



**DENOSA**

***DENOSA COMMUNICATION POLICY AND PROTOCOLS***

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## **1. EXECUTIVE SUMMARY:**

As a well-established voice of authority for both nursing and nurses in South Africa with different levels of structures countrywide, DENOSA should have in place a communication policy and protocols framework that regulates channels that a representative of DENOSA should follow when communicating with both inside and outside publics, whether that person is a staff or official, a member, a shop steward or a leader of DENOSA.

This policy framework will also regulate how information should flow or be reported from one structure of the organization to the other.

## **2. PURPOSE OF THE POLICY:**

**2.1** The purpose of this policy is to ensure that the information that DENOSA communicate with the public is authoritative, accurate, complete and that it has gone through all the relevant internal supervisory channels and that it has been approved.

**2.2** The policy aims to enforce a disciplined, responsible, professional and respectful behaviour on all representatives of the DENOSA brand in the media space and other channels of communication and not to expose the brand of the organisation to reputational damage.

## **3. COMPLIANCE WITH OTHER RELEVANT LAWS AND POLICIES**

This policy is in line with, and does not supersede, the following South African legislations and DENOSA policies:

**3.1** The Constitution of the Republic of South Africa, the Bill of Rights, 1996;

**3.2** DENOSA Disciplinary Code and Procedure Policy;

**3.3** DENOSA Information and Communication Technology Policies and Procedures; and

**3.4** DENOSA Media Policy and Procedures;

## **4. SCOPE:**

**4.1** This Communication Policy and Protocols applies to all employees, officials and elected shop stewards and leaders of DENOSA across all its structures when they communicate, via internal or external communication channels of any means including social media, both internal and external to the organisation, which includes broadcast, social, electronic and print media.

## **5. RESPONSIBLE PARTY:**

- 5.1** DENOSA Communications Manager is designated as a principal contact for the organization on matters related to communication and media and acts as the spokesperson for the organisation and, as such, is the conduit between DENOSA, members, stakeholders the public, the media.
- 5.2** The Communications Department has expertise in communications. Communications Manager communicates the official DENOSA position on issues of significance and relevance to nursing profession both internally and externally (i.e. to members, stakeholders, media and the public).
- 5.3** Both DENOSA Communications Manager and DENOSA ICT Manager, under the supervision of the General Secretary, are responsible for administering this policy on national matters to ensure that it is adhered to.
- 5.4** In provinces, and on communication or media-related matters concerning provinces, Provincial Secretaries are responsible for administering this policy and ensuring that it is adhered to at all times.

Communications Manager's responsibilities:

- 5.5** Raise public awareness and understanding of DENOSA, and the services that DENOSA render to its members.
- 5.6** Promote a positive and professional public image of DENOSA and the work it does to the audiences that are important to the organisation, including existing and prospective members, employees as well as government officials, and industry peers and the public.
- 5.7** To articulate the position of the organisation to both members, potential members, stakeholders and members of the public, and to provide necessary support to the Secretariat in carrying out the media-related administrative work of the organisation.
- 5.8** Handle media enquiries on behalf of the organisation and, in consultation with the General Secretary, field a relevant representative of DENOSA to attend to media interaction based on the subject matter.
- 5.9** Handles DENOSA's internal communication functions and social media channels and collaboratively handles provincial platforms with the provincial secretaries or any person within the organisation in the province that is designated by the provincial secretary.
- 5.10** Depending on the type and technicality of the enquiry, an individual external to the communications department may be asked by the organisation to respond to the media, whether traditional or social media, on behalf of the organisation on a

particular issue due to their knowledge, experience and expertise on the subject matter.

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## **6. DEFINITIONS**

The following definitions of a collection of phrases or terms unique to communication that are mentioned in this policy.

### **6.1 DENOSA circulars**

A periodic communique by DENOSA to its structures meant for internal perusal only.

### **6.2 Nursing Update magazine**

The internal newsletter publication that is sent out to DENOSA members only.

### **6.3 Curationis Journal**

The DENOSA online nursing research journal and the oldest in Africa.

### **6.4 Press conferences**

Media briefings where DENOSA representatives would address members of the media directly either in a physical form or virtually.

### **6.5 Social media**

Computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks. These include Facebook, Twitter, Instagram, Linked-In, Youtube among others.

### **6.6 Media Alerts**

A piece of prior communication sent to the media about a particular event that will take place, with the view that the media will attend and cover or broadcast it.

### **6.7 Congresses**

A gathering by elected shop stewards of DENOSA after every four years in both the provinces and at national to elect new leaders to lead for a term.

### **6.8 Traditional media**

Any form of mass communication channel available before the emergence of digital media. Traditional media include radio, television, books, newspapers and magazines.

## **7. POLICY STATEMENT**

**7.1** This policy provides a basis for a uniform and disciplined approach and behaviour by a DENOSA representative in the use of communication channels in a way that enhances and promotes the core objectives and values of the organisation.

## **8. PROTOCOLS TO FOLLOW IN COMMUNICATING ON BEHALF OF DENOSA:**

**8.1** If a representative of DENOSA makes use of any of the following internal and external communication channels on behalf of DENOSA as permitted by either designation or relevant structure of authority:

### **8.1.1 DENOSA Internal Communication Channels/Platforms:**

- (a) Telephones and cellphones;
- (b) DENOSA emails;
- (c) DENOSA bulks SMS service;
- (d) DENOSA Website;
- (e) DENOSA Intranet
- (f) DENOSA circulars;
- (g) DENOSA App
- (h) DENOSA WhatsApp platforms;
- (i) DENOSA Facebook platforms;
- (j) DENOSA Telegram platform;
- (k) DENOSA Twitter platforms;
- (l) DENOSA Instagram platform;
- (m) DENOSA YouTube platform;
- (n) DENOSA Zoom platform;
- (o) The *Nursing Update* magazine; and
- (p) DENOSA Times (online newsletter);

### **8.1.2 DENOSA External Communication Channels/Platforms**

- (a) Traditional Media (broadcasting, electronic and print);
- (b) COSATU Media;

- (c) Press Conferences;
- (d) Media Alerts and Media statements;
- (e) Seminars and Symposiums;
- (f) COSATU and DENOSA Congresses;
- (g) The *Curationis Journal*;
- (h) Letters to stakeholders;

**8.2** the following conduct must be upheld and maintained at all times during the usage of such channels:

- (i) Ensure that prior approval from the upper structure or office of authority or supervisor was sought and granted;
- (ii) Professional and courteous attitude and etiquette;
- (iii) Use of palatable and plain language;
- (iv) Maintaining discipline in protecting and promoting the DENOSA brand;
- (v) The representative authorized must make it clear in the communication that they communicate on behalf of DENOSA.

### **8.3 The authorised person to communicate on behalf of DENOSA**

8.3.1 If a representative of DENOSA is contacted, via any communication means, by a member, a potential member, stakeholder, member of the public or member of the media for information related to DENOSA, the representative contacted, if not in a position of authority to communicate, must:

- (a) Refer such an enquiry to the relevant level of authority, office of supervisor within the organization (i.e. if the inquiry relates to a provincial level, the enquiry must be referred to the provincial office, or to communications department if it relates to a national matter or to regional contact if it relates to a district, or to a branch leadership if it relates to a facility).
- (b) Provide all the contact details of the person making an enquiry so that the responsible person can refer back to the person making an enquiry;

### **8.4 Delegation of a person to communicate on behalf of DENOSA**

8.4.1 The person of highest authority or in the supervisory role is the one who is expected to communicate on behalf of DENOSA. In the event that this person is not in a position to communicate, she or he can delegate the task of communicating on behalf of DENOSA to someone they deem fit or better positioned to do so, taking into account:

- (a) Skill, expertise or experience of the person delegated on the subject matter;

(b) Familiarity of the delegated person with the subject matter;

## **8.5 Outgoing communication from DENOSA**

8.5.1 DENOSA, through its various offices and departments, communicate and interact with the rest of the world almost every minute of a working day with members, potential members, key stakeholders, the public and the media.

8.5.2 Therefore, it is crucial that the information that is communicated to the outside world on behalf of DENOSA is of acceptable and expected level of professionalism.

8.5.3 To ensure this professionalism in the content of DENOSA's outgoing communication is possible, be it an email, presentation or correspondence, every outgoing communication must:

- (i) Be proof-read first and be approved by a supervisor of each department or unit;
- (ii) In the case of DENOSA structures, the communication must be approved by the next highest structure to ensure adherence to professionalism and render the necessary assistance and support;
- (iii) Be in an approved DENOSA-branded template;

## **9. NON-COMPLIANCE WITH THE POLICY**

**9.1** Failure to adhere to this policy by employees, members, officials, shop stewards and leaders of DENOSA, the relevant disciplinary action applicable shall be taken in line with DENOSA constitution and Disciplinary Code and Procedure Policy.

## **10. POLICY REVIEW**

This policy will be reviewed so as to factor in legislative changes in the country, organisation's development, as well as changes in communications trends as means to ensure the policy remains relevant.

**DEPARTMENT: COMMUNICATIONS**

...End...