



REPUBLIC OF NAMIBIA

MOTIVATIONAL STATEMENT

BY

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**ON THE TABLING OF THE GOVERNMENT COMMUNICATION PLAN AND SOCIAL
MEDIA USE POLICY**

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WINDHOEK

The Ministry of Information and Communication Technology is mandated to coordinate information management within Government and as such progress has been made in seeking better and innovative ways of making information accessible to our citizens.

The Government of the Republic of Namibia launched the Harambee Prosperity Plan (HPP) to be a roadmap to champion Namibia's march to prosperity. That entails the need to create enabling systems, policies and plans that will help fast track this vision.

It is against this background that a pillar on Effective Governance and Service Delivery was included in HPP. This pillar aims to improve accountability and transparency with the purpose of enhancing service delivery to the public.

Through this pillar, the HPP therefore necessitated the need for government through the Ministry of Information and Communication Technology to develop a Communication Plan for aligning the function of Public Relations, Media, Information and Liaison officers to their core function of information dissemination.

This is with a purpose of providing unfettered access to public information by the public and it will go a long way in enhancing the way that government and its agencies manage and share public information in their possession with the public. The plan also outlines clear functions of Public Relations Officers with the aim of creating a generic mindset by all those assigned to carry out this function.

In this regard, all OMAs, regional councils and local authorities will be required to ensure that public information is made easily accessible to the public within a reasonable time. Therefore through this Plan, Public Relations Officers in all O/M/As, regional councils and local authorities are expected to pro-actively communicate information on government programmes, policies and projects to internal and external stakeholders timeously.

Furthermore, PROs are required to provide permissible access of government Information to the public, and effectively and efficiently use available technologies and communication tools for effective and timely information dissemination as well as identify and manage factors that negatively impact government image and provide restorative measures. Similarly, they are also required to implement and review communications activities in line with all government policies and programmes.

Guidelines are therefore clearly outlined herein with a substantive implementation plan that will cascade into individual communication plans for all government offices, ministries, agencies, regional councils and local authorities in the country. This implementation plan includes: Action Steps (How to achieve targets), Key Performance Indicators/outcomes (Measurable success criteria) and Time Frame (by when).

In addition, the Ministry also developed the Social Media Use Policy and its implementation plan to ensure that all Government communicators have access to and deploy relevant social media tools responsibly across the public service.

As government, we are required to deploy all available resources at our disposal to ensure that our citizens have access to relevant government information in order to make meaningful and informed decisions to improve their livelihood. Therefore, the use of social media is one of the tools that government intends to deploy for information dissemination to the citizenry to improve government service delivery.

However, the use of social media in government should not be seen as a replacement of traditional media, but as a complimentary tool to enhance information dissemination to the public. Under this Social Media Use Policy, all O/M/As, Regional Councils and Local Authorities are required to establish social media platforms and Web Points of Contacts (WPC) to serve as primary links between their offices and the public.

In this regard, I wish to implore upon all parliamentarians to support these two legislations to ensure that these documents become living documents that will empower government communicators in disseminating government information to the public in accordance with Vision 2030, the National Development Plans (NDPs), and the Harambee Prosperity Plan.

As the Minister responsible for the coordination of all government information and communication, it is my honour to present this Communication Plan and Social Media Use Policy to this August House for adoption.

I thank you!