



# Brand and Corporate Identity policy

**POL-MARCOM\_001**

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Authored By			
Name		Mpho Majatladi	
Position		Marketing and Communications Manager	
Signature		Date: 26 March 2025	
Reviewed and Recommended by			
Name		Mr. Vukani Memela	
Position		Acting Executive Manager: Corporate Services	
Signature		Date: 27 March 2025	
Name		Mr. Thamsanqa Mdontswa	
Position		Chief Executive Officer	
Signature		Date: 27/03/2025	
Approved By			
Name		Mr. Chris Mudau	
Position		Chairperson, Board and Accounting Authority	
Signature		Date: 31/03/2025	

## Table of Contents

1. Purpose of the Policy.....	4
2. Definitions, Acronyms and Terminology.....	4
3. Scope .....	7
4. Related Plans and Policies.....	9
5. Principles .....	9
6. Roles and Responsibilities for Implementation.....	9
7. Policy Provisions.....	10
8. Corporate and Promotional Gifts Management.....	13
9. Policy Performance Indicators.....	13
10. Policy Implementation.....	14
11. Validity of Policy.....	14

## 1. PURPOSE OF THE POLICY

The purpose of this Policy is to manage the development, usage and protection of the SASSETA's brand as an important strategic asset directly related to the reputation of the organisation. The aim of the policy is to ensure that staff, clients, suppliers, training providers, agencies and contractors and any affiliated entity of the SASSETA use the brand and its various manifestations across the corporate spectrum, faculties, centres, units, subsidiaries, and projects consistently and coherently to maintain the integrity of the brand.

This policy defines the roles, procedures, and rules for the SASSETA to ensure that these are adhered to and that there is accountability in implementing, streamlining, controlling, managing and maintaining the brand as representative of the University's reputation. The objective is to create a sense of ownership and loyalty to the SASSETA logo, strap lines, symbols and any other icon that the SASSETA may implement in its Corporate Identity Guidelines

## 2. DEFINITIONS, ACRONYMS AND TERMINOLOGY

Term	Description
<b>Advertising</b>	Calling public attention to a product and service, or by means of paid announcements to affect perception or arouse consumer desire to make a purchase or take a particular action.
<b>Barter Agreement</b>	A barter agreement is a contract wherein parties trade goods or commodities for other goods, as opposed to sale or exchange goods for money. In other words, the exchange of goods or services without the use of money as currency.
<b>Brand</b>	The SASSETA brand refers to a name or trademark connected with the organisation and its services and products. This includes the desired emotional and psychological relationship the SASSETA shares with its internal and external stakeholders.
<b>Brand Architecture</b>	Brand architecture is the discipline that focuses on the structure of brands within an organisation and their relation to each other, the corporate brand and the people who encounter the brand.
<b>Brand Essence</b>	The brand's promise expressed in the simplest, most single-minded terms (as translated in SASSETA payoff/strapline: "Your partner in skills Development."
<b>Brand Equity</b>	The added value endowed on products and services reflected in the way consumers think, feel, and act with respect to the brand, as well as in the service, market share, and reputation (profitability) the brand commands for the firm.

<b>Term</b>	<b>Description</b>
<b>Brand Guidelines</b>	A document encompassing guidelines for the use of relevant logos (primary and secondary, in all formats), templates, style guides, concepts and visual language.
<b>Brand Identity</b>	The way a brand presents itself to the consumer, the attributes, characteristics or personality that a brand aspires to communicate
<b>Brand Image</b>	The character and image of the SASSETA including the SASSETA name and logo which reflects its culture and is presented to various publics. This image is designed according to the corporate identity and messages to accord with and facilitate the attainment of the corporate objectives. It is usually visibly manifested by way of branding and / or the use of trademarks.
<b>Brand Positioning</b>	The distinctive position that a brand adopts in its market environment to ensure that individuals can tell the brand apart from others.
<b>Brand Strategy</b>	A long-term plan for the systematic development of a brand to enable it to meet SASSETA's objectives (including a determination of key audiences and an understanding of what those audiences need to know about the brand and experience).
<b>Branding</b>	Branding refers to the selection, blending and utilisation of tangible [and intangible attributes] to differentiate the product(s), service(s) in an attractive, meaningful, consistent and compelling manner.
<b>Corporate Gifts</b>	Corporate gifts are high quality items that show the appreciation and concern of a business towards its clients and employees. The type of corporate gift that a business will give to a particular client depends on the relationship the two entities have.
<b>Corporate Identity</b>	Corporate identity refers to a collection of visual elements (such as the logo, corporate colours, etc.), that identify and present the institution to its stakeholders and to differentiate itself from other organisations.
<b>Customer Equity</b>	Value of potential future revenue generated by a company's customers in a lifetime. A company with high customer equity will be valued at a higher price than a company with low customer equity.
<b>Design Elements and Principles</b>	describe fundamental ideas about the practice of good visual design that are assumed to be the basis of all intentional visual design strategies.

<b>Term</b>	<b>Description</b>
<b>Digital Design</b>	The term broadly refers to web design and other areas, includes fields such as web design, digital imaging and 3D modelling, web design, which includes digital imaging, coding, animation, web graphic design; interface design; authoring, including standardised code and proprietary software; user experience design; and a variety of other skills.
<b>Donations</b>	A gift given typically for charitable purposes and/or to benefit a cause. A <b>donation</b> may take various forms, including cash offering, services, new or used goods including equipment, clothing, toys, food, and vehicles.
<b>Featured Element</b>	The SASSETA logo, brand and icon are sacred and no variations of are permitted. Therefore, the SASSETA name may not be given any special prominence or public attention as a “featured element” in any other logo or other organisational name.
<b>Intranet</b>	A private, secured network used to share information effectively within a company to ease communication, collaboration and document sharing for people within an organization. Provides personalized information and content to users based on role.
<b>Marketing</b>	The various techniques used to attract and persuade consumers – within the SASSETA context (this refers to learner career guidance, stakeholder meetings, road shows, recruitment, corporate marketing and to specific stakeholders such as employer and employee organisations, the media and the public.
<b>MarCom</b>	Marketing and Communications department
<b>Promotional Items</b>	Promotional items are generally low value items like pens, pencils, key rings, note pads, and similar items that are small, inexpensive but useful. Although these items promote the organisation to one target market, they may not be suitable to others such as VIP’s.
<b>Reputation</b>	The overall quality, character, values, culture of a person or organisation as experienced by internal and external audience groups.
<b>Signage</b>	Signage is any kind of visual graphics created to display information to a particular audience regarding the name of a building, directions, office numbers, plinths, etc. inside or outside of buildings

<b>Term</b>	<b>Description</b>
<b>Social Media</b>	Publishing techniques and tools used for integral and popular communications between two or more groups during which they create, share, and exchange information and ideas.
<b>Sub-brand</b>	Sub-brands are part of a company's family of brands and come under the overall umbrella of the main brand or company name.
<b>SCM</b>	Supply Chain Management
<b>Sponsorship</b>	It is a form of marketing in which a corporation pays for all or some of the costs associated with a project or program in exchange for recognition.
<b>Tagline</b>	Also referred to as strapline or payoff line. It is a variant of a branding slogan typically used in marketing materials and advertising. For SASSETA this means "Your partner in skills development"
<b>Trademark</b>	A type of intellectual property - typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. Terms such as "identifier", "brand" and "logo" are sometimes used interchangeably with "trademark". "Trademark", however, also includes any device which is capable of distinguishing goods and services of one business from those of others.
<b>Typography</b>	The way the official type, pertaining to font, alignment and spacing is set as stipulated in the Brand Guidelines
<b>Visual Language</b>	Visual language refers to the style of imagery, illustration, photography, typography and layout in marketing communications material and other brand touchpoints.
<b>Website</b>	A set of interconnected webpages, prepared and maintained as a collection of information by a person, group, or organisation

### 3. SCOPE ("APPLICABLE TO")

This Brand and Corporate Identity policy applies to all permanent and contract SASSETA Board and staff, SASSETA accounting authority, SASSETA clients, learners, employer and employee organisations, educational institutions, training providers, agencies, suppliers, contractors and third parties who may have been granted the rights to use SASSETA's logo and other insignia.

The policy includes all communications and visual materials, including, but not limited to, all forms of media, printed materials, online representations, PowerPoint presentations, signage,

clothing, vehicles and communications and representations created by and for all SASSETA departments.

If all SASSETA stakeholders adhere to the brand guidelines, the SASSETA brand will be strengthened which translates into improved corporate reputation. Therefore, although the SASSETA Corporate Services Department overall and the Marketing and Communications sub-programme are the overall custodians of the brand, each member of staff plays an important role in nurturing and developing the brand reputation. Corporate Services will coordinate the overall implementation of the Brand Guidelines and will monitor the application of the brand elements across SASSETA both internally and externally.

This policy relates to the primary elements of a corporate identity to include, but is not limited to:

- Corporate design (including the SASSETA logo and or symbols, associated typeface and graphics, and the consistent way they are used visually on stationery, marketing materials, packaging, etc.).
- Corporate communication (advertising, public relations, information, social media etc.).
- The visible elements (e.g., the name of SASSETA, signs, offices, buildings, advertising, vehicle livery, packaging, letterheads, business cards, etc.) which can be used to identify the organisation.
- Digital Design (The SASSETA Website, social media platforms and Intranet).

SASSETA will take necessary action to ensure the brand is applied consistently in accordance with the Corporate Identity Guidelines to protect it from inappropriate or unauthorised use.

**This policy enables SASSETA brand to:**

- Differentiate SASSETA from other institutions. A clear and well-defined corporate identity helps to distinguish us, sets us apart from others and assist to attract high calibre staff and partners.
- Link the SASSETA brand with its operational vision and mission, target markets and all new ventures in a consistent manner. The brand communicates SASSETA's vision, mission, strategic direction, values and unique reputation, as well as the attractiveness of SASSETA products and services to stakeholders (including our own staff, our prospective and current learners, graduates, employer and employee organisations, training providers, TVETs and Universities, etc.)
- Provide direction on the use of the SASSETA logo, slogan, straplines and icon and other branding assets.
- Align all resources available for brand management to improve efficiencies and impact.
- Provide a mechanism for monitoring and reviewing of the brand, marketing strategy, and corporate communications and visual identity.
- Provide a process for handling inappropriate or unauthorised use of the SASSETA brand and corporate identity.

- Provide a process for all external stakeholders to have their artwork approved prior to production on any merchandising.
- This policy applies to all departments and individuals within the organisation who may be approached for or who originate requests for the provision of corporate and promotional gifts.
- Ensure compliance with the SASSETA corporate visual identity requirements.

#### 4. RELATED PLANS AND POLICIES

Source	Requirement
The SASSETA Corporate Identity guidelines	To ensure the correct application of SASSETA logo, straplines, and icons
The SASSETA Marketing and Communication plan	To enhance awareness of the SASSETA Brand
The SASSETA Web Standards and Procedures	To ensure the security of SASSETA information, Training Providers, Staff and Learner's data.
The SASSETA Social Media Policy and guidelines	Guides the use of SASSETA social media across the organisation
The SASSETA Annual Performance Plan	Fundamental implementation plan for all SASSETA departments

#### 5. PRINCIPLES

The policy aims to guide the organisation in the following principles:

- 5.1 Roles and responsibilities of SASSETA employees and third parties
- 5.2 Application of the Brand
- 5.3 The timeframes in which the approved support should be provided

#### 6. ROLES AND RESPONSIBILITIES FOR IMPLEMENTATION

##### 6.1 Roles of the Chief Executive Officer

The Chief Executive Officer oversees the development and implementation of the Brand and Corporate Identity Policy.

##### 6.2 Role of Executive Manager Corporate Services:

The Executive Manager Corporate Services holds overall responsibility for the existence and review of the SASSETA Brand Identity Policy and for ensuring that the SASSETA brand is implemented and managed effectively and responsibly.

### **6.3 Role of Marketing and Communications Manager:**

- 6.3.1 The Marketing and Communications Manager is responsible for the implementation of the corporate identity policy.
- 6.3.2 Updates of the Brand Guidelines will be communicated by the Marketing and Communications Manager through internal communication channels, such as the Intranet and electronic mail.
- 6.3.3 The Marketing and Communications sub-programme will develop and provide easily accessible templates for a range of documents, logos and other tools that can be used to assist internal departments and external audience.
- 6.3.4 The Marketing and Communications Manager must approve all concepts and visual styles of marketing that bear the SASSETA logo, strapline, icon, or any other aspect of the SASSETA insignia used by internal departments and external audiences:
- 6.3.5 The Marketing and Communications Manager will provide guidelines to internal departments, suppliers, contractors of the SASSETA and third parties who have been granted the rights to use SASSETA brand.

### **6.4 Role of the SASSETA Management and Staff**

- 6.4.1 It is the responsibility of all management and staff to ensure the implementation of the SASSETA Brand Policy and to protect the SASSETA brand in keeping with this policy
- 6.4.2 If guidelines for specific marketing, advertising and/or communication needs are not addressed in the Brand Guidelines, these must be referred to the Marketing and Communications Manager for discussion.
- 6.4.3 Requests for changes or deviation from the Brand Guidelines must be made in writing to the Marketing and Communications Manager.
- 6.4.4 All merchandise (promotional material) bearing the SASSETA trademarks and logos must be approved by the Marketing and Communications Manager before procurement is requested.
- 6.4.5 All items of clothing, gifting, equipment that will be used by SASSETA staff and its stakeholders must be branded according to the Corporate Identity guidelines policy

## **7. POLICY PROVISIONS**

This policy provides the rules for the consistent and professional application of the brand in all activities and services in accordance with the Brand Guidelines will foster and grow the SASSETA reputation as a leader in academic and research excellence.

### **7.1 General Provisions**

- 7.1.1 All material bearing the SASSETA logo (in any of its forms) must comply with the relevant guidelines set out in the Brand Guidelines, which is subject to updates as the brand evolves.

- 7.1.2 Approval must be obtained from any other institution or organization whose logos and/or trademarks are used in conjunction with the logos and trademarks of the SASSETA. Co-branding will be governed by the cobranding guidelines available from Corporate Identity Manual.
- 7.1.3 SASSETA trademarks may only be used by persons or entities external to the organisation pursuant to an agreement, license, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use.
- 7.1.4 Brand application pursuant to agreements: When SASSETA, is executing its contractual obligations with third-party service providers including Training Providers, Universities, colleges, TVETs Schools, (directly or indirectly), the service providers are required to consult and receive authorisation with the Marketing and Communications Manager prior to utilising any brand application in executing their contractual obligations.
- 7.1.5 With specific reference to the application of the SASSETA brand as part of a sponsorship or donation agreement, all the entities involved with, or tasked with execution in the discharge of the terms of the agreement, are required to consult and receive authorisation from the Marketing and Communications Manager before utilising the SASSETA brand applications.

## **7.2 Provisions for Merchandising**

- 7.2.1 All merchandise bearing the SASSETA trademarks and logos must be produced by officially procured vendors. No retail outlet or vendors are exempt; including projects sponsored by any of SASSETA's recognized stakeholder groups. No promotional, corporate, or departmental merchandise bearing the SASSETA logos or trademarks is exempt. This includes items for sports camps, boot camps, clubs, societies, societies etc.
- 7.2.2 No merchandise or use of the SASSETA logos and trademarks will be approved when used in conjunction with or referring to:
- Drugs or drug paraphernalia
  - Alcohol, alcohol consumption and/or abuse
  - Tobacco products and usage
  - Sexually explicit, imagery or inferences
  - Profanity or inappropriate insensitive language
  - Gambling
  - Prostitution
  - Any action deemed unconstitutional
  - Illegal activities
  - Sexism
  - Racism
  - Political and religious endorsement
  - Any other merchandise or use of the SASSETA logos and trademarks judged by the SASSETA to be inappropriate, unacceptable, or inconsistent with other policies and practices of the SASSETA.

### **7.3 Provisions for Co-branding**

The Brand Guidelines identifies guidelines for three different co-branding models:

- 7.3.1 The SASSETA brand could potentially be the lead brand/host of the event/initiative in which instance the co-brand is granted a defined space for a defined period. Naming rights are negotiated dependent on the initiative.
- 7.3.2 SASSETA could also be a partner brand for a specific event/initiative. Where the benefit for both brands is significant and dependent on the initiative, the naming rights are negotiated.
- 7.3.3 All co-branding agreements should be reduced to writing and signed by the relevant parties.
- 7.3.4 SASSETA Suppliers, Training providers and other third parties that contract with SASSETA for goods or services requesting permission to use the SASSETA logo, trademarks to imply or explicitly state a relationship or partnership with the SASSETA should send their requests to the Marketing and Communications Manager of SASSETA

### **7.4 Prohibited**

- 7.4.1 No logo, slogan, strapline, icon, or trademark of SASSETA may be altered in any way or changes made to the prescribed usage of the identification elements in the SASSETA Brand Guidelines.
- 7.4.2 Any use of the SASSETA logo, slogan, strapline or icon on commercial merchandise is prohibited without the written approval by the Marketing and Communications sub-programme.
- 7.4.3 Individuals external to SASSETA are not allowed to use the SASSETA logo, slogan, strapline or icon word marks to imply an endorsement of their goods or services by virtue of their contract with the SASSETA unless specifically authorised to do so in writing by the Marketing and Communications sub-programme.
- 7.4.4 The display of the SASSETA logo and other identifiers on vehicles, signage, presentations, corporate clothing, stationary (including letterheads and stationery) or any other item without having obtained written approval may face legal action.
- 7.4.5 Neither the name of the SASSETA, its logo, slogan, strapline, icon, or colours may be used in any way that gives a false impression, is misleading, or could cause confusion regarding the SASSETA's relationship with any person or entity. Statements that convey or imply the endorsement of a commercial product or service are prohibited.

### **7.5 Mis-use and Non-compliance**

- 7.5.1 Merchandise bearing SASSETA trademarks and produced without proper written SASSETA authorisation may be considered counterfeit or infringing on vested rights and subject to all available legal remedies.
- 7.5.2 The SASSETA reserves the right to take appropriate action when confronted with unauthorised use of its trademarks. Such actions may include seeking: temporary or permanent injunctions against the trademark infringement, unfair competition, false designation of origin, or false advertising; seizure of the goods; destruction of the infringing articles; monetary awards for actual and/or enhanced damages and other legal remedies.
- 7.5.3 Internal non-compliance with this policy will be addressed in line with the SASSETA's disciplinary process.
- 7.5.4 All unauthorised use, misuse or abuse of the SASSETA logo, slogan, strapline, icon or any other action that can negatively impact the reputation of the SASSETA must be reported to the Executive Manager Corporate Services for further action.

## 8. CORPORATE AND PROMOTIONAL GIFTS MANAGEMENT

- 8.1 Requests for Corporate and Promotional Gifts must be referred to the Marketing and Communications Manager in writing least six (6) working weeks before delivery needs to take place.
- 8.2 MarCom is also responsible for the project management of the distribution of the selected gift either through the originator of the request or by the MarCom's department.
- 8.3 The Corporate and Promotional Gifts will be sourced in compliance with the SCM guidelines.
- 8.4 MarCom, as custodian of all corporate and promotional gifts, will be responsible for the stock control of corporate and promotional gifts. All surplus gifts must be returned to MarComm immediately after the event so that it may be re-entered into stock.
- 8.5 Only MarCom may specify corporate and promotional gifts regardless of the departmental budget used to procure the items. This centralisation of inventory and corporate identity management is necessary to control of (1) corporate gifting expenditure as well as (2) the correct application of the brand identifiers.

## 9. POLICY PERFORMANCE INDICATORS

<b>Indicator title</b>	Enhance performance and advocacy of the SASSETA brand
<b>Short definition</b>	This indicator measures the correct application of the SASSETA brand elements on all SASSETA and approved third party material
<b>Purpose/importance</b>	Improve the matter in which the brand and its elements are applied and adhered to
<b>Source / collection of data</b>	Everywhere the SASSETA logo and its elements are displays for example banners, corporate clothing and other merchandising,

	website, intranet, email, stationery, advertising, vehicle signage (livery) of SASSETA
<b>Method of calculation (internal and external)</b>	<ul style="list-style-type: none"> <li>- Images of branded item (photos, videos)</li> <li>- Hard copy of branded items (internally and externally)</li> <li>- Email and written approval of application requests and final application</li> </ul>
<b>Data limitations</b>	Some third-party suppliers and training providers may use the logo unsolicited.
<b>Type of indicator</b>	Outcome
<b>Calculation type</b>	Cumulative
<b>Reporting cycle</b>	Quarterly
<b>New indicator</b>	Yes
<b>Desired Performance</b>	Improved usage of the SASSETA brand
<b>Indicator responsibility</b>	Executive Manager Corporate Services

## 10. POLICY IMPLEMENTATION

Unless specifically expressed in the document, this policy shall be deemed to take effect on the day it is approved. This policy shall be reviewed every three years or upon significant amendment(s) to SASSETA's regulatory environment.

## 11. VALIDITY OF POLICY

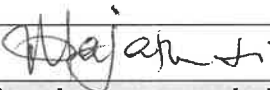
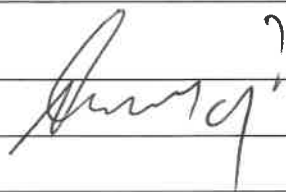

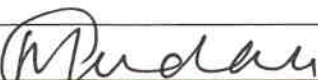
In an event of any doubt about the authenticity of a policy document, the document signed by the CEO and approved by the Chairperson of the Board shall be considered as the only document with validity and authority in the organisation.



# Media policy

**POL-MARCOM\_006**

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Authored By			
Name		Mpho Majatladi	
Position		Marketing and Communications Manager	
Signature 		Date: 26 March 2025	
Reviewed and recommended by			
Name		Mr. Vukani Memela	
Position		Acting Executive Manager: Corporate Services	
Signature 		Date: 27 March 2025	
Name		Mr. Thamsanqa Mdontswa	
Position		Chief Executive Officer	
Signature 		Date: 27/03/2025	
Approved By			
Name		Mr. Chris Mudau	
Position		Chairperson: Board and Accounting Authority	
Signature 		Date:	

## TABLE OF CONTENTS

1. Purpose of the Policy.....	4
2. Scope and Application of the Policy.....	4
3. Definitions and Terms .....	5
4. Policy Statement.....	5
5. Policy Objectives .....	5
6. Policy Format and Guidelines.....	6
7. Sources of Authority.....	8
8. Roles and Responsibilities.....	8
9. Overall Accountability to the Policy.....	9
10. Conduct about Media Interaction.....	9
11. Policy Implementation.....	10
12. Validity of Policy.....	10

## **1. PURPOSE OF POLICY**

The SASSETA strives towards fostering healthy relationships with the media and utilising the media as an effective channel of communicating with its stakeholders. It is intended to ensure one voice and to shape positive messages of the organisation. It strives to reinforce the messages through identified persons to champion this focus area. Further, the policy aims to assist the administration in complementing the message by recommending designated spokespersons to champion this key strategic area, such that faceless interaction can be avoided.

The Media policy outlines process to be followed when dealing with any of the identified media. These include print and electronic publications as well as radio and television mediums.

The policy operates on the principles of respect for free flow of information, transparency, open dialogue, accountability, and media freedom. This policy is applicable where any contact is made with the media on behalf of or in the name of the SASSETA.

This policy defines how SASSETA should engage with the media to enable SASSETA to speak with a single voice on all matters pertaining to its operations and values. To assure that information is disclosed by SASSETA is timely, accurate, comprehensive, and relevant to all aspects of SASSETA. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

For the purposes of this policy, media contact includes providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on radio, addressing a seminar or conference where the media are present, and media activities for events, reports, and launches.

## **2. SCOPE AND APPLICATION OF THE POLICY**

This policy outlines the coordination of contact between the organisation and the media. It should always apply to all staff. It is designed to ensure that in all dealings with the media, the organisation acts in a professional, coordinated manner and that all statements made are accurate and appropriate.

### 3. DEFINITIONS AND TERMS

Term	Definition
Accounting Authority	SASSETA Board
Media	The media is any method of communication with other people that are enhanced or mediated in its effect by technology.
Media Liaison	Is the interaction that takes place between the media and the organisation continuously formally or informally to unpack and inform the public about its strategic objectives and programs. This interaction can take place through media statements and press briefings.
Mass Media	Mass media are forms of communication designed to reach large audiences in a single message (including television, radio, press, cinema, webcasting, bulk email, and podcasting), industrial theatre, commuter advertising
SASSETA	Safety and Security Sector Education and Training Authority
CEO	Chief Executive Officer

### 4. POLICY STATEMENT

All engagements with media representatives on behalf of the SASSETA are to be coordinated by the Marketing and Communications department to promote and protect the public image of the organisation, build openness and accountability, and respect the media's legitimate and useful role. This policy guides official media roles within SASSETA. For additional guidance contact the Marketing and Communications department.

### 5. POLICY OBJECTIVES

Objectives of this policy are:

- To create a framework for employees to ensure the use of media meets the professional standards expected.
- To ensure that employees are aware of SASSETA's use of media as a legitimate form of communication with the stakeholders, community and
- To ensure the use of media in a workplace context complies with SASSETA's Code of Conduct and other relevant policies and legislation.

Awareness that comments SASSETA on media will be treated in the same way as any other public statement relating to SASSETA and should only be made by authorised staff members. Authorised staff must be familiar with SASSETA's Media Release Protocol and Media Procedure when posting content.

## **6. POLICY FORMAT AND GUIDELINES**

### **6.1 Background**

SASSETA has a well-established presence across a range of media channels. These channels are used as additional communication and promotion tools to complement our existing communication and marketing avenues. Predominantly media is being used to provide SASSETA employees, stakeholders, and the general public with service updates, information, and an avenue for the public to support SASSETA programs, while also learning about the organisation and our service.

This document aims to establish a process by which SASSETA's official media interactions can be managed with the best interests of SASSETA's brand and reputation in mind.

### **6.2 POLICY CONTENT**

The Marketing and Communications department assists with all communications and media needs of the organisation. The Marketing and Communications department shall serve the organisation as the central resource and primary point of contact for all representatives of the media.

The Marketing and Communications department shall:

- Provide SASSETA with the standards and direction associated with: external news; news releases; protocol in responding to news media inquiries; and monitoring news media.
- Provide information of public and media interest in a professionally prepared format to the news media, including the writing of news releases.
- Arrange interviews for the Chairperson of the Board and the CEO. The CEO may authorise Executive Managers or a subject specialist to participate in a media interview that may require technical knowledge of the subject matter.
- Assist media representatives in locating sources of information at SASSETA.
- Provide advance and concurrent media "coaching" for the Chairperson of the Board, CEO, and Executive Managers in preparation for publicity, such as media interviews; and
- Maintain media contact lists.

### 6.2.1 Interviews

Where specific media requires an interview be it telephonically, face to face, or webcam, the Marketing and Communications Manager will facilitate the interview with the media and the interviewee, his or her supervisor, and the CEO. The Marketing and Communications Manager will request questions or issues to be raised by the media before the interview and prepare/brief the department accordingly and will be part of the interview to ensure that the correct messages are communicated.

The Marketing and Communications Manager will forward written response to all media inquiries except in exceptional or crises where the CEO will be directly responsible for media interaction.

All inquiries and responses must be recorded in the Marketing and Communications department drive (archive system) as well as the Marketing and Communications department filing system to ensure accessibility and management of information.

### 6.2.2 Electronic Media (Radio and Television)

All requests for interviews must be directed to the Marketing and Communications department. The Marketing and Communications Manager will arrange interviews with the relevant Executive Manager or his or her delegate. The Marketing and Communications Manager will plan for the interview, to ensure that interviewees are adequately prepared before the interview for the line of questioning. This will ensure that the correct staff member possesses the relevant information to conduct a fruitful interview that will position SASSETA in the best possible light. Logistical arrangements in terms of venue, time, etc. must be facilitated by the Marketing and Communications department. A copy of the recording will be requested by the Marketing and Communications department.

### 6.2.3 Press Conferences and Media Briefings

Press conferences may only be organised in consultation with the Marketing and Communications Manager. The Marketing and Communications Manager, in collaboration with the relevant Executive Manager, will prepare press kits to package the information according to media use and requirements. The Marketing and Communications department will keep a record of all press conferences and press kits in the central filing system. Press Conferences may be facilitated by the Marketing and Communications Manager. Line departments would provide the details on the subject matter.

### 6.2.4 Media Releases

Media releases will only be issued through the Marketing and Communications Manager. If staff require the release of information to the media, they will contact the Marketing and Communications Manager who will assist in drafting a media release or statement for approval by the CEO.

a. General staff contacted by media

If employees below the level of Senior Manager are contacted directly by a journalist, they will immediately transfer the call to the Marketing and Communications department or the CEO's office.

b. Confidentiality

Personal or contact details of employees, clients, spokespeople, the CEO, or the Chairperson of the Board will not be provided to the media without prior written consent. The release of any information will remain consistent with the organisation's Code of Conduct.

c. Issues Management

All staff will report emerging issues of potential media and public sensitivity relating to the organisation to the immediate attention of the Marketing and Communications Manager. The Marketing and Communications Manager will work with the Chief Executive Officer and appropriate staff to develop a media response.

## 7. SOURCES OF AUTHORITY

This policy is linked to the following documents:

- SASSETA's Code of Conduct
- SASSETA Constitution

## 8. ROLES AND RESPONSIBILITIES

All media inquiries will be referred to the Marketing and Communications Manager immediately, and all media calls will be tended to within one hour, if possible. If unable to comment, the journalist will be referred to an approved list of suitable organisations. All spokespeople will be briefed before interview and debriefed afterward by the CEO or the Marketing Manager.

- 8.1 Chief Executive Officer:** The CEO is responsible for approving all external content for media including media releases, media statements, and letters to the editor. The CEO will be the official spokesperson and will coordinate contact with the media through the Marketing and Communications Manager, or other departments depending on the urgency and the nature of the media content.

**8.2 Marketing and Communications Manager:** The Marketing and Communications Manager, will cultivate relationships with journalists, screen media inquiries, and keep media contact records. Other responsibilities include the drafting or coordination of media releases and statements and coordination of media interviews, development and dissemination of media kits and background material; liaison with appropriate senior management to coordinate responses to media issues and alerting senior management to sensitive or controversial media issues relevant to the organisation.

**8.3 Employees:** Aside from the Marketing and Communications Manager who is mandated with the role of media coordinator, employees below the level of Executive Management do not initiate media contact or respond directly to media inquiries. All employees, regardless of level, will advise the Marketing and Communications Manager or the office of the CEO of likely events, announcements, or issues about their area of work that may attract media interest, and ensure the information provided to the Marketing and Communications team is accurate.

## **9. OVERALL ACCOUNTABILITY TO THE POLICY**

The Marketing and Communications department is accountable and responsible for future amendments or reviews of this policy.

The CEO is accountable for the overall policy implementation and reserves the right to intervene and take necessary steps when the policy is not adhered to. The accountability may be delegated to the relevant department. The Marketing and Communications Manager is responsible for policy implementation within the respective division.

## **10. CONDUCT ABOUT MEDIA INTERACTION**

All members of the media (journalists, sub-editors, editors, producers, freelance journalists, etc.) must be treated with respect and courtesy.

Media responses regarding any aspect of SASSETA should always be 'on the record', which means that everything said to members of the media will be published. Comments will be truthful and accurate, and not include speculation, guesswork, or opinion. They will not include disparaging comments about other organisations or individuals. All media inquiries, and the organisation's responses, are to be logged by the Marketing and Communications Manager.

## **11. POLICY IMPLEMENTATION**

Unless specifically expressed in the document, all policies shall be deemed to take effect on the day it is approved. This policy shall be reviewed every two years or upon significant amendment(s) to SASSETA's regulatory environment.

## **12. VALIDITY OF POLICY**

In an event of any doubt about the authenticity of a policy document, the document signed by the CEO and approved by the Chairperson of the Board shall be considered as the only document with validity and authority in the organisation.