



COMMUNICATION STRATEGY

(Updated in October 2024)



MERA FONG CITY

LOCAL MUNICIPALITY

P.O. BOX 3, CARLETONVILLE, 2500 – TEL: (018) 788 9500

COMMUNICATION STRATEGY

Document Ref No.:	
Resolution No.:	
Authors / Created by:	Manager: Marketing & Communications
Revision / Last updated:	October 2024
Next Review Date / Frequency:	
Applicability:	
Effective Date:	
Approved by and on (Indicate Date of Approval):	
MM's Name and Signature:	

1. Introduction

The Merafong City Local Municipality Communication Strategy is designed to enhance effective communication between the municipality, its residents, stakeholders, and government entities. This strategy aims to improve transparency, increase public participation, and ensure that information is accessible to all.

2. Objectives

- Strengthen communication between the municipality and residents.
- Improve access to information on municipal services and developments.
- Enhance public participation in governance and decision-making.
- Build a positive reputation and trust in municipal leadership.
- Ensure efficient crisis communication and response management.

3. Target Audience

- **Internal stakeholders:** Municipal employees, council members, and administrative departments.
- **External stakeholders:** Residents, businesses, community organizations, media, NGOs, and other government bodies.
- **Special interest groups:** Youth, senior citizens, persons with disabilities, and marginalized communities.

4. Key Messages

- The municipality is committed to transparency, accountability, and efficient service delivery.
- Public participation is essential in decision-making and governance.
- Residents have access to various municipal services and support programs.
- The municipality prioritizes economic development, job creation, and infrastructure improvements.

5. Communication Channels

Traditional Media

- Local newspapers
- Community radio stations
- Municipal newsletters

Digital Media

- Municipality website with regular updates
- Social media platforms (Facebook, Instagram, WhatsApp groups)
- Email newsletters

Direct Engagement

- Community meetings
- Public consultation forums
- Ward-based communication (ward councillors as key messengers)

Emergency Communication

- SMS alerts for urgent updates
- Radio and television broadcasts for disaster and crisis management
- Dedicated hotline for emergencies and service inquiries

6. Implementation Plan

Activity	Responsible Party	Timeline
Monthly newsletters	Marketing & Comms	Ongoing
Community meetings	Ward Councillors	Ongoing
Website updates	ICT & Marketing	Ongoing
Crisis communication	Disaster Management Team	Ongoing

7. Monitoring and Evaluation

- Track engagement on digital platforms (social media analytics, website traffic).
- Conduct regular surveys to assess public satisfaction and communication effectiveness.
- Monitor media coverage and public sentiment.
- Adjust strategies based on feedback and emerging challenges.

8. Crisis Communication Plan

- Establish a rapid response team for emergencies.
- Define clear protocols for communication during disasters.
- Ensure timely and factual dissemination of crisis-related information.

9. Conclusion

Effective communication is essential for building a well-informed and engaged community. By implementing this strategy, the Merafong City Local Municipality aims to strengthen relationships with its residents, enhance service delivery, and foster trust in local governance.