PARLIAMENT.GOV.ZA

PARLIAMENT
OF THE REPUBLIC OF SOUTH AFRICA

PARLIAMENTARY COMMUNICATION SERVICES

10 FEBRUARY 2026

BACKGROUND

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1

To support Parliament's strategic plans by increasing the reach, access, and flow of empowering information about Parliament's business, fostering a better-informed citizenry.

2

Section 59 of the Constitution enjoins Parliament: facilitate public involvement, media access, openness and transparency

COMMUNICATIONS OBJECTIVES

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1 Improve communication of Parliament's business:

- Develop and implement a comprehensive communications strategy to increase public involvement and understanding.

2 Enhance stakeholder relationships:

- Create and execute a stakeholder management plan to strengthen connections with key partners and constituents.

MESSENGERS

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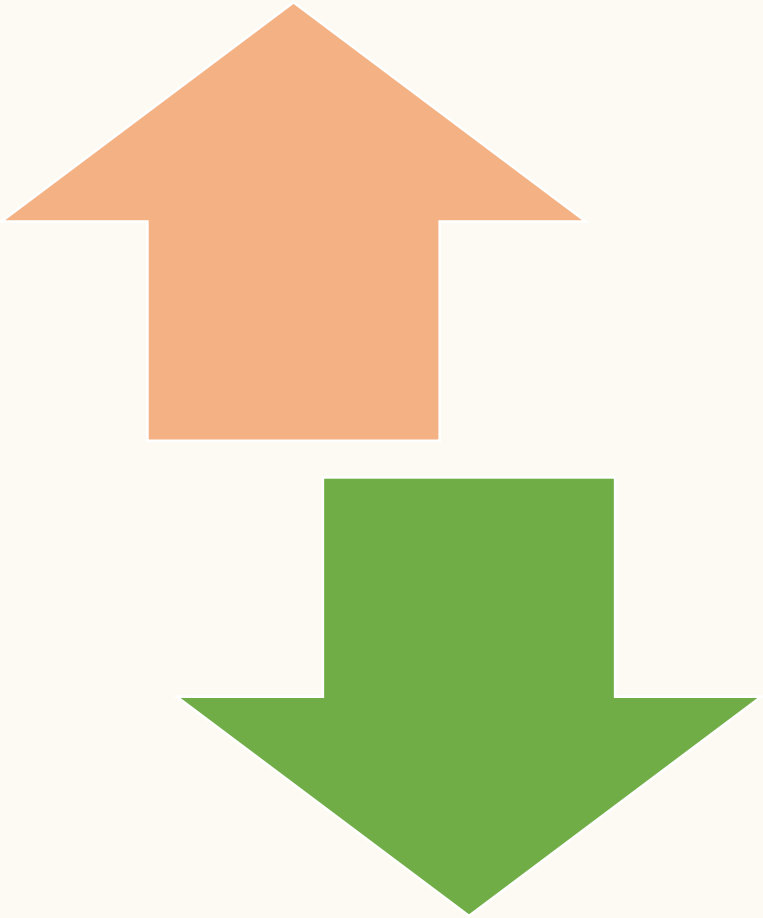

- Speaker of the National Assembly
- Chairperson of the NCOP
- Deputy Speaker and Chairperson
- House Chairperson
- Chairpersons of Committees
- Secretary to Parliament
- Parliament Spokesperson

ORGANIZATIONAL STRUCTURE

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Production and Publishing Section:

- 1. Multimedia Productions Unit
- 2. Information and Content Development Unit

Media and Stakeholder Relations Section:

- 1. Media Relations Unit
- 2. Internal Communications Unit
- 3. Public Relations Unit

SCOPE AND MANDATE OF PCS

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Key Responsibilities:	• **Strategic Communications** • Develop integrated communication strategies • Manage Parliament's brand reputation • Coordinate unified messaging - Support parliamentary leadership communications
Digital Communications	• Manage social media and online presence • Drive digital transformation • Implement new technologies • Maintain digital platforms
Media Relations	• Primary media liaison • Coordinate press engagements • Issue official communications • Manage media relationships

SCOPE AND MANDATE OF PCS

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Content Development	• Produce multilingual materials • Develop educational content • Manage publications • Create multimedia content
Broadcasting Services	• Manage Parliamentary TV and radio services • Oversee live proceedings coverage • Produce content • Establish media partnerships
Analysis & Evaluation	• Monitor public sentiment • Evaluate communication impact • Conduct audience research • Track media coverage

KEY COMMUNICATIONS STATS

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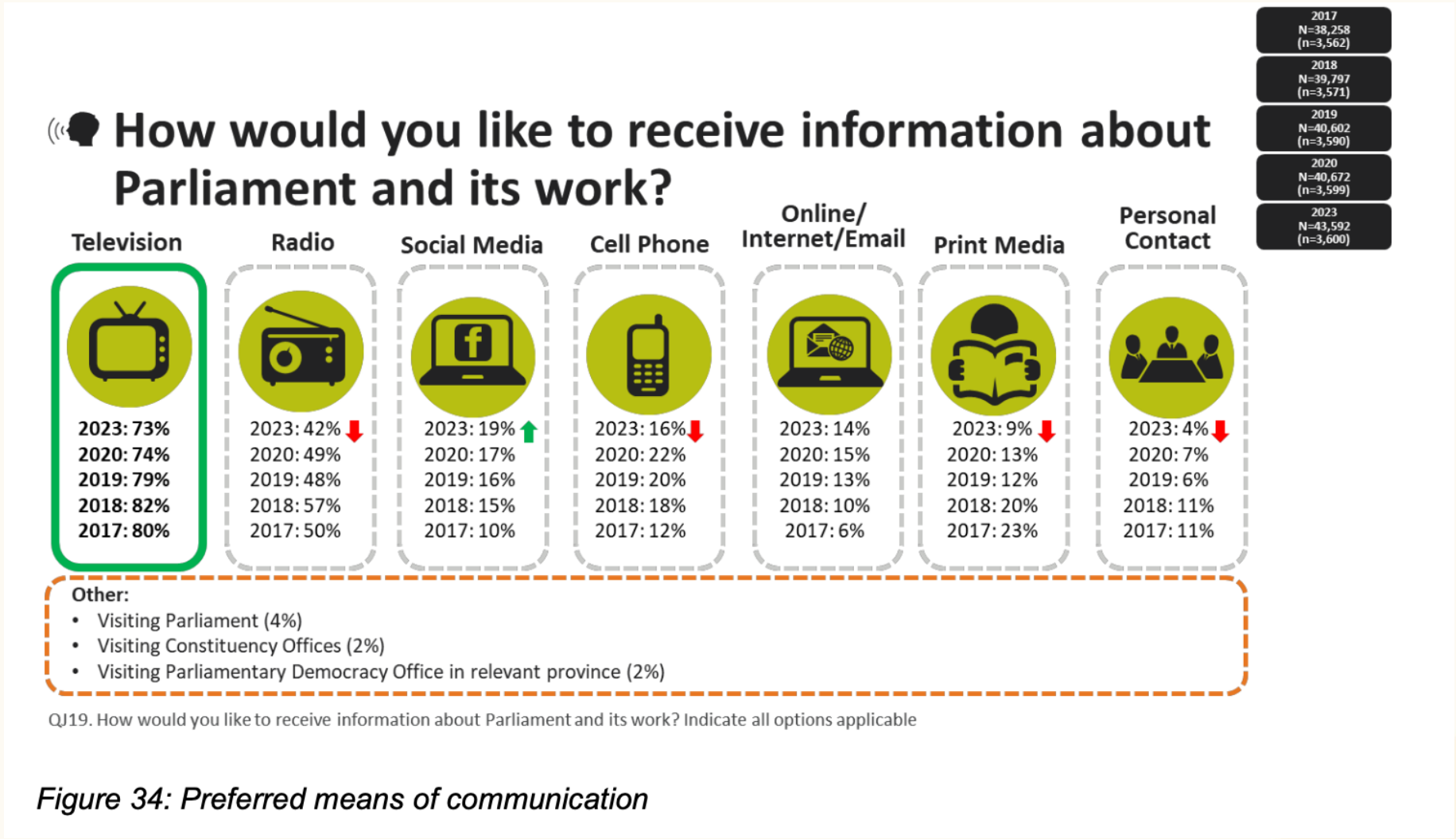

Figure 34: Preferred means of communication

KEY COMMUNICATIONS STATS

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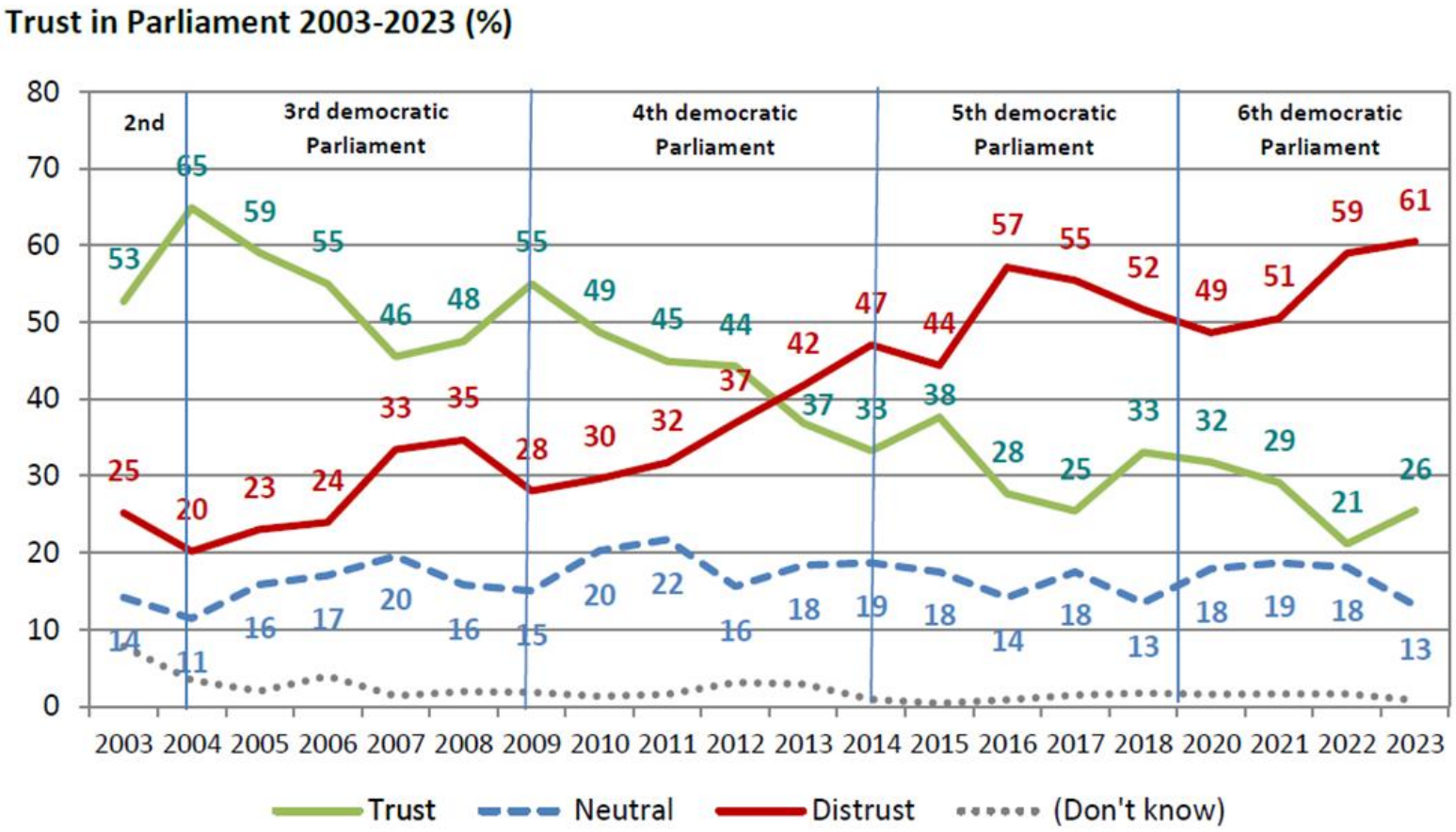

Source: HSRC South African Social Attitudes Survey (SASAS), 2003-2023.

CORE SUPPORT SERVICES

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- Staffing Ratio and Coverage
- Committee Publicity
- Media Coordination
- Content Development
- Media Monitoring and Analysis
- Public Involvement and Participation
- Website Management and User Experience

CORE SUPPORT SERVICES

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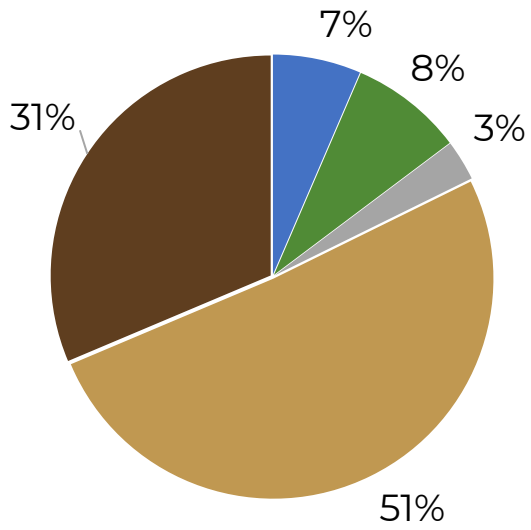
- Advertising Value Equivalence (AVE) – represents the amount of money we would have spent had we paid for the media space we were covered in.

- Proportional AVE (PropAVE) – represents the proportional value of advertising for each Chairperson out of all the advertising space we were covered in.

- Proportional Percentage (Prop %) – represents the proportional percentage, out of the overall, for which each Chairperson's coverage accounts.

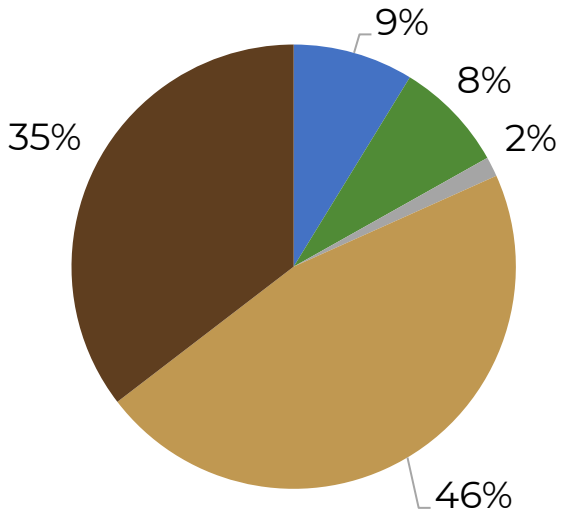
Media Platforms

Overall by



- Member of Parliament
- National Assembly of Parliament
- National Council of Provinces
- Parliament of South Africa
- Parliamentary Committees

Overall by PropAVE



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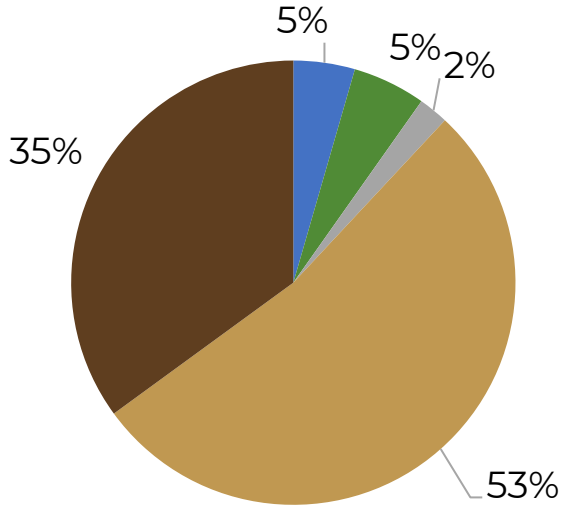
Overall by Reach



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Committee Chairs

Total Clips	Total AVE	Total PropAVE	Total Prop %	Total Reach
843	**38 416 883**	**23 184 661**	**60%**	**1 913 661 043**

Committee Chair	Clip Count	AVE	PropAVE	Prop %	Reach
Anthea Ramolobeng	1	9 197	88	1%	6 379
Dina Pule	4	111 425	103 214	93%	6 051 229
Glynnis Breytenbach	128	5 377 340	2 373 102	44%	1 191 845 885
Ian Cameron	31	1 300 042	1 072 402	82%	23 764 145
Joseph Britz	3	120 228	-	0%	31 528
Khusela Sangoni	24	2 373 727	1 590 743	67%	30 330 564
Malusi Gigaba	1	1 974	1 974	100%	73 772
Leon Basson	2	252 600	48 567	19%	39 349
Linda van der Merwe	5	165 053	165 053	100%	408 263
Makhi Feni	7	323 621	55 402	17%	140 748
Mikateko Mahlaule	1	10 575	10 575	100%	-
Mmusi Maimane	294	17 676 131	11 418 683	65%	417 482 971
Mosa Chabane	3	78 570	78 570	100%	3 007 041

Committee Chair	Clip Count	AVE	PropAVE	Prop %	Reach
Mpho Modise	1	93 800	93 800	100%	2 975 776
Mzwandile Masina	18	880 301	620 958	71%	13 512 818
Nonkosi Mvana	1	17 244	17 244	100%	18 632
Nqabisa Gantsho	2	63 120	63 120	100%	1 568 000
Sanny Ndhlovu	2	235 119	235 119	100%	74 856
Songezo Zibi	121	3 285 402	2 402 773	73%	75 839 080
Sonja Boshoff	3	115 281	104 559	91%	13 200
Soviet Lekganyane	75	2 203 125	780 618	35%	71 782 655
Tebogo Letsie	66	1 618 318	1 205 631	74%	53 102 261
Thomas Kaunda	2	16 150	15 139	94%	80 000
Tsakani Goodness Shiviti	1	2 058	698	34%	73 772
Wouter Wessels	1	10 420	6 968	67%	6 379
Xola Nqola	20	979 794	158 427	16%	5 998 204
Zweli Mkhize	26	1 096 268	561 234	51%	15 433 536

Overall Committee Chairs by Service

DIGITAL STRATEGY AND SOCIAL MEDIA MANAGEMENT

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Develop and implement robust digital strategies

Manage official social media accounts

Create engaging social media content

Monitor and respond to public engagement online

ETHICAL CODE OF CONDUCT FOR SOCIAL MEDIA

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Bringing Parliament into disrepute

Use derogatory, racists, sexist language or content

Incite violence or promote hate speech

Like, share or comment on content that is derogatory,

Racist, sexists or promotes hate speech in order to promote such content

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COOPERATION REQUIREMENTS

- Accessibility needs for media and public engagement
- Swift approval processes for communications
- Active participation in multimedia activities
- Accessibility and Availability
- Open Communication with PCS Team
- Collaborative Content Development
- Social Media communications

FUTURE PLANS AND STRATEGIC DEVELOPMENT

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- MEDIA TRAINING FOR CHAIRPERSONS
- WEEKLY CLUSTERS MEDIA ENGAGEMENT
- PARLIAMENTARY TV CHANNEL ENHANCEMENTS
- EXPANDED BROADCAST CAPABILITIES
- THOUGHT LEADERSHIP PROGRAMS
- COMMITTEE-SPECIFIC SOCIAL MEDIA ACCOUNTS

BROADCAST ON PLATFORMS

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Parliament TV

Iono.fm

X

Facebook

YouTube

Instagram

WhatsApp channel

ZOOM MEETINGS

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THE SET UP

Find a quiet spot with the least amount of distractions.

A white wall is suitable but can be boring

Non-personal items such as a neat bookshelf,

A simple ornament or a houseplant can elevate the look and feel of your shot.

Mute all other electronic devised in the room.

Make sure your environment is well lit.

Light sources should be behind the device. e.g. a window.

Wear professional clothing, that you would wear at work

Sit up straight, preferably on a chair without wheels and that cannot swivel.

Adjust the device till the camera is at eye level.

Adjust the volume on your device.

For mobile devices such as phones and tablets, orientation should be horizontal or landscape.

Your face, neck and shoulders should be centered in the shot.

Make sure there is a 1cm space above your head.

ZOOM MEETINGS

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THINGS TO AVOID

- Deep V-neck tops or strapless tops
- Clothing with patterns, stripes, sequins or shiny material.
- Bright colors, especially bright whites, as this can become over exposed on camera.
- Shiny or jangly jewelry can be distracting to the viewer.
- Avoid, kitchens, bedrooms, reflective backgrounds such as mirrors.
- Clean up any mess or trash visible in the shot.
- Keep pets, children or anyone else away from you while you are filming.
- Observe all the rules of the virtual meeting.

PERFECT FRAMING & LIGHTING

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CLUTTERED VS CLEAN BACKGROUND

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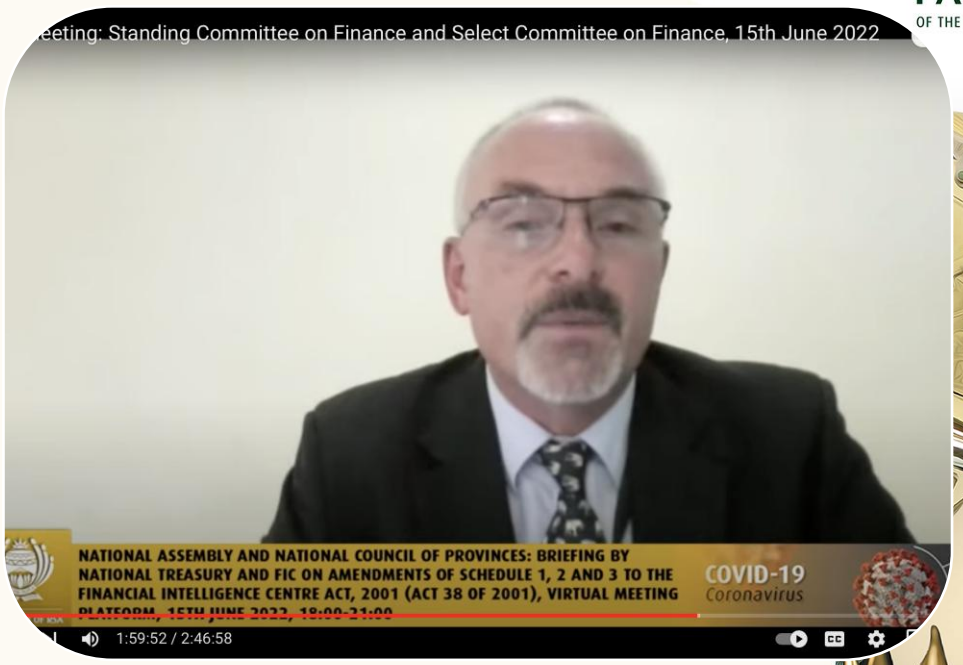

PHOTO VS NAME AS A SCREEN SAVER

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INCORRECT LIGHTING

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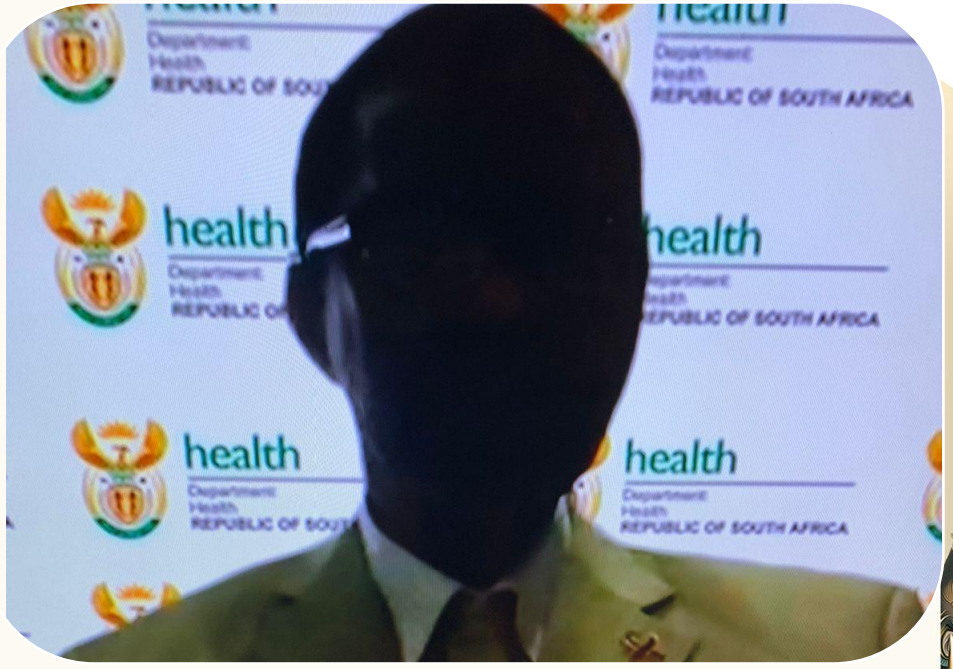

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