



Pixley ka Seme District Municipality
Social Media Use Policy 2025-2026

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1. Definition of Terms

Account

A valid profile using a social media platform for the purpose of official social media use. Without an account one cannot create a profile.

Citizen

Any individual that resides in the country.

Citizen engagement accounts

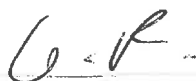
Social media platforms used primarily for the communication and interaction with the citizens of the Northern Cape. Such accounts make use of an informal and relaxed tone.

Digital Divide

An inequality between individuals, groups, socio-economic status, businesses and geographic areas in terms of access to, use of, or knowledge of information and communication technologies (ICT), in particular to computers and the Internet.

Following

The act of a person or entity gaining access to a social media platform via a particular mechanism or the permission of the account owner in order to view content that is of interest to them.



Handle	A handle is another word used to define a username on select social media platforms as chosen by someone using that specific social media platform.
Link / Hyperlink	A segment of text or a graphic that a user can click on, which takes you to different parts of a webpage or between two different websites.
Media channels	The methods used to communicate a message, including spoken words, print, radio, television, or the Internet.
Municipality	One of the Local Government entities in the Northern Cape. The Municipality which you serve as an employee, consultant or councillor is the Municipality referred to in this document.
Networks	Interconnected paths of communication between various social media platforms, people, businesses and groups.
Official channels	A means of communication through which any content passes, is conveyed

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or disseminated, relating to an office and its administration approved by, recognized by, or issued from authority.

Online community

A group of people using social media tools as a means of sharing content and communicating with each other.

Social media platforms

The tools or mechanisms that are used to facilitate the creation and exchange of content generated for and by users.

Platform

A framework upon which tools of communication such as social media operate.

Post

This is a piece of content that is shared on a social media platform.

Posted

The act of having shared a piece of content on a social media platform.

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2. Policy statement

2.1. This policy is intended to help Pixley ka Seme District Municipality personnel make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, Whatsapp, LinkedIn and any other relevant websites. As an institution we acknowledge the importance of Social Media especially as the Covid -19 Pandemic has imposed a digital migrate on the entire world and how institutional affairs are conducted. We are mindful that the expansion of social platforms come with new opportunities as well as challenges. We therefore rely on effective policy to ensure that we manage and mitigate any possible risk which may arise through the use of social media.

2.2. Main Social Platforms Utilized by PKSDM

- Facebook
- WhatsApp
- Zoom
- Microsoft Teams

As an Institution we plan to extend our digital footprint by venturing into additional social platforms such as LinkedIn, Twitter and Instagram. We also aspire to have our own PKSDM APP.

2.3. This policy outlines the standards we require personnel to observe when using social media, the circumstances in which we will monitor the use of social media and the action we will take in respect of breaches of this policy.

2.4. This policy does not form part of any contract of employment and it may be amended at any time.

3. Who is covered by the policy

3.1. This policy covers all individuals working at all levels and grades and including Councilors, Senior Managers, officers, employees, consultants, contractors, trainees, part-time and fixed-term employees, casual and volunteers of the Pixley ka Seme District Municipality collectively referred to as personnel in this policy).



4. The scope of the policy

- 4.1. All personnel are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of the Pixley ka Seme District Municipality and our services, employees, partners and customers.
- 4.2. Breach of this policy may be dealt with in terms of the SALGBC Disciplinary Procedure Code and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

5. Responsibility for implementation of the policy

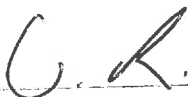
- 5.1. The Accounting Officer and Senior Managers has overall responsibility for the effective operation of this policy.
- 5.2. The Senior Manager Corporate Services or his/her delegate is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our institution.
- 5.3. All personnel must comply with this policy and for ensuring that it is consistently applied. All personnel should ensure that they take the time to read and understand it. Any breach of this policy should be reported to Senior Manager Corporate Services.
- 5.4. Questions regarding the content or application of this policy should be directed to the Director Corporate Services.

6. Key Social Media Administrators

- 6.1. Only the Accounting Officer, Communications Specialist and IT Official /or delegated personnel are permitted to post material on a social media website in our name and on our behalf. Any breach of this restriction will amount to gross misconduct.

7. Using work-related social media

- 7.1. We recognize the importance of the internet in shaping public thinking about government and our services, employees, partners and stakeholders. We also recognize the importance of our personnel joining in and helping shape conversation and direction through interaction in social media.



7.2. Intellectual property Rights

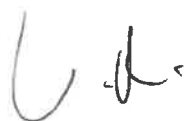
Pixley ka Seme reserve the right of all content which is produced by officials. This means that all written or recorded content is the property of Pixley ka Seme District Municipality. Zoom or Microsoft Teams recordings will remain the property of Pixley ka Seme District.

- 7.3. You are therefore permitted to interact on Local, Provincial and National Governments' Departments Facebook pages.
- 7.4. Before using work-related social media, you must have read and understood this policy.

8. Approval of Social Media Usage

8.1. Official access to social platforms

Officials will be required to complete the template below should they wish to post content on any official social platform.



Pixley Ka Seme District Municipality

SOCIAL MEDIA TEMPLATE

Name of Event (write in full)	
Date of event	
Venue (where event was held)	
Name of City/Town/Village	
Province (where event was held)	
Overview of Event	
Purpose of Event	
Additional Information Please remember to attach images to this document	

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Please ensure that a signed template along with a soft copy and all the necessary attachment reach the Communication Office.

Email to Communication Unit

Beatrice Bosch bbosch@pkstdm.gov.za

Official who was present at the event:

Name of official: _____

Signature: _____

Date: _____

Approval:

Name of Manager: _____

Signature: _____ Date: _____

9. Personal use of social media sites

- 9.1. We permit the incidental use of social media websites for personal use subject to certain conditions set out below during official working hours. However, this is a privilege and not a right. It must neither be abused nor overused and we reserve the right to withdraw our permission at any time at our entire discretion.
- 9.2. The following conditions must be met for personal use to continue:
- 9.2.1. Use must be minimal and take place out of normal working hours (that is, during lunch hours, before 7:30 am or after 4:25 pm);
- 9.2.2. Use must not breach any of the rules set out in point 8 below.
- 9.2.3. Use must not interfere with business or office commitments;
- 9.2.4. Use must comply with Departmental policies.

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10. Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- 10.1. Always write in the first person, identify who you are and what your role is and use the following disclaimer “The views expressed are my own and don’t reflect the views of my employer”.
- 10.2. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, 00harassing, derogatory or defamatory content.
- 10.3. Any member of personnel who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform their immediate superior/supervisor.
- 10.4. Do not upload post or forward any content belonging to a third party unless you have that third party's consent.
- 10.5. It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticizing it. Quote accurately, include references.
- 10.6. Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- 10.7. When making use of any social media platform, you must read and comply with its terms of use.
- 10.8. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- 10.9. Be honest and open, but be mindful of the impact your contribution might make to people’s perceptions of Pixley Ka Seme District Municipality. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- 10.10. You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.
- 10.11. Don't escalate heated discussions, try to be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute



to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.

- 10.12. Don't discuss colleagues, customers or suppliers without their prior approval.
- 10.13. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- 10.14. Avoid publishing your contact details where they can be accessed and used and never publish anyone else's contact details.
- 10.15. Before your first contribution on any social media site, observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.
- 10.16. Activity on social media websites during office hours should complement and/or support your role and should be used in moderation.
- 10.17. If you notice any content posted on social media about us (whether complementary or critical) please report it to the Communication Specialist.

11. Monitoring use of social media websites

- 11.1. Personnel should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken in terms of the SALGBC Disciplinary Procedure.
- 11.2. We reserve the right to restrict or prevent access to certain social media websites if we consider personal use to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.
- 11.3. Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and Pixley ka Seme District Municipality. It may also cause embarrassment to us and to our clients.
- 11.4. In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):



- 11.5. Pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature);
- 11.6. A false and defamatory statement about any person or government;
- 11.7. Material which is offensive, obscene, criminal discriminatory, derogatory or may cause embarrassment to us, our clients or our personnel;
- 11.8. Confidential information about Pixley ka Seme District Municipality or any of our personnel or clients (which you do not have express authority to disseminate);
- 11.9. Any other statement which is likely to create any liability (whether criminal or civil, and whether for Pixley ka Seme District Municipality); or
- 11.10. Material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.
- 11.11. Any such action will be addressed under the SALGBC Disciplinary Procedure Code and is likely to result in summary dismissal.
- 11.12. Where evidence of misuse is found we may undertake a more detailed investigation in accordance with the SALGBC Disciplinary Procedure Code involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary, such information may be handed to the police in connection with a criminal investigation.
- 11.13. If you notice any use of social media by other members of personnel in breach of this policy, please report it to your immediate superior/supervisor.

12. Monitoring and review of this policy

- 12.1. The Communication Specialist shall be responsible for reviewing this policy annually to ensure that it meets legal requirements and reflects best practice.

13. Policy Review

This Social Media Use Policy will be subject for review on an annual basis by the Municipal Council. This policy shall be called the Pixley ka Seme District Municipality Social Media Use Policy and will become effective as from the date approved by the Pixley ka Seme District Municipal Council.

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EXECUTIVE MAYOR:

A handwritten signature in black ink, appearing to read 'M. M. M.', is written over a horizontal line.

DATE POLICY APPROVED:

29 AUGUST 2025

RESOLUTION:

R2025-08-29 (14.8)