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## GLOSARY

CEOs	Chief Executive Officers
CROs	Chief Regional Officers
GRN	Government of the Republic of Namibia
HPP	Harambee Prosperity Plan
ICT	Information and Communication Technology
KPI	Key Performance Indicator
MICT	Ministry of Information and Communication Technology
O/M/As	Offices, Ministries and Agencies
PROs	Public Relations Officers
TV	Television



## FOREWORD



The Government of the Republic of Namibia launched the Harambee Prosperity Plan (HPP) to be a roadmap to champion Namibia's march to prosperity. That entails the need to create enabling systems, policies and plans that will help fast track this vision.

It is against this background that a pillar on Effective Governance and Service Delivery was included in HPP. This pillar aims to improve accountability and transparency with the purpose of enhancing service delivery to the public.

Through this pillar, the HPP therefore necessitated the need for government through the Ministry of Information and Communication Technology to develop a plan for aligning the function of Public Relations, Media, Information and Liaison officers to their core function of information dissemination. This is with a purpose of providing unfettered access to public information by the public.

It is therefore my conviction that this plan will go a long way in enhancing the way that government and its agencies manage and share public information in their possession with the public. The plan also outlines clear functions of Government Public Relations Officers with the aim of creating a generic mindset by all those assigned to carry out function.

Guidelines are therefore clearly outlined herein with a substantive implementation plan that will cascade into individual communication plans for all government offices, ministries, agencies, regional councils and local authorities in the country.

As the Minister responsible for the coordination of all government information and communication, it is my honour to present this Communication Plan and commit it to all those intrusted with the management and dissemination of government information in the spirit of Harambee.

**HON. TJEKERO TWEYA (MP)**

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**MINISTER OF INFORMATION AND  
COMMUNICATION TECHNOLOGY**



## BACKGROUND

This document is informed by the need to provide information to the public as a means of creating an open and transparent government in line with the Harambee Prosperity Plan on Effective Governance and Service Delivery. It therefore necessitated the need for the Ministry of Information and Communication Technology (MICT) to align the functions of government Public Relations Officers (PROs) to their co-function of information dissemination. In addition, it embraces the government's Information Policy and the Access to Information legislations.

## COMMUNICATION VISION AND MISSION

OUR COMMUNICATION VISION	OUR COMMUNICATION MISSION
<ul style="list-style-type: none"> <li>To be a world class government in creating an inclusive information society</li> </ul>	<ul style="list-style-type: none"> <li>To render an effective information service to the Namibian society</li> </ul>

## COMMUNICATION PLAN VALUES / PRINCIPLES

- Accessibility, Accountability, Clarity, Equality in Diversity, Equitable Access to Information, Honesty, Inclusive Communication, Integrity, Openness, Relevance, Reliability, Service Orientated, Currency

## FUNCTIONS OF PUBLIC RELATION OFFICERS / INFORMATION OFFICERS/ MEDIA OFFICERS

Public Relations is a function in the public service that affords the incumbent Public Relations Officer the opportunity to manage and disseminate information to both internal and external stakeholders.

According to Cabinet Decision 4th /15.02.2000/006, in order to become involved in strategic planning, all Offices /Ministries/Agencies (O/M/As) should ensure that PROs have immediate and full access to political office bearers and senior managers to obtain comments or factual information to enable them to react to media reports with the assistance of the Ministry of Information and Communication Technology (MICT). Government Public Relations Officers should also be given an opportunity to attend management meetings to allow them to have first-hand information on developments in the institutions they are serving. This Communication Plan targets all three organs of state namely : the Executive, the Legislature and the Judiciary, and shall be implemented by all PROs, Media Officers and Information Officers in all O/M/As at central, regional councils and local authority levels.

Public Relations Officers in all O/M/As, regional councils and local authorities are therefore expected to:

- Pro-actively communicate information on government programmes, policies and activities to internal and external stakeholders.
- Provide permissible access of government Information to the public.
- Effectively use available technologies and communication tools for effective and timely information dissemination.
- Identify and manage factors that negatively impact government image and provide restorative measures.
- Implement and review communications activities in line with all government policies and programmes.



- Plan, implement and evaluate communication messages in accordance with stated objectives.
- Strengthen government media relations locally, nationally and internationally.
- Monitor the media to analyze coverage of government issues and provide feedback on all queries related to government activities, programmes and policies.
- Assess communication needs and align it to communication plans.
- Promote a two-way communication between Government and the Public to enhance transparency and accountability.

## **GUIDELINES FOR EFFECTIVE INFORMATION DISSEMINATION BY PROs**

This Section provides guidelines on how PROs can effectively disseminate government information to the public. It is divided into External information dissemination guidelines and Internal information dissemination guidelines.

### **EXTERNAL INFORMATION DISSEMINATION GUIDELINES: GOVERNMENT PROS ARE TO:**

#### **1. Conduct Press Conferences/ Briefing on Regular Basis**

Utilize press conferences/ briefings as a platform to disseminate information. To effectively do this, PROs should:

- Develop a press conference events calendar in consultation with the Office of the Permanent Secretary, Chief Regional Officers (CROs) and Local Authority Chief Executive Officers (CEOs).
- Prepare and provide press kits.
- Establish and maintain proper relationships with media organizations.
- Organize press conferences/ briefings to provide clarity on government issues.

#### **2. Effectively utilize Electronic Media**

- This includes Television, Radio, Telephones, Cell Phones, Internet & E-Mails.
- Intensify the use of Radio and TV talk-shows to clarify government activities and programs.

#### **3. Embrace Social Media Use Policy**

The use of social media provides an opportunity for two-way communication between government and citizens, partners and stakeholders thereby increasing the frequency and speed of engagement.

All O/M/As, regional councils and local authorities, should embrace the use of social media platforms such as Face book, Twitter, You Tube, Instagram, WhatsApp, Blogs and Linked-in.

#### **General social media guidelines to be observed when using any type of social media:**

- Be credible – accurate, fair, thorough and transparent.
- Be respectful – accept constructive criticism and deliberations.
- Be cordial, honest and professional at all times.
- Listen before you talk – before entering any conversation you need to understand the context.
- Determine the potential audience.
- Determine good reasons to place a comment or a response.
- Write what you know – you have to know your facts and cite credible sources.



- Research on topics before commenting to be informed first, in order to make sure that facts such as statistics are accurate.
- Acknowledge mistakes made through your comment or response and respond to it immediately.
- Be both pro-active and responsive – when you gain insight share it when and where it is appropriate.
- The protocols that apply when you are acting as an official representative of government should be followed when you are talking to the media, speaking at a conference or using social media.
- Approval should be sought from authorities when employees who are not official spokespersons of government institutions are to make comments and contributions on behalf of government.
- Pro-actively portray a formal/official image of government in all social media communications at all times.

#### **4. Oversee the regular update of websites**

- Work closely with IT sections in government to ensure regular update of O/M/As websites.
- Gather information from all structures of O/M/As for website update.
- Oversee the upload of all policies, legislations, programmes, documents, statements of Ministers, Governors and other Policy Makers on the website eg. HPP, Constitution, Acts, and other Government Policies.

#### **5. Engage Print Media for Information dissemination**

- Newspapers
- Magazines
- Newsletters

#### **6. Monitor the Media Regularly**

- Monitor the amount of coverage both in print, electronic and broadcast media.
- Quantify the extent of Government publicity.
- File newspaper clippings of all relevant advertisements and stories about your respective O/M/As.
- Create a database of information for future reference.

#### **7. Corporate Identity to be developed and maintained**

It is expected of the Public Relations Officer to:

- Identify sensitive matters affecting the image of the O/M/A.
- Identify and discuss opportunities for the enhancement of the O/M/A's public relations image regularly and develop specific activities that will promote that image, e.g. through presentations at schools/institutions of learning, development of GRN videos, etc.
- Address major inquiries and complaints that could tarnish government corporate image, and implement corrective measures.
- Respond timely and appropriately to issues that are reported in a biased way in the media in consultation with the relevant superior, and discuss with them in a constructive manner to prevent the recurrence thereof.
- Plan, arrange, control and lead the O/M/A's presence at agricultural and industrial shows countrywide, including providing logistical assistance to the various divisions in the preparation of their stalls.
- Develop a communication network with all staff members, senior management, stakeholders and the entire public.





## **8. Re-brand O/M/As in line with government policies**

### **During re-branding, PROs should take into account the following:**

- The logo
- The typefaces and fonts
- Colours of all National Symbols
- The use of language, i.e. 'Namibia' or ' Republic of Namibia'
- The use of slogan, if applicable
- The use of additional features with the national flag and the national coat of arms.

## **9. Participate in Trade Fairs/ Trade Expos/Exhibitions to bring information closer to the people**

- Public Relations Officers should plan, arrange, control and lead the O/M/A's presence at agricultural and industrial shows, Trade Expos and Career Fairs countrywide.
- PROs should provide logistical assistance to the various divisions in preparation of their stalls.

## **10. Collaborate with government central communication unit at Ministry of ICT**

- Send all relevant information to the unit when requested;
- Attend meetings and participate in government communication planning;
- Forward weekly ministerial calendars of activities to MICT;
- Participate in government PRO forums.

## **11. Coordinate the translation of information into national languages**

- All relevant public information such as the constitution, legislations, programmes, documents and Other policies to be translated into national language for easy access by the public.

## **INTERNAL INFORMATION DISSEMINATION GUIDELINES: GOVERNMENT PROS ARE TO:**

### **1. Conduct regular Meetings to plan and brief staff about operations of PROs**

- Conduct staff meetings with the employees of the O/M/As at different levels, to inform them about the communication strategy as well as the expectations during the process.
- Provide regular briefing to management.
- Collaborate with the Human Resources (HR) component and plan for induction for all new employees to teach them about the organisation and its culture.

### **2. Effective use of Intranet within O/M/As**

- Circulate press releases to all staff members for information sharing.
- Electronic-mail system should be used as a quick medium to disseminate essential information to all internal stakeholders.
- Share Cabinet decisions action letters with all staffs for awareness and implementation purposes.

### **3. Publish Quarterly Newsletters for internal information sharing**

- Newsletter should be utilized as a platform to communicate, amongst others, organizational activities, management decisions, and policy changes.
- Quarterly electronic employee newsletter will utilize simple and understandable language.





## IMPLEMENTATION PLAN

The following section is meant to set an implementation plan to ensure effective information dissemination to the public. It is divided into External and Internal Information dissemination indicators with deliverable time frame and action steps. The plan is meant to be a guide for O/M/As annual implementation plan which will further be aligned to this implementation plan.

- Staff movement sections should be included in newsletters to share information in the organization about promotions, transfers, terminations, disciplinary cases, training, etc.

### EXTERNAL INFORMATION DISSEMINATION PLAN

Action steps (How to achieve targets)	KPI/Outcomes (Measurable success criteria)	Time frame (When)
1. Conduct press conferences/ briefings	2. Face to face sessions with journalist per week	Ongoing
2. Develop and update O/M/As websites	<ul style="list-style-type: none"> <li>• Gather and package information for website from all sectors;</li> <li>• Work closely with IT to ensure regular update of websites;</li> <li>• Gather information from other directorates for website update;</li> <li>• Regularly upload policies, legislations, programme documents, statements of ministers, governors and other policy makers on the website eg. HPP, Constitution, Acts and other Government Policies.</li> </ul>	Daily Ongoing Ongoing Ongoing
3. Effectively utilize electronic and broadcast media	<ul style="list-style-type: none"> <li>• Each O/M/A to arrange and conduct 2 Radio and/or TV talk- shows per month;</li> <li>• Effectively utilize the weekly NBC – Public Service Corner.</li> </ul>	Monthly Weekly
4. Embrace the use of Social media	<ul style="list-style-type: none"> <li>• Each O/M/A to set up 1 social media page on each of the following platforms : Facebook, Twitter, YouTube, Instagram, WhatsApp, Blogs and LinkedIn</li> <li>• Regular updates of all O/M/A' s social media pages to be done daily</li> </ul>	June 2017 Daily
5. Engage print media for information dissemination	<ul style="list-style-type: none"> <li>• Each O/M/A to send out at least 1 update on activities and achievements to print media for publication;</li> <li>• Each O/M/A to send 1 update on activities going on in their O/M/As to MICT every month for publishing in the Government Information Bulletin;</li> <li>• Send SMS feedback to MICT for publishing in the New Era newspaper.</li> </ul>	Monthly Monthly
6. Monitor the media regularly	<ul style="list-style-type: none"> <li>• Each O/M/A to provide feedback on every query received within 24 hours</li> </ul>	Daily



7. Embrace and maintain the use of intranet O/M/As	<ul style="list-style-type: none"> <li>• Each O/M/A to standardize corporate identity;</li> <li>• Each O/M/A to maintain corporate identity daily in accordance with this communication plan.</li> </ul>	June 2017 Daily
8. Re-brand O/M/As in line with government policies	<ul style="list-style-type: none"> <li>• Create O/M/As profile detailing the mandate vision and mission and ensure they are published in local media;</li> <li>• Ensure that this process is repeated at the beginning of each Financial year;</li> <li>• Each O/M/A to provide updated contact directories of all its staff members to MICT for publishing in the Government Address List by January of each year.</li> </ul>	June 2017  Annually  January Annually
9. Publish external Newsletter	<ul style="list-style-type: none"> <li>• Each O/M/A to publish 1 newsletter edition quarterly;</li> <li>• Each O/M/A to publish 1 electronic newsletter edition quarterly for download on their websites and social media platforms.</li> </ul>	Every 3 months
10. Provide Responses to media queries on regular basis	<ul style="list-style-type: none"> <li>• Each O/M/A to provide feedback on every query received within 24 hours;</li> <li>• Each O/M/A to provide press statements through the MICT to the media within 24 hours to clear up all misleading allegations.</li> </ul>	Within 24 hours of queries  Within 24 hours of queries
11. Publish annual reports	<ul style="list-style-type: none"> <li>• Each O/M/A to publish annual report and avail it to the public within 2 months after the end of each financial year.</li> </ul>	May of each year
12. Issue Press releases	Circulate press releases on all media platforms by Wednesday every 2 <sup>nd</sup> week.	By-weekly



13. Market O/M/As programmes and activities	<ul style="list-style-type: none"><li>• Each O/M/A to conduct 1 open day per quarter to exhibit and educate the public on its function</li><li>• Each O/M/A to ensure all its programmes and activities are marketed at least once a month using each of the following :<ul style="list-style-type: none"><li>○ corporate gifts,</li><li>○ banners,</li><li>○ posters,</li><li>○ leaflets,</li><li>○ pamphlets</li><li>○ Tradefairs</li><li>○ Roadshows</li><li>○ Exhibitions</li><li>○ Website</li><li>○ Socialmedia</li><li>○ TV</li><li>○ Radio</li><li>○ Newspapers</li></ul></li></ul>	Quarterly
14. Properly Review and share information on implementation of the O/M/As Strategic plan and Communication Plan	<ul style="list-style-type: none"><li>• Publish quarterly report on implementation of the O/M/A strategic plan as well as on the implementation of the Communication Plan.</li></ul>	Quarterly
15. Collaborate with government central communication unit at Ministry of ICT	<ul style="list-style-type: none"><li>• Send all relevant information to the unit when requested;</li><li>• Attend meetings and participate in government communication planning</li><li>• Forward weekly O/M/As calendars of activities to MICT;</li><li>• Upload all Cabinet releases on the websites.</li><li>• Participate in government PRO Forums.</li></ul>	On-going



16. Translate information into national language	<ul style="list-style-type: none"> <li>All relevant public information such as constitution, legislations, programmes, documents and other policies to be translated into national language for easy access by the public.</li> </ul>	On going
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### INTERNAL INFORMATION DISSEMINATION PLAN

ACTION STEPS (HOW TO ACHIEVE TARGETS)	KPI/OUTCOMES (MEASURABLE SUCCESS CRITERIA)	TIME FRAME (WHEN)
1. Conduct Meetings	<ul style="list-style-type: none"> <li>Each O/M/A to conduct rotational weekly meetings with their different sections to share ideas and acquaint themselves with the functions of each section.</li> </ul>	Weekly/ Monthly/ Quaterly
2. Develop and maintain intranet	<ul style="list-style-type: none"> <li>Each O/M/A to ensure that Intranet is functional and all information holders in those O/M/As have access to the Intranet and make use of it;</li> <li>Share Cabinet decisions action letters with all staffs.</li> </ul>	Ongoing
3. Publish internal newsletter	<ul style="list-style-type: none"> <li>Each O/M/A to ensure that they share information regarding their O/M/As using electronic internal newsletters.</li> </ul>	Quarterly
4. Maintain and update notice board	<ul style="list-style-type: none"> <li>Each O/M/A to publish their internal schedules, calendars and notifications and maintain its relevance daily.</li> </ul>	Daily



COMMUNICATION PLAN 2016/17 – 2019/20

