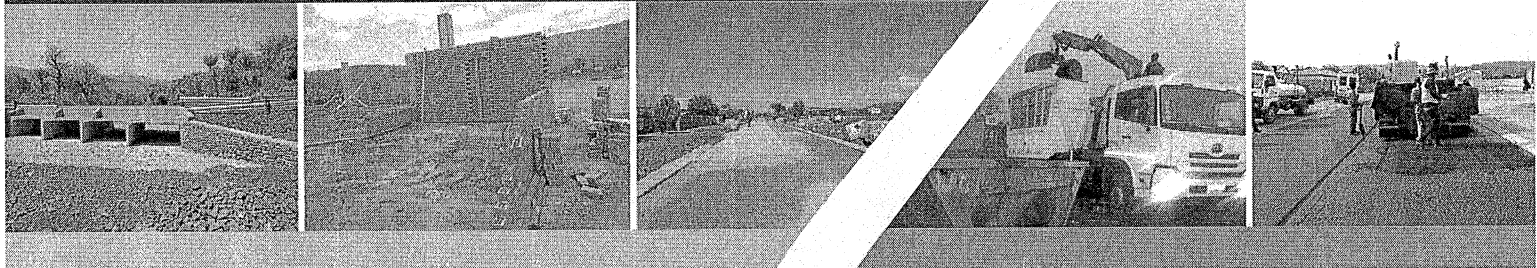


# **LEPELLE-NKUMPI**

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## **LOCAL MUNICIPALITY**



# **2022 - 2023**

## **SOCIAL MEDIA POLICY**

*“Motho ke motho ka batho”*

Policy Number:	Date of Approval:
Date of Effect:	Date of Approval:

Notwithstanding the review date as shown, this guidelines shall remain effective until approved otherwise by Council and may be reviewed on an earlier date as deemed necessary.

## **LEPELLE-NKUMPI LOCAL MUNICIPALITY**

### **2022 - 2023 Social Media Policy**

#### **VISION**

To be a financially viable municipality, geared towards the improvement of quality of life of the people by providing sustainable services

#### **MISSION**

To effectively and efficiently provide quality basic services and thus make a significant contribution to social and economic development of the community

#### **VALUES**

## ICONS OF SOCIAL MEDIA



Facebook



Twitter



Twitter



LinkedIn



Google +



My Space



Tumblr



Bebo



Foursquare



Delicious



Digg



Stumbleupon



Reddit



Technorati



Slashdot



Share this



YouTube



Flickr



Instagram



Pinterest



Deviant Art



Soundcloud



Vimeo



Twylah



RSS



Skype

## 1. BACKGROUND

The South African Government has over the years been labelled to be reactive in its communication efforts. This is especially prevalent at the Local Government level, where Municipalities in particular, are more often than not riddled with service delivery protests.

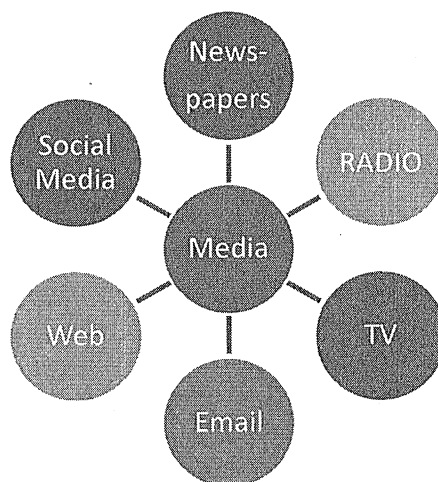
These protests are at times attributed to miscommunication or even a general lack of information sharing. It is for this reason that Government Communicators need to understand the strategic importance of communication in preventing these protests which are a huge burden on South African needy communities.

Social Media has gained widespread acceptance in most spheres of government worldwide as it provides an opportunity for speedy two way communication between government and the electorate, thus reducing the red-tape bureaucracy which is usually associated with mainstream communication in government.

## 2. PROBLEM STATEMENT

Government Communication is developmental in its nature, as the primary goal of it is empowering communities through information/communication. Communicators constantly need to devise creative approaches to communication as opposed to mainstream communication channels, in order to reach all sectors of the economy.

That means that as we admit to have different stakeholders/target audiences (Council, administration, public, activist groups, big business, government, NGOs/CBOs, Media, institutions of higher learning, etc.) we cannot have a blanket approach to communicate to all these stakeholders. There is a need to devise the most effective means of communication for each stakeholder group, therefore a need to maximise our communication in order to uphold, cleanse and promote the Municipality's reputation. The face of media as it was previously known has evolved. Mainstream media is no longer the only source of media as can be seen in this diagram:



### 3. LEGAL FRAMEWORK

- 3.1. As enshrined in the **Constitution of the Republic Of South Africa (1996): Chapter 2 (Bill Of Rights), Section 32: Access to Information** is listed as a right of the citizenry
  - (1) Everyone has the right of access to
    - a. Any information held by the state
- 3.2. The pre-1994 apartheid led government was secretive in nature and years after the first democratically elected government took office, the **Promotion of Access to Information Act 2 of 2000 (PAIA)** was developed in order to promote sharing of information, and fulfil wishes enshrined in the Constitution.
- 3.3. Part 6.2, Principle 16 of the **King IV Report on Good Governance for South Africa, 2016 (King III)**, is dedicated to governing stakeholder relationships in municipalities.
- 3.4. **Local Government Municipal Systems Act, No. 32 of 2000, Chapter 4: Community Participation**
- 3.5. **GCIS Social Media Policy Guide**

### 4. WHAT IS SOCIAL MEDIA

*“Social Media is one of the platforms which can be used by the general public using highly accessible digital technologies like social networks, blogs, and podcasts amongst others. Of the new world advances, which have made communication more accessible to people as messages are transmitted in real time.”*

For the last decade, social media has sent a strong buzz worldwide, through the advent of social media we have come to live in what Marshall McLuhan foresaw as the “global village.” Social Networks are supposed to promote dialogue.

### 5. PURPOSE

The purpose of the policy is to govern the use of social media sites in order to promote the communication agenda of LNM, while protecting and promoting the Municipality's image

The primary goals of the using social media are as follows:

- a. To increase awareness of Municipal programmes, projects and developments
- b. Complement the existing communication methods and processes
- c. Provide an additional platform through which LNM keeps abreast with general public comments and perceptions regarding the municipality.(it will assist as a form of environmental scanning and issues management)
- d. Disseminate urgent information quickly
- e. Correct misinformation, remedy mistakes or alter services to build strong relationships
- f. Provide another method by which stakeholders can engage with the Municipality
- g. Use social media as another way to collaborate with the public, business and other municipalities on mutually beneficial programmes and initiatives

## **6. WHY IS SOCIAL MEDIA IMPORTANT?**

Social media is about communicating directly with the community:

- a. Sharing Local Municipality's information and listening to our communities.
- b. Responsiveness, openness and mutual respect are essential at all times.

### **6.1. The role of social media is to:**

- a. Connect the LNM with the communities we serve in a cost-effective way that promotes good relationships.
- b. Strengthening local government and civil society.
- c. Improving information on service delivery progress.
- d. Improve relationships between Local Municipality and key sectors of the community.
- e. Provides real time interaction
- f. Promotion of the Corporate Identity

### **6.2. Social media accounts management**

- a. LNM will create a Facebook account
- b. Municipal departments must submit approved content they require posted on social media platform to the Communication Unit through events stories and meetings resolution
- c. The Communication Unit shall be responsible for ensuring that content on all social media platforms is updated and relevant at all times.
- d. The Communication Unit shall be expected to respond to positive or negative developments from engagement via the social media accounts on the respective social media platforms, where and if applicable.
- e. It shall also be responsible for the monitoring and reporting of the respective social media account.
- f. The Communication Unit shall update stories of events and any development happening in the Municipality

## **7. SCOPE**

- a. This policy applies to social media use for official and Councillors who already have social media accounts
- b. It shall apply to all LNM officials and Councillors who are followers of information on the Municipality's social media sites and Communication section which is an official unit uploading information.
- c. Communication through social media should comply with all other relevant municipal policies, procedures and guidelines. (Communication Strategy, Code of Conduct and ICT Policy)

## 8. RESPONSIBILITIES

### 8.1. *Municipal Manager*

- a. As the Accounting Officer and Chief Information Officer reporting to the Mayor, will direct compliance, in terms of the social media policy.

### 8.2. *Senior Communication Officer (with the support of Communication Officer)*

- a. Monitor the policy and accompanying procedures if any.
- b. Provides training and guidance to personnel and initiates document review.
- c. Will review the policy once a year from date of adoption.
- d. Approves and oversees social media site and tools for official corporate use
- e. Ensures consistency of messaging and imaging for all corporate social media site, to avoid confusion and miscommunication
- f. Oversees social media site account including its creation and destruction
- g. Maintains a list of site domain names and social media account including login and password information

### 8.3. **Communication officials**

- a. Senior Communication Officer shall be responsible to capture stories and photos and upload them on social media platforms
- b. Communication officer shall also be responsible to capture stories and photos and upload them on social media platforms.

## 9. **Governing Rules and Regulations**

- a. The Municipality's website, [www.lepelle-nkumpi.gov.za](http://www.lepelle-nkumpi.gov.za) will remain the primary online source of information. Social media shall be incorporated to the website and used to complement the website and broaden the reach.
- b. No confidential information shall be posted onto any social media under any circumstance.
- c. Relevant queries on basic services shall be channelled to Lepelle-Nkumpi hotline call centre and responses shall be uploaded on social media.
- d. Comments not topically related shall not be entertained.
- e. Profane language and content shall not be tolerated and shall be removed immediately
- f. Content that promotes discrimination on the basis of race, colour, age, religion, gender, marital status, national origin, physical or mental disability and sexual orientation shall be not be allowed
- g. Sexual content or links to sexual content shall not be tolerated and will be removed
- h. Content related to non-municipal related advertising or promotions (commercial advertising) shall be blocked.
- i. Content for the purposes of promoting a candidate for municipal, provincial or national elections shall also not be published.



## **10. Mainstream Social Media in place which we can explore.**

There is a variety of social media platforms which are used to engage the public, considering the demographics of the Municipality, Facebook was chosen.

### **10.1. Facebook**

- a. LNM will create a Facebook page and be administered by the Communication Unit.
- b. The process of answering questions will be the same as the one stipulated in the communication strategy: sending to relevant department and then sending and answer through Municipal hotline to be launched.
- c. Posting onto the page will be done as frequently as possible, however at least once a week is the minimum.
- d. Content to be shared is about events, departmental collaborations, awareness campaigns, links on stories, vacancies, tenders, etc. to direct traffic to the LNM Website.

## **11. SOCIAL MEDIA CODE OF CONDUCT**

### **11.1. For LNM municipal employees**

- a. Nothing about social media changes the responsibilities and obligations of employees or contractors or interns of Lepelle-Nkumpi Local Municipality.
- b. It does not matter if employees or contractors or interns use a private account or access social media outside of work hours – their obligations in terms of their contract of employment, the Code of Conduct, and all other applicable policies apply to all of their conduct on social media.
- c. Employees or contractors or interns of the LNM have a legal duty to act in good faith towards the Municipality.
- d. They may therefore not do anything that damages or tarnishes the reputation of the LNM and must always act in its best interests of the organisation.
- e. This duty extends to their use of social media. For example, employees may not comment negatively on social media about anything associated with the LNM.
- f. Everything employees do and say on social media reflects on the LNM and its reputation.
- g. In conducting themselves on social media, it is important that employees use sound judgment and common sense, act with professionalism and integrity, and adhere to the Municipality's values.
- h. Employees who violate any terms set out in this policy will be subjected to Disciplinary Processes.

### **11.2. For Political Principals**

- a. Everything Councillors do and say on social media reflects on the LNM and its reputation.

- b. In conducting themselves on social media, it is important that Councillors use sound judgment and common sense, act with professionalism and integrity, and adhere to the Municipality's values.
- c. Councillors should restrict party political messages and campaigning to LNM pages.
- d. LNM will not share or endorse any political content on any of its social media platforms at any time.
- e. Councillors should also refrain from divulging administrative information via the social media platform to the general public, if the procedure is still in the process of completion and not yet finalised.
- f. This type of information should first be clarified and verified with the Municipal Manager then to Mayor before it can be made public.

## **12. Skills Development and Resources**

- a. All employees using social media on behalf of the Municipality must undergo relevant training before gaining access to any social media accounts.
- b. It is the Municipality's responsibility to provide training to such employees.
- c. This training is facilitated by Communication Unit using the Public Relations Institute of Southern Africa (PRISA) which is a training accredited service provider and professional body.
- d. Communicators must be provided with the necessary tools in order to manage municipal social media accounts on mobile/smartphones tablets.
- e. These tools shall include: access to social media platforms; budget and/or cell phone allowance to manage municipal social media platforms remotely (i.e. airtime and/or data to manage social media via smartphone) as the need arises and the available budget permits.

## **13. Content approvals**

The nature of social media means that responsiveness is vital. Therefore, it is not feasible to subject every post or response to comprehensive approval processes. However, it is recommended that information being uploaded and responded on must be verified, accurate and checked by the appropriate Executive Managers and Senior Communications Officer, in order to ensure that the correct information reaches the public and to ensure that accountability is always being practiced by the responsible personnel.

Employees responsible for updating the social media accounts should be empowered to respond appropriately, and to exercise good judgment in accordance with the social media code of conduct, mentioned above.

### **13.1. Appropriate content for municipal representatives**

No employee or Councillor of the municipality is permitted to share the following:

- a. Any content that is unlawful, defamatory, racist, sexist, homophobic or insulting.
- b. Anything that is untrue.
- c. Any content that features explicit political messages or branding

- d. Content which is harassing, threatening, obscene, pornographic, indecent, lewd, foul language, suggestive or otherwise objectionable.
- e. Content that criticises individual community members, colleagues, Councillors by name.
- f. Content which infringes the privacy of others.
- g. Content that is the property of someone else, without permission to use it.
- h. Spam (unsolicited sales messages), the same applies to content posted by members of the public on municipal platforms.

If any comment by a member of the public contravenes these rules, the Municipality reserves the right to delete it, block the individual from its page and report the message. Comments that are critical of the Municipality or its officials should be allowed to stand, provided they do not contravene any of the rules outlined above. Accusations will be dealt with on a case-by-case basis.

### **13.2. Content Neutrality**

- a. All content must not discriminate in any way and must not be seen to be biased.
- b. It is the Municipality's responsibility to remain impartial yet informative when communicating with the public about political matters.
- c. The Municipality is not to share political opinions of any office bearers on any of the department's social media platforms. However official statements made by office bearers which can be published on the Municipality's website can be shared on social media platforms.
- d. The Municipality must not share content of a party political nature.
- e. Office bearers must use their personal accounts to publish party political statements.

### **13.3. Personal social media accounts**

- a. Where Municipal employees use social media platforms and wish to provide personal comments on platforms, they must do so by not contravening the Code of Conduct and bring the public service into disrepute or be misinterpreted as being an official representative of Lepelle-Nkumpi Municipality.
- b. All employees must adhere to the Municipality's Code of Conduct at all times and remain neutral.
- c. Any personal social media accounts, or accounts unrelated to the LNM, that currently exist or will be created in future, are not to be registered using a LNM e-mail address. This applies to any social media platform that requires an e-mail account to register. These accounts must make use of private e-mail addresses and contact details.
  - Officials cannot use municipal-related usernames or handles when using or setting up their personal accounts, e.g. Communication Manager Lerato, Cllr Matome

### **14. Confidentiality**

- a. It is critical that any information shared on the various social media platforms is not sensitive or confidential in any way.

- b. Municipal employees must refer to internal departmental policies and guidelines on what is considered confidential information, and ensure that these policies and guidelines are enforced on social media.
- c. Use of devices in EXCO, Portfolio and Council meetings should be avoided as this might contribute to leaks of information prior to decision making.
- d. In the above mentioned event, anyone who intends to share proceedings to social media platforms undertakes to inform all present of their plan to do so.

**15. Principles to remember at all times**

- a. If Communicators are unsure about what or how to post, they can contact the Office of the Municipal Manager to get a go ahead on the suggested content.
- b. Employees should keep their tonality professional, while not losing the personal touch.
- c. They are people talking to the community they serve.
- d. Employees should obtain permission before sharing personal details on municipal related social platforms. This applies to photographs as well.
- e. All posts should be relevant to the community being served by LNM.
- f. All response to public comments must be directed by the authorised personnel on the social media

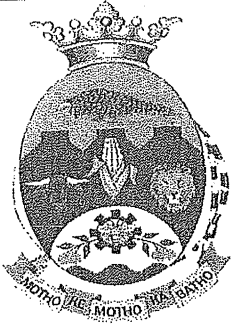
**16. Transgression**

- a. Any action or behaviour by Councillors or members of staff, which is in conflict with this Policy, will be deemed a transgression of the Code of Conduct of Councillors or Staff members, as the case may be.

**APPROVAL**

Adopted by Council at its meeting held on.....30<sup>th</sup> June 2022.....  
Per Council Resolution

Number.....6.17.06/2021/2022.....



# LEPELLE-NKUMPI LOCAL MUNICIPALITY

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0745

[www.lepelle-nkumpi.gov.za](http://www.lepelle-nkumpi.gov.za)

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170 BA Civic Centre  
LEBOWAKGOMO, 0737  
Tel : (+27)15 633 4500  
Fax : (+27)15 633 6896

## COUNCIL RESOLUTION FOR SPECIAL COUNCIL MEETING HELD ON THE 30<sup>th</sup> JUNE 2022 AT 11H50 ON VIRTUAL


SC / RESOLUTION NO. 6.17.06/2021/2022 – REVIEW AND APPROVAL OF  
COMMUNICATION STRATEGY, CORPORATE CALENDAR AND SOCIAL MEDIA  
POLICY

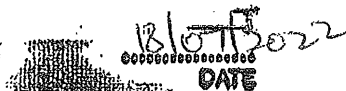
### Council Resolved:

- To defer the 2021/2026 Communication Strategy for further scrutiny.
- To approve the 2022/2023 Social Media Policy
- To approve the 2022/2023 Corporate Calendar

LEPELLE - NKUMPI MUNICIPALITY  
COUNCIL MINUTES / RESOLUTIONS

SIGNED BY:

 SPEAKER

 18/07/2022  
DATE

MUNICIPAL CALL CENTRE NUMBER: 0800 222 011

"Motho ke motho ka batho"

