

LANGEBERG MUNICIPALITY COMMUNICATION ACTION PLAN

Langeberg Municipality's Communication Action Plan is updated annually to guide the implementation of the Communication Strategy, aligned to the priorities identified in the Municipality's IDP and subsequent to the budget allocated to the communication function.

Using a mix of digital and traditional media, community outreaches, and public engagements, the plan keeps residents informed about projects, policies, and services. Public engagement is a priority, with mechanisms such as surveys and stakeholder meetings that help to incorporate public feedback into decision-making and strengthen a participatory democracy.

Stakeholders

- **Langeberg Municipality Staff:** Internal stakeholders involved in implementing communication strategies and engaging with the public.
- **Residents:** Direct beneficiaries of municipal services, the primary audience for the municipality's communication efforts.
- **Local Businesses and Investors:** Important collaborators in economic development, public participation, and awareness campaigns.
- **Non-Governmental Organizations (NGOs):** Key partners in community outreach, substance abuse prevention, and disaster management education.
- **Schools and Educational Institutions:** Collaborators in campaigns such as the Back to School and Substance Abuse Awareness programs.
- **Media:** Local radio stations, newspapers, and online platforms for disseminating information via press releases, advertisements, and interviews.
- **Government Partners:** National and provincial authorities that support programs related to public safety, infrastructure, and economic development.
- **Vendors and Contractors:** External partners in organizing events, printing materials, and executing public campaigns.
- **Community Leaders and Forums:** Influencers in local neighbourhoods who help in mobilizing participation for various initiatives and surveys.
- **Visitors/ Tourists:** Visitors to the area.

Themes

The following themes will be covered throughout the year:

- New Policies and By-Laws
- Budget & IDP Public Participation
- Mid-Year Capital Projects Report
- Annual Performance Report
- Audit Outcomes
- Back to School Campaign
- Disaster Management Awareness
- Water Saving Awareness
- Batho Pele Principles
- SMS Database Promotion
- Tender & SMME Registration Awareness
- Library Week
- EPWP Success Stories
- Substance Abuse Awareness
- Recycling Awareness
- Fraud Prevention
- Youth Month Campaigns

- Informal Trading Guidelines
- Women's Day Event
- Heritage Day & Casual Day
- Employee Wellness & Sports Day
- Farmworker of the Year Competition
- 16 Days of Activism
- Festive Season Awareness
- Office Closure Notices
- Road Safety Awareness
- Economic Development Programs
- Digital Literacy & e-Government Services Awareness
- Health & Wellbeing Initiatives
- Municipal Service Delivery Updates
- Emergency numbers
- Recycling
- Information pieces on services – Town Planning, Traffic Services, Cemeteries, Community halls, Parks and Nature Conservations, Sport Facilities, Swimming Pool, Accounts, Waste Removal, Electricity, Libraries
- Services offered at the Thusong Centre
- Top issues of complaints at the Call Centre
- Account and Indigent Subsidy updates
- Loadshedding
- Events in the area

Communication Tools

The municipality employs a variety of communication channels to ensure effective outreach and engagement with stakeholders:

External Communication tools:

- Print media advertisements
- Press Releases
- Radio: Interview slots & Jingles
- Call on-hold phone message
- Facebook, X And Instagram
- Ward Committee and Council WhatsApp Groups
- WhatsApp Channel
- Video Clips
- Bulk SMS
- Citizen Engagement App
- Email
- Email signatures
- Website
- Newsletter
- Ward committee members
- Knock and drop post boxes
- Public meetings / Presentations
- Account notices
- Loud hailers
- Notice Boards
- Billboards / Street lamppost signs

- Brochures / flyers
- Posters: Municipal and Traffic Offices, Libraries, Schools, Clinics, Thusong Centre, Shops
- Community Development Worker's Local Coordinating Forum
- District Communication Forums

Internal Communication tools:

- Municipal Notice Boards
- Memo's/ Circulars
- Email
- Internal meetings
- Internal Newsletter
- Login Screens
- WhatsApp Groups
- Website

Activities

The communication department ensures consistent and effective engagement with stakeholders through various channels. These activities help keep residents informed, encourage public participation, and strengthen transparency in municipal operations.

Activity	Communication Channel	Budget	Comments
Newsletters (External)	Website, Email Lists, Social Media, Bulk SMS	-	- 10 Editions per year (excl. January & December) - Communication with our clients and stakeholders
Newsletters (Internal)	Email Lists	-	- 10 Editions per year (excl. January & December) - Employee communication
Social Media Posts	Social Media (Facebook, Twitter, Instagram)	-	- Minimum of 20 posts per month - Regular engagement
Collab Citizen Application			- All website articles and bulk SMS messages are distributed on this alternative platform.
Press Releases	Media Email Lists	-	- Informing the public & media on municipal news and activities. - Coordination of media communication, media conferences and media statements.
Website Updates	Municipal Website		Updated daily, ensuring transparency and easy access to municipal information and news
Campaigns	Dependant on the nature of the campaign		- 5 Campaigns per financial year - Campaign message/s to be determined by the department, Director and the user department involved
Flyers & Posters	Distribution as determined by the department		Awareness & education
SMS & Email Campaigns	Bulk SMS, Email Lists		Direct communication with residents
Advertisements	Print Media		Expanding reach of municipal notices, messages
Loud hailing by Traffic Officials			As needed

Stakeholder Collaboration	Government		Enhancing partnerships
Surveys & Feedback Mechanisms	Online & In-Person		Engaging the community
Total			Budget allocation based on activities