 

**GUIDANCE: CAPTURING INFLUENCERS’ VACCINATION JOURNEY**

**Aim:** To provide guidance to Communicators on steps to take to ensure quality documentation of vaccination journeys for senior Government officials and other influencers. This will improve the quality of communication products that are developed from such events.

Senior Government officials include the Minister, the Deputy Minister, Director General, Deputy Director Generals, MECs and Heads of Departments.

**What to do before the vaccination event**

1. Working with colleagues responsible for vaccine delivery, ensure that the vaccination site is informed of the visit of the senior Government official.
2. Invite Media to attend the vaccination event, ideally 3 days in advance at the minimum.
3. Prepare Talking Points for the Senior Government Official and get these approved as per established protocols. *Note that the Department of Basic Education has developed Frequently Asked Questions that can be used to draft Talking Points.*
4. Identify someone within the Team who will facilitate Question and Answer after the vaccination is completed.
5. Prepare own recording devices.

**What to do on the day of the vaccination event**

1. Get to the venue at least an hour ahead of the arrival of the Senior Government Official.
2. Ensure that arrangements for the media briefing is in place.
3. Ensure that the vaccination site is ready to receive the Senior Government Official and physically locate the room/space where the Senior Government Official will take the vaccine.
4. Ensure that the media is informed on where the media briefing will take place. If a room is not provided in advance, make arrangements as soon as you arrive at the venue, ensuring that the room is accessible and quiet.
5. Be by the side of the senior Government official from the time they arrive until you usher them to the media briefing room.
6. Make sure that the facilitator is ready and they have the Q & A
7. Record the Media briefing in video format
8. Ensure that the media briefing room has minimal noise in the background during media briefing or Q and A.

**What to do after the vaccination event**

1. Send the video for editing (this can be done internally if capacity exists)
2. Share the final product with the
3. Share the final product with the Media Liaison and Provincial Communication Chief Directorate at DBE