



**NAME OF THE CHIEF DIRECTORATE
RESPONSIBLE FOR THE POLICY:**

**COMMUNICATIONS AND STAKEHOLDER
MANAGEMENT**

TITLE OF THE POLICY:

COMMUNICATION POLICY

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PART ONE: COMMUNICATION POLICY

1. PREAMBLE

The development of this revised Communications and Media Policy for the Eastern Cape Department of Education (ECDoE) stems from one of the resolutions adopted in the Annual Performance Plan 2025/26, which states that service delivery will be implemented under four guiding principles, namely: strong communication, accountability, performance management and improved audit outcomes. The ECDoE Strategic Plan, 2025 – 2030, also states that the department remains committed to instilling values of respect, ethics, and social responsibility within schools and broader communities.

The Directorate: Communications and Events Management has the responsibility to provide guidance to all the different units of ECDoE regarding how communication and events 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 to be aligned with recent guiding documents such as the 2025-2030 ECDoE Communication Strategy, which has been developed in line with the ECDoE Strategic Plan (2025-2030) that sets out targets to be implemented by the ECDoE. Furthermore, this policy document is premised on the National Communication Strategic Framework of the Government Communication Information System of **2025-2030**.

It is the role of government communication 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 (learners and teachers) and the communities that they find themselves in.

The context of communications in the department must be viewed in line with current structural arrangements 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, 218 circuit offices, 5285 schools of which 4976 are public schools, 309 independent (private schools) and 46 special schools. The policy recognises the pivotal role of communication in enhancing accountability, public trust, service delivery, and educational outcomes.

The Communications and Events Management is committed to facilitating the implementation of this communication and media policy and to ensure that it remains relevant at all times by effecting the necessary updates and changes.

2. DEFINITION OF TERMS

TERMS	DIFINITION
Department	The Department of Education in the Eastern Cape Province (ECDoE).
Media Policy	The policy that sets guidelines and procedures for all media liaisons by the ECDoE's officials.
External Communication	Communication that flows from inside the department to the public and or vice versa.
Internal Communication	Communication among the officials of the Department.
Branding	Branding of the Department means the approved departmental branding is to be marketed and easily recognised.
Stakeholders	People or groups that have an interest in the dealings of the Department, or with whom the Department deals 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.
PSCBC	Public Service Coordinating Bargaining Council
MISS	Minimum Information Security Standards
NDP	National Development Plan Vision 2030
NCSF	National Communication Strategy Framework (NCSF)
SGB	School Governing Body
GCIS	Government Communication Information Systems
PFMA	The Public Finance Management Act, 1999 (Act No 2 of 1999)
HoD	Head of the Department
MEC	Member of Executive Council
DDG	Deputy Director General
ECD	Early Childhood Development
AI	Artificial Intelligence
HOC	Head of Communications
MLO	Media and Liaison Officer

3. POLICY OBJECTIVES

- 3.1 To advance coordinated, inclusive, and effective communication within the ECDoE and with the broader public.
- 3.2 To position the Communication Directorate as a strategic centre to advise the Department on all communication and events management of the Department.
- 3.3 To strengthen public engagement and responsiveness to diverse information needs.
- 3.4 To support the 7th Administration's focus on improved education quality and transformation.
- 3.5 To guide officials of the Department in their dealings with the media (internal communication) and the Department's stakeholders (external communication).
- 3.6 This policy is applicable to all officials of the Department, from Senior Management to line function staff members, both office-based and school-based.
- 3.7 This document contains Communications (covering AI guidelines), Media Engagement Policy, Social Media Policy and events management.

4. SCOPE OF APPLICATION

The policy is applicable to all staff in the Eastern Cape Department of Education, all 5285 schools in the province, all Teachers, Learners, School Governing Bodies (SGBs), and all Non-profit making organisations operating in the jurisdiction of the Eastern Cape Department of Education. All other stakeholders interacting with the Department, including contractors, partners, and service providers.

5. GOVERNING PRESCRIPTS

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 their respective areas of responsibility. The Head of Department (HoD) is responsible for enforcing adherence to the content of the policy by all officials, and approval can only be granted by the accounting officer for any form of deviation.

6. LEGAL FRAMEWORK

a. The South African Constitution of 1996

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

- i) Chapter 2 Bill of Rights
- ii) Chapter 6 Provinces
- iii) Chapter 10 Public Administration
- iv) Chapter 11 Security Services

v) Chapter 13 Finance

b. 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 considers the linguistic diversity of the country, promoting multilingualism and ensuring equitable treatment of official languages, particularly in communication and engagement efforts.

c. 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, emphasizing citizen-centered service delivery, promoting accountability, and improving responsiveness to the needs of all South Africans. It is about how public services are provided and improving the effectiveness and efficiency of the way in which services are provided, embedding the principles of Batho Pele ("People First") in all aspects of public service delivery.

d. 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, in accordance with the provisions of the Act, and subject to certain limitations and exemptions. It allows for procedures for requesting this information to be put in place by the Department through its Promotion of Access to Information Manual, which outlines the process for submitting requests, fees, and timelines for responses.

e. Public Service Act of 1994

This legislation regulates the administration of the Department, the operations and conduct of its officials, including terms and conditions of employment, code of conduct, and disciplinary procedures, to ensure effective and efficient public service delivery.

f. Educators Employment Act 76 of 1998

This legislation regulates the conditions of service, discipline, retirement and discharge of educators, outlining the rights and responsibilities of educators, as well as the procedures for addressing misconduct and resolving disputes.

g. 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, and economically, in accordance with the principles of transparency, accountability, and good governance.

h. The Disciplinary Code and Procedure for the Public Service (PSCBC Resolutions 2 & 8 of 1999)

The Public Service Co-ordinating Bargaining Council (PSCBC) ensures fair, uniform, and transparent handling of disciplinary matters within the public service, in accordance with the

principles of natural justice and labour law. The main aim is to promote acceptable conduct, support constructive labour relations, and provide a common understanding of misconduct. The Disciplinary Code further 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, which may result in disciplinary action, including dismissal, in accordance with the procedures outlined in the Code.

i. Copyright Act, 1978 (Act No 98 of 1978)

This Act protects the Copyright of the Department in respect of any document, drawing, and the like created by anyone contracted for that purpose by the Department, as well as works created by employees in the course of their employment, ensuring that the Department retains ownership and control over such intellectual property.

j. 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 them. 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 the government may conduct business by electronic communications if it so wishes, subject to specific requirements and guidelines for electronic transactions, data messages, and digital signatures, ensuring the authenticity and integrity of electronic communications.

k. 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, in South Africa, and regulates the management and allocation of radio frequency spectrum, numbers, and other resources, as well as ensuring compliance with regulations and standards for electronic communications, cybersecurity, and consumer protection.

l. Minimum Information Security Standards (MISS)

This policy document contains the security requirements to which the use of Government information must comply, outlining the classification, handling, and protection of sensitive information, including TOP SECRET, SECRET, CONFIDENTIAL, and RESTRICTED information, to prevent unauthorized access, disclosure, or compromise. It includes restrictions on access to certain classified information and the safekeeping thereof, ensuring the confidentiality, integrity, and availability of government information assets.

m. National Communication Strategy Framework (NCSF) 2025-2030

Provides a framework that sets the tone and direction for all spheres of government to develop their own medium-term communication strategies and plans, aligning government communication efforts with national priorities and outcomes, including the National Development Plan (NDP) Vision 2030, and leveraging key opportunities such as the G20
ECDoE Communication Policy 2025-2030

Presidency and 30 years of democracy to promote nation-building, social cohesion, and development. Considering research outcomes on public mood and perceptions, the NCSF guides government communication to be more effective, responsive, and impactful in engaging citizens and stakeholders.

n. Provincial Communication Policy

The document aims to ensure that communication across the province is coherent, reliable, ethical, and open, encourages participation, is well coordinated, transformative, professional, consistent, credible, effectively managed, impactful, and meets the needs of all citizens, by providing a framework for integrated communication planning, stakeholder engagement, and media relations, and guiding the development of communication capacity and skills within provincial government departments and entities

7. POLICY PROVISIONS

7.1. Directorate: Communications and Events Management Shall:

- i) Comply with the National and Provincial directives in marketing, branding, and creation of official documents.
- ii) Work cooperatively 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.
- iii) Advise Directorates on the design, editing, and layout of ALL promotional and informational documents produced for official purposes.
- iv) Provide guidance on coordination, manage marketing, and publicising of events of the Department.
- v) Maintain and monitor the use of the ECDoE Brand.
- vi) Respect and effectively utilise the Coat of Arms as prescribed by the Government, ensuring consistency and adherence to brand guidelines in all communication and events.

Additionally, the Directorate is expected to, ensure effective media relations, crisis communication, and stakeholder engagement, while promoting transparency and accountability in all communication efforts.

8. CORPORATE IDENTITY OF ECDOE

The Department of Education shall be recognized with the colours Yellow and Blue as its official identity, accompanied by the Provincial Coat of Arms, ensuring consistency in branding and visual identity across all communication channels.

To maintain a recognisable and unified corporate identity, all promotional material must be submitted to Directorate: Communications and Events Management for quality assurance, ensuring compliance with brand guidelines and legislative requirements.

Directorates must always seek advice from the Director: Communications and Events Management if not certain about the shades of yellow and blue to use, and adhere to approved templates and design standards.

Directorates' communication resources, designs, and presentations shall be done in a coordinated and similar manner, reflecting the ECDoE brand and messaging, and aligning with National and Provincial Government directives.

9. USAGE OF PROVINCIAL COAT OF ARMS

9.1. The Department shall at all times respect the prescriptions laid out by the Office of the Premier and provincial government in using the Provincial Coat of Arms, ensuring its dignified and appropriate use in all official communications, publications, and representations, and adhering to specified guidelines for its display, reproduction, and referencing

10. USE OF OFFICIAL LANGUAGES, REFLECTING DIVERSITY AND ACCESSIBLE FORMATS

a. The Eastern Cape Province has identified four official languages, i.e. IsiXhosa, Afrikaans, English, and Sesotho. The Department respects all four provincial official languages when communicating with its internal and external stakeholders, ensuring language equity and accessibility.

b. The Department must at least ensure that **IsiXhosa** (primary), **Afrikaans**, **English**, and **Sesotho** are used in all official communications, publications, and digital materials, and provide translations or interpretations as required.

c. All content must reflect the **province's diversity** in imagery, examples, and tone, promoting inclusivity and cultural sensitivity.

d. In respecting the concept of inclusive education, materials must be available in Braille, audio, large print, easy-read, and in South African Sign Language (where possible), ensuring equal access to information for all.

e. Digital platforms must meet acceptable and widely recognised standards for accessibility, ensuring compliance with relevant legislation and guidelines, such as the Web Content Accessibility Guidelines.

11. PROCUREMENT, SPONSORSHIPS AND COPYRIGHTS

ECDoE Communication Policy 2025-2030

- a. The department commits itself to adhering to proper procurement procedures for all communication services.
- b. The department will only use its allocated public funds to purchase advertising in support of the departmental activity, promoting the departmental image and objectives.
- c. 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, maintaining transparency and accountability.
- d. The Department shall retain intellectual copyright for all material produced by service providers on behalf of the Department, protecting its intellectual property rights.
- e. All paperwork submitted for procurement pertaining to promotional material must be stamped and approved by the Director: Communications and Events Management, ensuring compliance with departmental policies and procedures, and preventing unauthorized expenditure.
- f. Additionally, the Department will, ensure that all procurement processes are conducted in accordance with relevant legislation, such as the Public Finance Management Act (PFMA) and the Preferential Procurement Policy Framework Act (PPPFA).

12. INTERNAL COMMUNICATION

- a. All departmental documents must adhere to language policy and accessibility standards, ensuring clear and inclusive communication. The Department encourages a culture of open feedback, staff wellness, and collaborative problem-solving, fostering a positive and productive work environment. Internal channels for internal communication include, but are not limited to, the following:
 - i) Circulars
 - ii) Memos
 - iii) Emails
 - iv) SMS
 - v) Telephones
 - vi) Intranet
 - vii) Internal newsletters
 - viii) Notice boards
 - ix) WhatsApp

13. CIRCULATION OF INTERNAL COMMUNICATION

- a.** This applies to all memorandums, reports, and presentations, ensuring consistency and clarity in internal communication.
- b.** Memos must be signed off by the relevant manager and delivered by administrative staff to other managers and or units, ensuring proper authorisation and distribution.
- c.** Only the font ARIAL, size 12 (twelve) must be used for all memos of the Department and ARIAL, size 8 for the footnote, maintaining a standardized format.
- d.** The Coat of Arms must always be displayed on the left-hand side of all correspondence within the Department, in accordance with prescribed guidelines.
- e.** All memos within the Department must be distributed using a folder/file that is clearly marked, ensuring easy identification and tracking.
- f.** Memos posted on notice boards should have the important parts highlighted for easy reading by employees, promoting effective communication.

News about Staff/Staff Announcements Should Be Done as Follows:

- By circulars, memos, e-mails, through the Directorate: Communications and Events Management.

14. NOTICE BOARDS

The notice boards shall, where possible, be updated by staff members from the Communications and Events Management, ensuring accuracy, relevance, and consistency of information, and promoting effective internal communication. Notice boards should be, clearly visible, easily accessible, and regularly maintained to ensure information is up-to-date and relevant to staff.

15. ARTIFICIAL INTELLIGENCE & EMERGING TECHNOLOGIES

- a.** The Department shall allow space for technological innovations and stay current with developments in communications practice, fostering a culture of innovation and digital transformation.
- b.** Introduce AI Chatbots, translation, and data analytics for public enquiry management and content translation on topical issues, enhancing citizen engagement and service delivery.

- c. Train/optimize AI platforms for the province's four official languages, promoting language equity and accessibility.
- d. Ensure ethical AI use, including transparency, non-discrimination, and privacy, upholding the rights and dignity of citizens.
- e. Regularly review AI-supported platforms for accuracy and inclusivity, ensuring effective and responsible use of technology.
- f. Public and staff education on AI usage, benefits and escalation channels promoting digital literacy and accountability.

16. GUIDELINES FOR DIGITAL COMMUNICATIONS

The Government's Public Service Act and the Code of Conduct for Public Servants apply to all digital platforms, including social media. 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.
- f) Be regularly monitored and updated, ensuring accuracy and relevance of information.

The Government's Public Service Act and the Code of Conduct for Public Servants apply to all digital platforms, including social media, ensuring responsible and respectful online behavior.

17. COPYRIGHT AND LICENSING

- a. Copyrights and ownership rights will be respected, and the department will ensure compliance with copyright legislation, protecting intellectual property and promoting creativity.
- b. The Department shall retain its intellectual copyright for all material produced by service providers on behalf of the Department, ensuring ownership and control over departmental content.

18. EVENTS, PUBLIC ANNOUNCEMENTS, FAIRS AND EXHIBITIONS

- a.** The Department must not participate in, or lend support to, partisan events organised for political party purposes.
- b.** The Department will adopt a sound and coordinated approach to its participation in strategic provincial events.
- c.** The department must, in events where multiple departments appear at the same event, display a unified presence that promotes common themes and messages of the Provincial and National Government.
- d.** Ensure clear protocols for event planning, branding, and communication, aligning with government branding guidelines.

19. EVENTS MANAGEMENT

Chapter 13 of the GCIS Handbook gives clear guidelines for the coordination of government events, noting the diversity of such events. These can range from a simple press conference to a large outdoor launch. 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 coordination of such.

20. TRAINING

- a.** The communications and Events Management Directorate will orientate officials at all levels on the Communications and Media Policy of the Department, ensuring awareness and understanding of communication protocols.
 - b.** New officials must be informed about the policy and encouraged to familiarise themselves with it upon appointment, promoting compliance and effective communication.
 - c.** Provide regular training and updates on communication best practices, trends, and policy changes.

PART 2: MEDIA ENGAGEMENT POLICY

1. OBJECTIVES

- 1.1 To ensure that communication across the Department of Education is well coordinated, effectively managed and responsive to the diverse, information needs of the public.
- 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.
- 1.3 To ensure that media queries are responded to in an effective and timeous manner by the Head of Communication, as highlighted in this policy.
- 1.4 The Department can, through the advice of the Head of Communications, identify a manager to speak on a subject matter.
- 1.5 This policy is applicable to all officials of the Department, from Senior Management to line function staff.
- 1.6 Handle all media enquiries through the guidance of the HOD and the Office of the MEC.
- 1.7 Play a support role to officials of the department who have been approached by the media for information or comment.

2. 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 the activities of the government.

- 2.1 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.
- 2.2 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.
- 2.3 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.

2.4 The Department shall ensure that 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.

3. DEPARTMENTAL SPOKESPERSONS

3.1 The MEC, as the political head of the department, serves as the 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 of the Department and should be accessible to the media representatives and provide them with accurate information.

3.2 It should be noted that the media will usually first approach the Director: Communications and Events for responses on media enquiries; however, in cases where the media approaches other officials, it is the responsibility of those officials to approach the Communications Directorate for advice to ensure that the requirements of this policy are met.

3.3 Officials designated to speak on behalf of the department, including line function or subject matter expert managers, must approach the Communications Directorate for advice on engagement with the media.

4. 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.

5. OPENNESS

The principle of openness and transparency should always be adhered to when dealing with the media. If the spokesperson or any other official being approached by the media is unable to comment, he/she should give sound reasons. Information should only be withheld for sound reasons, e.g., sub-judice issues, labour issues, protection of confidential information and other related reasons.

6. 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 the image of the Department.

7. CONFIDENTIALITY AND PRIVACY

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

8. MONITORING, EVALUATION AND REPORTING

- 8.1. The HoC must monitor international, national and regional print, broadcast, and online media on a daily basis and maintain regular contact with the MEC and HoD.
- 8.2. HoC advises the leadership on emerging issues that may lead to a reputation crisis.
- 8.3. The HoC has a responsibility to ensure:
 - a) Establishment of the Communications Forum for planning and regular meetings.
 - b) Constant updates on all Departmental Programmes to the public.
 - c) Constant updates of our communication platforms.
 - d) Utilization of all communication platforms for optimum publicity.

9. RISK COMMUNICATION

- 9.1. 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.
- 9.2. The Department will respond to public perceptions and provide information to address misconceptions or misunderstandings about risk.

10. CRISIS AND EMERGENCY COMMUNICATION

- 10.1. In times of crisis, the Head of Communications must be informed throughout to formulate a proper, accurate, and responsive communication plan to help maintain and restore public confidence in the department.
- 10.2. 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.
- 10.3. Develop proactive public updates through media in business and other possibly established platforms during service delivery disruption (e.g., school closures, infrastructure damage).
- 10.4. A relevant spokesperson must be activated for real-time crisis communication. A spokesperson shall be the Head of Communications or a delegated person.
- 10.5. Integrated early-warning and rumour management systems via social media, local radio, and SMS.
- 10.6. Spokesperson to be available and accessible to all media houses.

11. PHOTOGRAPHS

- 11.1 The Promotion of Access to Information Act applies.
- 11.2 No photographs of facilities (this includes administrative buildings and institutions of learning throughout the province) of the department can be taken by representatives of the media unless a formal written request is made to the Head of Department or delegated official and permission is granted.
- 11.2 The photographer will have to disclose the reason behind the need for the photograph and how/where it will be used.
- 11.4 It is the prerogative of the Department to agree/refuse permission for photographs of its events to be taken by members of the media and departmental photographer.

PART 3: SOCIAL MEDIA POLICY

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, 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 ongoing 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 with 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 blurred, 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.

2. SCOPE, APPLICABILITY AND AUTHORITY

- 2.1. This policy applies to all social media activities 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.
- 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.
- 2.3. A breach of this policy will result in disciplinary action, in accordance with the Department's disciplinary procedures and relevant legislation, up to and including termination of employment or contractual obligations. The department will consult with Labour Relations and Legal Services on policy interpretation and implementation.
- 2.4. The policy differentiates between official use of social media and private usage. It Applies no matter whether that social media use takes place on ECDoE's premises, while travelling for business or while working from home.
- 2.5. 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.
- 2.6. This policy does not supersede or replace existing legal responsibilities and policies in effect.
- 2.7. Social media sites and services include (but are not limited to): -
 - i) 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.
 - ii) Popular social networks like Twitter, Facebook and WhatsApp.
 - iii) Online review websites like Trustpilot.
 - iv) Sharing and discussion sites and Reddit.
 - v) Photographic social networks like Flickr and Instagram.
 - vi) Question and answer social networks like Quora and Yahoo Answers.
 - vii) Professional social networks like LinkedIn.
- 2.9. 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.
- 2.10. Related areas that fall outside the scope of these guidelines include: - a) Internet and e-mail use and policy. b) Internet search engine optimisation. c) 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.

3. 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 affords 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 has an impact 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: -

- a) The Constitution, especially the Bill of Rights contained in Chapter 2, and or any other relevant law.
- b) 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.

4. ROLES AND RESPONSIBILITIES

4.1 Responsibility for implementation of the policy

- 4.1.1. The Communications and Events Management Directorate has the overall responsibility for the effective operation of this policy.
- 4.1.2. 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.

4.1.3. 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.

5. SOCIAL MEDIA ACCOUNTS MANAGEMENT

5.1.1. 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 that the Head of Department is not available.

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

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

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

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

6. OTHER RESPONSIBILITIES

6.1.1. 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.

6.1.2. However, these people have key responsibilities: -

- a) 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.
- b) 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.
- c) 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.

7. PERSONAL USE OF SOCIAL MEDIA SITES

7.1. 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.

8. GENERAL RULES FOR USE OF SOCIAL MEDIA

8.1. **Personal Views and Disclaimer** - 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.

8.2 **Prohibited Content** - 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.

8.3. **Online etiquette**: 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.

8.4. Any member of staff who has 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.

8.5. **Confidentiality:** Employees of the Communications Department must not disclose any commercially sensitive information (e.g., trade secrets, proprietary methodologies, pricing structures, unpublished contractual terms), anti-competitive information (such as undisclosed market strategies, collusion arrangements, or bidding data that could affect fair competition), or private or confidential information (including personal employee records, internal memoranda, or unpublished policy drafts) to external parties or to internal personnel without a legitimate business need. If there is any doubt as to whether specific information falls within one of these categories, the employee must seek clarification from the Director: Communications and Events Management Directorate and the relevant team before any disclosure is made. Failure to comply with this requirement may result in disciplinary action in accordance with the Department's disciplinary procedures.

8.6. **Third-Party Content** - 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.

8.7. **Quoting** - 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.

8.8. **Permissions and Linking** - 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.

8.9. **Compliance** When making use of any social media platform, you must read and comply with its terms of use.

8.10. **Professional Conduct** - Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.

8.11. **Transparency and Accountability** - 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.

8.12. You are personally responsible for the content you publish on social media tools – be aware that what you publish will be public for a long period of time.

8.13. **Conflict and Professionalism** 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 or upset; return to it later when you can contribute in a calm and rational manner.

8.14. **Departmental Standards** - Ensure all published content aligns with Departmental standards and approvals. 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.

8.15. Use of Discretion Regarding Colleagues, Clients, and External Partners - Employees shall not discuss or disclose any information pertaining to colleagues, departmental clients, service providers, stakeholders or partners without obtaining prior written approval from the relevant line manager and, where applicable, the Director: Communications and Events Management Directorate. This prohibition extends to informal conversations, social-media posts, emails and any other form of communication that could reveal personal details, project specifics, contractual terms or other sensitive information. Failure to secure approval before such disclosure constitutes a breach of this policy and may result in disciplinary action.

8.16. 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.

8.17. 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.

8.18. Authority to Commit Resources - 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.

9. COMMUNICATION POLICY ENFORCEMENT AND CONSEQUENCES OF NON-COMPLIANCE

- 9.1. 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.
- 9.2. 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.

9.3. Employees and contractors are expected to comply with this policy, and failure to do so may lead to consequences, including but not limited to, verbal or written warning, suspension, dismissal, criminal prosecution, and/or civil liability for damages or losses incurred. HR will be contacted in case of a dispute. The following laws apply to the department's communication policy: 1. Labour Relations Act (LRA), 1995: Regulates labour relations, including communication and collective bargaining. 2. Public Service Act, 1994: Regulates communication and conduct of public servants. 3. Constitution of South Africa, 1996: Enshrines fundamental rights, including freedom of expression and access to information.

10. IMPLEMENTATION

The Directorate of Communication and Events Management leads and monitors the implementation of the policy, ensuring department-wide compliance and effective communication practices. The policy must be monitored and enforced for purposes of compliance by all directorates, promoting a culture of accountability. The communication strategy will serve as a blueprint document for all the communication activities in the Department, guiding messaging, branding, and stakeholder engagement.

11. POLICY REVIEW SCHEDULE

The policy will be reviewed every 5 years or as necessitated by changes to GCIS Handbook/Guidelines, ensuring relevance, effectiveness, and alignment with government regulations.

This review process will involve:

- Stakeholder engagement and consultation, incorporating feedback from relevant departments and officials.
- Assessment of policy impact, identifying areas for improvement and best practices.
- Updates to reflect changes in legislation, government priorities, or departmental objectives.

12. ANNEXURES

Annexure A: Policy guidelines: Usage of Provincial Coat of Arms

13. APPROVAL

Developed by: Mrs. N Mgijima – Dir: Communications and Events Management

Date of review: 17 September 2025

Signature: 

Reviewed by: Ms M Nonkasa - Dir: CorpStrategy, Policy, Research and Evaluation)

Signature: 

Date of review: 03 December 2025

Reviewed by: Mr ZZ Mngqanqeni – CD: Communications and Stakeholder Management

Date of review: 22 JANUARY 2025

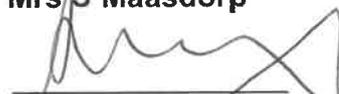
Signature: 

Reviewed by: Mr Q Luthuli - DDG: Corporate Management

Signature: 

Date of review: 2/02/2024

Authorised by HoD: Mrs S Maasdorp

Signature: 

Date Authorised: 2/02/2026

This policy replaces: Communication Policy 2021- 2025

Next date of Review: 30 November 2030 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.



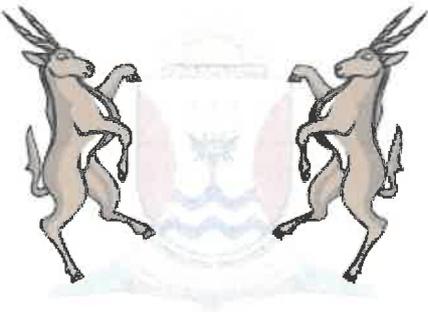
Leopard Skin Head Ring- The leopard skin head ring is a symbol of the prestige, power and heritage of the province. The Leopard is an animal of strength and is universally considered as a sign of authority.



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 at 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

1. 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).
2. The naming structure should be placed on the right-hand side of the Coat of Arms:
Department of: Education.

Province of the Eastern Cape

(b) Colour

11.1 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 lezeMfundo eMpuma Koloni

Iphondo Lempuma Koloni

(d) Branding

- i) The Corporate Image Branding contained herein is compulsory for all departments.

- ii) Only the Provincial Coat of Arms may be displayed on provincial government communications, websites and intranet.
- iii) Public entities such as the Eastern Cape Gambling Board must use their own identity only.
- iv) The brands of sponsors or partners must be displayed in accordance with these guidelines as outlined under (e) below.
- v) 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 iii) 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. iv)
- v) Where there are more than two brands to be displayed, the Coat of Arms must
- vi) 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.
 - At the entry point of a national heritage sites.
 - If on a public building it should be high enough to avoid it being handled constantly.
 - 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

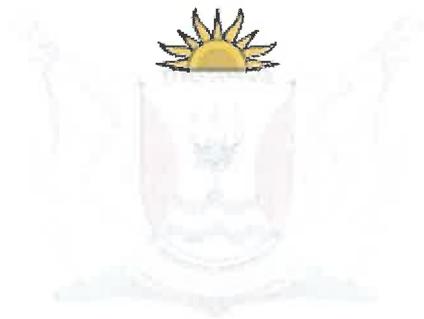
1. The Coat of Arms and its motto are the property of the Provincial Government. 2. Copy and reproduction rights of the Provincial Coat of Arms for commercial or other uses are vested in the Provincial Government.

(d) Respect and dignity

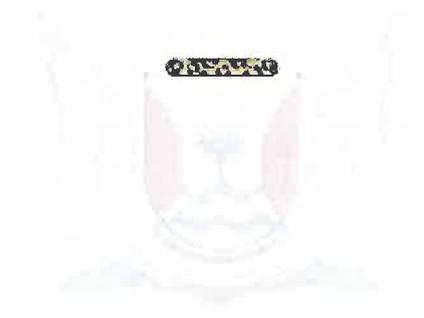
1. The Provincial Coat of Arms, when used in official documents such as contracts, endorses authority and integrity and should not be utilised fraudulently.
2. Section 20 (1) of the Heraldic Act protects the Provincial Coat of Arms as a heraldic representation from being ridiculed or compromised as part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

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

1. Rising Sun - The Rising Sun 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.



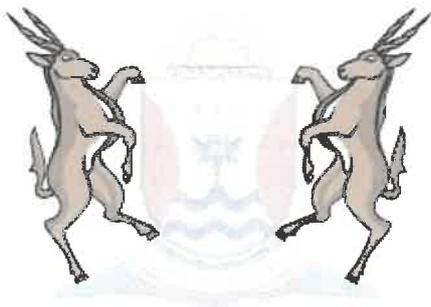
2. Leopard Skin Head Ring- The leopard skin head ring is a symbol of the prestige, power and heritage of the province. The Leopard is an animal of strength and is universally considered as a sign of authority.



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. **ECDoE Communication Policy 2025-2030**



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

ECDoE Communication Policy 2025-2030

Construction of Logo

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



CONSTRUCTION OF THE LOGO

Branded materials produced on behalf of the Department of Education must bear the complete logo of either province, the MEC's, the Director General of the Departments.

Text always appears on 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 outer most right area of the Coat of Arms. The text must always be left aligned and the control-grid rules and usage 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.

TYPEFACES/FONTS

For all forms of material produced internally by the Department of Education on either their own behalf, or on behalf of the Province, the Arial font family is to be used. This includes letters, PowerPoint presentations, internal newsletters, etc.

Materials created by professional service providers may make use of the Helvetica Neue family as well as the Gill Sans family as used in this manual. As a general rule, the Gill Sans family is never used for body copy, only for headlines. Due to the tremendous variety in the Helvetica Neue family, it is advised that no more than four different fonts of the family are used in a single document.

Text is usually set in either black or reversed out possible. Headlines above 12 point in size may be printed in one of the 8 colours of the Coat of Arms.

Colour Specifications and Values

The Department provides 2 colours :

- 2 Primary colours to use in the brand
- There are no secondary colours

Primary Colours

Yellow

CMYK	Oc	20m	80y	ok
RGB	248r	212g	73b	
Pantone	1230			



Blue

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



SYMBOLISM OF THE DESIGN ELEMENTS

COLOUR USAGE:

YELLOW- Symbolizes warmth and prosperity, to which all people in the province aspire.

Blue - Symbolizes a color of peace and hope, a condition which we all strive. Additionally the blue in our design elements signifies the Indian Ocean, which borders the Eastern Cape and further symbolizes the inclusion of Marine Studies, a programme of which the Department is particularly proud.



- 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