



# INFORMED SAMOA POLICY 2021

**Ministry of the Prime Minister and Cabinet**

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## **A. Introduction**

Information is power. Guardians of information have the capacity to change mind-sets, attitudes and positions, of people, communities and government. Information may either build or destroy one's reputation, a community's integrity or a nation's peace and security. An integral part of the Ministry of the Prime Minister and Cabinet's vision is to ensure that Samoa is well informed of all factual, research based and reliable information on programs, plans, development and matters of national and public interest. The Ministry therefore seeks to strengthen information sharing and dissemination to the general public, Government stakeholders and partners, and ensure that Samoa is also well governed and secured.

## **B. Purpose of Policy**

This Policy will not cover branding, logos and marking as commonly expected of Media and Information Policies; although this is a fundamental revenue collecting mechanism for Government, it may be considered in the future. This policy however, provides the framework for the MPMC 2020 Communication Strategy and the 2021 Outreach Strategy. Hence, it focuses on providing the framework for the Ministry of the Prime Minister and Cabinet to:

1. manage its outreach, communications, media and public relations activities in order to strategically connect with its stakeholders;
2. embed and appraise processes that govern Government information sharing, augmenting its reputation and supporting its strategic goals and vision; and
3. manage the use of Government media related resources externally, when used by others and when Government uses other resources in conjunction with its own.

In addition, this Policy will serve to ensure that all Government systems and processes are shared with the country, enabling a thoroughly informed Samoa.

## C. Policy Statements

To achieve the purposes mentioned above, four main pillars have been identified for this Policy, contextualising the responses to the purposes of this Policy, ensuring a well – informed Samoa.

### 1. *Ia logo puialii* (Inform all)

Everyone is informed ensuring transparency in information sharing and dissemination, so no one is oblivious of what is happening. Information collected on the whole of Government systems and processes of service delivery is about *logo puialii*.

### 2. *Ia fili tagaga* (Participatory and collective responses)

This calls for participatory and collective responsibility in dealing with information sharing and dissemination, so shared wisdom and knowledge are depended highly on.

### 3. *Aua nei 'oso atiati* (Good planning keeps us rich)

We shall not face a famine – for resources and information if we plan well. This may also call for an exceptional Outreach and Advertising plan.

### 4. *E le gape upu* (Not a word stumbles)

For every information provided, this Policy will ensure that its in-depth and deeper meaning, based on factual, informative encouraging good governance and strengthening the whole of government agenda, are provided. This will also ensure and encourage responsible reporting and information sharing, hence protecting Government's integrity and status. At the same time, misinformation is addressed and considered with all the resources available.



## D. Terms and Definitions

Term/Word	Definition used in this Policy
<b>Advertising</b>	Any form of communication used to convince a target audience to take a course of action through paid channels such as print, outdoor billboards, magazine, digital, video, television, cinema and radio, and online platforms.
<b>Community Sponsorship</b>	Limited to the MPMC assisting a community event through the provision of resources and relevant equipment for filming and reporting.
<b>Digital Media</b>	Images and content, whether audio, audio-visual or written, that exists in a digital format, and resides on a local device (CD, DVD, hard drive) or cloud location (website).
<b>External Audience</b>	Individuals who are not in the MPMC Community and include members of the Communication Liaison Officers' Network.
<b>Internal Audience</b>	Individuals who are in the MPMC Community. For the purposes of this policy, it also includes individuals who receive Promotional Communications and Government wide Communications developed by Press and Communications Division for public relations and community engagement activities.
<b>Mark</b>	The Government of Samoa Logo if it is referred to, although it is not considered much in this Policy as a Outreach item.
<b>Outreach Sponsorship</b>	The event in which the Ministry or another Government Ministry enters into partnership with a Third Party to provide sponsorship for a community purpose and activity.
<b>Media</b>	Free or paid services and products which publish news, information or entertainment to audiences in Samoa and/or other countries. These included the following: printed publications such as Savali newspapers; television and radio broadcasting services; and online and digital products and services such as websites, email newsletters (e-newsletters), blogs, webcasts, streaming services, podcasts, online and e-publications.
<b>Print Materials</b>	All printed materials and electronic formats of items such as newspapers, newsletters, flyers, brochures, booklets, books produced by MPMC to promote its operations or activities. It also includes corporate stationery such as printed letterhead, electronic letterhead, with compliment slips and business cards when produced.
<b>Promotional Communications</b>	Communications, material and merchandising created by or for MPMC to use in all media and/or other formats to promote a product, service or an area of Government services to a specific audience. Such materials include, but are not limited to print materials, print or online advertisements, television commercials, Digital Media, Social Media and all forms of approved merchandise, gifts and giveaways.
<b>Publication</b>	Printing, issuing, reproducing, making available or otherwise conveying Promotional Communications for or about MPMC or

	material containing reference to the Government of Samoa and “publish” has a like meaning.
<b>Public Relations</b>	The relationships between the MPMC, Government and its stakeholders and the activities undertaken to shape and manage those relationships.
<b>Senior Executive</b>	Executive Management of the MPMC comprising of the CEO, DCEO and all ACEOs.
<b>Social Media</b>	Websites and applications that enable users to create and share information or ideas with others; or to participate in social networking and interaction. This include Facebook, Twitter, Instagram, WhatsApp, Webchat and others, whether known now or developed in the future.
<b>Sponsorship</b>	An alliance, collaboration or other relationship between MPMC and a Third Party, in which one party provides funding, resources or in kind services to the other, in return for benefits such as rights of association for commercial and/or reputational advantages.
<b>Third Party</b>	An organisation, company or individual external to MPMC.
<b>Unauthorised Use</b>	Use of any MPMC information and element not in compliance with this policy and the related Government of Samoa legislation, regulations and policies.

## E. Application and Scope

This Policy institutes the courses of responsibility and duty for the MPMC’s Outreach and communication endeavours. Therefore:

1. This policy relates to all promotional communications developed by the Press Secretariat and Communications Division and Disaster Management Office (DMO) for the MPMC and the Government of Samoa.
2. This Policy also relates to the sharing of information collected on Government systems and processes for the whole of Samoa.
3. This policy is supported by and should be read in conjunction with the Government of Samoa Legislations, Regulations, Policies and Guidelines on the Production of Outreach Material Guidelines, Copyrights, Fair Trade, Media Code of Ethics and others.
4. For clarity, this policy applies to staff of the MPMC, except to the extent they are required to develop materials for learning purposes, which will not be released publicly.
5. All Promotional Communications and MPMC/government wide communications must comply with all relevant legislation, regulations and policies, such as the *Copyright Act 1998 and Amendment 2011; Intellectual Property Act, 2011; Media Code of*

*Practice, Samoa 2017, Social Media Policy for Government 2017, MPMC Internet Policy, 2019 and others.*

6. All Promotional Communications produced by staff of MPMC must also comply with PSC Code of Ethics and subject to CEO and/or Executive Management endorsement.

## **F. Outreach/Promotional and Communication Activities**

### 1. Outreach and Communication Materials

- (a) Must be viewed by the CEO and (where necessary) Executive Management, for review and comment prior to finalisation or publication.
- (b) Should be in accordance with the processes outlined in the MPMC Outreach Strategy and Communication Strategy.

### 2. MPMC - wide Communications

- (a) are developed for domestic or international audiences in informing of all developments and progress of local affairs;
- (b) designed for sharing of government processes and systems for all service delivery;
- (c) lobbied for the promotion of government services provided by the Press Secretariat and Communication Divisions, as well as the MPMC and Government of Samoa;
- (d) upheld directives from the Executive offices for public information; and
- (e) strengthened the whole of Government releases of important information for the public.

### 3. Using of Social Media

- a) Social media platforms will be used to advertise and promote the Government of Samoa/MPMC events, services and programs. Facebook, Twitter and YouTube are the usual communication channels used, supporting the MPMC mission to ensure a well governed, well informed and secured Samoa. Such mechanisms can add value by encouraging communication and engagement with the public on programs and events of interests being promoted. The sites and platforms will adopt the "Government of Samoa" as its title for ease of reference and consistency.
- b) The staff of MPMC are informed to use social media with due exercise of discretion, thoughtfulness and respect for the Government of Samoa and the social media community, including our Samoa diaspora. The PSC Code of Ethics clearly defines accepted behaviours of all public servants.
- c) Confidential and proprietary information will always be safeguarded and protected from being publically shared on these platforms. The general guidelines for using social media are encouraged at all times. These are:
  - i. be inclusive, responsive, respectful and friendly;

- ii. look for collaboration or cross-promotion opportunities within the organisation; and
- iii. encourage communication with the audience – don't just broadcast.

The ICT Division of the MPMC will oversee the using of all social media accounts.

## **G. Advertising**

### **1. External Advertising**

- a) The Strategic Outreach Unit coordinates bookings and related logistics for all external advertising from partners and stakeholders;
- b) The Strategic Outreach unit will lead the implementation of the Outreach Strategy 2021;
- c) The Filming and Production unit will produce Outreach advertisements when requested and upon provision of required fees and costs; and
- d) The fees and costs will be determined as in the Outreach Strategy 2021 and the Division for Corporate Services will be responsible for receipting revenue collection and maintaining records of all sales.

### **2. Using External Service Providers**

- a) From time to time, MPMC may appoint a Third Party to provide brand related creative or communication services including but not limited to designers, graphic artists, photographers, videographers, typographers, musicians, illustrators, media booking and public relations service providers ("External Service Providers").
- b) The PCD will be responsible for engaging External Service Providers to ensure remedies and mitigating factors are in place to avoid possible risks to Government, such as legal, intellectual property ownership, brand and reputation management and economic risks. These processes ensure:
  - i. legally binding agreements are entered into between MPMC and the External Service Provider that cover intellectual property ownership and rights;
  - ii. strategic oversight of applied government resources to protect the Government's reputation and integrity;
  - iii. it is addressing all risks by maintaining external supplier relationships and optimal procurement practices;
  - iv. that all interested External Service Providers are listed for future consultation; and
  - v. that the Strategic Outreach Unit should uphold compliance and intelligence principles, as basis of every decision to engage external service providers.



## **H. Media Communications Activities**

The Media Communications team is responsible for managing all media relations for MPMC and its entities, research centres and activities. This team will engage with the whole of Government through Liaison Network officers and heads of Ministries to proactively issue news releases and story leads, respond to incoming requests from journalists, and to provide advice to all media personnel in dealing with the media. In addition, the Media Communications Team will lead the coordination and implementation of the *Communications Strategy, 2020*.

### **1. Notifying the Media Communications Team**

- a) It is important that the Media Communications team are kept informed of events that may attract media attention. This includes events with Government involvement.
- b) Cabinet or CEO of MPMC discretion is sought where necessary before the release of information from the Media Communications Team;
- c) All Government agencies should contact the Media Unit as promptly as possible if they anticipate or discover an issue that may become public interest.

### **2. Media Releases**

Media releases are only to be issued by the Media Communications team following endorsement by the CEO and the Press Secretariat after confirming the following:

- a) the content is professionally written in journalistic style;
- b) the timing of the story's release is appropriately coordinated with other media activities; and
- c) the content is correct and appropriately authorised for release.

Depending on the event, all matters of national security and public interest with regards to policy development, the CEO of the MPMC as chairman of the NEOC/DMO, National Security Committee and National Policy Committee is the spokesperson.

### **3. Staff Comment to the Media**

As per protocols, only the CEO may speak to the Media or a spokesperson endorsed by the CEO, and authorised on the basis of their specific areas of expertise. The staff are strongly advised to maintain neutrality and impartiality when using social media, with regards to matters relating to Politics. Staff commenting on social media are subjected to the PSC Code of Ethics and must not speak as representative of the Ministry or Government.

## **I. Sponsorship Activities**

Sponsorship may be a mutually beneficial arrangement and can positively impact MPMC's revenue collection. The Strategic Outreach Unit, Communications Unit and the Corporate Services Division will work together to ensure due diligence and processes are applied consistently to the management of sponsorships.

### **1. Community Sponsorships**

- a) Sponsorships is only permitted where the using of resources may be requested to assist a Government program coordinated by another arm of the whole of Government.
- b) It may also extent, on a small scale to include where communities requested MPMC assistance in filming and recording a program that will eventually support a program for the benefit of all our people.

### **2. Outreach Sponsorships**

- a) Outreach Sponsorships are those where a specific area of Government as another Ministry of a MPMC Division, associates itself with a Third Party for an activity or event, normally directed at a specific target audience, in order to positively impact on community development and Government's integrity.
- b) Outreach sponsorships will be funded by the specific Ministry entering into a sponsorship agreement.
- c) Prior to committing to an Outreach Sponsorship, Staff must contact the Strategic Outreach and Communications Unit to discuss the strategic benefits of the association and the approvals process.
- d) All Outreach sponsorships must be legally binding and in accordance to Government policies and regulations.

## **J. Government's Social Media Presence**

The following are important reminders when using social media platforms of Government, or as public servants.

1. The Strategic Outreach and Communications Unit coordinates Social Media Outreach activities at an institutional level and provides social listening reporting, analytics, advice and oversight of the MPMCs digital Outreach activities, including via Social Media.
2. Social Media Outreach activities may be undertaken at all levels provided that such use is in an official capacity and has approval from the CEO.
3. The Internet use Policy and Social Media guidelines must be observed with regards to social media.
4. All activities undertaken on official MPMC Social Media channels must be done in accordance with the MPMC Internet Use Policy and any related Social Media Policy.



Source: <https://anadigital.com>

## K. Roles & Responsibilities

The Strategic Outreach Unit and Communications Unit's responsibilities are clearly defined in the related Strategies developed by the MPMC in lieu of this Policy. Generally they are responsible for the following:

Policy Statement and Strategy	Outcome	Activity	Responsible	Timeframe
<i>Ia logo puialii</i> - Ensuring that all stakeholders and partners are consulted and informed	Number of times given and granted to at least 60 percent of stakeholders and partners affected in any media program to be consulted.	<ul style="list-style-type: none"> <li>Provides support and advice on the use of the Government of Samoa resources and platforms for all the information dissemination; and</li> <li>Enhance and encourage the CLON collaboration.</li> </ul>	MPMC	
<i>Ia fili tagaga</i> – Researched based and factual information are shared and disseminated	<p><b>All</b> information shared and disseminated is based on researches which have been tested and proven.</p> <p>100% compliance with Media Code of Practice Samoa, 2017.</p>	<ul style="list-style-type: none"> <li>Oversees and coordinates all MPMC media activities;</li> <li>Develops, manages and maintains all elements of Government information sharing, including relevant guidelines; and</li> <li>Strengthen Media compliance with policies and regulations.</li> </ul>	MPMC  Media Organizations and MPMC	
<i>Aua nei 'oso atiati</i> – Effective Outreach strategies and plans will ensure sustainability	<p>At least 10% increase every year in revenue collected through PCD;</p> <p>At least 20% increase in partners and stakeholders in any given year.</p>	<ul style="list-style-type: none"> <li>Provides support and advice for Strategic Outreach activities;</li> <li>Provides advice and guidance on corporate Outreach, communications and promotional activities where necessary; and</li> <li>Liases with media on all corporate promotional and Outreach activities.</li> </ul>	MPMC, MOF, Media Organizations	

<p><i>Aua nei gape upu</i> – Encouraging responsible reporting and eliminating misinformation</p>	<p>100% is provided for balance and checks applied to all media disseminated information;</p> <p>At least 20% of sources of misinformation penalized according to the Media Scrutiny Act.</p>	<ul style="list-style-type: none"> <li>▪ Collaborates with the ICT Division in advising and monitoring Social Media activity across the whole of Government;</li> <li>▪ Assists the MPMC Auditor with audits of all Government Outreach materials;</li> <li>▪ Monitors and evaluates compliance with this Policy.</li> </ul>	<p>MPMC</p>
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## L. Resources

The main resources available for the implementation of this Policy ranges from the capacities and abilities of selected individual staff, the Ministry, Public Administration Sector, to the whole of Government. Under the guidance and watchful eyes of the Executive Government and Cabinet, the MPMC shall be able to implement this Policy. In doing so, the nation will not be deprived of their rights to information, but are provided with factual research based resources or as the Policy statements declared, *ua logo puialii i le filiga na tagaga, ua le 'oso atiati, ua le gape upu* – thus, well informed and assured of the safeguards and platforms available for information sharing and dissemination.