A. Introduction

In a rapidly changing environment, the Government Communication and Information System (GCIS) strives to achieve integration, coordination and high levels of professionalism in the government communication profession. Government communicators are indispensable links between the public and government. This relationship is important for a thriving democracy and to ensure that government communicates with the public on matters pertaining to the improvement of their lives.

The *Government Communicators' Handbook* is a toolkit for government communicators and assist them to understand their roles within the communication system. The handbook also helps government communicators by putting issues into context and providing background, easy reference tips and practical guidelines on issues they will come across in their daily work.

The handbook is designed to add value and further equip government communicators with the requisite knowledge to be more effective and professional in the performance of their duties.

Overview

The handbook deals with, among other things, the role of the GCIS; the Performance Scorecard for government communicators; how to deal with the media; advertising and distribution strategies; communication research; campaign development; crises management; development communication; internal communication; and developing and maintaining a government website.

It also includes the Internal Communication, event-management guidlines and crisis management.

Appendices to the Policy Guidelines are available on the Government Communicators' Forum (GCF) website: *https://www.gcis.gov.za/gcf*.