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To: Deputy Directors-General, Chief Directors, Directors (Head Office and district offices), Deputy Directors, Circuit Managers, Heads: Inclusive Specialised Learner Education Support, District Officials, Principals and Chairpersons of governing bodies of public schools

Short summary: *Implementation of the Western Cape Government's Social Media Code of Conduct.*

**Subject: Implementation of the Western Cape Government (WCG) Social Media Code of Conduct**

1. On 19 September 2023, the Coordinating Chamber of the Public Service Coordinating Bargaining Council of the Western Cape Province duly consulted the WCG Social Media Code of Conduct.
2. The purpose of the WCG Social Media Code of Conduct is to inform employees of their personal responsibility when posting material on their social media platforms and ensure that their posts are neither inappropriate or harmful nor bring the WCG, its employees or citizens into disrepute.
3. The objectives of the Code of Conduct are to inform employees of the employer's expectation of the personal responsibility of employees when using social media platforms in a personal capacity and to define stakeholder roles and responsibilities.
4. Social media misconduct by public school educators is regulated by the Employment of Educators Act, 1998 (Act 76 of 1998), particularly Schedule 2, which contains the Disciplinary Code and Procedures for Educators. Schedule 2 should be read with Schedule 8 (Code of Good Practice Dismissal) of the Labour Relations Act, 1995 (Act 66 of 1995).
5. The *Government Communication Policy, 2018*, issued by the Department of Government Communication and Information Systems in 2019, stipulates that all communication with the news media, including media releases, statements or comments, interviews, opinion pieces and letters to the editor, fall under the media engagement activities of government.

The media engagement role of the Western Cape Education Department (WCED) is solely allocated to the Directorate: Communication.

5.1 Authorised spokespersons include:

- (a) The Provincial Minister of Education and his/her official spokesperson (Media liaison officer);
- (b) The Head of Department (HoD);
- (c) The Director for Communication;
- (d) Support spokespersons and staff identified within the Directorate: Communication; and
- (e) Technical spokespersons identified by the Director: Communication.

5.2 Process for media engagement:

- (a) Media enquiries relating to the WCED, including all public schools, must first be brought to the attention of the Director: Communication or authorised spokespersons.
- (b) Permission must be sought to engage with the media on school-related matters.
- (c) Permission can be obtained by emailing the Director: Communication.
- (d) Media photography or videography in schools requires the prior approval of the HoD or his/her nominee.
- (e) All media engagement must be Protection of Personal Information Act compliant. The relevant consent forms must be obtained for photographic or video graphic purposes.

6. Heads of institutions and relevant managers are required to inform all staff of the content of this circular and the attached WCG Social Media Code of Conduct.

**SIGNED:** B WALTERS

**HEAD: EDUCATION**

**DATE:** 2024-06-20