



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA

Corporate Services Branch

Communications and Marketing

Language policy

Policy no: CS/2015/05

Name of the official who developed the policy : Mashite Mogale

Designation of the official who developed the policy : Deputy Director

Approval date of the policy : 06-07-2015

Name and signature of the approving official : MEIWONKE DLABANTU

Designation of the approving official : DIRECTOR-GENERAL

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1. DEFINITIONS AND ACRONYMS

1.1 DEFINITIONS

Development of a language	The promotion of a language by graphisation, standardisation and elaboration of functions so that the language can be used in the media, education, legal and administrative systems, etc.; and by generally providing scope for the publication of literary works in that language.
Employee	<ul style="list-style-type: none"> a. Any person other than an independent contractor who works for another person or for the State and who receives, or is entitled to receive, any remuneration; and b. In any manner assists in carrying on or conducting the business of an employee.
Historically disadvantaged languages	In the South African context, these are the languages that were assigned low status by previous regime and as a result were not used in the media, education (after early primary school), or in public or economically significant domains. Little support was also given to the development of verbal art forms in these languages. They included indigenous languages, heritage languages and SASL.
Indigenous language	A language native to a country.
Interpreting	The act of transposing an utterance from the source language into a target language in spoken form.
Language awareness	Sensitivity to how language is used in society, whether the users are accorded their language rights, and how language is used to empower or disempower or are centralised or marginalised in the public domain.
Language equity	The fairness of language provision and/or treatment of two or more languages. Matters such as the number of speakers and the status of a language may require policy to determine the domains of use of a particular language. This use may not be necessarily equal.
Language policy	An official decision/decree on how various languages spoken in heterogeneous/multilingual communities should be used in the public domain.
Language rights	Laws which allow citizens to use the languages of their choice.
Language units	A function in the department and provinces which deal with specific language issues of that department and/or province arising from the National Language Unit and which liaise with other departments on language matters especially through the National Language Forum (NLF).
Sign language	A sign language (also signed language) is a language which, instead of acoustically conveyed sound patterns, uses manual communication and body language to convey meaning. This can involve simultaneously combining hand shapes, orientation and movement of the hands, arms or body, and facial expressions to fluidly express a speaker's thoughts.

Marginalised language	Any official language that is excluded from official use or the use of which is discouraged in formal settings (e.g. education, health care). "Marginalised" usually implies the low status of the language and possibly the speakers. For example, Xitsonga, Tshivenda, isiNdebele, and siSwati are regarded as marginalised languages in South Africa.
Multilingualism	The use of three or more languages by an individual or by a group of speakers such as the inhabitants of a particular region or nation.
Official Language	A language used in government, courts of law, education, business, and the media.
Translation	The act of transporting a text from a source language to another (target) language in a written form.

1.2 ACRONYMS

4.2.1	DG	Director-General
4.2.2	DPW	Department of Public Works
4.2.3	EPWP	Expanded Public Works Programme
4.2.4	NLF	National Language Forum
4.2.5	PAIA	Promotion of Access to Information Act
4.2.6	SASL	South African Sign Language

2. LEGISLATIVE FRAMEWORKS

The Constitution of the Republic of South Africa, (Act 108 of 1996)
The Use of Official Languages Act, (Act 12 of 2012)
Regulations in terms of section 13 of the Use of Official Languages Act No. 12 of 2012
The Promotion of Access to Information Act (PAIA) (2000)
The Pan South African Language Board Act (Act 59 of 1995)

3. PURPOSE

The Department of Public Works (DPW) has developed a Language Policy to promote historically disadvantaged languages as well as to:

- 3.1 Promote the equitable use of the 11 official languages
- 3.2 Facilitate equitable access to the DPW's services, knowledge and information by its clients;
- 3.3 Ensure redress for the previously marginalised official indigenous languages;
- 3.4 Promote good language management for efficient service delivery to meet client expectations and needs; and
- 3.5 Promote the practice of language rights, indigenous language equity and language awareness.

The policy would enable DPW to expedite access to government communications and information and fast track service delivery to internal and external clients.

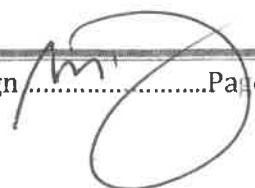
4. BACKGROUND

Pre-1994, DPW used only English and Afrikaans as official languages of communication. Post-1994 elections, the multilingual character of South Africa recognised official eleven languages. They were isiNdebele, isiXhosa, isiZulu and siSwati (*referred to as the Nguni language group*); Sesotho, Sepedi and Setswana (*referred to as the Sotho language group*); Tshivenda, Xitsonga, English and Afrikaans. Furthermore, Section 6 of the Constitution of the Republic of South Africa, 1996 provides for 11 official languages and requires the State to take practical and positive measures to elevate the status and advance the use of indigenous languages. The Constitution further requires all official languages to enjoy parity of esteem and treated equitably.

The Use of Official Languages (Act No. 12 of 2012) gives impetus to this section and requires National Government Departments, National Public Entities and National Public Enterprises to develop and adopt departmental language policies to give expression to the recognition of 11 official languages and promote linguistic diversity in post-apartheid South Africa

5. PROBLEM STATEMENT

The purposes of developing a language policy are to ensure that DPW provides effective service delivery to the citizens of South Africa through meaningful access to its services and promotes knowledge of, respect and use of the formerly marginalised official languages of the country. DPW is a National Department that has eleven regional offices. The clientele of the DPW constitutes of diverse, multilingual societies. It is important that respect for language rights and broad acceptance of linguistic diversity should be encouraged to build a united DPW.



6. SCOPE OF APPLICATIONS

This policy applies to all DPW employees and members of the public who interact with the Department.

7. NATURE OF DPW

DPW is the custodian of the state built environment, state immovable asset portfolio and a driver of the national goal of job creation and poverty alleviation through the Expanded Public Works Programme (EPWP).

8. USAGE

8.1 Gradual implementation of the policy

The application of the language policy must be phased in on a quarterly basis: first in the national office and then in the regional offices.

8.2 OFFICIAL LANGUAGES

The adopted official languages of the DPW are **isiZulu, Sepedi and English**. This choice is guided by the regulations of the use of official languages and the results of the 2011 Census.

- 8.2.1 Working Language for Internal Communication:** Because of the practicality of the use of **English** among the diverse workers in the DPW, the language is to be used as the main language of correspondence within the Department, especially in Departmental budgeting and tenders.
- 8.2.2 Working Language for External Communication:** **English** will be used as a language of communication between the Provincial Offices and the National Office. At regional level, the choice of working language should be informed by the languages of the said province. Careful consideration should be given to use at least **three dominant languages of the province**.
- 8.2.3 Oral Communication:** External oral communication of the Minister, the Director-General (DG) and senior officials must be in English or the language of the target audience. If the Minister or a DPW official cannot speak the language of the target audience, an interpreter must be provided. South African Sign Language (SASL) should be considered provided practicality and expense do not permit it. It should be noted that where required, provision will be made to assist deaf and blind people to do business with the DPW in a way that accommodates their needs.
- 8.2.4 Written Communication:** It will be in the adopted languages and where necessary in all official languages depending on the need.

8.2.5 In cases where the departmental documents may not be made available in all 11 official languages, the Department will make documents available simultaneously in at least six languages. The selection criteria of language shall be as follows:

- At least one from the Nguni group (isiNdebele, isiXhosa, isiZulu and siSwati);
- At least one from the Sotho group (Sepedi, Sesotho and Setswana);
- Tshivenda;
- Xitsonga;
- English; and
- Afrikaans.

A principle of rotation should be applied when selecting languages for publishing within the Nguni and Sotho groups respectively.

8.2.6 External written communication and correspondence with individual citizens will be conducted in their preferred official language.

8.2.7 Languages for external communications as regards forms, brochures, letterheads, public notices, signage, etc. in all DPW buildings should take into account of regional language preferences. (This includes emergency signage).

The DPW must make documents targeted for specific regions in three languages dominant in the areas.

8.3 Publications

8.3.1 All publications will be published in plain language versions of all languages as required.. It is important is that the publication, whether electronic or in print, must be accessible and understood to all those addressed.

8.3.2 Where practically possible, policy documents can be made available in all official languages or on request.

8.3.2.1 Language of Response: When dealing with correspondence, the DPW personnel should respond in the same language of members of the public. However, the DPW must use adopted languages of the Department.

8.4 Advertising and official notices

8.4.1 All official notices issued by the Department as general public information must be in English. Other language requirements will be met on request.

8.4.2 When the Department uses local newspapers, consideration must be given to the demographic status. Advertisements in newspapers must be in the languages of the newspaper of a particular region. Depending on financial availability and practicality, they can also be placed in the language of choice of the target group.

8.5 Translations

- 8.5.1** On request, and where practically possible, major DPW policy documents such as manuals, white papers, etc. can be made available in any international language. When corresponding with the international world a reasonable period should be allowed.
- 8.5.2** Translations of official policy documents, where practically possible, must be made available in all official languages, depending on client needs. Where it is not possible, the six-language model will apply.
- 8.5.3** Translations of official policy documents requests must be done in writing and ample time should be given to allow compliance.

8. LANGUAGE UNIT

The Department shall ensure that adequate financial and other relevant resources are made available to establish the DPW Language Unit to support and realize the policy.

9. ACCESSING THE POLICY

The policy shall be available in all official languages on request and must be published on the DPW intranet and website. Printed summaries must be available in all official languages and distributed to regions based on the criteria of selected Provincial languages.

10. COMPLAINT MECHANISM

Any person who is dissatisfied with a decision of the Department regarding its use of official languages may lodge a complaint in any of the 11 official languages and address it to the Director General in electronic or hard copy format and be delivered to the street address of the Head Office or by registered post.

The complaint must:

- Be in writing and lodged within 3 months of the complaint arising
- State the name, address and contact information of the complainant
- Provide a full and detailed description of the complaints.

11. MONITORING AND REVIEW OF THE POLICY

The policy will be constantly monitored and reviewed whenever necessary. This should happen at least once every three (3) years.

12. APPROVAL OF THE POLICY

The Director-General hereby approves the DPW Language Policy that serves to give effect to the Use of Official Languages Act, 2012 (Act No.12 of 2012). It comes into effect from date of the DG's signature.



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA

Name of Document	LANGUAGE POLICY
Name of Branch	CORPORATE SERVICES
Branch Head	Clive Mtshisa
Name of Chief Directorate / Directorate	Communications and Marketing
Document Number	CS/2015/05

Document developed by:	
Name:	Mashite Mogale
Capacity:	Deputy Director

Approval of Language Policy:	
Name:	MZIWONKE DLABANTU
Capacity:	DIRECTOR - GENERAL
Date of approval:	06-07-2015



arts & culture

Department
Arts and Culture
REPUBLIC OF SOUTH AFRICA

Private Bag 877, PRETORIA SOUTH AFRICA 0001
Private Bag 9091, CAPE TOWN SOUTH AFRICA 8001
Tel: (012) 406 1000 Fax: (012) 406 1000
Tel: (022) 43 463 5624 Fax: (022) 43 463 5624
www.artsandculture.gov.za

Mr Mziwonke Dlabantu
Director-General
Department of Public Works
Private Bag X65
Pretoria
0001

Fax: (012) 406 1773

Email: dq.pa@dpw.gov.za

Dear Mr Dlabantu

MONITORING BY PANSALB OF IMPLEMENTATION OF THE USE OF OFFICIAL LANGUAGES ACT, 2012

The Use of Official Languages Act, 2012, requires the Pan South African Language Board (PanSALB) to monitor the implementation of the Act by national government departments, public entities and public enterprises. In addition, PanSALB is mandated to monitor and investigate the observance of the constitutional provisions regarding the use of language.

Although PanSALB has not performed the function assigned to it by the Language Act since its enactment, it has indicated its intention to do so from 2017. The Department of Arts and Culture (DAC) has been facilitating implementation of the Act by national government departments, public entities and public enterprises since its coming into operation, as well as ensuring its own compliance as a national government department.

Thus, we hereby inform you formally that henceforth PanSALB will be the organisation to communicate with you regarding the implementation of the Act by national government departments, public entities and public enterprises. All reports on implementation should be sent to PanSALB.

We advise that your department should communicate this information to its national public entities and enterprises so that they, too, are aware that in future they will be communicating with PanSALB regarding the implementation of the Act.



**MONITORING BY PANSALB OF IMPLEMENTATION OF THE USE OF OFFICIAL
LANGUAGES ACT, 2012**

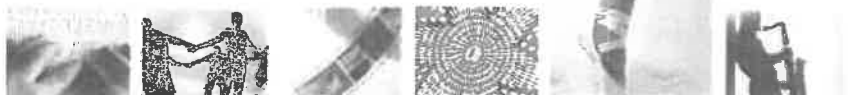
Yours sincerely



Vusithemba Ndimba

Acting Director-General of Arts and Culture

Date: 21/02/2017





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Department:
Public Works
REPUBLIC OF SOUTH AFRICA

Corporate Services Branch

Communications and Marketing

Social Media policy

Policy no: CS/2015/06

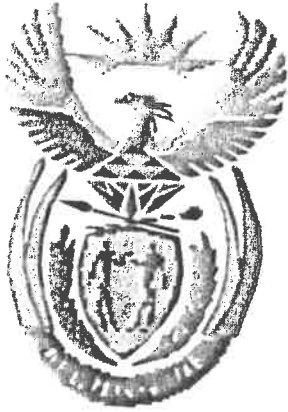
Name of the official who developed the policy : Reggie Ngcobo

Designation of the official who developed the policy : Director

Approval date of the policy : 06-07-2015

Name and signature of the approving official : Mziwonke Dlabantu

Designation of the approving official : DIRECTOR - GENERAL



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA

SOCIAL MEDIA POLICY

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PURPOSE

The purpose of this policy is to set out the framework, requirements and processes that form the basis of how the Department of Public Works (DPW) will use social media to interact and engage with citizens. This policy sets out key guidelines of how to maintain social media presence and forms the basis for the strategy, implementation, and monitoring and evaluation documents

The guidelines that have been developed by Government Communications and Information System focus on guidance in the use of social media within the DPW environment, in order to improve government transparency, participation and interaction with the public.

These policy guidelines establish the principles for:

- Public works officials using social media for official government communication purposes; and
- personal use of social media by public works officials, when the employee's government affiliation is identified, known or presumed.

Government departments or agencies differ when it comes to communication objectives, audience profiles, availability of human and technical resources, Internet use policies and other factors that will dictate if, what, when and how social media is used.

While governments around the world may face some challenges in adopting social media tools, we are convinced that the potential benefits of using selected social media tools far outweigh any risks, and these benefits will continue to grow as more and more South Africans bridge the digital divide.

The DPW has 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.

The DPW has produced this policy to help clarify how best to enhance and protect institutional and personal reputations when participating in social media. The use of social media in the department will also be governed by the department's Internet and email policies, which sets out unacceptable behavior while using the Internet.

BACKGROUND

The phenomenal growth in digital technology and the rise of social media platforms over the past few years have revolutionized the way in which people communicate and share information.

The use of social media tools has been popular in all spheres of government around the world. This provides an opportunity for two-way communication between government and citizens, partners and stakeholders, thereby increasing the frequency and speed of engagement. At the

same time social media presents new challenges to government who must address resulting citizen expectations and the differences in communication culture while navigating the blurry line between official and personal use.

With this in mind, governments across the world have begun to recognise the need to embrace social media, but are generally still learning to integrate these new communication tools into existing plans and processes.

PROBLEM STATEMENT

The DPW does not have a policy that guide the use of social media. The absence of such policy often results in the Department:

- (a) Lagging behind in terms of embracing trends in modern government communications and bridging the digital divide
- (b) Not fulfilling its constitutional mandate of promoting access to information
- (c) Not pro-actively engaging and mobilizing its internal and external stakeholders

The above informs the need of this policy to guide DPW officials in the use of social media.

LEGISLATIVE FRAMEWORKS

1.1. National Legislation

- The Constitution of the Republic of South Africa, 1996
- Promotion of Access to Information Act, 2000
- Promotion of Administrative Justice Act, 2000
- Public Service Act, 1984
- The Protection of Information Act, 1982
- The Copyright Act, 1987
- Electronic Communications and Transactions Act, 2000

1.2. National policies and guidelines

- Corporate identity and branding guidelines, 2005
- GCIS Editorial Style Guide, March 2013
- GCIS Government Communicators' Handbook, 2014/2017
- Minimum Information Security Standards

- Managing Electronic Records in Governmental Bodies: Policy, principles and requirements, 2004 (Department of Arts and Culture)
- Records Management Policy Manual, 2006 (Department of Arts and Culture)
- Code of Conduct for the Public Service, 2002 (Public Service Commission)
- Batho Pele Core Values

SCOPE OF APPLICATION

This policy covers all facets of social media with regards to the South African Government's use thereof as well as the values, responsibilities, content guidelines, employee interactions, citizen conduct and brand compliance. These are all aspects that have to be adhered to and this policy defines exactly what is expected from each of these key areas.

▪ *Limitations to the scope of this policy*

Related areas that fall outside the scope of these guidelines include:

- Internet and e-mail use and policy
- Internet search engine optimization

technical implementation of social media platforms i.e. a focus on the hardware, software, technical protocols (including network access) and human resource issues relating to the actual implementation of social media tools within a department

BENEFITS OF USING SOCIAL MEDIA

The DPW purpose is to use social media alongside other communication tools to achieve specific communication goals.

The following are some benefits to the department of Public Works of using social media:

- increasing the department's access to larger and more diverse audiences
- improving accessibility of the departments communication
- allowing the department to adjust or refocus communications quickly, where necessary,
- improving long-term cost effectiveness of departmental communication
- increasing the speed of constituent feedback and input,
- reaching specific audiences on specific issues and
- reducing the department's dependence on traditional media channels to communicate with its stakeholders.

SOCIAL MEDIA GUIDELINES

The following policy guidelines prescribe acceptable behavior for:

- Government employees using social media for official government communication Purpose; and
- Personal use of social media by government employees.

When using any type of social media on behalf of the Department of Public Works, you must:

- Be credible – accurate, fair, thorough and transparent.
- Be respectful – encourage constructive criticism and deliberation.
- Be cordial, honest and professional at all times.
- Listen before you talk – before entering any conversation you need to understand the context.

Be clear on who?

- Is the potential audience and whether.
- Is there a good reason to place a comment or respond?
- Write what you know – you have to know your facts and cite credible sources.
- Acknowledge if a mistake is made through your comment or response and respond to it immediately.
- Be both reactive and responsive – when you gain insight share it where appropriate.

Personal Social Media accounts

- Where the departmental official use social media platform and wish to provide personal comments on the platform, they may contravene the public servants code of conduct and bring the department into disrepute or be misinterpreted as being an official spokesperson of the department. All departmental officials must adhere to the departmental code of conduct and confidentiality which extends to all citizens interactions.
- Any personal social media accounts, or accounts unrelated to the Department that currently exist or which may be created in future, may not be registered using the departmental issued email address. This applies to any social media platform that requires an email account to register. These accounts must make use of private email addresses and contact details.
- Departmental Servants cannot use government-related usernames or handles when using or setting up their personal accounts. E.g DPW_Reggie or publicworks_reggie

Implementing social media platforms

Usage of social media platforms will be done as part of a wider effort to the department's communications strategy.

To ensure that departmental social media platforms are visited often, updates on issues and new content will be provided regularly. Staff and other external stakeholders will be informed when there is new information on the platform. This will create long-term interest and regular contributions from the public.

Brand Compliance

Social Media is fundamentally a part of the public space and it is imperative that the Corporate Identity (CI) manual of the department is adhered to in an effort to create consistency across all official social media presences. The branding form part of not only the identity but also underlies certain core values and characteristics. Failing to adhere to this would result in the Department or any one of its communication being misrepresented and potentially create confusion to the public.

Account Security

The passwords of all departmental social media accounts must be changed every quarter. All passwords must comply with the departmental ICT security policy.

Records Keeping

The Chief Directorate Communication & Marketing must keep records of all information posted online. All information and correspondence on social media must be recorded and achieved, in terms of the National Archives and Records Services of South Africa's Records Management Policy.

Internal Skills Development

Departmental officials using the social media on behalf of the Department must go through a training process before being allowed access to any social media accounts. It is the responsibility of the chief Directorate Communication & Marketing to ensure that adequate training is provided to such officials.

Monitoring & Reporting

Social Media Accounts must be monitored on a daily basis. Items to be monitored include the following:

- Comments on published content
- Enquiries received via comments or inbox /direct message
- Online sentiments becoming increasingly negative, etc

Tracking progress is vital so that changes in strategy or tactics can be quantified with report data. It is recommended that Key Performance Indicators be checked once per week and be reported on once per quarter.

REVIEW

This policy shall be reviewed as and when necessary but at least once every five (5) years.

DEFINITION OF TERMS

Account	This refers to a valid profile using a social media platform for the purpose of official social media use. Without an account one cannot create a profile.
Citizen	Any individual that resides in the country.
Digital Divide	An inequality between individuals, groups, socioeconomic status, businesses and geographic areas in terms of access to, use of, or knowledge of information and communication technologies (ICT) in particular to computers and the Internet.
Media	The methods used to communicate a message, including spoken words, print, radio, television, or the Internet.
Social Media	A collection of interactive online platforms and tools that individuals, groups and other organisations use to share content, profiles, opinions, insights, experiences, perspectives and media itself. It allows for the creation and exchange of user-generated content.
Social Media Platforms	The tools or mechanisms that are used to facilitate the creation and exchange of content generated for and by users.
Social Media Presence	When an individual, group or organisation creates an account on any social media platforms.

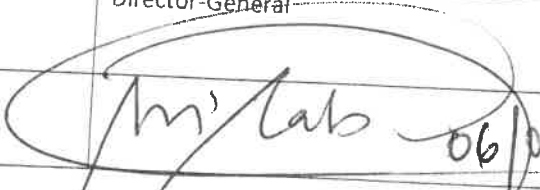


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Name of Document	SOCIAL MEDIA POLICY
Name of Branch	CORPORATE SERVICES
Branch Head	Clive Mtshisa
Name of Chief Directorate / Directorate	Communications and Marketing
Document Number	CS/2015/06

Document developed by:	
Name:	Reggie Ngcobo
Capacity:	Director

Approval of Social Media Policy:	
Name:	M. Dlabantu
Capacity:	Director-General
Signature and date of approval:	 06/07/2015