



Institute of Waste Management of Southern Africa

IWMSA

Communication Policy and Procedures

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Version: One



Institute of Waste Management of Southern Africa (IWMSA): Communication Policy

The purpose of this communication policy document is to outline organisational guidelines for communicating with key stakeholders including members, non-members, government and media. The document outlines who is allowed to communicate what to whom and when.

1. OVERVIEW OF THE IWMSA

The Institute of Waste Management of Southern Africa (IWMSA) is a multi-disciplinary non-profit association that is committed to supporting professional waste management practices.

The organisation comprises of *voluntary* members who promote environmentally acceptable, cost effective and appropriate waste management practices.

1.1. Purpose

The IWMSA strives towards the protection of the environment and people of southern Africa from the adverse effects of poor waste management by supporting sustainable environmental options.

1.3 Objectives

The IWMSA aims to:

- contribute to the improvement of waste management standards and legislation;
- support international, national and regional trends in best environmental practices;
- promote the science and technology of waste management;
- practice affordable and cost-effective management of waste; and
- focus on effective and efficient education and training programmes.

2. PURPOSE OF COMMUNICATION POLICY

The key objective of the communication policy is to assist with communicating clear, consistent messages to all stakeholders regarding the IWMSA, its activities and the issues that affect the waste management space while identifying the appropriate channel of communication to be used when communicating.

The communication policy guides principles for behaviour and message dissemination.

An effective communication policy:

- helps determine who communicates what to whom and when;
- helps identify the most appropriate communication channel;
- assists with building the reputation of the organisation;



- helps create greater awareness of the organisation;
- assists in determining the steps that need to be taken should a crisis arise; and
- positions an organisation or forum as a thought and industry leader.

3. EXECUTIVE OFFICER

The Executive Officer is the first port of call for all communication and media-related items. With the assistance of the Communication Agency, the IWMSA will:

- ensure that members are continuously and fully informed of the IWMSA's activities including training and events;
- obtain feedback from members;
- ensure that all IWMSA communication activities are aligned.

3.1. Communication Agency: Reputation Matters

Reputation Matters:

- Drafts all press releases for the IWMSA.
- Controls the internal procedure for the drafting of statements and press releases, with the assistance of the Executive Officer.
- Runs the IWMSA Social Media platforms (Facebook and Twitter).
- Sends all mailers to IWMSA members and non-members regarding events, training and industry-related updates.
- Handles website content updates, as agreed upon by the Executive Officer.

4. EXTERNAL COMMUNICATION

This section deals with the various communicators and roles within the IWMSA. A brief outline and guidelines are available on the IWMSA website portal.

4.1. Executive Officer

The Executive Officer is directly involved in the communication function and all communication queries go through the officer.

4.2. Communication Agency: Reputation Matters

All external communication will be disseminated through the Communication Agency to ensure that all communication is aligned.

All communiqué should first be approved by the Executive Officer and quoted spokespeople before it is



disseminated.

4.3. Dealings with the media

As the face of the IWMSA and constitutionally mandated spokesperson, the President of the IWMSA conducts all official interview opportunities for the IWMSA and the Communication Agency should direct all interview requests to the President. Should the President not be available, the Vice-President or Past President should be approached.

The President acts as the spokesperson in times of crisis communication.

4.4. Media audience

Applicable waste, energy and environmental media including editors and general journalists are the IWMSA's key media audience. In some instances, community media will also be targeted, pending the angle of the article.

4.5. Key messages

The IWMSA's key messages focuses on:

- Value offering and benefits.
- Events and training.
- Transparency and credibility.

4.6. Line of approval for all external communication

4.6.1. Media releases

All media releases will be drafted by the Communication Agency. The following approval process needs to be adhered to:

- All press releases are first sent to the Executive Officer.
- Following approval from the Executive Officer, it will be sent to the quoted spokesperson (i.e. President) and all other mentioned parties.
- The updated press release will then be sent to the Executive Officer for final sign-off.

4.6.2. Social media

All social media posts will be drafted by the Communication Agency. It is up to the discretion of the Communication Agency and Executive Officer when messages will be posted. All statement related posts need to follow the Media Release procedure.

5. CRISIS COMMUNICATION



In the event of a crisis situation, the Communication Agency, as well as Executive Officer, need to be informed immediately. According to the crisis communication plan, the communication team will then assess the situation and request that the council meet. Once the meeting has taken place, the Communication Agency will draft a statement that the President needs to approve. The President will act as the spokesperson. No other council member may provide any media statements or interviews.

In the event that council members are approached by members of the media for a response in emergency situations, the standard response should be: *The matter will be investigated by the council and a statement will be issued by the designated council member.*

Crisis communication and statements need to be disseminated within 24 hours.

Crisis communication should be drafted by the Communication Agency, with the assistance of the Executive Officer.

6. TIPS FOR INTERVIEWS / COMMUNIQUE

- There is no such thing as “no comment” or “off the record”. If you are unsure, do not speculate! Tell the journalist that you will revert back with information.
- Remember to share contact information.
- Give accurate information.
- Offer powerful statistics.
- Think before you speak.
- Don’t be evasive.
- Try not be defensive about critical questions.
- Steer away from industry jargon and making things too technical.
- Ensure key message(s) are communicated.

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