

# **Communications & Marketing Unit**

## **Procedure Manual**

## TABLE OF CONTENTS

|  |       |
|--|-------|
| Introduction                             | 3     |
| Glossary                                 | 3     |
| Roles and responsibilities               | 4     |
| What is communication?                   | 5     |
| <b>1. Internal Communication</b>         | 6     |
| 1.1 Newsflashes                          | 6-7   |
| 1.2 News Briefs                          | 7-8   |
| 1.3 E-Notifications                      | 8-9   |
| 1.4 Promotional Items for Internal Staff | 9-10  |
| <b>2. External Communication</b>         | 10    |
| 2.1 Campaigns—What is a campaign?        | 10-11 |
| 2.1.1 Events                             | 11    |
| 2.1.2 Media                              | 11    |
| 2.1.3 Advertising                        | 11    |
| <b>3. Communications products</b>        |       |
| 3.1 Branding                             | 12    |
| 3.2 Branding products                    | 13    |

## Introduction

The Communications and Marketing Unit (CMU) serves as a transversal support and advisory structure promoting and explaining the work, objectives and ethics of the Western Cape Department of Social Development, both internally and externally.

The CMU is assisted by YOU the management and staff of the Department of Social Development, located in every Chief Directorate, Regional-, Local Office, Facilities and the Ministry.

## Glossary

**Snapper Frames:** A snapper frame is a clip on display which presents Newsflashes, Posters, E-notifications etc. to DSD staff and are currently in the toilets and lifts of DSD.

## **Corporate Communications**

## **Strategic Communications**

## **Roles and Responsibilities**

### **Head of Department:**

- Approve a departmental communication plan (s) in line with Cabinet's provincial communication strategy.
- Assume overall management responsibility and accountability for internal and external departmental communication.

### **Senior and Middle management:**

- Manage day to day internal and external communication in line with the departmental communication plan.

### **Departmental Communications Unit:**

- Participate in daily communication briefing sessions chaired by the strategic communications unit and manage follow-up interventions as agreed.
- Draft and consult departmental communication plan (s) and Protocols.
- Render departmental media liaison and public relations service in consultation with the Media Liaison Officer of the Department and Strategic Communications Unit.
- Draft content of communication products in conjunction with line functionaries and in consultation with the Strategic Communications unit.
- Facilitate/coordinate departmental functions, workshops, conferences, exhibitions, road shows and other events.
- Liaise with line function managers to ensure that the department's intranet and internet web pages reflect factually correct and up-to-date information which is maintained.
- Render a departmental language service.
- Operationally manage the departmental communications service level agreement with the Department of the Premier (Corporate Services).

## **3.2.2 Tablecloths**

All regional offices have received 1 tablecloth in addition to the specifications and the artwork for the tablecloth. Offices must therefore procure additional banners from their respective budgets should the need arise.

## **3.2.3 Corporate stationery**

Corporate stationery refers to items that are branded and are distributed outside of the DSD.

### **3.2.3.1 Pamphlets / Booklets**

#### **Who?**

The target audience for this type of message is internal staff members of the DSD.

#### **What?**

Information contained in pamphlets and booklets is intended to communicate a specific message to an identified target audience outside of the DSD.

#### **When?**

The use of pamphlets will be determined during the conception phase of a campaign. Pamphlets are only to be used during this specific time for the specific purpose.

#### **Where?**

Campaign activities are implemented in terms of the location of the identified target market. Pamphlets will therefore be distributed in the specific location throughout the Western Cape Province.

### 3. Communication Products

#### Branding

##### 3.1 What is a brand?

##### 3.2 Branding products?

In order to give effect to the Western Cape brand, certain products have and may be developed. These include:

##### 3.2.1 Banners

Banners that have been approved in terms of the Western Cape Government are as follows:

##### **CMU:**

- Pop-Up Banners
- Media Banner
- Stage Banner
- Roll up banners
- Tear drop/feather banners

##### **Regional Offices:**

- 3 X Feather Banners (outside banners)
- 3 X Roll up banners (inside banners)
- 1 X Tablecloth

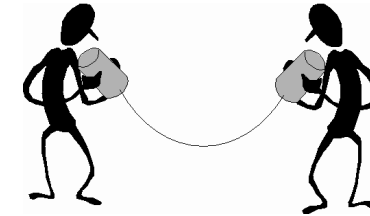
The above banners contain the Western Cape Government logo with the DSD name on it. These are the only banners that may be utilized for branding purposes.

##### 3.2.1 Banners

All regional offices have received 3 roll-up banners and 3 tear drop banners in addition to the specifications and the artwork for the banners. Offices must therefore procure additional banners from their respective budgets should the need arise.

### What is Communication?

The communications process refers to the all encompassing process of sending and receiving messages via a selected medium.



#### **Who?**

Refers the intended target audience of the message that needs to be conveyed.

#### **What?**

Refers to the message that needs to be conveyed?

#### **When?**

Refers to the time frame during which the message will be conveyed?

#### **Where?**

Refers to the physical location where the message will be distributed?

#### **How?**

Refers to the vehicle in which the message will be conveyed.

#### **Process to follow?**

Refers to the process that needs to be followed when addressing requests to CMU.

## **1. Internal Communication**

Internal Communication refers to communication that occurs within the Department of Social Development. This form of communication include: Newsflashes, News Briefs, Electronic communication—Email notifications, Lift News, Live Link, Posters (displayed on notice boards and in the snapper frames in the bathrooms).

### **1.1 Newsflashes:**

#### **WHO?**

The target audience for this type of message is internal staff members of the DSD.

#### **WHAT?**

A newsflash is a communications tool used to relay newsworthy information of importance, within a short period of time. The information relevant to newsflashes is:

- News
- Messages from the HOD or MEC
- Commemorative day messages

#### **WHEN?**

A newsflash will be distributed when the need for communication has been identified.

#### **WHERE?**

Newsflashes are distributed to the staff compliment of DSD throughout the Western Cape Province.

#### **HOW?**

Newsflashes are distributed via:

- Email
- Printed copies displayed on notice boards
- Printed copies displayed in the lifts

#### **HOW?**

Campaigns are developed by CMU in conjunction with senior management, the strategic and corporate communications units at DotP.

Campaign activities include:

### **2.1.1 Events**

An event is a communications tools specifically developed to implement deliverables of an identified campaign. A joint events team are responsible for the development of the concept of an event and is guided by the Events Policy. The responsibility for all logistics and payments of the event is done by the relevant unit, region or facility.

### **2.1.2 Media interaction**

Media interaction is the use of the media as a channel to relay pertinent information to the public. It is the responsibility of CMU and the MLO to liaise with the media on behalf of the DSD. In specific circumstances the MEC, HOD and identified individuals will be requested to liaise directly with the media.

### **2.1.3 Advertising**

Advertising is a communications tool specifically used to implement deliverables of an identified campaign. CMU is responsible for the development of the concept of the advertisement. It is CMU's responsibility to liaise with Corporate Communications at DotP as well as agencies assigned by the Western Cape Government to do media and communication products via a Service Level Agreement, for all logistics and payments.

## **2. External Communication**

External Communication refers to communication that occurs outside of the Department of Social Development. This form of communication include campaigns, media, events etc.

### **2.1 Campaigns**

#### **WHO?**

The target audience for this type of message is members of the public that have been identified by the department for the intended message.

#### **WHAT?**

A campaign is a communications tool used to relay a specific message over a specified period time. The message is repeated via specific communications channels to reinforce the content to a specific target audience. The purpose of the campaign is to achieve identified goals within a prescribed timeframe. Campaigns may be generic or specific in nature. An example of a generic campaigns include the Green living campaign which is steer by the Department of Premier and some specific campaigns identified for DSD are Learning Programmes for children at ECD facilities, Youth Registration of Residential Facilities for Older Persons etc.

#### **WHEN?**

Campaigns are identified by SMS in collaboration with the MLO, HOD, HOC and Strategic Communications. It is identified in the annual communications plan, approved by senior management. Campaigns are implemented throughout a specified period of time i.e a financial year.

#### **WHERE?**

Campaign activities are implemented where the target market resides. Campaigns take place throughout the Western Cape Province.

## **PROCESS TO FOLLOW?**

- Requests must be forwarded to CMU in writing.
- All content for the newsflash must be approved by the relevant Deputy Director, Regional Director or Facility Manager.
- Requests must be forwarded to CMU at least 1 week prior to distribution.
- Urgent requests must be forwarded to CMU at least 48 hours prior to distribution. These requests will be considered on level of importance and whether CMU has the human capacity available.

### **1.2 News Briefs**

#### **WHO?**

The target audience for this type of message is internal staff members of the DSD.

#### **WHAT?**

A News Brief is a communications tool used to relay newsworthy information of importance and is produced bi weekly. News briefs contain information written in Simple English to explain step by step internal process to staff members.

Examples of internal information are DITCOM procedures and HR delegations.

#### **WHEN?**

A news brief will be distributed when the need for communication has been identified by relevant SMS.

#### **WHERE?**

News briefs are distributed to the staff compliment of DSD throughout the Western Cape Province.

## HOW?

A newflash will be distributed to staff informing them of a News Brief. They will be directed to the LIVE LINK (internal Intranet) landing page which contains a link to the particular News Brief.

## PROCESS TO FOLLOW?

- Requests must be forwarded to CMU in writing by DSD SMS.
- A list of 4 to 5 questions will be forwarded to the requestor in order to ascertain relevant, concise, accurate and accredited information.
- All content for news briefs must be approved by the relevant Director, Regional Manager or Facility Manager 2 days prior to online distribution.
- Requests must be forwarded to CMU at least 2 week prior to distribution.
- Urgent requests must be forwarded to CMU at least 48 hours prior to distribution. These requests will be considered on level of importance and whether relevant CMU capacity is available.

### 1.3 E-Notifications

## WHO?

The target audience for this type of message is internal staff members of the DSD.

## WHAT?

An E-notification is a communications tool used to relay newsworthy information of importance, within a short period of time. The information informs staff of pertinent changes, dates and availabilities etc. relevant to the Department.

## WHEN?

A E-notification will be distributed when the need for communication has been identified.

## WHERE?

E-notifications are distributed to the staff compliment of DSD throughout the Western Cape Province.

## HOW?

Newsflashes are distributed via:

- Email
- Printed copies displayed on notice boards
- Printed copies displayed in the lifts

## PROCESS TO FOLLOW?

- Requests must be forwarded to CMU in writing.
- All content for the E-notifications must be approved by the relevant Deputy Director or Regional Director or Facility Manager.
- Requests must be forwarded to CMU at least 1 week prior to distribution.
- Urgent requests must be forwarded to CMU at least 48 hours prior to distribution. These requests will be considered on level of importance and whether relevant CMU capacity is available.

### 1.4 Promotional items for internal staff