



OFFICE OF THE DIRECTOR: COMMUNICATIONS AND EVENTS MANAGEMENT

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CIRCULAR NO. 7 OF 2024

**TO : DDGs
CHIEF DIRECTORS
DIRECTORS HEAD OFFICE AND DISTRICTS
CMS HEADS
CIRCUIT MANAGERS
SCHOOL PRINCIPALS
ALL STAFF**

FROM : A/DIR- COMMUNICATIONS AND EVENTS MANAGEMENT

DATE : 12 NOVEMBER 2024

**SUBJECT: CIRCULAR ON ECDOE COMMUNICATIONS AND EVENTS
MANAGEMENT PROTOCOLS**

1. BACKGROUND

The ECDoE notes that Government Communication and Information System (GCIS) is the custodian of the Government Communication Policies with the objective of strengthening government communications to deliver on its mandate.

In terms of its adopted Communication principles, the Eastern Cape Department of Education (ECDoE) is committed to complying with the national and provincial directives on communications, marketing, branding, media relations and digital communications (social media).

The Government Communication policy provides an overview and guardrails for communication and marketing across the three spheres of government. Consequently, the Eastern Cape provincial government drafted and adopted the Integrated Provincial Communication Strategy Framework, 2019 – 2024.

Informed by the abovementioned Government-wide Communication policy and the EC Provincial Government Communication Strategy Framework, the ECDoE developed a



Departmental
five-year Communication Strategy, Communication policy, ECDoE branding manual and
school branding guidelines.

2. AIM OF THE COMMUNICATION CIRCULAR

- a) To remind ECDoE staff of the national, provincial, departmental communication policies and approved guidelines.
- b) To remind ECDoE staff and learners of the communication protocols and responsibilities in the province.
- c) Ensure that ECDoE communication is integrated, coherent, co-ordinated and consistent.
- d) To ensure departmental units and agencies collaborate for effective and clear communication.
- e) To (re)introduce the ECDoE's brand identity, elements, and instruction on the correct usage.

3. LEGAL FRAMEWORK

The ECDoE communication policy, branding manual, and school signboard branding guidelines are subject to the following legislations, regulations and policies:

- a) The South African Constitution of 1996
- b) National Language Policy Framework
- c) White Paper on Transformation of the Public Service (Batho Pele White Paper)
- d) Promotion of Access to Information Act, 2000 (PAIA)
- e) Public Service Act of 1994
- f) Public Finance Management Act, 1999 (PFMA)
- g) Disciplinary Code and Procedure for the Public Service (PSCBC Resolution 2 of 1999)
- h) Copyright Act, 1978, *as amended by the Companies Act of 2008*
- i) Electronic Communications and Transactions Act, 2002 (Act no. 25 of 2002)
- j) Electronic Communications Act, 2005 (Act no. 36 of 2005)
- k) Minimum Information Security Standards (MISS)
- l) Government Communication Policy – 2018
- m) Eastern Cape Provincial Government's Integrated Provincial Communication Strategy Framework, 2019 – 2024.

4. APPLICATION AND AUTHORITY

The Government Communication Policy, together with the ECDoE departmental communication policy, ECDoE branding manual, and School signboard branding guidelines, applies to all ECDoE staff members, learners, educators, School Governing Bodies and Education Stakeholders who may need to use ECDoE branding. The Head of Department



(HoD), supported by the Director of Communications and Events Management, must ensure that communicators and staff know the above policies and provide oversight of their implementation and account to the MEC.

5. COMPLIANCE/NON-COMPLIANCE

- a) Communications, Marketing, Branding and Events officials and all ECDoE staff are required to act in accordance with the Government Communication Policy, the ECDoE Departmental Communication policy, the branding manual, and School signboard branding guidelines in his/her respective areas of responsibility.
- b) The HoD is responsible for enforcing adherence to the content of these policies by all officials.

6. ROLES AND RESPONSIBILITIES

- a) The Member of the executive Council (MEC) will provide political coverage to the communications strategy and the unit as it implements it. The MEC ensures alignment with the provincial political goals that form part of the MEC's performance agreements.
- b) The Head of Department (HoD) is the champion of the Communications Strategy and chief overseer of its implementation.
- c) The Head of Communications (HoC) is the Chief Implementing Agent of the communications strategy and plan, also noting that upon adoption, the Head of Communications is also responsible for the division of tasks to operationalise the strategy.
- d) The HoC also serves as the final strategic authority on all material that the department produces, whether visual, written or otherwise.
- e) Media Liaison Officer (MLO) - Champion of the synergy between the political terrain and the communication needed to traverse that space in the education sector. Advisor to the MEC on communication matters and a bridge between the MEC's Office and the departmental Communications Unit.

7. MEDIA ENGAGEMENT AND MEDIA RELATIONS

Media representatives will continue to play their role in the democratic process by providing the public with news and information about the government and reporting on the public's views and opinions of the government.



“All communication with the news media – including media releases, advisories, statements, interviews, conferences, briefings, letters to the editor, opinion pieces, technical announcements and other information or material given to news media representatives – fall under the media engagement activities of government.”

The Communications Directorate is responsible for all media enquiries guided by the office of the HoD and the MEC.

The Communications Directorate is the official entry point for the media into the department on any relevant issue. The Directorate designs and implements a proactive media relations strategy and plan, builds and maintains relations with the media to promote public awareness of government policies, programs and initiatives.

8. DEPARTMENTAL SPOKESPERSONS

- a) The MEC serves as one of the government-appointed spokespersons for the department and its programs.
- b) The HoD also serves as one of the government-appointed spokespersons for the department and its programs.
- c) The HoC also serves as one of the government-appointed spokespersons for the department and its programs. This role should be engaged at the level of project implementation and troubleshooting, where necessary.

In cases where officials are assigned to speak on the Department's behalf, including line function or subject-matter experts, they must approach the Communications Directorate for advice to ensure that the requirements of the Department and policies are met. **Information from the Department of Education must come from one source to avoid conflicting statements from reaching the media.** This therefore means that all responses from line function managers should be channeled through the Director of Communications and Events Management so that the Department can speak in one voice, this is inclusive of all media enquiries and responses.

9. ECDoE EMPLOYEES AS PRIVATE CITIZENS

Any media communication emanating from government employees in their private capacity (blogs, social media posts, letters to the editor) must subscribe to the Public Service Act (Act 103 of 1994) and the Code of Conduct for Public Servants.

- a) Information acquired while on duty must not be used when voicing personal opinions, and inappropriate media engagement is prohibited.



- b) Undermines the integrity and reputation of the government, its leadership or its stakeholders.
- c) Presents his/her viewpoint as a position that is held by the department.
- d) Discloses sensitive/classified departmental information without proper authority; This refers to engagement that brings the government, the department or stakeholders into disrepute.
- e) Any media communication representing an employee's personal opinion as a private citizen not associated with the department/province/ municipality does not require any approval. However, the government employee must ensure that the media is aware that he/she is writing in their personal capacity and that his/her views represent his/her personal opinion.
- f) Government communicators at senior level (HoD, HoCs, MLOs and Senior Government Officials act as government representatives and their opinions/ comments, even in a private space are likely to be seen as official by the media and therefore, **cannot engage in private communication on any platform or express views/opinions that would be seen as contrary to an official government position.**
- g) Where the media perceives a government employee to be a media practitioner/representative of the government and where the opinion/comment is likely to be seen as official, this representation will require official approval from the HoC before it is submitted. At times, these communication pieces may require further approval at a political level and sufficient advance planning and co-ordination time should be allowed.
- h) Government communicators must not contradict the communication messages of another department or sphere of government within the media space.

10. MANAGEMENT OF SOCIAL MEDIA PLATFORMS

10.1 SOCIAL MEDIA

Social media refers to services delivered via the internet and mobile platforms, including video, image or podcast hosts, instant messaging sites or chat rooms, wikis, blogs and online discussion forums. Social media platforms include but are not limited to X (Twitter), Facebook, LinkedIn, Instagram, YouTube, TikTok, Google Search, and WhatsApp.



The Head of Communications must ensure that: -

- a) Everyone operates the department's social media accounts appropriately and in line with the department's policies and objectives.
- b) Only people who have been authorised to use the department's social networking accounts may do so.
- c) The department's social media accounts are not used to share or spread inappropriate content or participate in any activities that could bring it into disrepute.
- d) Employees should always review the content thoroughly when sharing an interesting blog post, article or content.
- e) All staff are responsible for compliance with the social media policy and ensuring that it is consistently applied.
- f) Employees are responsible for reading and understanding the policy, and any breach should be reported to the Director of Communications.

10.2 Communications and Events Management is responsible for:

- a) Creating and managing content and maintaining the Department's social media accounts and website. New social media accounts in the Department's name may not be created unless the Director: Communications and Events Management approves.
- b) Co-ordinating the official social media activities of the Department.
- c) Implementing the corporate identity and brand elements on all digital platforms.
- d) Ensuring quality assurance of the content and presentation of information.
- e) Managing the content on the department's social media accounts to ensure consistency of messaging and avoid confusion and miscommunication.

10.3 Guidelines for digital communications

All digital communication must:

- a) Be aligned with the ECDoE's vision, mission and values.
- b) Communicate and promote the strategic objectives of the department.
- c) Contain accurate and relevant information.
- d) Provide a consistent message.



- e) Meet professional standards in terms of content and design.

The Government's Public Service Act and the Code of Conduct for Public Servants apply to all digital platforms, including social media. In addition, employees must familiarize themselves with *part 3* of the ECDoE's Communication policy for additional details on social media communications protocols and rules.

11. CLASSIFIED INFORMATION

Unauthorized disclosure of classified information to the public or the media will result in disciplinary action being taken against the government official responsible.

12. DEPARTMENT'S CORPORATE IDENTITY (STYLE AND STANDARD FORMATS)

12.1 Custodian of Corporate Identity

- Directorate: Communications and Events Management shall advise all other Directorates on the design, editing and layout of all promotional and informational documents produced for official purposes.
- The unit should work co-operatively with all other Directorates in managing the Communication service, marketing and branding of the Department.

12.2 Brand Identity

- Yellow and blue are the official ECDoE colours and shall be used on its official identity, accompanied by the Provincial Coat of Arms.
- The units must submit all promotional material to the Directorate: Communications and Events Management for quality assurance.
- Directorates must always seek advice from the Director: Communications and Events Management if not certain about the shades of yellow and blue to use.

12.3 Events Management

Chapter 13 of the GCIS Handbook gives clear guidelines for the co-ordination of government events, noting the diversity of such. These can range from a simple press conference to a large outdoor launch. The following are some of the aspects that should be considered when planning and event: -

- Development of a concept note/event brief.
- Development of a management plan or checklist.
- Establishment of the project team.
- Identification of budget.



- e) Confirmation of logistics such as the venue etc.
- f) Confirmation of guest list and key speakers.
- g) Marketing and advertising of the event (communication and media plans should be put together for the planned events).
- h) Determination of protocol procedures (depending on the calibre of guests invited).
- i) Risk management/crisis management.
- j) Branding of the event.
- k) Sponsorships.

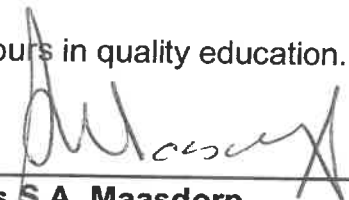
The Communications and Events Directorate, as a unit tasked with events management, should be consulted by all units when organizing their events for proper planning and co-ordination of such.

13. ENFORCEMENT AND CONSEQUENCE OF NON-COMPLIANCE

It should also be noted that no-compliance to the policy may be regarded as misconduct in terms of the provisions of the relevant Disciplinary Code and Procedure of the Department, and that it may also constitute a criminal offence, making such person(s) subject to an investigation, subsequent disciplinary, civil and/or criminal action or contractual termination(s) in which case the Department may involve the police or other law enforcement agencies in relation to breaches of the policy.

The contents of the circular must be brought to the attention of all ECDoE employees.

Yours in quality education.



Ms S.A. Maasdorp
Head of Department (Acting)
Date 20/4/2024

ANNEXURE 1 – Communication Policy
ANNEXURE 2 – ECDoE Brand Manual
ANNEXURE 3 – SCHOOL BRANDING GUIDELINES

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Province of the
EASTERN CAPE
EDUCATION



**PROVINCE OF THE EASTERN CAPE
DEPARTMENT OF EDUCATION**



COMMUNICATIONS AND EVENTS MANAGEMENT DIRECTORATE

ECDoE COMMUNICATION POLICY



Province of the Eastern Cape
Department of Education
P.O. Box 34 2570#



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TABLE OF CONTENTS

ITEM	PAGE NO.
Background and Situational Analysis.....	3
PART 1: COMMUNICATION POLICY	
Objectives.....	4
Legal Framework.....	6 – 7
Policy Statement.....	7 – 8
Corporate Identity.....	8 – 9
Use of the Quote of Arms.....	9
Use of official languages.....	9
Procurement of services and sponsorships.....	9
Media Monitoring.....	9
Consultation.....	10
Internal Communication for ECDoE.....	11
Crisis and Emergency Communication.....	11
Management and co-ordination.....	11
Planning and Evaluation.....	11
Technological innovation and new media.....	12
Internet, website and electronic communication.....	12
Events, public announcements, fairs and exhibitions.....	12
Departmental events.....	12
Advertising and Marketing.....	12
Publishing.....	13
Copyright and licencing.....	13
Training.....	13
PART 2: MEDIA ENGAGEMENT	
Media Engagement.....	14
Media Relations.....	14
Public Events.....	15
Co-ordination.....	15
Openness.....	15
Proactiveness.....	15
Confidentiality.....	15
Photographs.....	16
Impartiality.....	16
Spokespersons.....	16
PART 3: SOCIAL MEDIA	
Social media.....	17
Scope, Application and Authority.....	18
Policy Statement.....	19
Roles and Responsibilities.....	19
Social Media Accounts.....	19 - 20
Other Responsibilities.....	20
Use of personal media sites.....	20
General Rules for use of social media.....	20 – 21
Policy Enforcement and Consequences of non-compliance.....	21 - 23
Communications Policy Life Cycle.....	23
Annexure A.....	24

1. BACKGROUND AND SITUATIONAL ANALYSIS

The development of this revised Communications and Media Policy for the Eastern Cape Department of Education (ECDoE) firstly stems from one of the resolutions adopted in the Annual Performance Plan 2021/22 which states that in the next five years the Department's approach to service delivery will be implemented under four guiding principles, namely: strong communication, accountability, performance management and improved audit outcomes.

Secondly, the Directorate: Communications and Events Management has the responsibility to provide guidance to all the different units of ECDoE regarding how communication should be handled, both internally amongst the ECDoE officials and with external stakeholders or partners. In this respect the Directorate: Communications and Events Management has been on a journey to constantly develop and adapt communications related policies dating back to the old "Department of Education Policy on Communicating with the Public Media" to more recent guiding documents such as the 2021-2025 Communications Strategy which has been developed in line with the Five-Year Strategic Plan (2020-2025) that sets out targets to be implemented by the ECDoE.

Thirdly, public service is faced with the emergence of worldwide mishaps that directly affect its operations, case in point being the prevailing Covid-19 pandemic as well as the digital revolution that now allows conversation with the public rather than simply communicating to them. It has therefore become imperative for the ECDoE to ensure that it has a Communications and Media Policy that talks to these recent events and changes. The role of government communication is to ensure that all citizens receive information that will empower them to make informed decisions and choices. The central recipients of the information from the ECDoE are the schools and the communities that they find themselves in. The provincial Communications and Media Policy puts the citizenry at the heart of its policy. Thus, at the heart of our strategy as the department are the learners, schools and communities we serve.

The context of communications in the department must be viewed within the context of the current situation wherein the Head Office of the ECDOE which houses the Office of the MEC and the Office of the Head of Department is located in Zwelitsha, with 12 districts across the province, 219 circuit offices, 5453 schools of which 5084 are public schools, 238 independent (private schools), 54 Section 20 public schools and 46 special schools.

During the height of the Covid-19 pandemic in 2020, the ECDoE proved that timeous communication can be used to alter perceptions, as well as keep our core constituency abreast of all developments. It is in this background this revised Communications and Media Policy has the entire section (Part Three) dedicated to addressing social media communications.

In conclusion, the Directorate: Communications and Events Management is committed to facilitating the implementation of this new Communications and Media Policy and to ensure that it remains relevant at all times by effecting the necessary updates and changes.

PART ONE**COMMUNICATION POLICY****1. Introduction****1.1 The Objectives of this policy are to:**

- 1.1.1 Ensure that communications across the Department of Education is well coordinated, effectively managed and responsive to the diverse information needs of the public.
 - 1.1.2 To provide the public, stakeholders and the media with complete, accurate, clear and timely information about the Department's policies, services and initiatives.
 - 1.1.3 Ensure that the Department is visible, accessible and accountable to the public it serves.
 - 1.1.4 Identify and address communication needs for both internal and external publics of the Department in order to enable the exchange of information by delivering prompt responses to requests for information.
 - 1.1.5 Guide officials of the Department in their dealings with the media, (internal communication) and the Department's stakeholders (external communication).
- 1.2** This policy is applicable to all officials of the Department, from Senior Management to line function staff members.
- 1.3** This document contains PART 1: Communications Policy, PART 2: Media Engagement Policy and PART 3: Social Media Policy.

Definition of Terms	What it means in this document
Department	The Department of Education in the Eastern Cape Province (ECDOE).
Media Policy	The policy that sets guidelines and procedures on all media liaison by the ECDOE's officials.
External Communication	Communication that flows from inside the department to the publics and or vice versa.
Internal Communication	Communication within the officials of the Department.
Branding	Branding of the Department means the approved departmental branding to be marketed and easily recognised.
Stakeholders	People or groups that have an interest in the dealings of the Department, or whom the Department deals with frequently in its operations.
Corporate Identity	The Department's identity stemming from its branding processes.
Image	The Department's appearance to the public is its image that should be positive and protected at all times.
Requestor	A person making a request to access records held by the Department.
PAIA	Promotion of Access to Information Act.
PFMA	Public Finance Management Act.
MEC	Member of the Executive Council - Education political head
Department	The Department of Education.
Media Policy	The policy that sets guidelines and procedures on all media liaison by the ECDOE's officials.
Spokesperson	Designated Official to interact with the media.
Head of Department	Administrative Head of Department.

3. LEGAL FRAMEWORK

3.1 The South African Constitution of 1996

Some sections in the following Chapters of the Constitution give legal mandate to this policy:

- 3.1.1 Chapter 2 Bill of Rights
- 3.1.2 Chapter 6 Provinces
- 3.1.3 Chapter 10 Public Administration
- 3.1.4 Chapter 11 Security Services
- 3.1.5 Chapter 13 Finance

3.2 National Language Policy Framework

Eleven languages were granted official language status in South Africa in terms of Section 6 of the Constitution. This policy strongly encourages the use of indigenous languages and takes into account the linguistic diversity of the country.

3.3 White Paper on Transformation of the Public Service (Batho Pele White Paper), 1995

The aim of this White Paper is to provide a policy framework for the transformation of the Public Service. It is about how public services are provided and improving the effectiveness and efficiency of the way in which services are provided.

3.4 Promotion of Access to Information Act, 2000 (PAIA)

The PAIA gives all South Africans the right to have access to records held by the Department. It allows for procedures of requesting this information to be put in place by the Department through its Promotion of Access to Information Manual.

3.5 Public Service Act of 1994

This legislation regulates the administration of the Department, the operations and conduct of its officials.

3.6 The Public Finance Management Act, 1999 (Act No 2 of 1999)

The Act regulates financial management by the Department and ensures that all resources of the Department are managed efficiently and effectively.

3.7 The Disciplinary Code and Procedure for the Public Service (PSCBC Resolution 2 of 1999)

The Disciplinary Code determines, amongst others, that the unauthorized use of State property, the negligent or wilful loss of or damage to State Property and a refusal to obey security regulations are instances of misconduct.

3.8 Copyright Act, 1978 (Act No 98 of 1978)

This Act protects the Copyright of the Department which it has in respect of any document, drawing and the like created by an official for the Department.

3.9 Electronic Communications and Transactions Act, 2002 (Act No 25 of 2002)

The Act makes it an offence to interfere with electronic messages or records without authority in order to modify or destroy same. It also provides for the recognition of electronic messages as legally enforceable or as capable of being produced in evidence in legal cases and provides that Government may conduct business by electronic communications if it so wishes.

3.10 Electronic Communications Act, 2005 (Act No 36 of 2005)

This Act provides for the licensing of anyone who renders electronic communication network services, electronic communication services and broadcasting services.

3.11 Minimum Information Security Standards (MISS)

This policy document contains the security requirements to which the use of Government information must comply. It includes restrictions on access to certain classified information and the safekeeping thereof.

3.12 Government Communication Policy – 2018 developed by Government

Communication and Information systems (GCIS) serves as the custodian of government communications.

3.13 Integrated Provincial Communication Strategy Framework, 2019 – 24

This is a long-term strategy to cover the electoral cycle of the sixth (6th) administration to promote common communication agenda and ensure a co-ordinated and integrated communication of the impact of government programmes.

3.14 Eastern Cape Provincial Government's Communications Policy Document (2019)

The document aims to ensure that communication across the province is coherent, reliable, ethical, open, encourages participation, is well co-ordinated, transformative, professional, consistent, credible, effectively managed, impactful and meets the needs of all citizens.

4. POLICY STATEMENT

The principles adopted by the Department in respect of Communications are:

4.1 The Department shall: -

- 4.1.1 Comply with National and Provincial directives in marketing, branding and creation of official documents.

- 4.1.2 Respond to media enquiries in a timeous manner through its Head of Communications and Spokesperson of the Department and the Head of Department. The Deputy Information Officers may respond only when delegated to do so by the HOD and or the Head of Communications. This also applies to members of Senior Management and officials in line- function directorates. Guidance in this function will be provided by the HOD, Directorate: Communications and Events Management and/or Office of the MEC.
- 4.1.3 Develop its own Language Policy in line with the National and/or Provincial Language Policy Frameworks, thereafter workshop officials on its usage.
- 4.1.4 Manage Communications, marketing and branding of the Department through Directorate: Communications and Events Management.
- 4.1.5 Respect and effectively utilise the Department's colours in an effort to create a brand that is the Department of Education.
- 4.1.6 Respect and effectively utilise the provincial Coat of Arms as prescribed by the Provincial Government.

4.2 Directorate: Communications and Events Management shall: -

- 4.2.1 Work co-operatively with the Head of Department and MEC's Offices in managing the flow of information from the Department to the media and/or public, vice versa.
- 4.2.2 Advise Directorates on the design, editing and layout of all promotional and informational documents produced for official purposes.
- 4.2.3 Work cooperatively with Directorates in managing the Communication service, marketing and branding of the Department.
- 4.2.4 Provide support to Directorates in managing the marketing and publicising of their events.

5. CORPORATE IDENTITY

- 5.1 The Department of Education shall be recognized with the colours yellow and blue as its official identity, accompanied by the Provincial Coat of Arms.
- 5.2 To maintain a recognisable and unified corporate identity throughout the Department and its Directorates as well as addressing informational risks and adhering to legislation, all promotional material must be submitted to Directorate: Communications and Events Management for quality assurance whereafter the Director: Communications and Events Management will make a recommendation to the Head of Department, who in consultation with the MEC, will approve the material.
- 5.3 Directorates must always seek advice from Director: Communications and Events Management if not certain about the shades of yellow and blue to use.

5.4 Directorates' communication resources, designs and presentations shall be done in a co-ordinated and similar manner, not straying away from the prescriptions and directives from National and Provincial Governments.

6. USAGE OF PROVINCIAL COAT OF ARMS

6.1 The Department shall respect the prescriptions laid out by the Office of the Premier and provincial government in using the Provincial Coat of Arms.

7. USE OF OFFICIAL LANGUAGES AND REFLECTING DIVERSITY

7.1 The Eastern Cape Province has identified four official languages, i.e. IsiXhosa, English, Afrikaans and Sesotho.

7.1.1 The Department respects all four provincial official languages in Communicating with its internal and external stakeholders.

7.2 The Department must ensure that all its publications and other communication/promotional materials depict the diverse nature of its stakeholders in a fair, representative and inclusive manner.

8. PROCUREMENT OF SERVICES AND SPONSORSHIPS: -

8.1 The department commits itself to adhere to proper procurement procedures for all communication services.

8.2 The department may not use public funds to purchase advertising in support of any political party.

8.3 The department will acknowledge its sponsors when communicating with the public about a sponsored activity or activities embarked upon in partnership with other institutions/entities.

8.4 The Department shall retain intellectual copyright for all material produced by service providers on behalf of the Department.

8.5 All paperwork submitted for procurement pertaining to promotional material must be stamped and approved by Director: Communications and Events Management.

9. MEDIA MONITORING

9.1 The Directorate: Communications and Events Management will monitor the media for mentions of the Department in order to analyse the public environment, concerns and perceptions as it relates to the Department's policies, programs, services and initiatives.

9.2 Media Monitoring will be done for the following purposes: -

9.2.1 To evaluate the effectiveness of communication activities such as advertising and to plan and evaluate marketing initiatives, among other applications.

9.2.2 To anticipate issues that may arise and to formulate appropriate response strategies.

9.2.3 To evaluate and address public needs and expectations effectively.

10. CONSULTATION

10.1 The Directorate: Communications and Events Management will provide advice and support to managers and Directorates, in planning, implementing and evaluating the Department's consultation processes, such as imbizos, public meetings etc.

10.2 Department officials embarking on consultative activities must liaise with Directorate: Communications and Events Management in order to ensure that the promotional material prepared for such events are in line with the Department's Branding, colours and logo.

11. INTERNAL COMMUNICATION

11.1 Internal communication includes, but not limited to, oral presentations, staff meetings, workshops, notice boards, the intranet, memos.

11.2 The Department must encourage open and collaborative communication among senior management and other officials to achieve the Department's goals and to ensure quality information services for the public.

11.3 All internal Communication must be managed in line with the national and provincial language policies.

11.4 Channels for internal communication include but not limited to the following: -

- Circulars
- Memos
- Emails
- SMS
- Telephones
- Intranet
- Internal newsletters
- Notice boards

11.5 Circulation of internal memorandums:

- Memos must be signed off by the relevant manager and delivered by administrative staff to other managers and or units.
- Only the font ARIAL, size 12 (twelve) must be used for all memos of the Department.
- The Coat of Arms must always be displayed on the left-hand side of all correspondence within the Department (**See Annexure A**).
- All memos within the Department must be distributed using a folder/file that is clearly marked.
- Memos posted on notice boards should have the important parts highlighted for easy reading by employees.

11.6 News about staff/Staff announcements should be done as follows: -

- By circulars, memo's, e-mails through Directorate: Communications and Events Management.
- Staff notices on intranet to be updated at least twice a week.

11.7 Notice Boards

11.7.1 The notice boards will be updated by staff members from the Communications and Events Management.

12. Risk Communication

12.1 The department, through the Head of Communications will foster open dialogue with the public on issues involving risk and build a climate of trust, credibility and understanding by being forthcoming about facts.

12.3 The Department will respond to public perceptions and provide factual information to address misconceptions or misunderstandings about risk.

13. CRISIS AND EMERGENCY COMMUNICATION

13.1 In times of crisis the Department must, the Head of Communications must be informed in order to formulate a proper and accurate response plan to help maintain and restore public confidence in the department.

13.2 All emergencies and controversial issues should immediately be reported to the Head of Department who in-turn will report them to the Office of the MEC.

14. MANAGEMENT AND CO-ORDINATION

14.1 Communications must be integrated into the corporate management processes and procedures. It must also be a shared responsibility that is co-ordinated with other areas of management.

14.2 Communications must maintain clear working links at all times with other core functions of the Department.

14.3 The Department has to ensure that the resources needed to fulfil the requirements of this policy are available and carefully managed.

14.4 All officials of the Department must ensure the consistency of information and messages across all channels of communication, including telephone, e-mail, Internet, website and electronic transmission.

15. PLANNING AND EVALUATION

15.1 The Department's and Strategic documents must consider communication requirements, views and concerns of audiences inside and outside of the institution (i.e., the internal and external environments).

15.2 The communication strategy must be periodically reviewed, evaluated and updated in conjunction with the planning and budgeting cycles of the department.

16. TECHNOLOGICAL INNOVATION AND NEW MEDIA

16.1 The Department shall leave space for technological innovations and stay current with developments in communications practice. It will also put in place procedures for this to occur.

16.2 As the Department adopts new means of communication, it must continue to reach its stakeholders whose access to technology may be limited or who prefer to receive information from the department through more traditional means.

17. INTERNET, WEBSITE AND ELECTRONIC COMMUNICATION

17.1 The Department must maintain an active presence on the internet through its website and intranet on which its services and information can be viewed.

17.2 To ensure congruence with other communication activities, the Department's website will be reviewed regularly by Directorate: Communications and Events Management to continuously oversee and advise on website and intranet content and design.

17.3 Collaboration shall be maintained between Communications and Information Technology specialists to ensure effective planning and management of electronic information services.

18. EVENTS, PUBLIC ANNOUNCEMENTS, FAIRS AND EXHIBITIONS

18.1 The Department will not participate in, or lend support to, partisan events organised for political party purposes.

18.2 The Department will through guidance from the Office of the Premier, adopt a sound and co-ordinated approach to its participation in fairs and exhibitions, especially where other departments are also participating. Multiple departments appearing at the same event must display a unified presence that promotes common themes and messages of the Provincial Government.

19. DEPARTMENTAL EVENTS

19.1 The department will involve the expertise of the Protocol Officer in the department planning and organizing departmental events.

19.2 The Communications and Events Management Directorate will assist all units in the co-ordination and planning of events as per the standard operating procedures.

20. ADVERTISING AND MARKETING

20.1 To ensure the integrity and efficacy of government advertising, the Department through the Head of Department and Directorate: Communications and Events Management will ensure that advertising campaigns and products are aligned with the department's priorities and strategic goals.

20.2 To ensure congruence with other communication activities, all advertising and marketing plans of the Department must be approved by Directorate: Communications and Events Management.

21. PUBLISHING

The Department will facilitate public access to its publications – all information materials, regardless of publishing medium, produced for public dissemination or for limited circulation outside of government. It will also ensure that published material in all formats meets official language requirements and acceptable design standards.

22. COPYRIGHT AND LICENSING

22.1 Copyrights and ownership rights will be respected and the department will ensure compliance with copyright legislations.

22.2 The Department shall retain intellectual copyright for all material produced by service providers on behalf of the Department.

23. TRAINING

Communications and Events Management Directorate will orientate officials at all levels on the Communications and Media Policy of the Department. New officials must be informed about the policy, and encouraged to familiarize themselves with it, upon appoint

PART TWO**MEDIA ENGAGEMENT POLICY****1. INTRODUCTION**

1.1 The Objectives of this Media Engagement Policy are to: -

- 1.1.1 Ensure that communications across the Department of Education is well co-ordinated, effectively managed and responsive to the diverse information needs of the public.
- 1.1.2 To provide the public, stakeholders and the media with complete, accurate, clear and timely information about the Department's policies, services and initiatives.
- 1.1.3 Ensure that media queries are responded to in an effective and timeous manner, by the Departmental Spokesperson/s as highlighted in this policy.

1.2 This policy is applicable to all officials of the Department, from Senior Management to line function staff.

2. THE DIRECTORATE: COMMUNICATIONS AND EVENTS MANAGEMENT SHALL: -

- 2.1 Handle all media enquiries through the guidance of the HOD and the Office of the MEC.
- 2.2 Play a support role to officials of the department who have been approached by the media for information or comment.

3. MEDIA RELATIONS

Journalists and other media representatives play an important role in the democratic process by providing the public with news and information about government and reporting on the public's views and opinions of government. The common ground between the media and government institutions is that they both seek to keep the public informed about activities of government.

- 3.1 The department must cultivate proactive relations with the media to promote public awareness and understanding of government policies, programs, services and initiatives. This will be done by keeping a detailed list of the Province and Country's media contact details.
- 3.2 The department shall endeavour to reach and inform the media on issues of importance to decision-makers and the public. The Department can engage the media using a variety of communication tools, including news conferences, news releases and presentations.
- 3.3 The department, through the Directorate: Communications and Events Management and the HOD, will consult the MEC's office when planning media campaigns or strategies that could involve ministerial participation, or when preparing a response to a media enquiry that could have implications for the MEC.
- 3.4 The Department shall ensure the quality and consistency of information is provided to the media in the four official languages recognised in the Eastern Cape Province.

Note:

To avoid misunderstanding regarding the enquiry, it is recommended that officials receiving enquiries from the media houses, request that the questions be forwarded to them in a written form through the media liaison or spokesperson's e-mails.

4. PUBLIC EVENTS

The Department shall arrange public events and announcements, including news conferences, from time to time for communication purposes.

4.1 The Department must ensure processes and procedures are in place to assist spokespersons, managers and other designated officials in responding to media enquiries. '

4.2 The Directorate: Communications and Events Management must ensure that media requests, particularly for interviews or technical information on specialised subjects, are directed to knowledgeable managers, information officers or staff designated to speak as official representatives of the Department.

5. CO-ORDINATION

It is important that information from the Department of Education comes from one source so as to avoid conflicting statements from reaching the media. All responses from line function managers should be channelled through the Director: Communications and Events Management, so that the Department can truly speak in one voice.

6. OPENNESS

The principle of openness and transparency should always be adhered to when dealing with the media.

6.1 If the spokesperson or any other official being approached by the media is unable to comment, he/she should give sound reasons.

6.2 Information should only be withheld for sound reasons, e.g., sub-judice issues, labour issues, protection of confidential information and other related reasons.

7. PROACTIVENESS

The department shall be proactive in its dealings with the media, i.e. we should not only wait for media enquiries, but also initiate contact to showcase the work we do. We should remember that not all news can be "good news". The trick is to manage even the "bad news" in a proactive manner so that it can be less damaging to image of the Department.

8. CONFIDENTIALITY AND PRIVACY

Caution should be taken to ensure that records and information that needs to be kept confidential remain confidential (refer to the Departmental Promotion of Access to Information Manual).

9. PHOTOGRAPHS

9.1 Access to information Act applies. No photographs of facilities (this includes administrative building and institutions of learning throughout the province) of the department can be taken by representatives of the media unless a formal written request was made to Information Officers and permission was granted. The photographer will have to disclose the reason behind the need for the photograph, and how/where it will be used.

9.2 It is the prerogative of the stakeholder to agree/refuse permission for photographs of him/her to be taken by members of the media.

10. IMPARTIALITY

All media must be treated with equal respect, whether it is a small community or a larger national newspaper. The media have networks and there may be instances where stories are picked up by small media companies and end up being national or provincial news, therefore no request for information or comment by media groups may not be attended to on reasons of their demographics.

11. SPOKESPERSONS

The MEC, as the political head of the department serves as government appointed spokesperson of the department with the support of the Head of Department. The Head of Communications is also one of the designated spokespersons for the Department and should be accessible to media representatives and provide them with accurate information.

11.1 It should be noted that the media will usually first approach the Directorate: Communications and Events Management. It is then the responsibility of the sub-directorate to organize for relevant managers to speak to the media.

11.2 However, in cases where the media first approaches other officials, it is the responsibility of those officials to approach Communications about the media enquiry. Such individuals must seek permission from the Head of Department or the Head of Communications for approval before it is handed to the media.

11.3 Officials designated to speak on the Department's behalf, including line functions or subject-matter experts, must approach the Communications Directorate for advice to ensure that the requirements of the Department and this policy are met.

11.4 Spokespersons must be knowledgeable in official protocols, should they have to address Members of Parliament.

11.5 They must also respect privacy rights, security needs, and matters before the courts, government policy, Cabinet confidences and ministerial responsibility.

PART THREE

SOCIAL MEDIA POLICY

1. BACKGROUND

1.1 PURPOSE

The Eastern Cape Department of Education (ECDoE) has developed this Social Media Policy as part of its broader Communications and Media Policy document in recognition of the growing popularity of the use of social media in its operations and by its staff, clients, stakeholders and partners. In essence the purpose of this policy is to regulate the use of the ECDoE's social media channels and to inform all users of social media platforms of their roles, responsibilities and obligations. For purposes of this policy "social media" is a term for a wide-spectrum of user-driven content technologies. Commonly used social media tools include but are not limited to Facebook, WhatsApp, Instagram, Twitter, YouTube, Flickr, weblogs, forums and discussion boards and wikis.

In order to reach as many people as possible the ECDoE balances its communications programme by engaging in traditional media as well as social media. The primary purpose of social media is to take part in on-going conversations of interest to the ECDoE, disseminate brief messages quickly, provide links for further information, and promote ECDoE-sponsored activities.

As public servants we have a unique opportunity to step out and be part of the digital revolution, joining a historical transition that allows conversations with the public, rather than simply communicating to them. South African government employees have the same rights of free speech as other citizens when it comes to the use of, and participation in online social media platforms. As public servants, however, government employees have some additional obligations when it comes to sustaining, building and defending the reputation of government through social media.

Social media are powerful communication tools that have a significant impact on institutional and professional reputations. Because the lines between personal voice and institutional voice are blur, the Government Communication and Information System (GCIS) has produced and published policy guidelines in April 2011 to help clarify how best to enhance and protect institutional and personal reputations when participating in social media. ECDoE has therefore benchmarked its policy on those guidelines provided by GCIS ("Social Media Policy Guidelines" April 2011 GCIS).

Users of the ECDoE's social media channels are required to demonstrate the highest ethical standards and conduct and to act responsibly when they exchange ideas and information on social media networks. Further, users must understand that they have responsibilities as representatives of the ECDoE and that their actions can have either a positive or a negative impact on the public image and reputation of the Department.

This document aims to protect the ECDoE from any unexpected negative outcome resulting from the use of social media.

1.2 SCOPE, APPLICABILITY AND AUTHORITY

- 1.2.1 This policy applies to all social media activity undertaken by users of the ECDoE's social media networks, including but not limited to staff as well as third-party suppliers representing the ECDoE, consultants or any other person participating in social media and who may be identified as having an association with the ECDoE, or where the ECDoE infrastructure is used to access social media.
- 1.2.2 All staff are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of the Department and its services, customers, employees, stakeholders and partners.
- 1.2.3 Breach of this policy may be dealt with under the ECDoE disciplinary procedures and, in serious cases, may be treated as gross misconduct leading to summary dismissal.
- 1.2.4 The policy differentiates between official use of social media and private usage.
- 1.2.5 It applies no matter whether that social media use takes place on ECDoE's premises, while travelling for business or while working from home.
- 1.2.7 This policy does not apply to ECDoE employees using social media in their personal capacities; however, employees are always required to follow the standards of general ethical conduct.
- 1.2.8 This policy does not supersede or replace existing legal responsibilities and policies in effect.
- 1.2.9 Social media sites and services include (but are not limited to): -
- Any website or medium that allows for public communication, including but not limited to social and professional networking sites, blogs, micro-blogging sites, video-and photo-sharing sites, forums, discussion boards and groups, podcasting sites and instant messaging services.
 - Popular social networks like Twitter, Facebook and WhatsApp.
 - Online review websites like Reevoo and Trustpilot.
 - Sharing and discussion sites like Delicious and Reddit.
 - Photographic social networks like Flickr and Instagram.
 - Question and answer social networks like Quora and Yahoo Answers.
 - Professional social networks like LinkedIn.
- 1.2.10 The policy is not aimed at restraining freedom of communication and sharing of ideas, information and opinions by staff, stakeholders, partners and students, provided that the information shared on social media does not jeopardise the goodwill, trust and professional relationship between the user and the ECDoE.
- 1.2.11 Related areas that fall outside the scope of these guidelines include: -
- Internet and e-mail use and policy.
 - Internet search engine optimisation.

- Technical implementation of social media platforms i.e. a focus on the hardware, software, technical protocols and human resource issues relating to the actual implementation of social media tools within the Department.

2. POLICY STATEMENT

The department embraces the evolution and use of social media as a tool for communicating in the global world. Given that social media afford users a public platform to express themselves, it is important that the department establishes clear guidelines regarding responsible behaviour, standards of conduct and expectations that users must adhere to when using social media for official purposes or where the use of social media impacts on the department.

The department recognises the importance of social media as a communication tool and with this policy, aims to encourage transparent, responsible, honest and open communication on social media platforms.

The department values entrenched rights such as freedom of expression, association, the ability to disseminate diverse views and academic freedom. It is however important to understand that freedom of speech and or expression is not absolute but is limited and measured against the existing norms and standards. These include: -

- The Constitution, especially the Bill of Rights contained in Chapter 2, and or any other relevant law.
- The department's vision, mission, values and strategic objectives, code of conduct and other applicable rules, regulations, policies and practices; The right to freedom of expression, speech and association is not absolute and is limited where such expression infringes on other fundamental rights and may result in discrimination on the basis of race, age, religion, marital status, nationality, origin, physical or mental disability, sexual orientation and/or may constitute bullying or hate speech.

3. ROLES AND RESPONSIBILITIES

3.1 RESPONSIBILITY FOR IMPLEMENTATION OF THE POLICY

- 3.1.1 The Communications and Events Management Directorate has the overall responsibility for the effective operation of this policy.
- 3.1.2 The Director: Communications and Events Management is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.
- 3.1.3 All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the Director: Communications and Events Management.

3.2 SOCIAL MEDIA ACCOUNTS MANAGEMENT

- 3.2.1 The different sections of the Department must submit approved content they

require posted on social media platforms to the Communications and Events Management Directorate team, which then needs to be approved and signed off by the Head of Department or Director: Communications and Events Management in the event where the Head of Department is not available.

3.2.2 Communications and Events Management Directorate is responsible for the management of the content on the Department's social media accounts.

3.2.3 The Communications and Events Management Directorate must ensure consistency of messaging, to avoid confusion and miscommunication.

3.2.4 The Communications and Events Management Directorate is expected to respond to positive or negative comments on the respective social media platforms.

3.2.5 The Communications and Events Management Directorate will be responsible for ensuring adherence and reviewing of this policy.

3.3 OTHER RESPONSIBILITIES

3.3.1 Everyone who operates the Department's social media account or who uses their personal social media accounts at work has some responsibility for implementing this policy.

3.3.2 However, these people have key responsibilities: -

3.3.2.1 The Director: Communications and Events Management is ultimately responsible for ensuring that everyone uses the Department's social media platforms safely, appropriately and in line with the Department's general policies and objectives.

3.3.2.2 The Information Technology Manager is responsible for providing apps and tools to manage the department's social media presence and track any key performance indicators. He or she is also responsible for proactively monitoring for social media security threats.

3.3.2.3 The Directorate: Communications and Events Management is also responsible for working with the various sections of the Department to roll out marketing ideas and campaigns through our social media channels.

4. PERSONAL USE OF SOCIAL MEDIA SITES

4.1. The Department permits the incidental use of social media platforms for personal use subject to certain conditions set out below. However, this is a privilege and not a right. It must neither be abused nor overused and management reserves the right to withdraw this permission at any time at its entire discretion. The following conditions must be met for personal use to continue: -

- (a) use must be minimal and take place substantially out of normal working hours (that is, during lunch hours, before 8 am or after 4.30 pm) unless communications through social media forms part of performing your duties for the Department or complements and/or support your role in the Department. Even then it should be used in moderation. Social media should not affect the ability of employees to perform their regular duties.

- (b) use must not breach any of the rules set out in paragraph 5 below.
- (c) use must not interfere with business or office commitments.
- (d) use must comply with all the other general policies of the Department.

5. GENERAL RULES FOR USE OF SOCIAL MEDIA

- 5.1 Always write in the first person, identify who you are and what your role is, and use the following disclaimer "*The views expressed are my own and don't reflect the views of my employer*". Employees should ensure it is clear that their social media account does not represent the Department's views or opinions.
- 5.2 Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory, defamatory or inappropriate content. Inappropriate content includes pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs. This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- 5.3 Be thoughtful and polite. Many social media users have got into trouble simply by failing to observe basic good manners online. Employees should adopt the same level of courtesy used when communicating via email.
- 5.4 Any member of staff who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media platform should inform the Director: Communications and Events Management.
- 5.5 Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Director: Communications and Events Management Directorate and team.
- 5.6 Do not upload, post or forward any content belonging to a third party unless you have that third party's consent. Users may not use social media to publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party. If staff wish to share content published on another website, they are free to do so if that website has obvious sharing buttons or functions on it.
- 5.7 It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.
- 5.8 Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- 5.9 When making use of any social media platform, you must read and comply with its terms of use.

- 5.10 Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- 5.11 Be honest and open but be mindful of the impact your contribution might make to people's perceptions of us as the Department. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- 5.12 You are personally responsible for content you publish into social media tools – be aware that what you publish will be in the public for a long period of time.
- 5.13 Don't escalate heated discussions, try to be conciliatory, respectful and quote facts and correct misrepresentations. Never contribute to a discussion if you are angry upset, return to it later when you can contribute in a calm and rational manner.
- 5.14 If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with any official from the Communications and Events Management Directorate first.
- 5.15 Don't discuss colleagues, clients of the department, service providers, stakeholders and partners without their prior approval.
- 5.16 Always consider others' privacy and avoid discussing topics that may be inflammatory, e.g. politics, religion or criticism.
- 5.17 If you notice any content posted on social media about the Department (whether complementary or critical) please report it to the Communications and Events Management Directorate team.
- 5.18 Look out for security threats. Staff members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.
- 5.19 Employees should not make any commitments or promises on behalf of the department without checking that it can deliver on the promises. Direct any enquiries to the Communications and Events Management Directorate team.
- 5.20 Handle complex queries via other channels. Social networks are not a good place to resolve complicated enquiries and client issues. Once a client or stakeholder of the department has made contact, employees should handle further communications via the most appropriate channel — usually email or telephone.
- 5.21 Only people who have been authorised to use the department's social networking accounts may do so. Authorisation is provided by the Director: Communications and Events Management.
- 5.22 New social media accounts in the Department's name must not be created unless approved by the Director: Communications and Events Management. The Department operates its social media presence in line with a strategy that focuses on the most-appropriate social networks. If there is a case to be made for opening a new account, employees should raise this with the Directorate: Communications and Events Management.

- 5.23 The department's social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring it into disrepute. When sharing an interesting blog post, article or piece of content, employees should always review the content thoroughly.
- 5.24 All employees should respect the corporate identity of department and government as a whole. If you are unsure about the use of the National Coat of Arms or Provincial Coat of Arms, please liaise with the Director: Communications or with the Government Communication and Information Systems.
- 5.25 Only the authorised spokesperson or duly delegated manager may provide comment to the media on government-related issues. If an employee is contacted by the media about posts on an official government or any social media site, she/he must refer such to the designated government or departmental spokesperson.

6. POLICY ENFORCEMENT AND CONSEQUENCES OF NON-COMPLIANCE

Users are expected to be mindful of the fact that any activity on social media platforms has an impact on the image of the Department, and users should at all times refrain from any activity that may tarnish this image. Users are expected to engage on social media in a responsible manner.

It should also be noted that certain conduct may be regarded as misconduct in terms of the provisions of the relevant Disciplinary Code and Procedure of the Department, and that it may also constitute a criminal offence, making such person(s) subject to an investigation, subsequent disciplinary, civil and/or criminal action or contractual termination(s) in which case the Department may involve the police or other law enforcement agencies in relation to breaches of this policy.

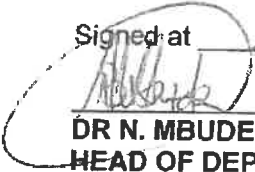
7. COMMUNICATION POLICY LIFE CYCLE

This policy should be reviewed every five (5) years.

8. DOCUMENT METADATA

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Signed at Zwelitsha on this 04 day of NOVEMBER 2021


DR N. MBUDE
HEAD OF DEPARTMENT

ECDOE Communication Policy

Annexure A

Policy guidelines: Usage of Provincial Coat of Arms

The Provincial Government approved the highest visual symbol of the Provincial Administration – the Coat of Arms – as the official symbol for government on 25 March 1996. The Coat of Arms is the visual representation of the Eastern Cape Government Brand. Unauthorized reproduction of this Coat of Arms is an offence under the Heraldry Act of 1962. Authority to reproduce it must be sought from Provincial Communications, Office of the Premier, Province of the Eastern Cape.

Elements of the Coat of Arms

Rising Sun - The Rising Sun symbolizes the friendliness and positive attitude of the people of the Eastern Cape as well as representing the dawning of a new era and bright future of growth, development and prosperity.



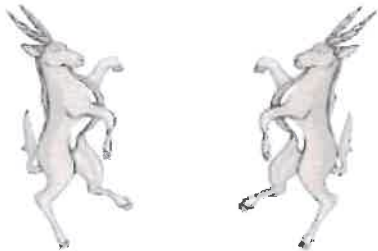
Leopard Skin Head Ring- The leopard skin head ring is a symbol of the prestige, power and heritage of the province. The Leopard is an animal of strength and is universally considered as a sign of authority.



The Shield - The Shield represents the protection and preservation of the Aloe - a symbol of strength due to its healing powers. The three flowers sprouting from a single stem represent the unity of the Eastern Cape's people. The blue Lines are heraldic symbols for the sea and represent the magnificent coastline of the province.

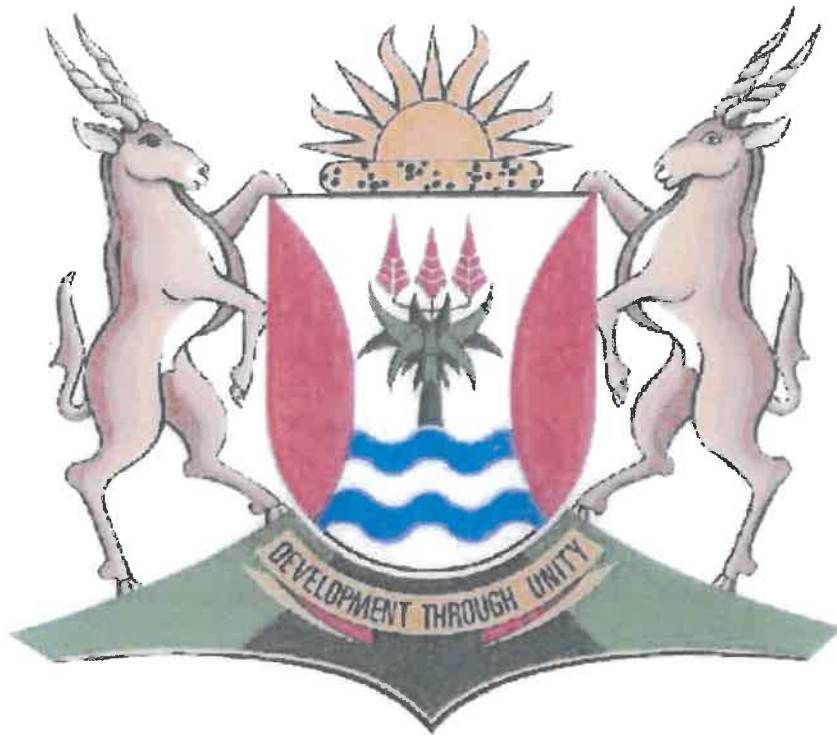


The Eland - The Eland Bull represents magnificence and was by far the most widespread of all larger antelope in the Eastern Cape. It is now being reintroduced into the province's nature reserves and game farms and is an important part of folklore, especially amongst the Khoi San who held it in high esteem.



The Motto - "Development through Unity". The province strives to develop all its people in all facets of life, in the pursuit of sustainable prosperity through a united people moving together towards this goal.





A. Applications

The Provincial Coat of Arms may be applied:

(a) Visually –

- (i) On provincial government stationery, forms, websites and intranet.
- (ii) As decoration on the Mace of the Provincial Government.
- (ii) Decoration on the walls of the Council of Provinces.
- (iii) As a watermark or background on number plates within the province.
- (v) A symbol of the Premier's Office.
- (vi) For branding purposes on buildings of the Provincial Government.
- (vii) On crockery used by the Provincial Government.
- (viii) On corporate gifts and promotional items.

(b) Orally –

- (i) The Provincial Coat of Arms may be recited orally as a praise poem (umbongo) or delivered musically on selected events. This could be done in a way to popularise the Coat of Arms, and furthermore, as an endeavour to entrench it deeper in an African oral tradition. (Consideration to be taken not to elevate the oral rendering of the Coat of Arms to a status close to that of the National Anthem.)

B. Guidelines

To address the current variations and inconsistency in the application of the Eastern Cape Government Brand and inconsistent visual standards, the following Corporate Image Branding must be implemented by all provincial Eastern Cape departments:

1. Reproduction and Display

- (a) The Provincial Coat of Arms should not be overlapped or blended with other visual objects.
- (b) No borders may be drawn around the Coat of Arms, or changes made to the thickness of lines.
- (c) The Coat of Arms should be displayed in whole, not in part, sections or details as this may distort its intended symbolism.
- (d) The composition area of the Coat of Arms may not be interfered with, defaced or creatively adapted to any form.
- (e) No changes may be made to the colour scheme when printed in full colour.
- (f) No changes may be made to the font type.
- (g) No rotation or skewing may be made.

2. Uniform Corporate Identity Branding

(a) Naming Structure

- (i) Departments will be permitted to select a preferred naming structure using either a functional name depicting the core line-function (e.g. Eastern Cape Health for the Department of Health) or an abbreviated version or acronym (e.g. COGTA for the Department of Cooperative Governance and Traditional Affairs).
- (j) The naming structure should be placed on the right-hand side of the Coat of Arms:

Department of: Education.

PROVINCE OF EASTERN CAPE

(b) Colour

- (i) Departments will be allowed to utilise one of four colours derived from the Coat of Arms for their naming structure, namely green, blue, red or brown.

(c) Language

- (i) Departments will be permitted to use translated versions of the brand in communication applications such as letterheads and the like.
- (ii) However, functional names or acronyms will remain in English.
- (iii) The descriptor (e.g. Department: Health) must be translated into the two official languages not used in the communication and positioned at the bottom of the communication.

Eastern Cape Department of Education

ISEBE IZEMFUNDO EMPUMA KOLONI

IPHONDO LEMPUMA KOLONI

(d) Branding Organogram

- (i) The Corporate Image Branding contained herein is compulsory for all departments. Only the Provincial Coat of Arms may be displayed on provincial government communications, websites and intranet.

- (ii) Public entities such as the Eastern Cape Gambling Board must use their own identity only.
- (iii) The brands of sponsors or partners must be displayed in accordance with these guidelines as outlined under (e) below.
- (iv) Local authorities must use their own Coats of Arms only.
- (e) Co-branding
 - (i) The Coat of Arms may never be smaller than two-thirds of the other brand.
 - (ii) The Coat of Arms must always be placed on the right-hand side or directly below the other brand, except where the other brand is the National Coat of Arms, in which case the Coat of Arms must be placed on the left-hand side.
 - (iii) Where there are more than two brands to be displayed, the Coat of Arms must assume the position of priority within the group, except where one of the brands is the National Coat of Arms.

3. Buildings

(a) Installation, erection or casting of Coat of Arms

The Coat of Arms may be installed, erected or casted –

- (i) At the front or reception area of the building at a high visibility point for prominence.
- (ii) At the entry point of a national heritage sites.
- (iii) If on a public building it should be high enough to avoid it being handled constantly.
- (iv) When placed within easy reach it should be of a durable material installed in such a way that it is tamper proof.

(b) Replacement process

- (i) Arms that are part of a structure declared by the South African Heritage Resource Agency as a National Monument should only be removed with the permission of the Agency.
- (ii) Arms that are not part of a structure declared as a National Monument may be removed if it is desirable to do so without seeking permission from the Agency.
- (iii) The Coat of Arms should be creatively installed at buildings declared National Monuments to preserve the obsolete arms integral to the building where approval for removal of the old arms has not been granted.
- (iv) The remains of the obsolete arms removed from any building should be kept at local and national museums for history and education purposes.

(c). Copyright

1. The Coat of Arms and its motto are the property of the Provincial Government.
2. Copy and reproduction rights of the Provincial Coat of Arms for commercial or other uses, is vested in the Provincial Government.

(d). Respect and dignity

1. The Provincial Coat of Arms, when used in official documents such as contracts, endorses authority and integrity and should not be utilised fraudulently.
2. Section 20 (1) of the Heraldic Act protects the Provincial Coat of Arms as a heraldic representation from being ridiculed or compromised as part of artistic expression in the public arena.

(e). Description (Elements of the Coat of Arms)

1. Rising Sun - The Rising Sun symbolizes the friendliness and positive attitude of the people of the Eastern Cape as well as representing the dawning of a new era and bright future of growth, development and prosperity.



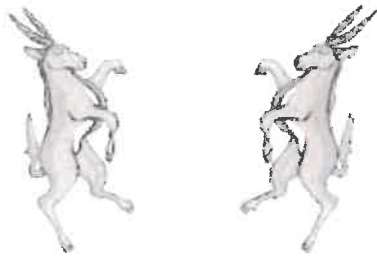
2. Leopard Skin Head Ring- The leopard skin head ring is a symbol of the prestige, power and heritage of the province. The Leopard is an animal of strength and is universally considered as a sign of authority.



3. The Shield - The Shield represents the protection and preservation of the Aloe - a symbol of strength due to its healing powers. The three flowers sprouting from a single stem represent the unity of the Eastern Cape's people. The blue Lines are heraldic symbols for the sea and represent the magnificent coastline of the province.



4. The Eland - The Eland Bull represents magnificence and was by far the most widespread of all larger antelope in the Eastern Cape. It is now being reintroduced into the province's nature reserves and game farms and is an important part of folklore, especially amongst the Khoi San who held it in high esteem.



5. The Motto - "Development through Unity". The province strives to develop all its people in all facets of life, in the pursuit of sustainable prosperity through a united people moving together towards this goal.



Guidelines on usage of a Protocol Officer

Protocol Officers reside within Ministries of government and the Office of the Premier. Protocol is the Official form of procedure used in the affairs of state and diplomatic relations. Codifies and puts into practice the rules of ceremonial procedure and supervises the application of those rules. It is for this reason that the department is expected to seek advises when having departmental events and matters pertaining protocol from the Protocol officer as she/he is responsible to supervise the application of those rules.

Politics

- Precedence or Seniority
- Official Forms of Address
- National Symbols
- International Government Systems
- Gifts: Policy and Presentation

Etiquette

- Professionalism
- Telephone Etiquette
- Social Etiquette
- Entertaining at a Restaurant
- Table Etiquette

Function and Visit co-ordination

- Planning the Event
- Database and Guest List

- Invitations
- Room Layout and Table Plans

Sensitivity to Religions and Cultures

- Religions

style guide

for department of
education
building blocks for growth



Province of the
EASTERN CAPE
EDUCATION

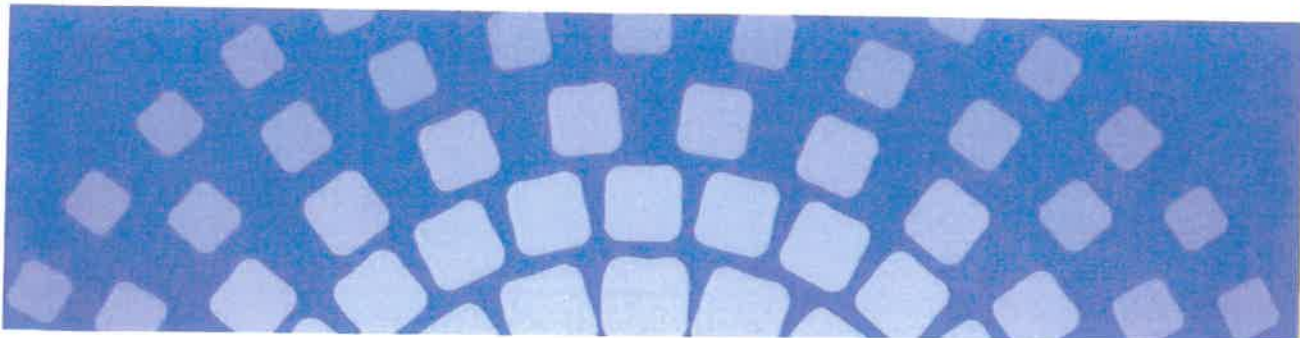
pu

introduction to coat of arms



The Provincial Government approved the highest visual symbol of the Provincial Administration – the Coat of Arms – as the official symbol for government in July 2005. The Coat of Arms is the visual representation of the Eastern Cape Government Brand.

Unauthorised reproduction of this Coat of Arms is an offence under the Heraldry Act of 1962. Authority to reproduce it must be sought from Provincial Communications, Office of the Premier, Province of the Eastern Cape.



elements of the coat of arms



Rising Sun

The rising sun symbolises the friendliness and positive attitude of the people of the Eastern Cape as well as representing the dawning of a new era and bright future of growth, development and prosperity.



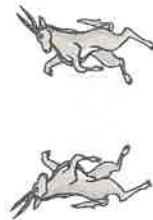
Leopard Skin Head Ring

The leopard skin head ring is a symbol of the prestige, power and heritage of the province. The leopard is an animal of strength and is universally considered as a sign of authority.



The Shield

The shield represents the protection and preservation of the Aboe – a symbol of strength due to its healing powers. The three flowers sprouting from a single stem represent the unity of the Eastern Cape's people. The blue lines are heraldic symbols for the sea and represent the magnificent coastline of the province.



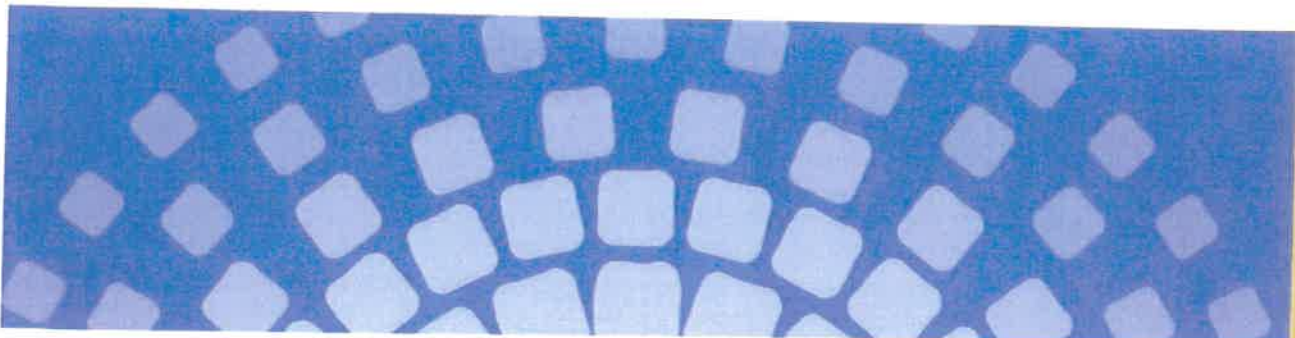
The Eland

The Eland bull represents magnificence and was by far the most widespread of all larger antelope in the Eastern Cape. It is now being reintroduced into the province's nature reserves and game farms and is an important part of folklore, especially amongst the Khoi San who held it in high esteem.



The Motto

"Development through unity" - The province strives to develop all its people in all facets of life, in the pursuit of sustainable prosperity through a united people moving together towards this goal.



sizing grid & proportions

The function of the sizing grid is to ensure that, when the Coat of Arms is reproduced and sized for use on different types of applications, the correct proportions are always maintained.

The Coat of Arms is always proportioned so that the height is 75% of the width.

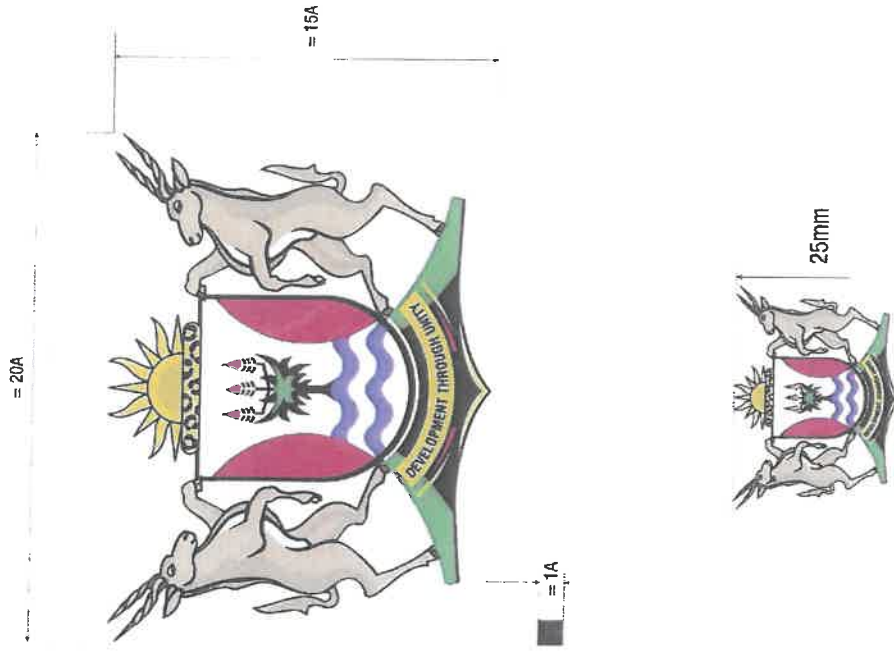
NOTE:

The Coat of Arms must not be reconstructed. Supplied digital artwork is to be used.

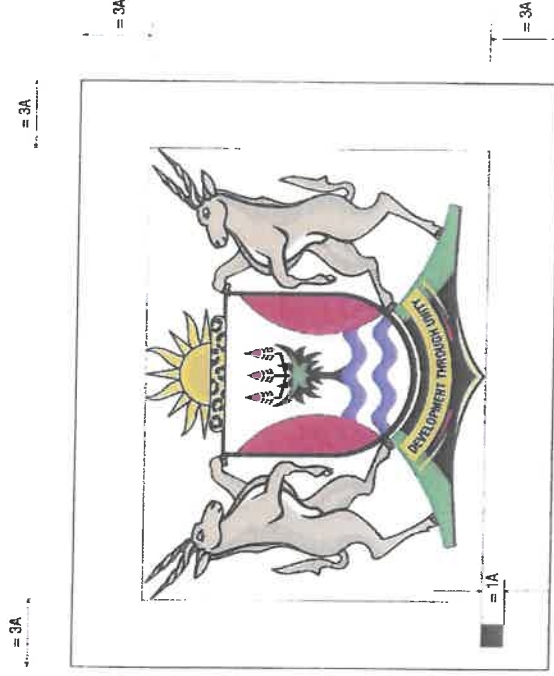
The minimum height for the Coat of Arms may not be less than 25mm to ensure that the fine details do not become illegible.

NOTE:

On papers such as newsprint or textiles, the minimum height increases to 37.5mm to maintain the legibility of the motto.



control grid & white space



The Coat of Arms may appear on its own, without any descriptive text, when it is used for branding purposes or as a design element on a page. However, at least one complete Coat of Arms, with text, must appear in the medium being created.

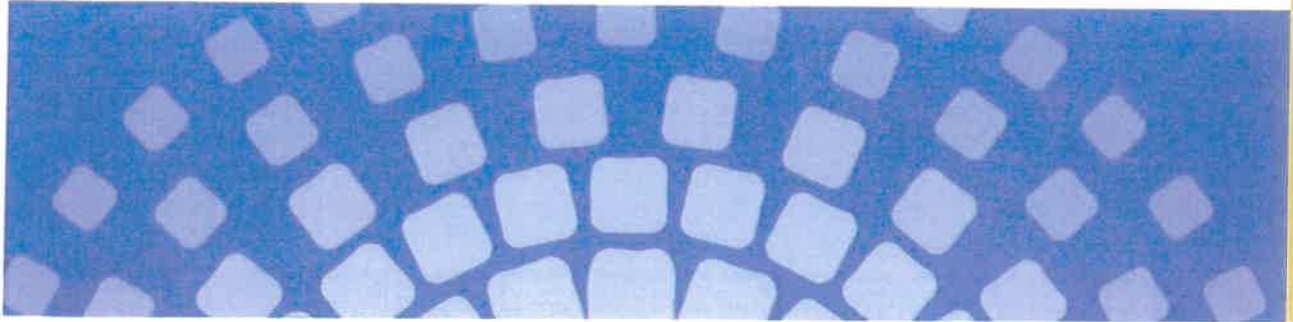
Only when used on a provincial level or in the case of the Office of the Premier may the Coat of Arms appear on its own as the first branded element (i.e. on a cover or front page). Departments and MECs must first be identified by their complete logo, and thereafter the Coat of Arms may be used on its own.

Whether the Coat of Arms is being used on its own, or in conjunction with the text, a control grid (whitespace area) must be adhered to. This value must be at least 3xA. With the exception of the descriptive (naming) text, no other element may appear within this area.

When using the Coat of Arms as a stand-alone design element, it may be applied onto different colour backgrounds (either one of the primary colours, or a darker tint thereof). The Coat of Arms is then either lighter or darker than the background, depending on the colour of the chosen background.

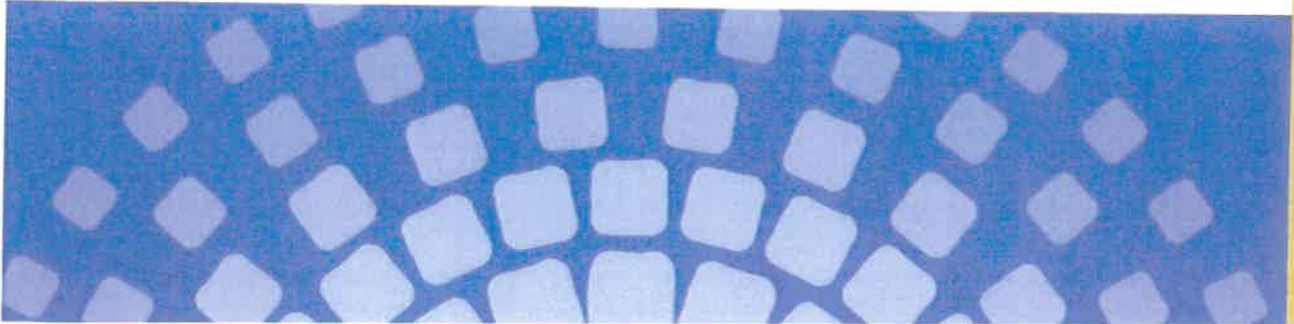
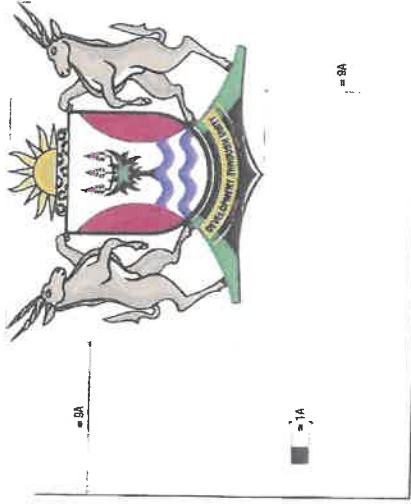
Note:

The Coat of Arms may not appear over an image, whether in full colour or any other permissible derivative thereof.



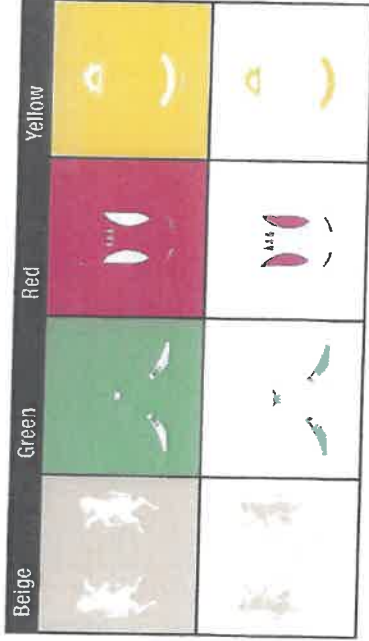
control grid & white space

The control grid increases to 9xA when the Coat of Arms (alone or with descriptive text) appears near the edge of the page (paper). This rule does not apply to digital media.

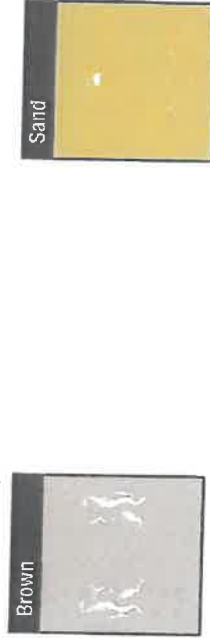


colour definition

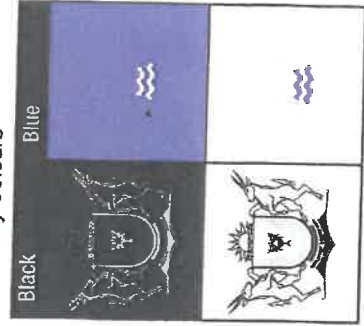
Primary Colours



"Shadow" Tints



Secondary Colours



The choice of colours forms an important part of the symbolism of the Coat of Arms and the primary and secondary colours were chosen to best reflect the characteristics of the province:

Green – associated with tranquility, renewal and the potential growth and fertility of the land, also making reference to the continued goals of agricultural development and environmental conservation.

Red – indicative of soil and fertility as well as the passion that the province's people show regarding their heritage.

Yellow and beige – symbolise warmth and prosperity, to which all people of the province aspire.

Blue – a colour of peace and hope, a condition for which we all strive.









The provincial Coat of Arms consists of 4 primary or main colours, two secondary colours and two darker "shadow" tints derived from the primary colours.

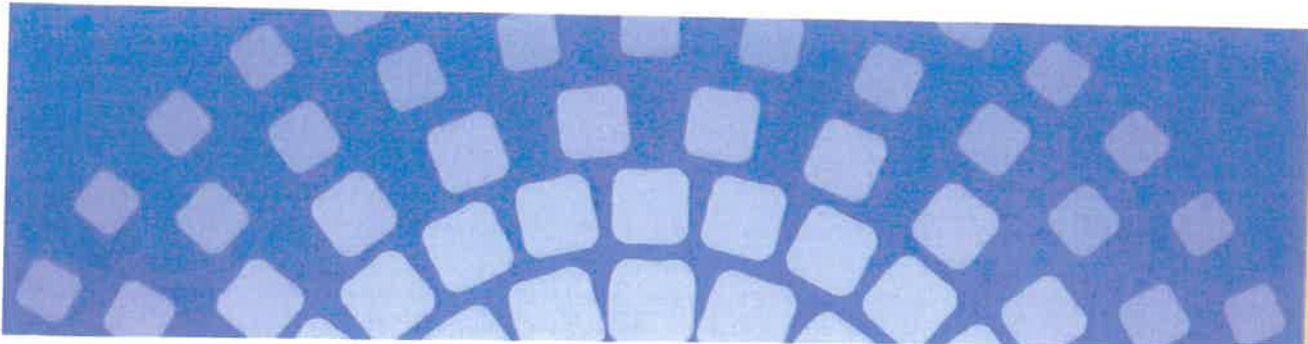
The four primary colours, yellow, beige, red and green, were extracted from the national coat of arms.

The two darker tints are based on yellow and beige, and are used to give individual elements depth and a defined structure.

The secondary colours – black and blue – were added to emphasise the individual elements of the coat of arms and to represent the coastline and the rivers of the Eastern Cape Province.

colour values

Colour Swatch	Colour Name	CMYK Values				RGB Values			WebSafe Values			Pantone Values	
		C	M	Y	K	R	G	B	RR	GG	BB	Coated	Uncoated
	Beige	10	20	50	10	205	188	132	CD	BC	84	467EC	616U
	Green	100	10	100	0	41	147	68	29	93	44	347EC	354U
	Red	10	100	70	20	148	0	55	94	00	37	187EC	1797U
	Yellow	0	10	100	0	241	226	25	F1	E2	19	102EC	Pantone Yellow U
"Shadow" Tints													
	Brown	10	20	50	30	168	154	108	A8	9A	6C	465EC	618U
	Sand	0	10	100	20	202	189	21	CA	BD	15	103EC	605U
Secondary Colours													
	Black	0	0	0	100	0	0	0	00	00	00	Pantone Black C	Pantone Black U
	Blue	80	70	0	0	88	82	153	58	52	99	7455EC	2745U



colour specifications and values

Department of Education Provides for 2 colours:

- 2 Primary colours are used in the brand.
- There are no Secondary colours.

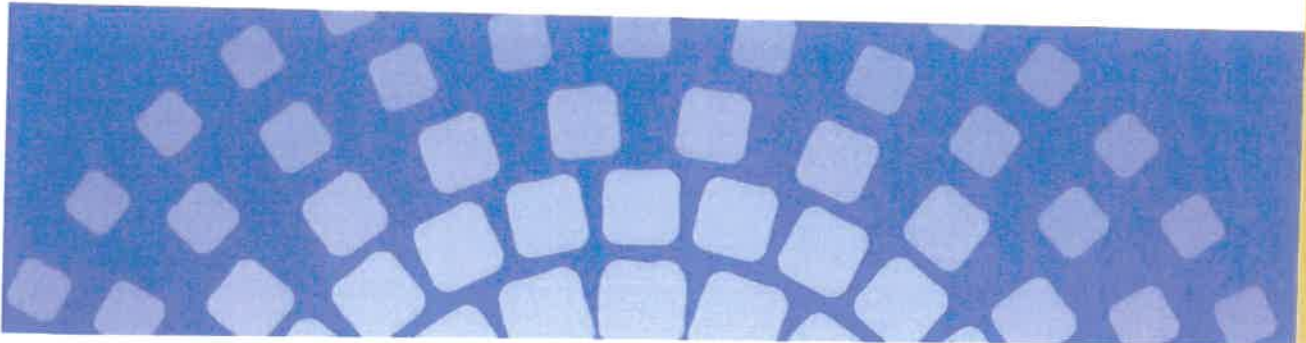
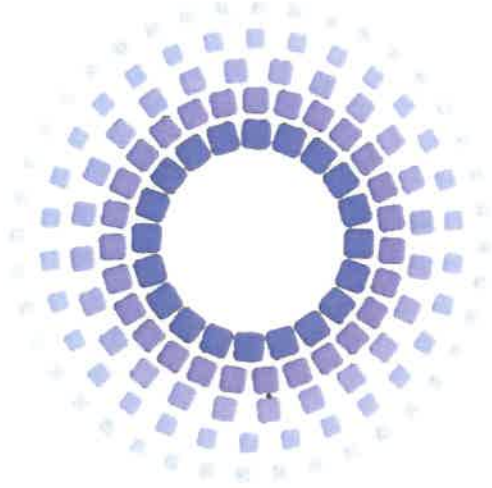
Primary Colours

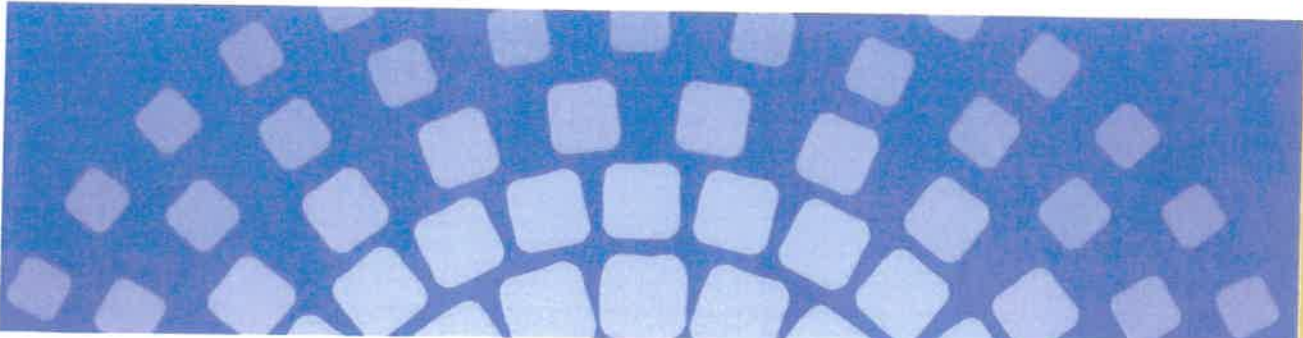
Yellow

CMYK: 0c • 20m • 80y • 0k
RGB: 248r • 212g • 73b
PANTONE: 1230

Blue

CMYK: 94c • 72m • 0y • 6k
RGB: 54r • 69g • 146b
PANTONE: 287





construction of logo

Province of the
EASTERN CAPE
REPUBLIC OF SOUTH AFRICA

Helvetica Regular

Gill Sans Regular

Helvetica Regular



The typefaces used in the logo must remain constant and form a part of the entire range of permissible typefaces for the branding of the Eastern Cape Province.

NOTE:

If you do not have access to the correct typefaces, please contact the Office of the Premier to arrange for a copy.

Branded materials produced on behalf of the Province of the Eastern Cape must bear the complete logo of either the province, the MECs, the Director General or the Departments. The construction grid shows exactly how the naming of the logo is to be laid out.

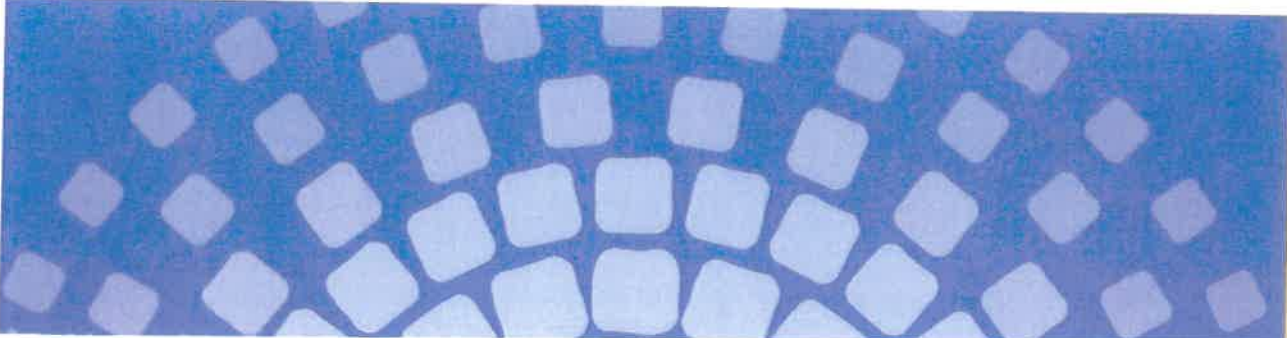
Text always appears to the right of the Coat of Arms. It may never be placed on its own or in any other position in relation to the Coat of Arms. The format of the text must always remain the same regardless of the supplementary line (below the horizontal bar).

The left edge of the text is flush-aligned to the outermost right area of the Coat of Arms. The text must always be left-aligned and the control-grid rules and usage restrictions from the Coat of Arms apply to the logo.

NOTE:

The width of the logo may not be less than 80mm. This would make the height of the Coat of Arms less than the minimum of 25mm and is therefore only permissible as a litho- or digital-print.





typography and typefaces

1: 1.5 ~~1.5~~ All school principals are invited to attend this important and historic Indaba. The Indaba will be held at 10h00 at the Bhishe Stadium. Education Development Officers (EDOs) and Chief Education Specialists.

~~5~~ Our vision is to offer quality public education system that transforms schools into centres of community and promote shared moral values, good governance and sustainable development.

~~5~~ Our vision is to offer quality public education system that transforms schools into centres of community and promote shared moral values, good governance and sustainable development.

~~5~~ Our vision is to offer quality public education system that transforms schools into centres of community and promote shared moral values, good governance and sustainable development.

Leading (line-spacing) and Alignment

The general rule of leading in a document is a 1:1.5ratio (ie. 8 point font should have 12 point leading). This is only an indicator only and may be adjusted to retain the optical balance of the document. Alignment is copy dependant and may also be applied to best suit the document provided it is kept constant.

Columns and Indents

in documents where the column width is greater than 120mm, the layout should be divided into at least 2 columns, provided a single column is not narrower than 60mm. Indents and tabs should remain subtle. E.g.,when using 8 point bodycopy, an indent should not be larger than 5mm.



typography and typefaces

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Helvetica Neue LT Std 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Helvetica Neue LT Std 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Helvetica Neue LT Std 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Helvetica Neue LT Std 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Helvetica Neue LT Std 95 Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=

Typefaces (Fonts)

Education Building block brand utilises the Helvetica Neue LT Std Font Families and Arial Font families for all corporate communication.

typography and typefaces

Arial Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - + =

Arial Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - + =

Helvetica Neue LT Std 45 Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - + =

Helvetica Neue LT Std 55 Roman

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - + =

Helvetica Neue LT Std 65 Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - + =

Helvetica Neue LT Std 75 Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - + =

Helvetica Neue LT Std 95 Black

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - + =

Printed Material

The typeface for all printed material except stationery is the Helvetica Neue LT Std Family and Arial Family. For bodycopy either a regular or light version of standard fonts may be used. Where the bodycopy is smaller than 7 points, or where it is reversed out on a dark background, the regular version must be used. Apart from the following standard fonts, the other fonts from within the family should not be used if possible.

The standard fonts within the Helvetica Neue LT Std Family that are to be used are: Helvetica Neue LT Std 55 Roman, Helvetica Neue LT Std 45 Light, Helvetica Neue LT Std 65 Medium, Helvetica Neue LT Std 75 Bold and Helvetica Neue LT Std 95 Black. The standard fonts within the Arial Family are: Regular and Bold

Digital Media and Stationery

For all digital material including websites, web banners and Powerpoint presentations as well as stationery, the fonts to be used are Arial Regular and Arial Bold. For bodycopy a legible size is to be chosen. Headlines are set in Arial Bold and should not be more than twice the size of the bodycopy.

Other versions of the Arial family such as Arial Narrow and Arial Black may be used if the standard versions are not adequate. In general, italicised versions of Arial should not be used.

printed and electronic stationery

All elements of the corporate stationery may not be altered in any way unless by instruction from Department of Education Communications Department. Event specific stationery such as invitations, programmes and posters may be designed to suit the event in question, provided the guidelines are adhered to.

Printed Stationery

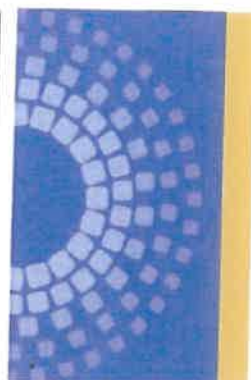
This includes business cards, letterheads, memos, standard invitations, fax/cover sheets and presentation/proposal covers.

When designing Presentation or Proposal covers, the images on the front may be changed to compliment the contents of the presentation/proposal covers. The inside pages may either be plain white or contain the logo with a blue / yellow band or logo at the top and/or bottom of the page.

Electronic Stationery

This includes Powerpoint presentation templates. Also available are electronic templates of the letterhead, fax cover sheet and memo.

The cover and back page images of a Powerpoint presentation may be changed to suit the contents of the presentation.



printed and electronic stationery

Business Card

The application of the business cards falls under the same rules as those of the letterhead. Predefined templates will be accessible and production rules as to type of paper, finishing of materials and printing processes will be supplied with them.

Margins & Measurements:

A margin of 2.5mm is applied on all business cards. Text starts at 5mm from the left hand edge and is left aligned. The coloured background forms a 2.5mm margin around the Coat of Arms and logo.

The top of the capital letter of the name is measured at 27.5mm from the bottom of the card. The dividing line is exactly in the centre of the 3mm distance between the bottom edge of the designation and the top edge of the address.

Name:

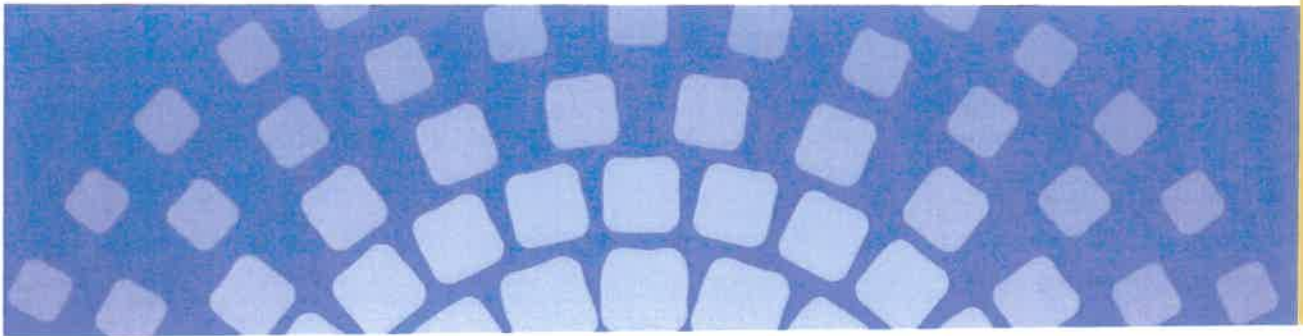
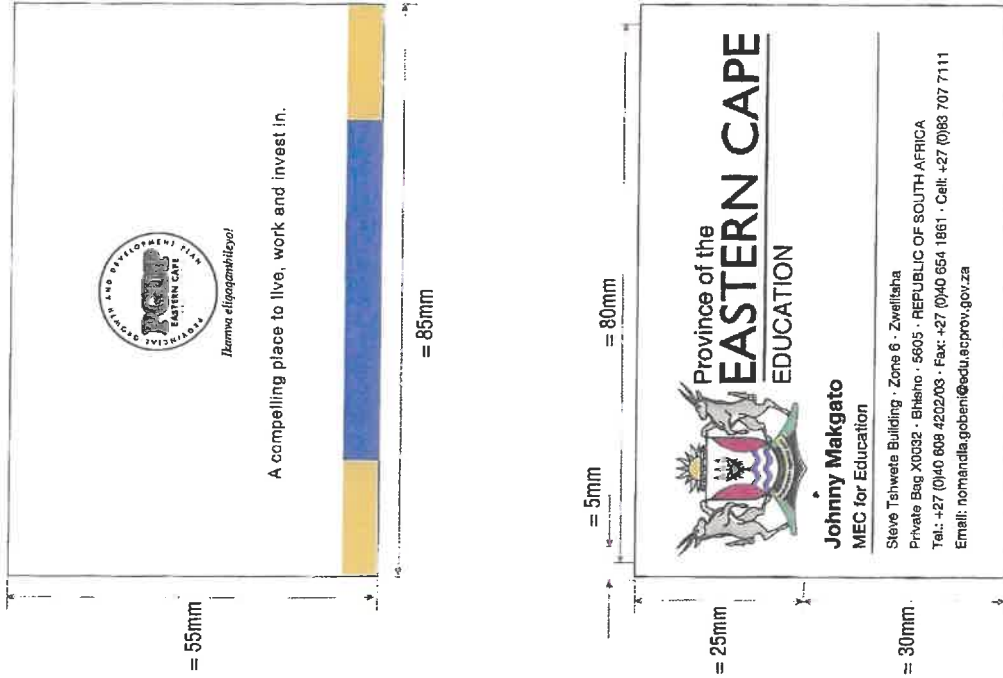
Font: Helvetica Neue Bold
Size: 9 pt
Colour: 100% Black

Designation:

Font: Helvetica Neue Medium
Size: 7 pt, Leading: 8 pt
Colour: 100% Black

Address:

Font: Helvetica Neue Medium
Size: 6.5 pt, Leading: 9.8 pt, Paragraph: 3 pt
Colour: 100% Black



corporate stationery

Font Usage

The fonts to be used are Arial and Arial Bold. Individual address items are separated by a bullet character (•) and a space on either side.

Message Headers

Font: Arial 10 Point
 Colour: Black
 Linespacing: 1.5 Lines
 Alignment: Left
 Format: [Enq]: [Details]
 [Ref]: [Details]
 [Date]: [Details]
 [Subject]: [Details]

Message Body

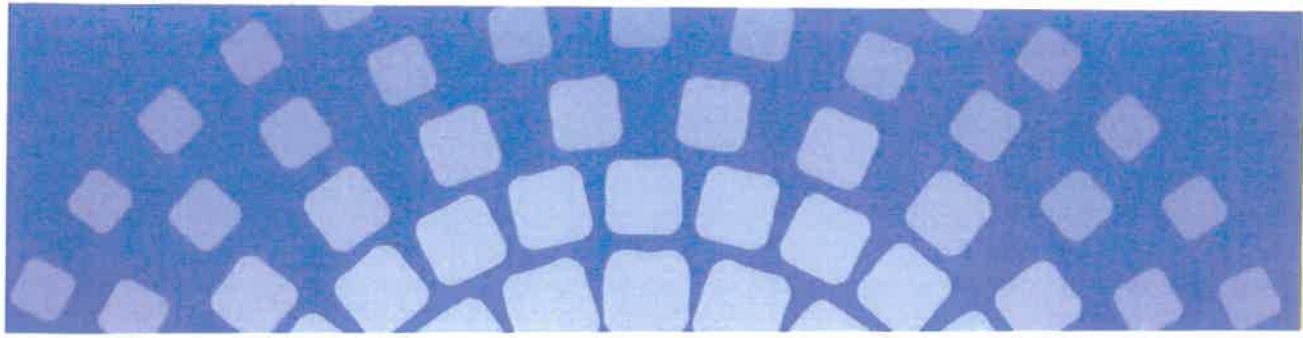
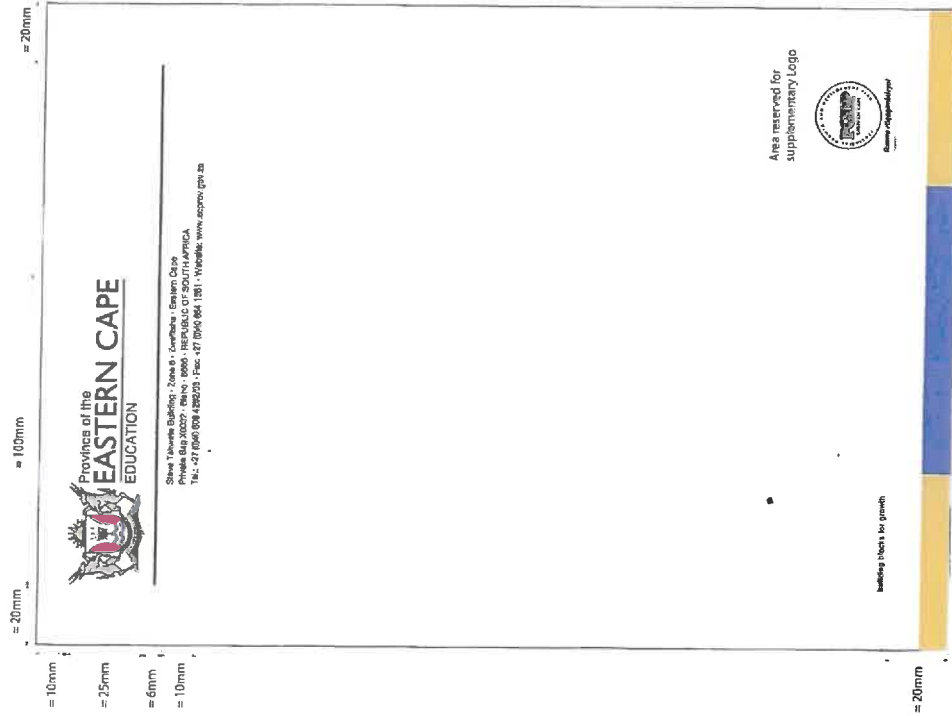
Font: Arial 10point · Arial 10 point Bold (for emphasis)
 Colour: Black
 Linespacing: 1.5 Lines
 Alignment: Left
 Format: 1 Full blank line between paragraphs

Sender

Font: Arial 9 point · Arial 9 point Bold (for name & designation)
 Colour: Black
 Linespacing: 1.5 Lines
 Alignment: Left
 Format: [Name] · [Designation]
 [Telephone] · [Facsimilie] · [E-Mail Address]

Corporate Address

Font: Helvetica Neue LT Std, 55 Roman, 7.5 point
 Colour: Black
 Linespacing: 1.5 Lines
 Alignment: Left
 Format: [Name] · [Street] · [Suburb] · [City/Postal Code] ·
 [Postal Address] · [Suburb] · [City/Postal Code] ·
 [Country] · [Telephone] · [Facsimilie]



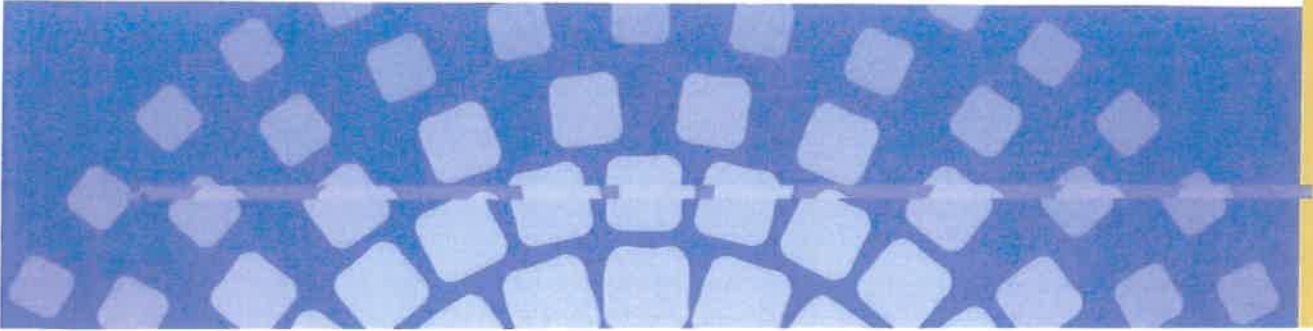
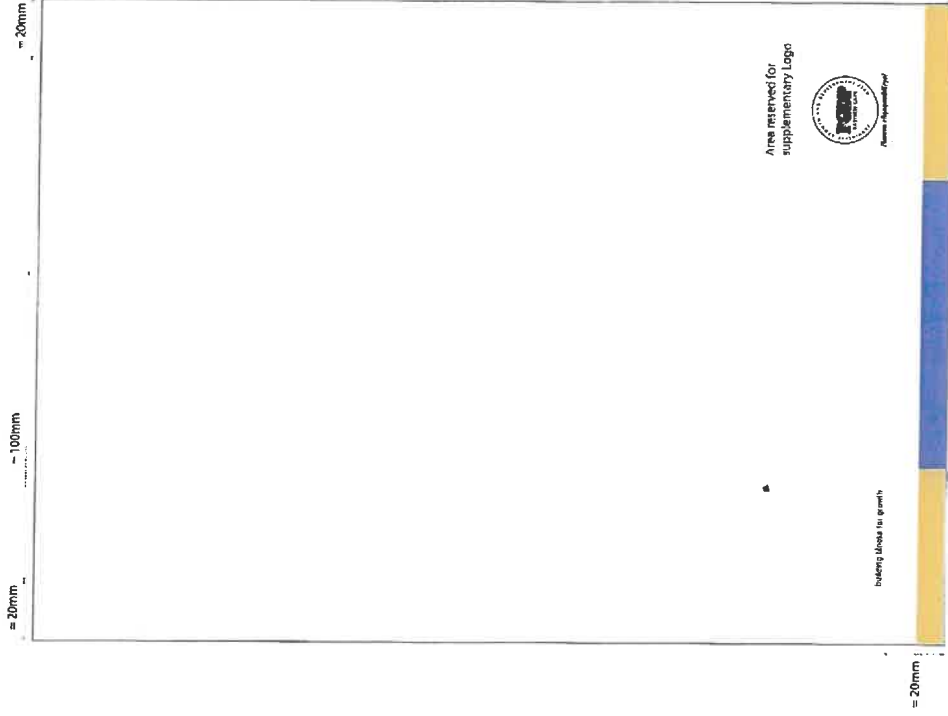
corporate stationery

Font Usage for continuation page

The fonts to be used are Arial and Arial Bold. Individual address items are separated by a bullet character (•) and a space on either side.

Message Body

Font: Arial 10point - Arial 10 point Bold (for emphasis)
Colour: Black
Linespacing: 1.5 Lines
Alignment: Left
Format: 1 Full blank line between paragraphs



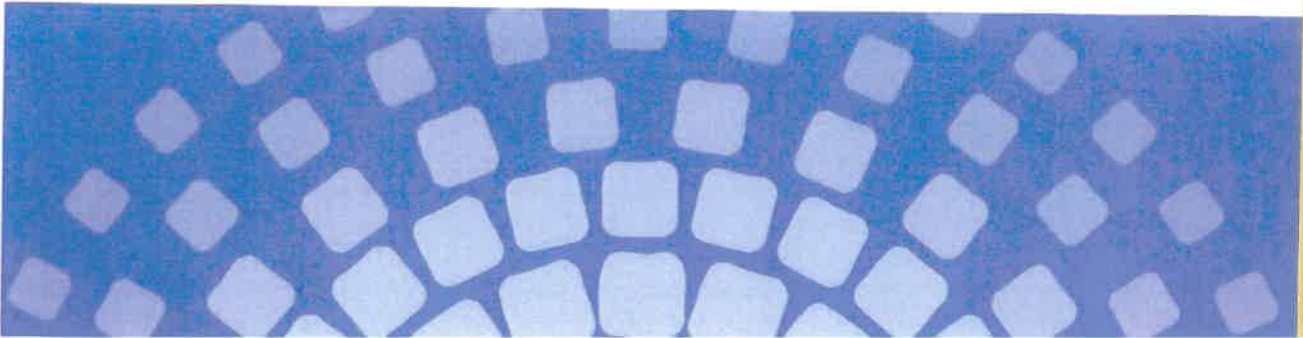
external communication - folders



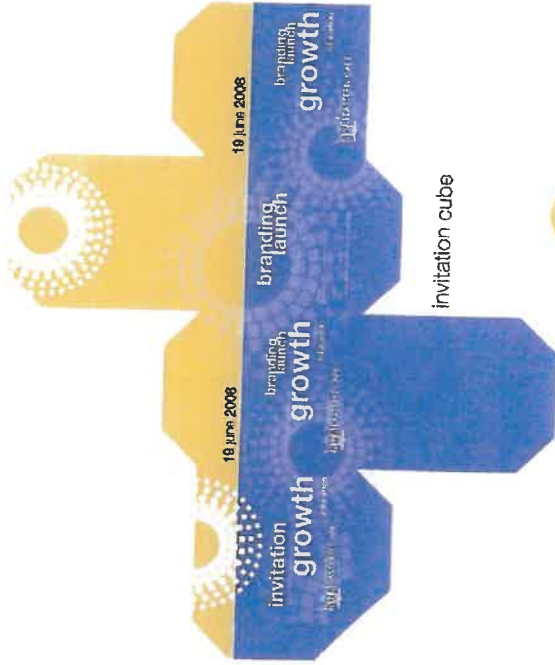
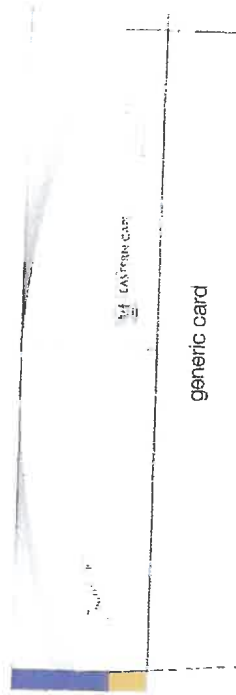
folder option A



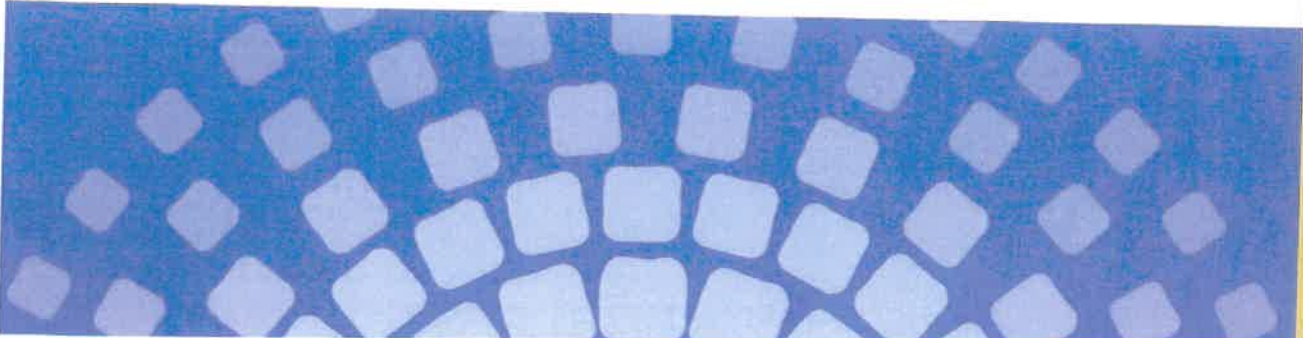
folder option B



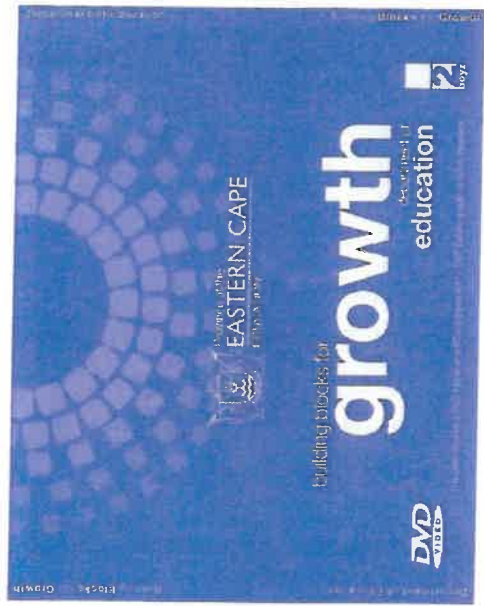
promotional items



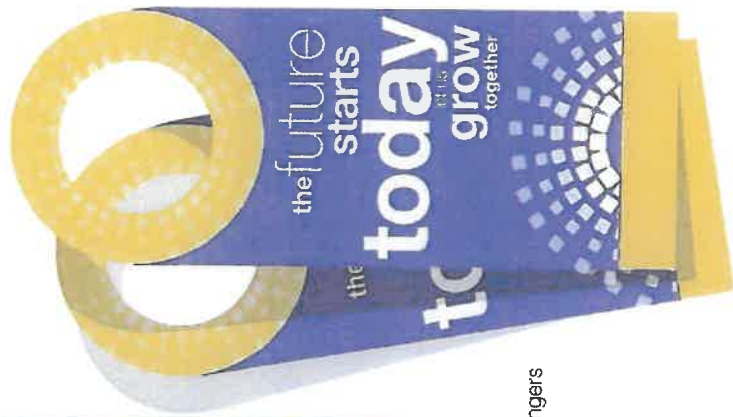
invitation cube



promotional items



cd cover



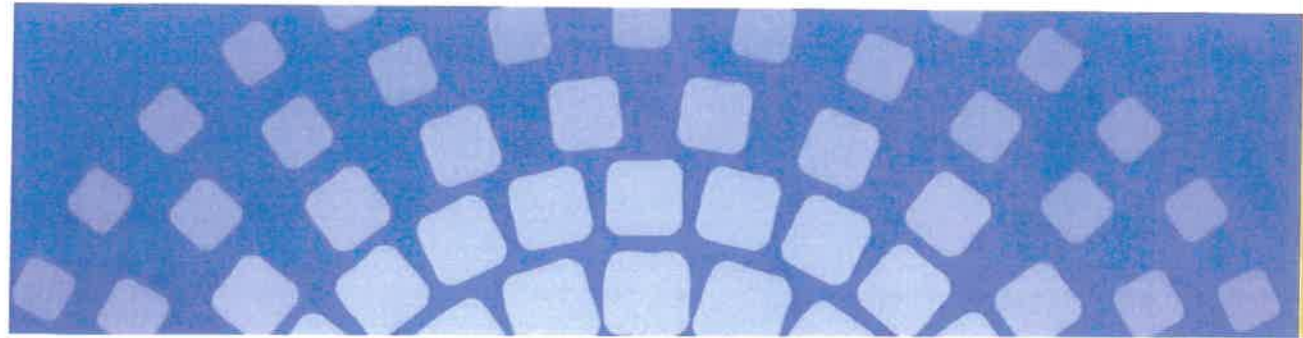
door hangers



water bottle label



cd label



certificates



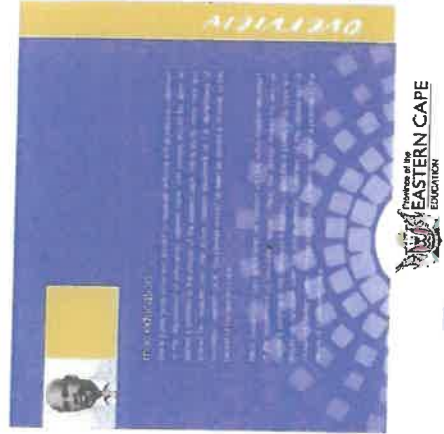
certificates

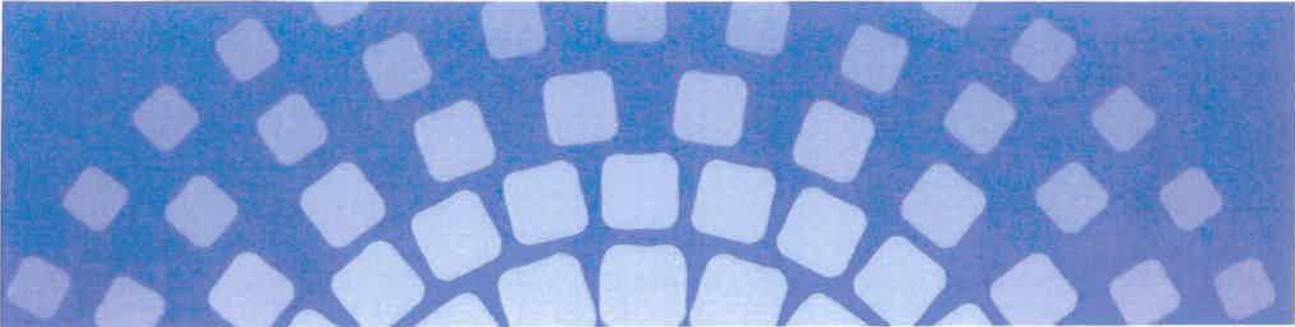


profile brochure



brand brochure





elements of the brand

building blocks of growth



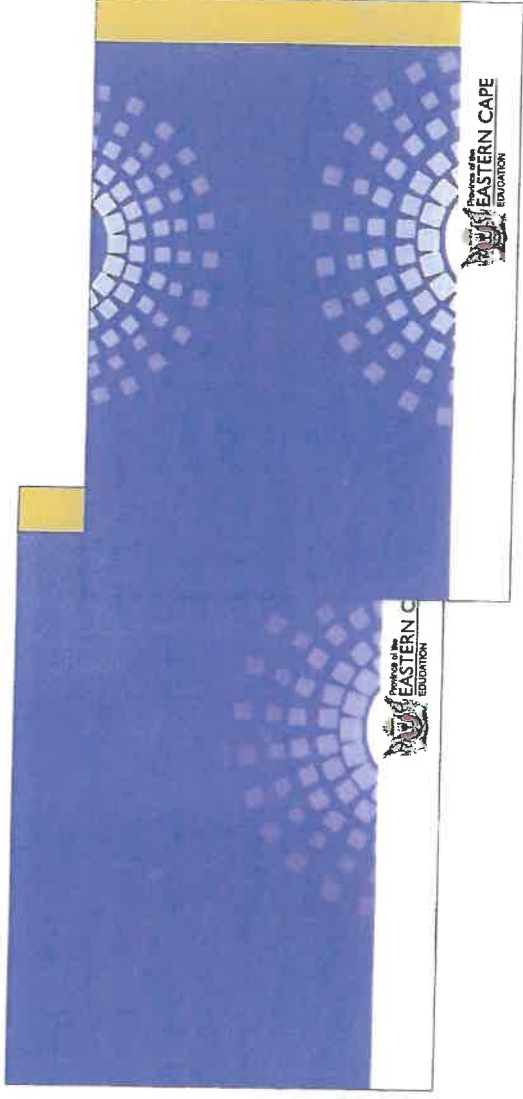
blue - opportunity



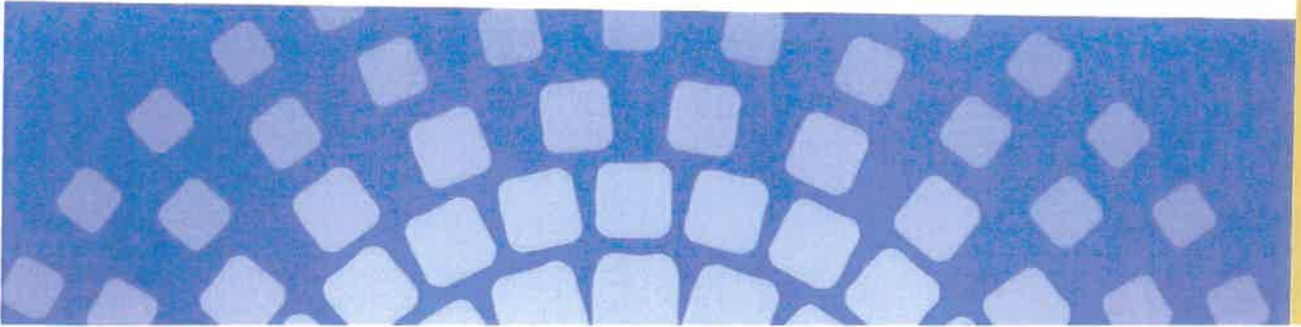
yellow - hope



electronic stationery




powerpoint presentation pages



external advertising

2008/09 BUDGET AND POLICY SPEECH

By MEC Jethro Mankoto MP
MEMBER OF THE EXECUTIVE COUNCIL FOR EDUCATION,
PROVINCIAL DEPARTMENT OF EDUCATION, EASTERN CAPE



Message of Support & Encouragement

EDUCATION MANAGEMENT INDABA

The office of the MEC for Education (Johanny Msekgo) will convene an Education Management Indaba Monday 14 January 2009.

The role of the indaba is:

- To reflect school managers of the Department's view for 2009
- To receive school managers' views on the Department's 2009/10 budget
- To receive school managers' views on the Department's 2009/10 budget
- To receive school managers' views on the Department's 2009/10 budget

An initial meeting will be held on 14 January 2009 at 10:00 AM at the MEC's Office, Provincial Department of Education, Indaba Office. The meeting will be held at the MEC's Office, Provincial Department of Education, Indaba Office. The meeting will be held at the MEC's Office, Provincial Department of Education, Indaba Office.

Province of the EASTERN CAPE EDUCATION

For more information contact us on Tel: 081 234 2342 or Fax: 081 234 2342

MESSAGE OF SUPPORT & ENCOURAGEMENT

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Province of the EASTERN CAPE EDUCATION

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print adverts

FOCUS ON WELLNESS

AS THE DEPARTMENT OF EDUCATION

Key to the strategy to be fully acceptable that our employees are the heart of this programme. The programme will address physical, mental, emotional, spiritual, and social well-being. Hence, the search will be with President Mankoto's vision call of 'Transform Unleashed' as the Department seeks to offer employees search and find people while ensuring conducive working conditions.

Health Management

The aim is to ensure that our employees are healthy and productive. The programme will address physical, mental, emotional, spiritual, and social well-being. Hence, the search will be with President Mankoto's vision call of 'Transform Unleashed' as the Department seeks to offer employees search and find people while ensuring conducive working conditions.

Wellness Management


The programme will address physical, mental, emotional, spiritual, and social well-being. Hence, the search will be with President Mankoto's vision call of 'Transform Unleashed' as the Department seeks to offer employees search and find people while ensuring conducive working conditions.

Workplace Management

The programme will address physical, mental, emotional, spiritual, and social well-being. Hence, the search will be with President Mankoto's vision call of 'Transform Unleashed' as the Department seeks to offer employees search and find people while ensuring conducive working conditions.

Employee Management

The programme will address physical, mental, emotional, spiritual, and social well-being. Hence, the search will be with President Mankoto's vision call of 'Transform Unleashed' as the Department seeks to offer employees search and find people while ensuring conducive working conditions.



The Bafako Daily article 'We can't' has prompted us to search our first 'Intercepted' for 'We can't'.

President Mankoto's vision call of 'Transform Unleashed' is the key to the strategy to be fully acceptable that our employees are the heart of this programme. The programme will address physical, mental, emotional, spiritual, and social well-being. Hence, the search will be with President Mankoto's vision call of 'Transform Unleashed' as the Department seeks to offer employees search and find people while ensuring conducive working conditions.

Province of the EASTERN CAPE EDUCATION

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tender or notification advertising

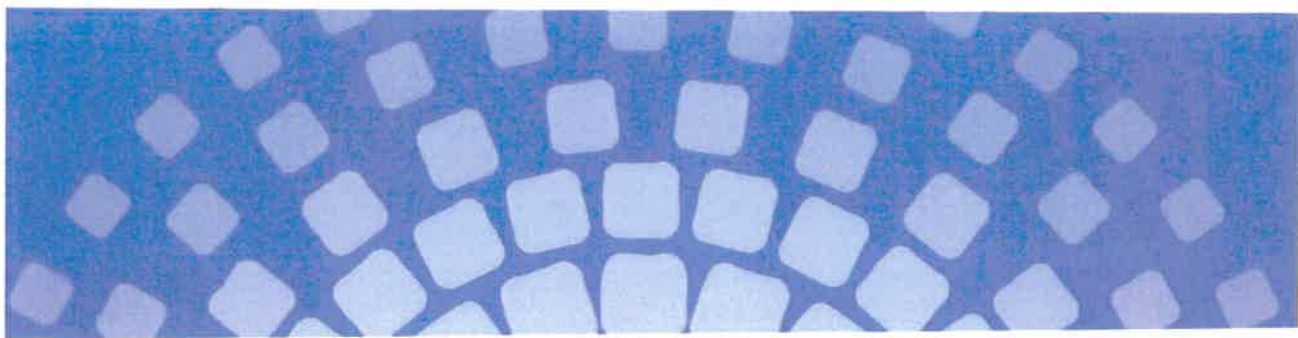
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1 Column

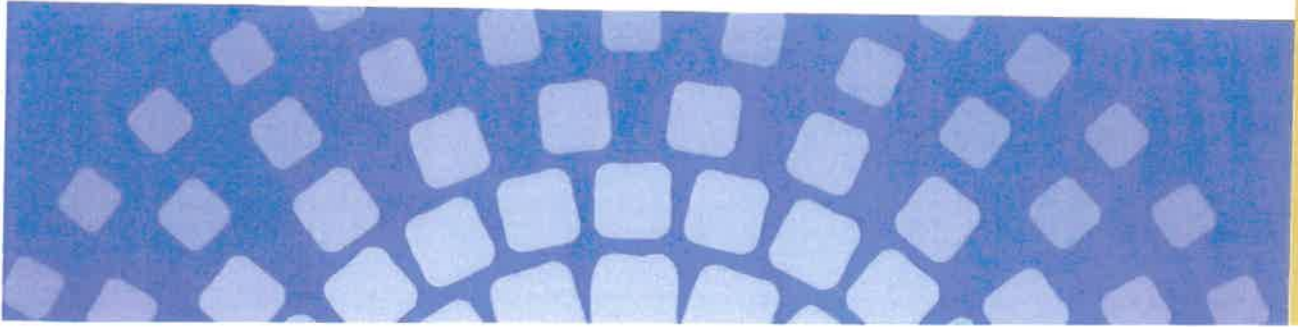
2 Column

3 Column

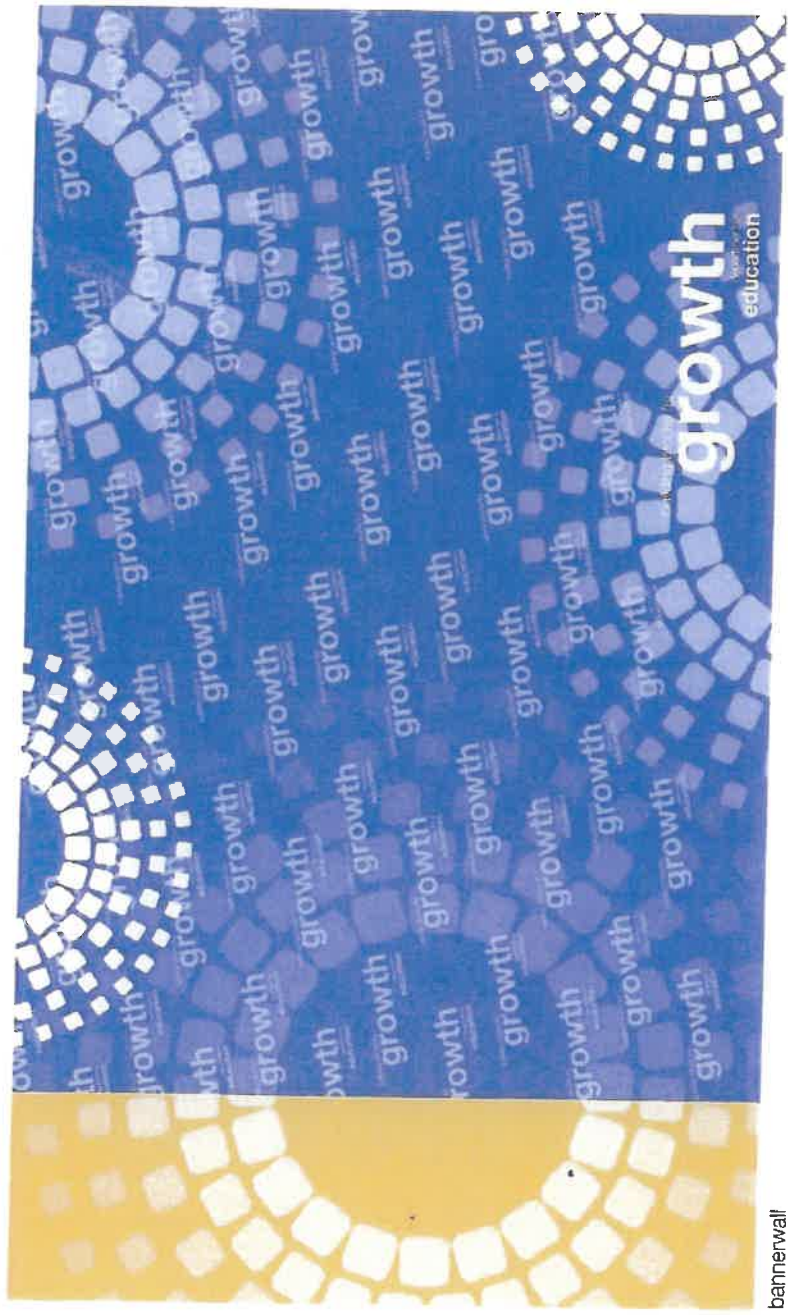
4 Column



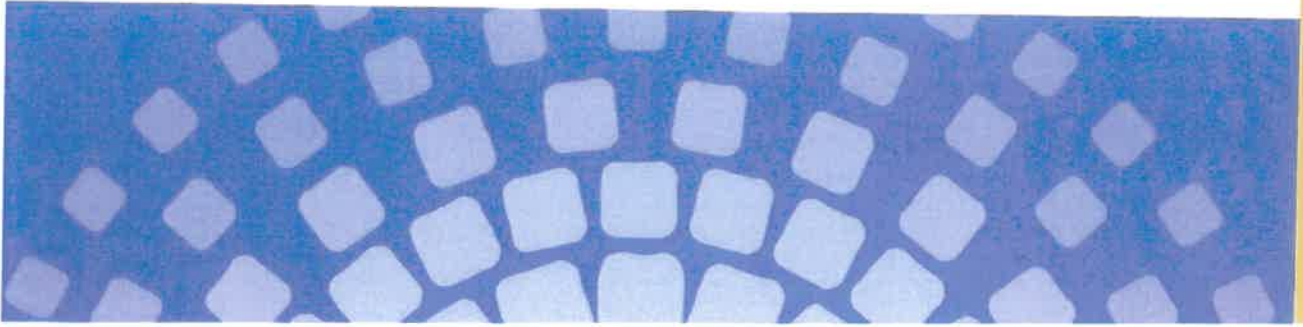
environmental applications



environmental applications



bannerwall



applying the logo

Promotional items

When printing on non/textile materials, use a high quality screen printing process. Colours must match the corporate specifications. On items such as pens and other items with a small printable area, use only the logotype and the logomark.



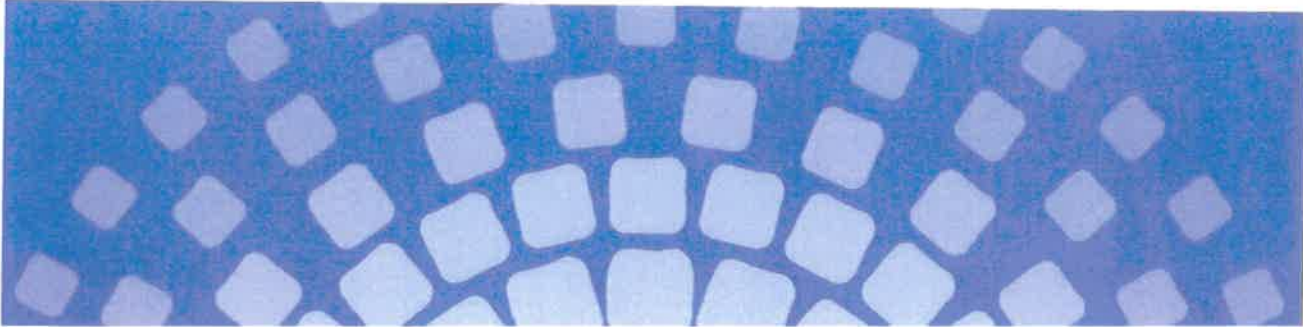
business card case



Pen



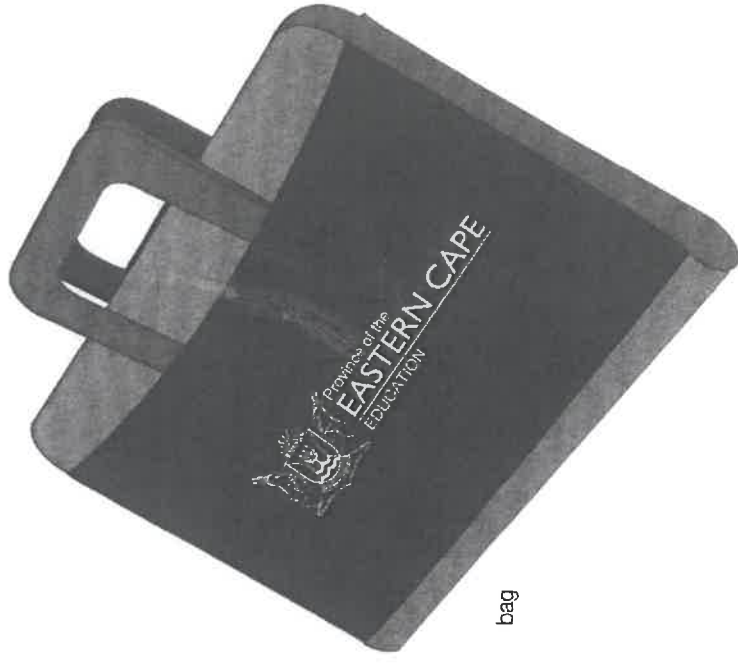
keyring



applying the logo



umbrella



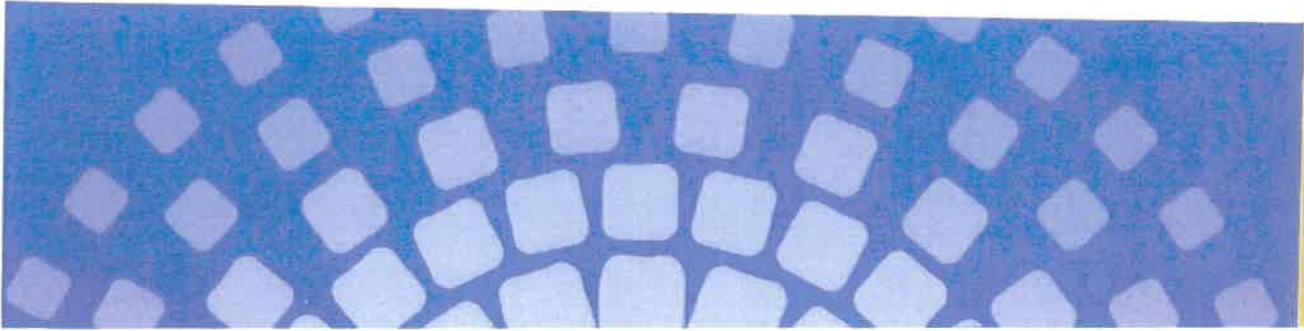
bag



lanyard



ruler



applying the logo

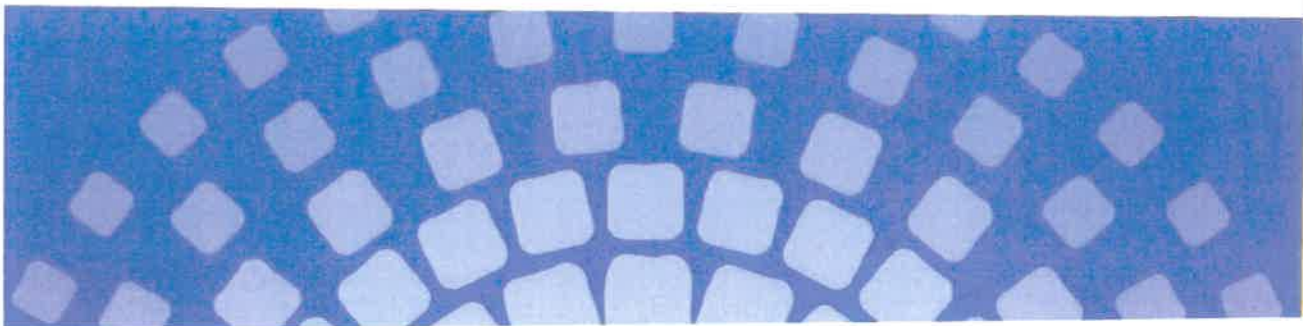
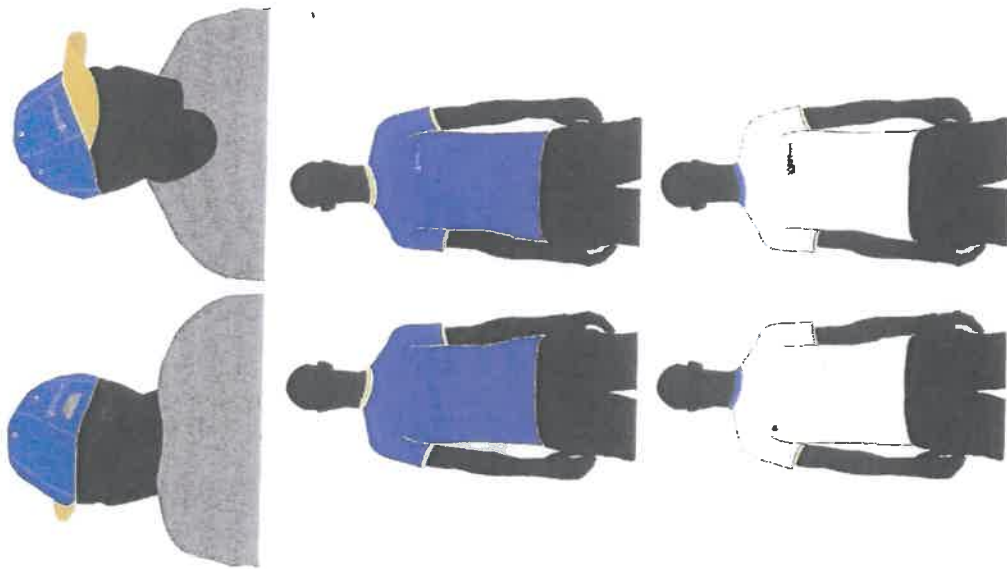
When producing branded promotional items such as clothing, the rules for the logo are the same as set out in this manual. The production as well as the Material used should be of high quality.

Clothing and textiles

Where possible the logo should be embroidered onto textile materials. The textiles should be in a single colour, ideally one of the three corporate colours, and patterns should not interfere with the application of the logo. The size of the logo needs to compliment the material and not be overly invasive or too small.

Embroidery - 6 panel peak cap

Silkscreen - 5 panel peak



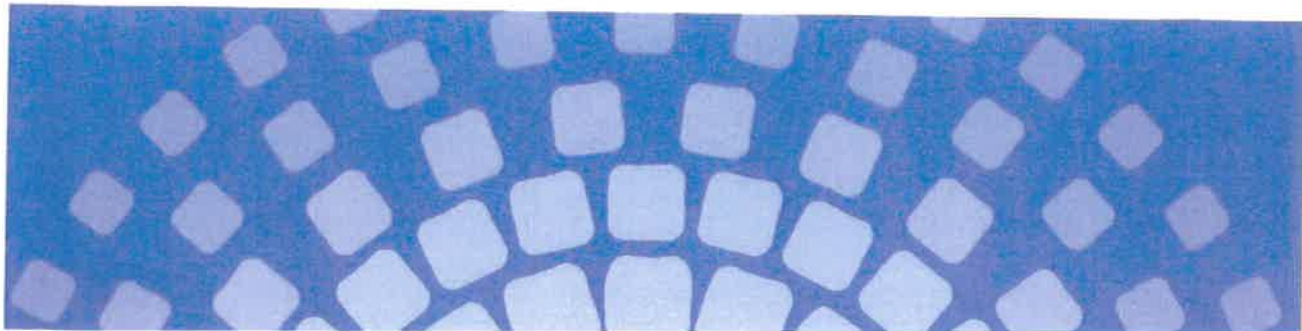
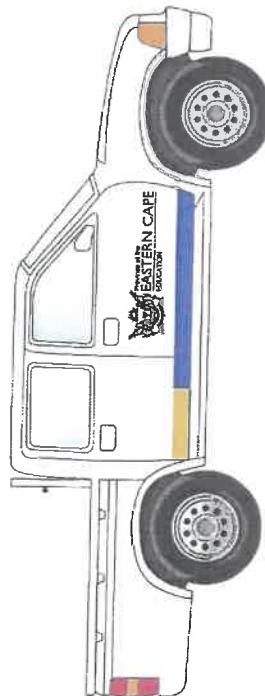
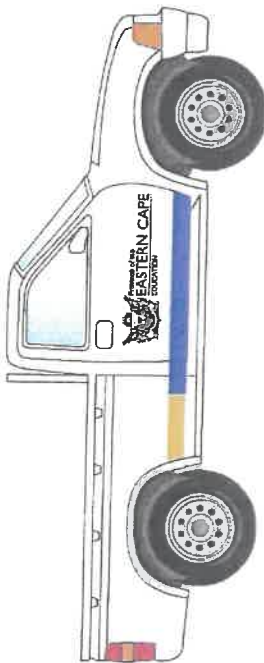
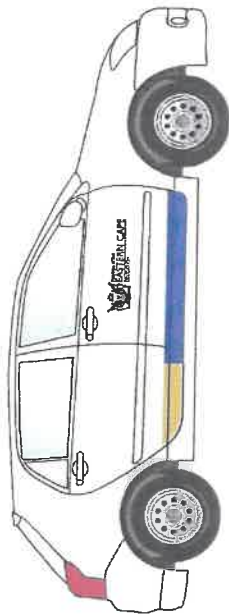
department of education signage

Guidelines for signage

All signage produced is considered outdoor signage and therefore should be UV-resistant and weathersafe. Signage needs to be mounted in a clean professional manner. Freestanding logo signage is to be full colour on a white or opaque background

Vehicle signage

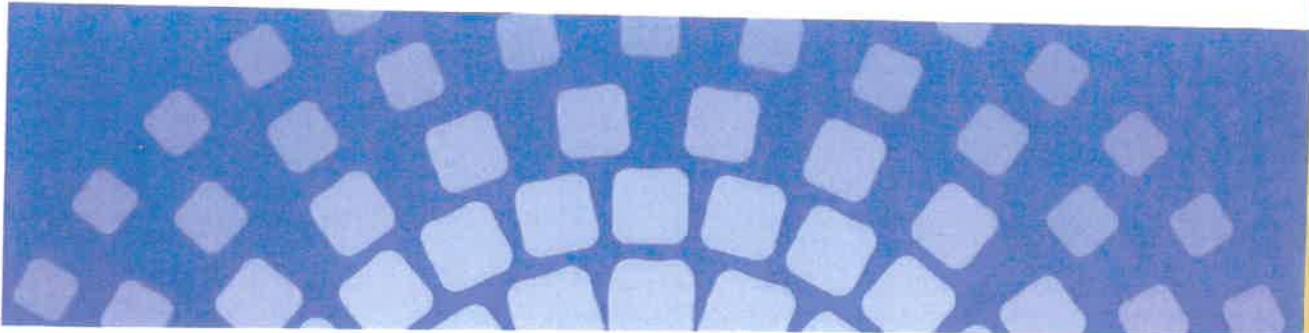
Vehicle signage is to be produced on weather safe vinyl. The logo may either be printed on a clear vinyl base or the elements can be printed on coloured vinyl, matching the colour specifications set out in this guide. On vehicles with a dark base colour, the logo must be printed in negative version, in all other cases, full colour logos must be used. Logos are to be mounted on the driver and passenger doors of the vehicles.



department of education signage

Instructional and directional signage

The instructional and directional signage can either be wall-mounted or free-standing. Any text is to be in Helvetica Medium Condensed and left aligned. Directional arrows may be used on the right of the sign. Sign boards are modular with interchangeable slats. Each slat may only indicate one direction or set of instructions.



thank-you

Management | Communications

Address

Eastern cape department of education (ecdoe)
Steve vukile tshwete complex
Zone 6
Zwitlsha
King william's town

Customer Care Hotline Number: 0860 638 636

E- Mail: customercare@edu.ecprov.gov.za

Compilation

Compiled for The Department of Education by 2Boyz Advertising

Address

east london:
24 stewart drive_berea_east london

po box 18183_qlugney_5211

t: (043) 721 3341/3

f: (043) 721 3342

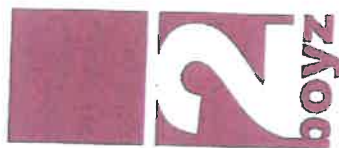
port elizabeth:

58 third avenue_newton park_port elizabeth

t: (041) 363 0142 / 086 111 5231

f: (041) 363 0145 / 086 111 5233

www.2boyz.co.za



“3”



Province of the
EASTERN CAPE
EDUCATION

Province of the
EASTERN CAPE
EDUCATION

081 01 877
Eastern Cape
Department of
Education

Twitter
Facebook
WhatsApp
Email
Website

MARUBENI PRIMARY SCHOOL

EMIS No:
209400501

Contact No:
078 989 9501

Email:
Principal.200400501@ecschools.org.za

GPS Location:
-31.44362290 South, 29.05961800 East

SCHOOL ACCESS RULES

- NO CELL PHONES
- NO DRINKS
- NO WEAR
- NO SHOES
- NO BIKES
- NO UNAUTHORIZED ACCESS
- NO LOITERING
- NO BEATING
- NO PETS

EMERGENCY NUMBERS

- SOUTH AFRICAN POLICE
10111
- AMBULANCE
10177
- FIRE BRIGADE
10111
- CHILD LINE
116

September 2023

SCHOOL SIGN BOARD BRANDING GUIDELINES

Handwritten signature

Table of Contents

03

Background & Introduction

School signage current status

04

School signage programme objectives and considerations

05

School Sign Board Design

06

School Sign Board Mock-up

07

School Sign Board Specifications

10

Process flow for School Sign Board production and installation



Any queries regarding these guidelines can be directed to:

Director: Communications
Communications & Events Management
080 12 12 570

1. BACKGROUND

The Eastern Cape Department of Education (ECDoE) currently has 5 063 operational public ordinary schools in the province.

School signage is a requirement in terms of the South African Schools Act, 1996 (Act No. 84 of 1996) and the Regulations relating to Minimum Uniform Standards for Public School Infrastructure which states...

A school site must contain a name board which is clearly visible to the public, indicating -

- a) the name of the school;
- b) the contact details of the school; and
- c) the GPS coordinates and the National Education Management and Information System (EMIS) number of the school.

2. SCHOOL SIGNAGE CURRENT STATUS

Although school signage is available at most schools, the signs are inconsistent, in terms of:

- Placement / location on the school premises;
 - The size of the sign; and
 - The content on the sign.
- In addition, signs are normally overtaken by sponsor information and does not contain the minimum information required in terms of the Norms & Standards.

It should be highlighted that this is a problem not unique to the Eastern Cape, but which is prevalent in poor schools across the country.



3. SCHOOL SIGNAGE PROGRAM OBJECTIVES

The Department wishes to address the issue of inconsistent school signage across the Eastern Cape, through a school signage programme to:

- Ensure compliance with the norms and standards on school signs.
- Create alignment of school signage application across the province.

This guideline outlines the specifications for school signage to be designed; procured; and installed at public ordinary schools in the province.

The objectives of the school signage program are:

- To provide approved guidelines for school signs to be implemented by provincial, district, circuit and school officials.
- To create awareness of the Eastern Cape Department of Education by linking the Department's identity and the School's identity on the sign board, through co-branding (i.e. school info and ECDoE info on sign board).
- To convey essential information pertaining to the school in terms of the norms and standards.
- To convey essential information in terms of school access rules (e.g. no weapons or drugs allowed on the premises) and emergency numbers (e.g. closest police station; fire department; child line etc.).

4. CONSIDERATIONS


Several aspects need to be considered, specifically in terms of the procurement and installation of signs, these include:

- Who will carry the production and installation costs of the signs - the Department or the schools themselves (from Norms & Standards allocations)?
- Quality control measures would need to be instituted as follows:
 - Phase 1 - guidance / sign off on production of artwork to ensure compliance with specifications - District and Circuit Managers to be involved in this process.
 - Phase 2 - when the board has been installed - evidence of delivery - possibly to be monitored by the Clerk of Works or OH&S Team.
 - Phase 3 - Monitor that sign is kept in good condition during site visits - Clerk of Works or OH&S Team.


5. GUIDELINES

This document sets out the specifications for the production and installation of school sign boards and should be implemented fully. No part of the guidelines may be amended in any way whatsoever.


SCHOOL SIGN BOARD DESIGN




Province of the
EASTERN CAPE
EDUCATION




080 121 2570



Eastern Cape
Department of
Education



@ecdoeza



078 660 1313



Customercare
@ecdoe.gov.za



078 660 1314



www.eceducation.gov.za

MARUBENI PRIMARY SCHOOL

EMIS No.
200400501

Contact No.
078 089 9501





Email
Principal.200400501@ecschoools.org.za

GPS Location
-31.44362200 South, 29.05981800 East




STRIVE FOR EXCELLENCE

SCHOOL ACCESS RULES

 NO CELL PHONES	 NO ALCOHOL	 NO DRUGS
 NO WEAPONS	 NO SMOKING	 NO UNAUTHORISED ACCESS
 NO LOITERING	 NO BULLYING	 NO PETS

EMERGENCY NUMBERS

SOUTH AFRICAN POLICE
10111 

AMBULANCE
10177

FIRE BRIGADE
10111

CHILD LINE
116

EASTERN CAPE DEPARTMENT OF EDUCATION

05



Province of the
EASTERN CAPE
EDUCATION



089 121 2570



Eastern Cape
Department of
Education



@ecdoe



078 660 1313



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@ecdoe.gov.za



078 660 1314



www.eceducation.gov.za

MARUBENI PRIMARY SCHOOL

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200400501

Contact No.
078 089 9501

Email
Principal.200400501@ecschoools.org.za

GPS Location
-31.44362200 South, 29.05981800 East



SCHOOL ACCESS RULES



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NO WEAPONS



NO SMOKING



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ACCESS



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NO BULLYING



NO PETS

EMERGENCY NUMBERS

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10111



AMBULANCE
10177

FIRE BRIGADE
10111

CHILD LINE
116

DESIGN #1
MOCK-UP

SCHOOL SITE BOARD: SPECIFICATIONS

SIZE:

2 600mm wide x 2 000mm high

MATERIALS:

Board to be constructed from 1mm Chromadek with antirust fastening system/clamps.

PANELS & POSTS

Board must be mounted onto panels with support strong enough to withstand the elements (strong winds and everyday forces exerted on it).

ARTWORK

Full Colour laminated print.

Standard Artwork is available on the EFMS for download.

All artwork should be approved by the Director for Communications and the Director for Infrastructure Delivery prior to print production.

INSTALLATION

The board must be installed at the entrance of the school (within the school premises) at a height which is visible to the public. The school is responsible for ensuring that the sign board remains neatly and safely erected at all times. Any defects are to be repaired by the school within a reasonable timeframe.

COLOUR VALUES

EASTERN CAPE DEPARTMENT OF EDUCATION

The following colour values should be applied to ensure that the artwork is produced in alignment with the Eastern Cape Department of Education corporate identity.

YELLOW				
CMYK	C 0	M 14	Y 69	K 3
HEX	#F8D449			
RGB	R 248	G 212	B 73	
BLUE				
CMYK	C 36	M 30	Y 0	K 43
HEX	#364592			
RGB	R 54	G 69	B 146	

FONTS

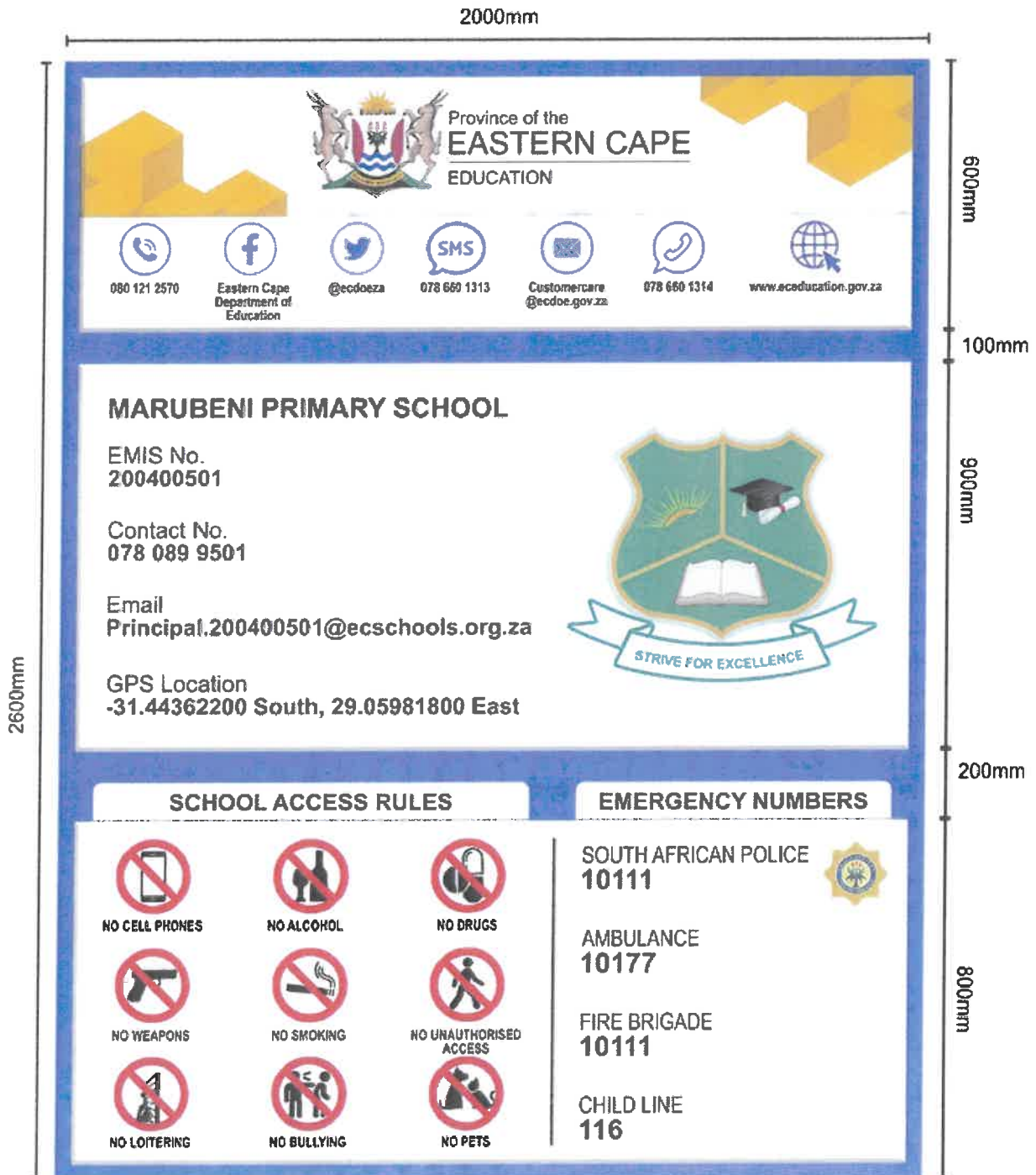
Arial Regular
ARIAL REGULAR

Arial Regular Bold
ARIAL REGULAR BOLD

Arial Narrow
ARIAL NARROW

SCHOOL SIGN BOARD DESIGN


SIZE SPECIFICATIONS




SCHOOL SIGN BOARD DESIGN

TEXT / FONTS

900mm



250mm



Province of the
EASTERN CAPE
EDUCATION

080 121 2570

Eastern Cape
Department of
Education

@ecdoeza

078 660 1313

Customercare:
@ecdoe.gov.za

078 660 1314

www.eceducation.gov.za

180pt
Arial (Bold)

MARUBENI PRIMARY SCHOOL


EMIS No.
200400501

Contact No.
078 089 9501

Email
Principal.200400501@ecschoools.org.za

GPS Location
-31.44362200 South, 29.05981800 East

700mm



600mm

150pt
Arial (Bold)

SCHOOL ACCESS RULES

 NO CELL PHONES	 NO ALCOHOL	 NO DRUGS
 NO WEAPONS	 NO SMOKING	 NO UNAUTHORISED ACCESS
 NO LOITERING	 NO BULLYING	 NO PETS

150pt
Arial Narrow
(Regular)

EMERGENCY NUMBERS

SOUTH AFRICAN POLICE
10111

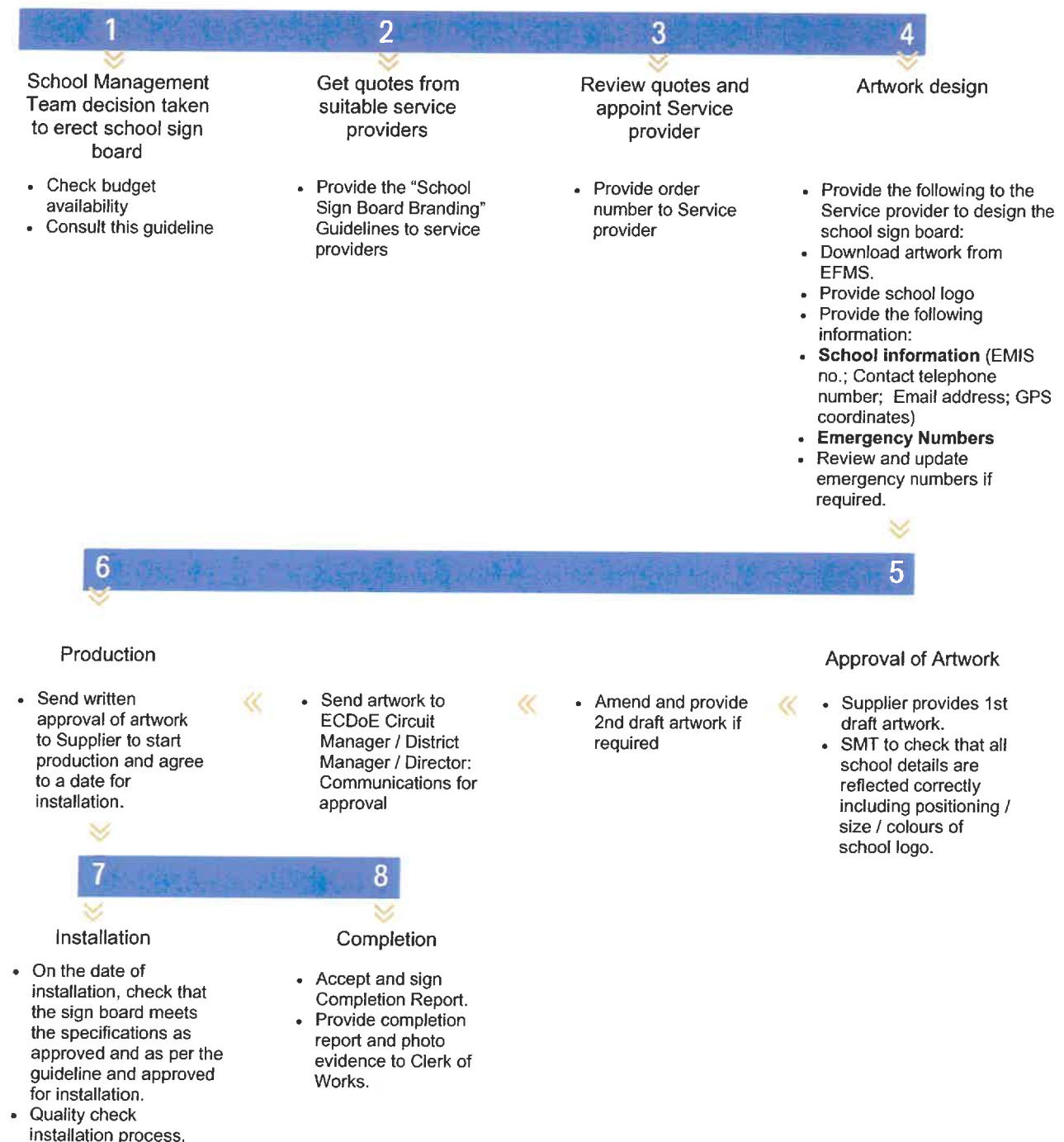
AMBULANCE **150pt**
10177 Arial Narrow
(Regular)

FIRE BRIGADE
10111 **180pt**
Arial (Bold)

CHILD LINE
116

PROCESS FLOW

FOR DESIGN AND INSTALLATION OF SCHOOL SIGN BOARD



DEPARTMENT OF EDUCATION
OFFICE OF THE SUPERINTENDENT GENERAL

2024 -11- 19

SIGNED: 6608

PROVINCE OF THE EASTERN CAPE

DEPARTMENT OF EDUCATION
OFFICE OF THE SUPERINTENDENT GENERAL

2024 -11- 19

SIGNED: 6608

PROVINCE OF THE EASTERN CAPE