

COMMUNICATION PLAN

ENVIRO QUIZ 2022 PROGRAM: PAPER WASTE – DOES IT REALLY MATTER

DATE: 21 – 23 OCTOBER 2022

VENUE: XHARIEP

COMMUNICATION APPROACH

- **Development of Communication Plan**—this document will serve as a guiding master plan to ensure that there's a synergized approach to communication activities.
- **Media Plan**—to enable proper coordination of media strategy. (*Pre, during, and post Publicity of the event*)
- **Branding strategy**—to ensure proper visibility of the event.

COMMUNICATION OBJECTIVES

- Make learners aware of their environment and involve them in a fun way to learn more about the plants and animals of South Africa, as well as the threats they are facing.
- Teach the learners to think critically about their environment and involve them in projects to start solving some of the environmental problems in their school environment.
- Develop environmentally responsible learners

PROGRAM OF ACTION

Pre Marketing

ACTIVITY	RESPONSIBLE PERSON	DEADLINE/PROGRESS	FINANCIAL IMPLICATIONS
Development of media advisory	Mojalefa Mphapang,lebogang & lesego	18/10/2022	None
Design posters for social media platforms	Moleboheng Mangena (intern)	18/10/2022	None
Circulation of media advisory to media houses	Lesego	19/10/2022	None
Designing of the invites & program	Pooe & Mangena	As soon as the information is provided and will be issued on the same day of the submission.	None
Design and circulate the poster for publicity	Communication team	As soon as the poster is approved	None
Publicize the event on provincial and departmental websites	Festy	19/10/2022	None
Arrangement of media interviews: <ul style="list-style-type: none"> ➤ Free State online TV ➤ Lesedi FM ➤ OFM,CUT FM & MALUTI FM ➤ QWAQWA Radio, Setsoto FM ➤ Mosupatsela FM & Motheo FM 	Mojalefa Mphapang Ms. Lesego & Lebogang	Ongoing	None
Development and dissemination of voice recording/clip (the clip will be in the background with either the poster/MEC's picture) alluding activities to all social media platforms inclusive of internal bulk email	Festy to identify one ofthe Communicators	18/10/2022	None

DURING THE EVENT

ACTIVITY	RESPONSIBLE PERSON	DEADLINE/PROGRESS	FINANCIAL IMPLICATIONS
Branding of the venue (<i>flying banners, branded table cloth, pull-ups, gazebos, and wall banners</i>).	Lebogang and the identified Comms team	21/10/2022 – 23/10/2022 at 08h00	None
Facilitation of media interviews (to be done by MEC or HOD)	Mphapang	21-23/10//2022	None
Social media updates	Lesego & Kethabile (interns) Mphapang to edit	21-23/10/2022	None
Live Streaming	Free State online (to be confirmed)	21-23/10/2022	TO BE DISCUSSED WITH ENVIRONMENT UNIT
Compilation of articles as well as interviewing beneficiaries for profiling. Articles to be published on: <ul style="list-style-type: none"> ➤ Sowetan & Citizen (National Media) ➤ Bloemfontein Courant, Express, Central Free State Online News, The Insiders & Mangaung Issue ➤ Dumelang news (Local Media) ➤ Posts on Departmental social media platforms 	Mphapang, Lebogang, Lesego & Kethabile (interns)	21-23/10/2022, immediately after the session	None
Provision of photographic services	Mr. Maloale	21-23/10/2022	None

POST THE EVENT

ACTIVITY	RESPONSIBLE PERSON	DEADLINE/PROGRESS	FINANCIAL IMPLICATIONS
Generating and circulation of the media statement (<i>telling stories reflecting beneficiaries' quotes to improve the image of the Department</i>)	Mphapang & Communication team attended...	24/10/2022	None
Update of the website content	Comms team	24/10/2022	None
Compile a collage (snapshots/captions with action pictures) for a weekly update	Comms team attended the event	24/10/2022	None

The shutdown of the event and conduct postmortem sessions to address the identified challenges.

Ends.