetakgomo Tubatse Communication Platform

➤ Television and Platforms

1x Radio slot monthly on a local Community Radio station focusing on the operations of the Municipality. Radio slots to be arranged as and when an event or a programme is implemented.

➤ Print Platforms

Printing 10 000 copies of A4 glossy, full colour Municipal newsletter published every quarter focusing on progress made by the Municipality, Sector departments and Social partners.

Designing posters and flyers for a particular campaign or event.

11.2 Setting the Agenda: implement proactive media management system

➤ Issues management and the battle of ideas

The events management team has been established as a rapid response team dealing with crisis management

➤ Media briefing

As part of the Premier`s forum resolutions, the Municipality is organizing Media briefings after every Council meeting and EXCO Makgotla

11.3 Improve our Communication technology

- The Municipality has purchased 5 x Cameras and will procure Digital Video cam for recording of the events
- Television installed at the Main Building to inform and educate the public about Municipal and Government programmes
- The Municipality will use social media like Twitter and Face book to communicate with the public and communities.

11.4 Capacity and training

- The Municipal Workplace skills plan has identified training interventions to be provided to the Communication officials on various aspects of communication

11.5 Corporate Identity

- The Municipality has completed the Corporate identity Manual which will be used to standardize all documents and create a single brand. Below attached is the branding Policy that will be used in conjunction with the Corporate Identity Manual



Introduction

Fetakgomo Tubatse Local Municipality is committed to the following:

- To put in place and support good communication throughout the organisation
- To publicise the many positive achievements and images of people within Fetakgomo Tubatse
- To ensure clear information is available to the public, service users and citizenry in order to help them understand what the municipality offers.

To help Fetakgomo Tubatse achieve these aims, a consistent identity has been developed - one that is instantly recognised by staff and partners, service users, the populace and members of the public.

This is known as the Fetakgomo Tubatse 'branding'. The branding helps everyone recognise literature that relates specifically to the Municipality and its services and helps the organisation maintain a professional image. As the municipality progresses its journey towards full branding it will be important to illustrate the brand and what sets it aside from market competition. The brand should be applied consistently on all material.

Scope

The aim of this policy is to assist staff in the implementation of the Municipality's branding to help achieve a consistent, professional and unified identity in all printed and electronic material. This policy is part of the Municipality overarching Communication strategy.

It aims to provide clear guidance to Municipality staff on:

- The use of the municipality logo and branding on all printed and electronic materials, such as leaflets, posters, PowerPoint presentations, municipality stationery, reports, advertisements, newsletters and policies.
- The use of images, both photographic and pictorial.
- The use of colour.
- The use of front and front size

Responsibilities

All Municipality staff must abide by this policy and ensure their literature complies with this guidance. This includes staff working in joint and outsourced services where the lead organisation is Fetakgomo Tubatse Municipality. The Communication Unit is responsible for the overall implementation of the branding policy and the production of materials to support staff in implementing this policy. It is also responsible for overall compliance. It is responsible for ensuring the branding policy is adhered to on all recruitment advertising and related materials.

Context

Fetakgomo Tubatse Municipality is a relatively large, diverse organisation with a variety of services and it wants to be recognised as an organisation that local, provincial, national and international people can trust and value. It is based across a geographical area with many traditional authorities, civic movements, political parties, churches, primary and secondary schools, crèches, clinics, community trusts, etc.

It is essential therefore that the Municipality is viewed as one instantly recognisable organisation. Having a distinct branding will help achieve this and give greater cohesion, consistency and professionalism to the municipality's appearance and presentation.

As the institution continues to evolve, offering more personalised choices for people who use services, the organisation needs to have a distinctive local identity and branding, one that enables staff, service users and public to feel proud of and have a connection with.

The public facing image of the municipality must be recognisable, professional and something that local people can identify with.

Basic principles of design

All material produced should follow some basic principles, to ensure printed and electronic material is:

- Clear, simple and consistent – it must look like it 'belongs' to the organisation
- Professional – images and logos must not be stretched or distorted
- Straightforward - avoiding gimmicks and over complicated design
- Modern - portrays the institution and the wider government in an up-to-date way

-
- Accessible – easily understood by the target audience, this is particularly important when designing for people with learning disabilities
 - Respectful - shows respect for the audience, avoids stereotypes, acknowledges the different needs of diverse individuals and populations
 - Cost-effective - budget has been used wisely

Partner organisations logos

The following guidelines should be adopted when asked to include another organisation's logo on literature:

- Municipality logo must be used in its correct size and position, for any service managed by the municipality.
- If a second logo is added, the municipality logo must retain position in the top left.
- Additional logos must not be larger in size than the municipality logo.
- Where several non-governmental organisations are working in partnership it is preferable to use the logo once and describe the partners in text elsewhere
- If there are more than three logos to be included, consider writing the names of the organisation in a list format instead, as multiple logos will not bring clarity to the design.

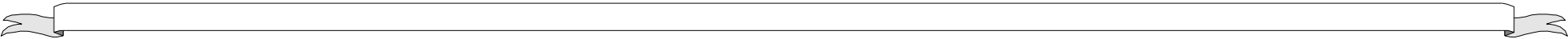
Images, illustrations and photography

Photography and imagery are powerful, emotive and memorable tools that express our values just as strongly as colours and typefaces.

The municipality champions citizens in need and receipt of government services. Images, illustrations and photography must echo this, showing people in a positive light and reflecting the values of the municipality at all times. Images, illustrations and photographs must not be gimmicky and should avoid clichés, such as a person with their head in their hands to illustrate helplessness.

Images, illustrations and photographs must try and reflect the diverse nature of our organisations, both in terms of people who work for us, who use our services or the wider population. They should represent real people, services and situations and be sourced from within our own services wherever possible.

Well drawn imagery and illustrations can enhance publications if they are of a high quality. Clipart and word art must not be used, as they do not create a professional image and often use business or lifestyle clichés.



Images and illustrations must be easy to understand by the target audience, they can be modern and stylised so long as they remain clear and enhance the overall design. 'Funny' images and illustrations should be avoided. Humour is very subjective and funny imagery runs the risk of being disrespectful. written consent to do this.

Photography

Photographs must follow all the same principles as written above; they must be good quality, respectful and serve a clear purpose. It is preferable that photographs of people connected with the municipality are used.

Templates

A number of templates must be produced, with the branding pre-applied. They must not be modified or altered without prior consent from the Communications Unit. The use of templates must be the corporate colours.

Templates must not be provided to anyone outside the Municipality without prior consent from the Municipal Manager. The following templates can be made available:

- Letterhead
- Fax header
- Memo
- PowerPoint presentations
- Municipal Council papers and policy cover sheets
- General cover sheets
- Agenda
- Meeting minutes
- Front cover and spine for folders/ring binders, etc



SPECIFIC MATERIALS

Job adverts

Printed job adverts and recruitment information must carry the Municipality's logo and branding heads and comply with all aspects of this branding policy. Imagery must not be stretched or distorted.

Intranet and website

The Municipality's web developer is responsible for ensuring the branding is applied to the municipality's website and intranet. Where it is not possible (due to versions of browser software) to use specified fonts, the closest available match will be used.

Presentations

Presentation will have its own guidelines and specifications. The Municipality recognises that it is often not possible to use the preferred font size etc. Every attempt should be made to incorporate the Municipality's branding into presentations to maintain a consistent public face of the municipality. Further advice is available from the Communications Unit

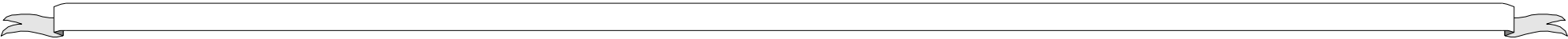
E-mails

Staff should not use backgrounds on emails as this can make it hard for recipients to view the e-mail and does not comply with the municipality's branding policy. Only standard fonts should be used, and icons such as 'smileys' should also not be incorporated into email signatures.

All staff members must have uniform E-mail signatures.

Written communications

Written communications must support the Municipality's branding and should be clear, concise and follow plain English or Sepedi guidelines.



Whenever applicable, written communication should be consistent across the organisation. Service delivery groups should ensure that information about services (for example water crisis services, etc) is consistent in content, availability and accessibility across all nodes and wards.

There should be a proven need for written information – services should identify the intended audience and how written information will be disseminated/ distributed.

It is best practice to ensure service user/ carer/ audience involvement in developing and signing off text as a quality assurance test of accessibility.

Translated communications

The Municipality serves a wide and diverse population and recognises that on occasions, there may be challenges for people, for example those who have difficulties with written materials, people whose first language is not English or who are partially or non-sighted.

Services are encouraged to think carefully about how to meet the identified need for information. Translating written information may not always be appropriate as some people who do not read English will not read the written version of their own language. Equally, a partially sighted person may not be able to read Braille. It is also worth remembering that the original meaning of something can be lost in translation, particularly if it is fairly complicated to begin with.

It is important to work with individuals with particular needs to find out how best to offer information, such as providing a translator or a tape recording of information. The Municipal Manager will not accept any requests for materials to be translated or provided in different formats without evidence based research that can prove this will meet an identified need. The Communications Unit will at times advice on the matter

12. COMMUNICATION ACTIVITIES ON THE EVENTS CALENDAR

- ✓ Designing advert scripts for Print and Electronic media
- ✓ Placing adverts
- ✓ Radio interviews for Political Principals and Communicators popularizing the event

- ✓ Generating posters and flyers for the events
- ✓ Organizing and managing the events
- ✓ Writing exit reports for events

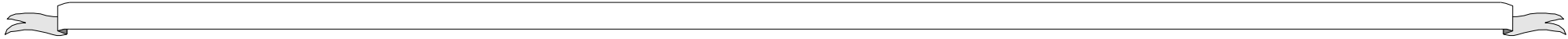
Nb. A detailed communication plan will be drafted for every event organized.

12. 1. PROGRAMME OF ACTION

Fetakgomo Tubatse Local Municipality communication budget covers the following vertical and horizontal calendar of events:

July 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9 MANAGEMENT REVIEW	10	11	12 SECTION 56 ASSESSMENT	13	14
15	16	17	18 MANDELA DAY EXCO MEETING	19 EXCO LEKGOTLA	20 EXCO LEKGOTLA	21



22	23	24	25	26 ORDINARY COUNCIL MEETING	27	28
29	30	31				

August 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 MANAGEMENT MEETING	7	8	9 (Woman's Day)	10	11
12	13	14	15 EXCO MEETING	16 SANRAL OUTREACH	17 SANRAL OUTREACH	18



19	20	21	22	23 MAYORAL OUTREACH	24	25
26	27	28	29	30	31	

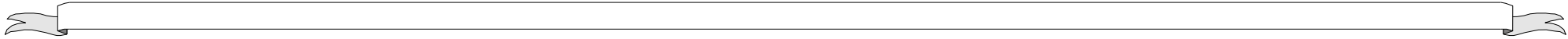
September 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10 MANAGEMENT MEETING	11	12	13	14	15
16	17	18 EXCO MEETING	19	20	21	22

23	24 (Heritage Day)	25	26	27 MAYORAL OUTREACH	28	29
30						

October 2018

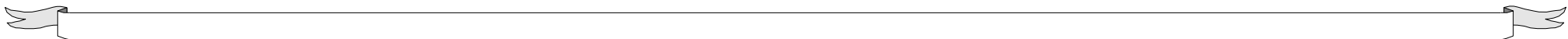
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8 MANAGEMENT REVIEW	9	10	11	12	13
14	15	16	17 EXCO MEETING	18 EXCO LEKGOTLA	19 EXCO LEKGOTLA	20



21	22	23	24	25 ORDINARY COUNCIL MEETING	26	27
28	29	30	31 ROAD SAFETY CAMPAIGN			

November 2018

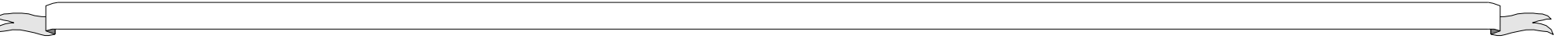
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 MANAGEMENT MEETING	6	7	8	9	10
11	12	13	14	15 EXCO MEETING	16	17



18	19	20	21	22 MAYORAL OUTREACH	23	24
25	26 LAUNCH 16 DAYS OF ACTIVISM AGAINST WOMEN AND CHILDREN ABUSE	27	28	29	30	

December 2018

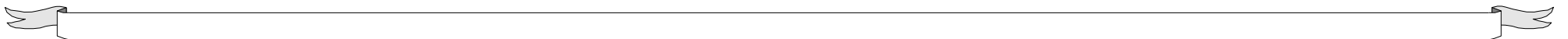
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 WORLD AIDS DAY
2	3 WORLD DISABILITY DAY	4	5	6	7	8
9	10	11 EXCO MEETING	12	13 MAYORAL OUTREACH	14	15



16 (Day of Reconciliation)	17 (Public Holiday)	18	19	20 MUNICIPAL RECESS	21	22
23	24	25 (Christmas Day)	26 (Day of Goodwill)	27	28	29
30	31					

January 2019

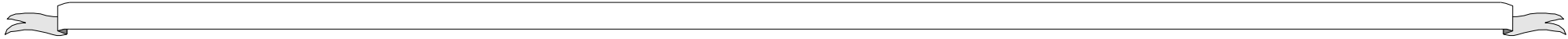
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 (New Year's Day)	2 MUNICIPAL REOPENING	3	4	5
6	7	8	9	10	11	12



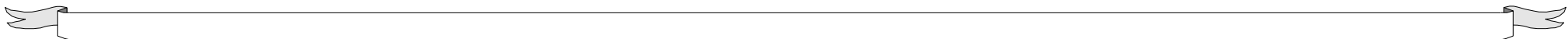
13	14	15	16 BACK TO SCHOOL CAMPAIGN	17 BACK TO SCHOOL CAMPAIGN EXCO MEETING	18 BACK TO SCHOOL CAMPAIGN	19
20	21 BACK TO SCHOOL CAMPAIGN	22 BACK TO SCHOOL CAMPAIGN	23	24 EXCO LEKGOTLA	25 EXCO LEKGOTLA	26
27	28	29 ORDINARY COUNCIL MEETING	30	31		

February 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9

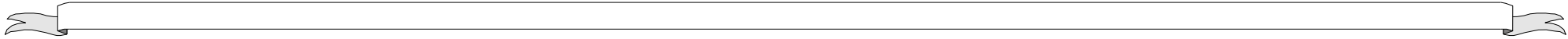


10	11 MANAGEMENT MEETING	12	13	14 EXCO MEETING	15	16
17	18	19	20	21 MAYORAL OUTREACH	22	23
24	25	26	27 SPECIAL COUNCIL MEETING	28		



March 2019

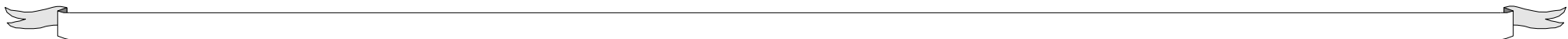
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11 MANAGEMENT MEETING	12	13	14 EXCO MEETING	15	16
17	18	19	20	21 (Human Rights Day)	22	23
24	25	26 MAYORAL OUTREACH	27	28 SPECIAL COUNCIL MEETING	29	30

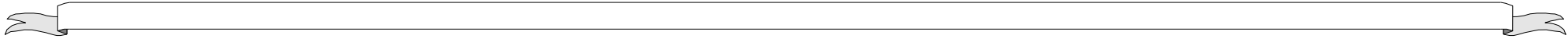


31						
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April 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8 MANAGEMENT REVIEW	9 IDP/BUDGET CONSULTATIVE FOCUS GROUP	10	11 EXCO MEETING	12	13
14 IDP/BUDGET CONSULTATIVE MEETINGS	15	16 IDP/BUDGET CONSULTATIVE FOCUS GROUP	17 EXCO LEKGOTLA	18 EXCO LEKGOTLA	19 (Good Friday)	20
21	22 (Family Day)	23	24 IDP/BUDGET CONSULTATIVE FOCUS GROUP	25	26	27 (Freedom Day)

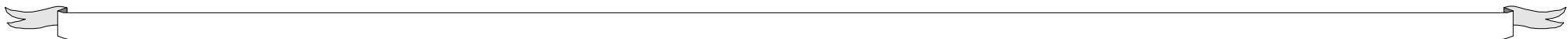




28	29	30 IDP/BUDGET CONSULTATIVE FOCUS GROUP				
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May 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 (Workers Day)	2	3	4
5 IDP/BUDGET CONSULTATIVE MEETING	6	7	8	9	10	11
12	13 MANAGEMENT MEETING	14	15 EXCO MEETING	16	17	18



19	20	21	22	23	24	25
26	27	28	29 SPECIAL COUNCIL TO CONSIDER IDP AND BUDGET	30	31	

June 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 LAUNCH OF YOUTH MONTH ACTIVITIES	4	5	6	7	8 STATE OF THE LOCAL MUNICIPAL ADDRESS
9	10 MANAGEMENT MEETING	11	12	13 EXCO MEETING	14	15

16 (Youth Day)	17 (Public Holiday)	18	19	20	21	22
23	24	25	26	27	28	29
30						

13. MONITORING AND EVALUATION

- ◆ Meetings and workshops
- ◆ Regular reports
- ◆ Budget reviews

14. CONCLUSION

The Communication Strategy will be reviewed annually by Council and aligned to the IDP/Budget processes.



ANNEXTURE

Social media Policy

The Municipality has seen the evolution of social media as on the fastest growing channels of communication. Studies have revealed that most people are having access to smartphones and are able to communicate with a touch of a button at their convenience. We found it imperative that the Municipality should develop a social media policy that will regulate on how Councillors and officials should use the medium. As one the channels, the Social media will form part and parcel of the Municipal Communication strategy.

SOCIAL MEDIA POLICY

1. PURPOSE

The purpose of this policy is to provide guidance and direction on the use of Social Media in the Fetakgomo Tubatse Municipality. Fetakgomo Tubatse Municipality may utilize Social Media and Social Network sites to enhance communications with various stakeholder organizations in support of Municipality goals and objectives. Municipal officials have the ability to publish articles, facilitate discussions, facilitate customer service and communicate information through various media related to conducting Municipal business. Social Media facilitates further discussion of organization issues, operations and services by providing members of the public with information and the opportunity to participate or interact with the municipality in many ways other than the traditional methods of communications.

2. SCOPE

This policy applies to all Councillors, staff, and volunteers, contractors working within or for the Fetakgomo Tubatse Municipality who use Social Media platform in their professional capacity on behalf of the Municipality and in their personal capacity. It has been developed to assist staff members to use social media:

- to engage externally with the wider community as a communications tool
- to integrate with, and facilitate customer service, communications and marketing services
- to administer Social Media platforms in an authorized capacity, in their professional or personal capacity without compromising the reputation of the municipality.

3. For the purpose of this Policy, the following terms are defined as provided below:

- **“Article”**: An original posting of content to Fetakgomo Tubatse Municipality Social Media site by Fetakgomo Tubatse author.
- **Blog**: A blog (short for web log) is a kind of online diary, where you regularly post about your life, your hobbies, business, news or other interests. It is a way of having your own space in the virtual world e.g., WordPress, Blogger.
- **“Fetakgomo Tubatse Author”**: An authorized Fetakgomo Tubatse official that creates and is responsible for posted articles and information on Social Media sites.
- **“Fetakgomo Tubatse Moderator”**: An authorized Fetakgomo Tubatse official, who reviews, authorizes and allows content submitted by Fetakgomo Tubatse Municipality authors and public commentators to be posted to Fetakgomo Tubatse Municipality Social media sites.
- **“Comment”**: A response to Fetakgomo Tubatse article or Social Media content submitted by a commenter.
- **“Commenter”**: Fetakgomo Tubatse official or member of the public who submits a comment for posting in response to the content of a particular Fetakgomo Tubatse article or Social Media content.
- **Forums or message boards**: are online discussion sites where people can hold conversations in the form of posted messages. [Draft note: Is it necessary to include this definition as it is not mentioned anywhere in the body of the policy?]
- **Micro blogging apps**: are websites that post micro-blog like posts to announce what you are currently doing e.g., Twitter, Yammer, Tumblr. Location-based apps: (also known as Geolocation) are applications with the capability to detect and record where you and other people are located.
- **News aggregation**: news aggregators provide a list of the latest news stories published by users from a range of different web sites e.g., Digg. [Draft note: Is it necessary to include this definition as it is not mentioned anywhere in the body of the policy?]
- **Ning**: an online platform for people and organizations to create custom Social Networks around specific interests. Ning offers the ability to create an invited closed community website with a customized appearance and feel, feature sets such as forums, blogs, photos, and videos. [Draft note: Is it necessary to include this definition as it is not mentioned anywhere in the body of the policy?]
- **Online gaming**: are games played over some form of computer network and are often based around a community of users e.g., Steam. [Draft note: Is it necessary to include this definition as it is not mentioned anywhere in the body of the policy?]

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- **“Social Media”**: Social media is content created by individuals using accessible and scalable technologies through the Internet. Examples of Social Media include Facebook, blogs, Myspace, RSS, YouTube, Second Life, Twitter, LinkedIn, Delicious, Flickr, Mobile apps, Hootsuite etc.
 - **“Social Media Communicators/administrators/moderators/managers/spokespersons”**: An authorized Fetakgomo Tubatse official, who reviews, authorizes and allows content submitted by Municipal authors and public commentators to be posted to Fetakgomo Tubatse Social media sites.
 - **“Social Networking Sites”**: are websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends e.g., Facebook, Twitter, Myspace, LinkedIn etc.)
 - **“the/this Policy”** means this document together with all of its annexures and schedules, as amended from time to time;
 - **Video, audio and photo sharing websites**: are sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users all over world e.g., Flickr, YouTube, iTunes U, Vimeo, Sound Cloud etc. [**Draft note**: Is it necessary to include this definition as it is not mentioned anywhere in the body of the policy?]
 - **Wikis**: are websites where users create, edit and share information about a particular subject or topic e.g., Wikipedia, Wikispaces. [**Draft note**: Is it necessary to include this definition as it is not mentioned anywhere in the body of the policy?]

3. POLICY STATEMENT

This policy should be read and applied in conjunction with Municipal’s Communication Strategy and the code of conduct for both Councillors and Staff

Fetakgomo Tubatse Municipality understands that Social Media Networking has become a common form of communication among stakeholders across the board, citizens, businesses and customers. Social Networks are online communities of people or organizations that share interests and/or activities and use a wide variety of Internet technology to make the interaction a rich and robust experience. Employees and Councilors that choose to participate in Social Networks as municipal employee should adhere to the following policy document.

3.1. Management of Social Media



The management of the Social Media policy will be centralized as follows:

- Municipal Manager`s office and delegated to the Communications Unit

3.2. Use of Social Media

Social Media will be used to communicate amongst others, the following:

- Campaigns
- Key projects
- Events

- Ongoing communications, i.e. notices, announcements, service interruptions, customers services etc.

3.3. Social Media brand identity

The municipal`s activity across Social Media platforms must promote the municipal`s overall brand.

3.4. Social Media spokes people

The following functions may represent the Municipality as social media spokes people:

- Mayor
- Municipal Spokesperson
- Members of the Executive Committee
- Municipal Manager
- Directors
- Manager Communications
- Level 1 management
- Ward Councilors
- Social Media administrator/communicators
- Staff

3.5. Guidelines for Social Media Communicators

All Municipal Social Media Communicator and spokes-people should adhere to the following guidelines:

3.5.1 All municipal social media sites shall be:

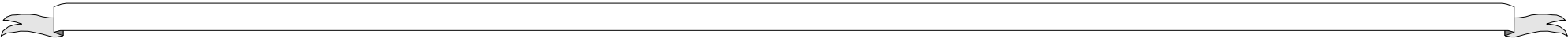
- Approved by the Municipal Manager
 - Published using approved Municipal Social Networking platform and tools;
 - Administered by the Communications Unit and the IT unit or an official designated by the Municipal Manager that has a complete understanding of this Policy and has appropriate content and technical experience.
 - All Municipal Social Networking Sites shall adhere to all applicable national, provincial and local government legislation including but not limited to by-laws and regulations and the municipal policies including all Information Technology and Records Management.
 - All Social Networking Sites and entries shall clearly indicate that any Articles and any other content posted or submitted for posting are subject to public disclosure and all copyright vests in the organization.
 - Content submitted for posting that is deemed not suitable for posting by the appointed Fetakgomo Tubatse Moderators or is deemed prohibited content based on the criteria in this Policy, shall be retained with a description of the reason the specific content is deemed not suitable for posting.
 - The Municipality reserves the right to restrict or remove any content that is deemed in violation of this Policy, any applicable law or Fetakgomo Tubatse Municipality's policies.
 - Each of the Municipal's Social Networking Sites shall include an introductory statement which clearly specifies the purpose and topical scope of the Blog and Social Network site. Where possible, Social Networking sites should link back to the official of Fetakgomo Tubatse Municipal official internet site for forms, documents and other information.
- The Municipal's networking content and comments containing any of the following types of content shall not be allowed for posting:
- Comments not topically related to the particular site or blog article being commented upon;
 - Profane language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - Sexual content or links to sexual content;
 - Solicitations of commerce;

- Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or
 - Content that violates a legal ownership interest of any other party
 - Content that directly promotes any political party
- All Communications Unit officials shall be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the Policy.
- All Social Networking sites shall clearly indicate that they are maintained by the Municipality and shall have municipality contact information prominently displayed.
 - Where appropriate, Municipal IT security policies shall apply to all Social Networking sites and Articles.
 - The Social Media communicators representing the Municipality via Social Media outlets must conduct themselves at all times as representative of the Municipality and in accordance with all Human Resource policies even in their private capacity
 - If content posted by Municipal officials in their private capacity is controversial and potentially compromising the Municipality's reputation, such content shall be preceded by a disclaimer statement or a comment response advising such
 - Social Media communicators found in violation of this policy may be subject to further training on minor offences or disciplinary action, up to and including termination of employment subject to all labour relations procedures being adhered to.

4. Councilors and Employee Guidance for Participating in Social Networking

The Municipality understands that Social networking and Internet services have become a common form of communication in the workplace and among stakeholders and citizens. Social Networks are online communities of people or organizations that share interests and/or activities and use a wide variety of Internet technology to make the interaction a rich and robust experience. Employees that choose to participate in Social Networks as a Municipal employee should adhere to the following guidelines.

- Municipal policies, rules, regulations and standards of conduct apply to employees that engage in Social Networking activities while conducting Municipal business or in their private capacity. Use of your Municipal e-mail address and communicating in your official capacity will constitute conducting Municipal business.
- Municipal employees shall notify the Municipal Manager if they intend to create a Social Networking Site or service to conduct Municipal business.
- Municipal employees who conduct Social Media accounts in their personal capacity are deemed to be Spokes Persons of the Municipality and should therefore conduct themselves as such at all times

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- The Municipal Manager has the option of allowing employees to participate in existing Social Networking Sites as part of their job duties. Accounting Officer may allow or disallow employee participation in any Social Networking activities in their departments.
 - Protect your privacy, the privacy of citizens, and the information the Municipality holds. Follow all privacy protection laws and protect sensitive and confidential Municipal information.
 - Follow all copyright laws, public records laws, retention laws, fair use and financial disclosure laws and any others laws that might apply to the City or your functional area.
 - Do not cite vendors, suppliers, clients, citizens, co-workers or other stakeholders without their approval even in your private capacity.
 - Make it clear that you are speaking for yourself and not on behalf of Fetakgomo Tubatse Municipality. If you publish content on any website outside of the Fetakgomo Tubatse Municipality and it has something to do with the work you do or subjects associated with the Municipality, use a disclaimer such as this: "The postings on this site are my own and do not necessarily represent the Municipality's positions or opinions."
 - Do not use ethnic slurs, profanity, personal insults, or engage in any conduct that would not be acceptable in the Municipal's workplace. Avoid comments or topics that may be considered objectionable or defamatory.
 - If you identify yourself as a Municipal employee, ensure your profile and related content is consistent with how you wish to present yourself to colleagues, citizens and other stakeholders.
 - Correct your mistakes, and do not alter previous posts without indicating that you have done so.
 - Frame any comments or opposing views in a positive manner.
 - Add value to Fetakgomo Tubatse Municipality through your interaction. Provide worthwhile information and perspective.

Do not tweet a picture of yourself wearing a t-shirt of a particular party in the social media. You are supposed to be a-political and not biased