



# WESTERN CAPE PROVINCIAL COMMUNITY POLICE BOARD (WCPCPB) MEDIA POLICY



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## 1. ABBREVIATION AND ACRONYMS

- ☐ “WCPCPB” : Western Cape Provincial Community Police Board
- ☐ “Sub-Judice” : A particular case or matter under trial or being considered by a judge or court
- ☐ “WCUCCPFB03/2024” : Western Cape Uniform Constitution for Community Police Forums and Boards 3/2024

## 2. DEFINITIONS

- ☐ “Communications Office” : Committee which is to consist of the Chairperson, Deputy Chairperson, Public Relations Officer (incl deputy)

## 3. PURPOSE AND SCOPE:

The Western Cape Provincial Community Police Board (WCPCPB) recognizes the vital role that effective communication plays in building trust, transparency, and community engagement. This Media Policy is established to guide Western Cape CPF members in their interactions with various media platforms, including print, radio, TV, and social media. The policy aims to ensure consistent, accurate, authentic, and responsible communication while maintaining the integrity and reputation of CPF within the Western Cape.

## 4. SPOKESPERSON AUTHORIZATION:

The Western Cape CPF body understands the importance of having designated and authorized spokespersons to communicate on behalf of the structures at different levels. Authorized spokespersons include the Chairperson, Vice Chairperson, Public Relations Officer, or any representative designated by the structures. All media inquiries, regardless of the platform, should be directed to the official spokesperson/s to ensure a unified and controlled approach to communication.

### a) SUB- FORUM:

The authorized spokesperson/s for the Sub-Forum may only speak to the media on issues about the geographical area covered by the Sub-Forum unless otherwise designated in writing by a higher-level Forum or Board.

### b) FORUM:

The authorized spokesperson/s for the Forum may only speak to the media on issues about the geographical area covered by the Forum unless otherwise designated in writing by a higher-level Board.

### c) SUB-DISTRICT:

The authorized spokesperson/s for the Sub-District may only speak to the media on issues about the geographical area covered by the Sub-District unless otherwise designated in writing by a higher-level Board.

### d) DISTRICT:

The authorized spokesperson/s for the District may only speak to the media on issues about the geographical area covered by the District unless otherwise designated in writing by a higher-level Board.

### e) PROVINCIAL:

The authorized spokesperson/s for the Province may only speak to the media on issues about the geographical area covered by the Province unless otherwise designated in writing by a higher-level Board.

## 5. MEDIA ENGAGEMENT GUIDELINES:

Media interactions, including interviews and statements, should be scheduled through the structures Communications Office. Spokespersons are responsible for adhering to key messaging, ensuring accuracy in information dissemination, compliance with the Constitution, and avoiding speculative comments. Refrain from discussing ongoing investigations or matters that may compromise operational integrity. Reporters seeking information are encouraged to refer to official press releases for accurate and up-to-date information. Members should where possible refrain from commenting in any format, on sub-judice matters.

### a) SOCIAL MEDIA:

The Western Cape CPF body recognizes the significance of social media in community engagement and will maintain official accounts on platforms such as Facebook, WhatsApp, Telegram, and YouTube. Social media accounts will be managed by authorized personnel to ensure consistency in messaging and tone.

All social media activities should align with values, objectives, and the community-centric approach.

The Western Cape CPF body recognizes that one's personal social media presence can become intertwined with official duties. Therefore members of the CPF should always be aware of the Code of Conduct contained within the CPF Uniformed Constitution. Personal use of social media implies that the members are using social media for personal interest, which has nothing to do with their official duties and/or organization.

**NOTE: All CPF members should always think before they post, and they should use their common sense. CPF members should remember that even if they act or speak in a personal capacity, their position within the CPF may be known to anyone in the potential audience and may be misunderstood or misrepresented as an official position.**

#### i. **Keep CPF confidential information confidential**

CPF members may not use personal social media platforms to post confidential or proprietary information. CPF members may only use personal social media platforms to share CPF news if that information has already been officially published in the public domain.

#### ii. **Keep personal social media activities distinct from CPF communication**

CPF logos and other government branding symbols may not be used in personal social media posts without explicit permission in writing from the designated authority. CPF members can be held legally responsible for all comments that they post on their personal social media platforms.

## 6. SOCIAL MEDIA PLATFORMS:

### a) FACEBOOK:

Official Facebook accounts will be used to provide regular updates on community safety initiatives, events, and achievements and will be managed by the communications office. Responses to comments and queries will be managed in a timely and respectful manner in line with the CPF code of conduct.

### b) WHATSAPP AND TELEGRAM:

WhatsApp and Telegram will be utilized for urgent community alerts, updates, and notifications.

Group administrators will be designated and maintain an informative and controlled environment.

### c) YOUTUBE:

We recognize the visual appeal and outreach potential of YouTube. Official statements, educational videos, and community engagement content will be uploaded, ensuring alignment with values and community interests.

## 7. INFORMATION RELEASE PROTOCOLS:

All official statements and press releases must be approved by the structures Communications Office before dissemination to ensure accuracy and consistency. In crises, information will be released promptly. However, it will be done so with careful consideration for accuracy, relevance, and sensitivity to the community and those affected.

### a) KEEP YOUR POSTINGS LEGAL, ETHICAL AND RESPECTFUL;

- i. Before engaging with a specific social media channel ensure you understand its terms of reference, conventions, and etiquette. CPF members may not engage in online communication activities (personal or official) which could bring the organization into disrepute, personal details should not be distributed and official contact details (cell phone, email, etc.) should be used.

### b) RESPECT COPYRIGHT LAWS;

- i. CPF members may not post any material that is protected by copyright. When posting text and/or images, you must respect the identity of the CPF as an organization.

### c) ENSURE THAT INFORMATION PUBLISHED ONLINE IS ACCURATE AND APPROVED;

- i. In official social media postings, all reasonable efforts must be made to publish only facts and statements that can be verified, not personal opinions or speculations. People should be referred to official CPF contact, social media pages, and websites, where appropriate, for more detailed information.

## 8. CRISIS COMMUNICATION:

In the event of a crisis or emergency, the structure will activate a designated crisis communication team. This team will handle media interactions, provide regular updates, and disseminate information transparently while ensuring the well-being and privacy of those involved.

## 9. TRAINING AND AWARENESS:

The structure is committed to ensuring that all spokespersons and personnel managing social media accounts are adequately trained. Training sessions will be convened from January 2025 and cover media relations, crisis communication, and the responsible use of social media to align with this policy.

## 10. COMMUNITY ENGAGEMENT:

We recognize the importance of fostering a positive relationship with the community through open and transparent communication. Regular community forums, town hall meetings, and feedback sessions will be organized to allow residents to voice their concerns and suggestions directly.

## 11. REVIEW AND AMENDMENTS:

This Media Policy will undergo regular review, at least annually, to adapt to changing media landscapes and communication needs. Amendments may be made as necessary to ensure continued relevance and effectiveness.

## 12. ACCOUNTABILITY:

All members of CPF structures will be held accountable in terms of the WCUCCPFB03/2024 and its Code of Conduct.

Media Policy Conception:

- **TASK TEAM**

Mr. Justin Kumlehn - Cape Town Cluster  
Mr. Mark Lintnaar - Provincial Board Public Relations Officer  
Ms. Fransina Lukas - Provincial Board Chairperson  
Mr. Martin Makasi - Provincial Board Secretary  
Mr. Rafique Foflonker - Mitchells Plain Cluster Chairperson

- **KEY CONTRIBUTORS**

Ms. Funeka Soldaat - Khayelitsha Cluster Chairperson  
Mr. Gerhard Engelbrecht - Milnerton Cluster Chairperson  
Col Andre Trout - Provincial SAPS Communications

Media Policy Supported and Accepted by:

Ms. Fransina Lukas \_\_\_\_\_ on 25 July 2024, as decided by the Western Cape Provincial  
Community Police Board.



Signature

