

SOCIAL MEDIA POLICY

Purpose

This guidance sets out the steps Te Aho o Te Kahu will take to use social media responsibly and in line with staff roles and functions.

Social media has a broad reach and can be highly interactive. We need to keep the sector and the public informed about our work and engage with them through online platforms to be responsive to their views and needs.

We want to hear what is important and to seek input on our work. Using social media responsibly will help to maintain engagement with and trust in Te Aho o Te Kahu.

This policy will be reviewed annually to assess if it is fit for purpose and to capture any changes to our process and channels.

Our social media presence will be reviewed annually (next review: 1 October 2023) to assess if it is fit for purpose and to check alignment with this policy.

Social media channels

Current Te Aho o Te Kahu social media channels:

- Twitter
- LinkedIn

This policy also covers any additional channels established on an ad hoc or permanent basis prior to the annual review of this policy.

Social media content

This policy sets out how we will use social media.

1. Content will only be posted by our Principal Communications Advisor or delegated person.
2. Content will be sighted and signed off by our Chief Executive, or delegated person, before it is posted.
3. Content will reflect our core responsibilities under the [Standards of Integrity and Conduct](#) and [Political Neutrality Guidance](#).

4. Content will align with our obligations under the [Privacy Act 2020](#) so as to protect and respect people's information and privacy.
5. If we receive an online, written or oral question/complaint about our social media content or usage this will be registered as correspondence and will be replied to in line with our official correspondence.

Social media

The following sections provide guidance on the standards Te Aho o Te Kahu will meet when using social media.

Posting or sharing content

We will only post or share content on social media where there is a clear business purpose for doing so.

Any content shared will be:

- *Impartial and politically neutral* – unlikely to be seen as being biased towards or as advocating for a particular political party. Careful consideration will be given to any association with individuals, businesses and organisations.
- *Factual and accurate* – reasonable steps have been taken to ensure its accuracy.

We will respect and protect people's personal information. If we are sharing any information or content on social media that relates to an identifiable individual, then that person must have given consent for the information to be shared.

We will consider the privacy implications of any information being shared in line with our obligations in the [Privacy Act 2020](#).

If we are sharing content that could be considered to be advertising, this will be consistent with the [Guidelines for Government Advertising](#).

Posts will be approved by the Chief Executive before being posted by the Principal Comms Advisor.

Following and interacting with other social media accounts

We will be considerate of how our interactions with other social media accounts could be perceived.

Following another social media account, 'liking' or reposting content from another account, or linking to content from another source online is very likely to be perceived as an endorsement. We will only do this where there is a clear business purpose linked to our role and functions.

We will follow a broad range of accounts in order to manage any perceptions of being biased towards or as advocating for a particular political party.

We will not follow the social media accounts of individuals or organisations that are known to produce content that is offensive or questionable.

We will be judicious about 'liking' or reposting content that has been shared by other accounts. We will carefully consider whether the benefits of doing so outweigh any potential perception risks and align with the posting and sharing guidance above.

There will be an annual review of social media account activity by the Chief Executive and/or General Manager, or delegated person, to ensure our social media interaction (i.e. following, liking and reposting) meets expectations and, if not, to address this going forward. Collating the material for review will be the responsibility of the Principal Communications Advisor.

Responding to, moderating and deleting comments made by others

We have a responsibility to ensure our social media platforms are impartial, politically neutral and safe and accessible for people to use.

Replying to comments can be an effective way to engage directly, provide people with relevant information or resolve issues. We do not have to reply to all comments on our social media platforms.

We reserve the right to moderate comments and delete them if they are offensive, irrelevant, share an individual's personal information or could negatively impact perceptions of our political neutrality.

Our social media transparency statement clearly set out the considerations we will use when moderating and deleting comments on our social media platforms. This will be available in a prominent place on each of our channels.

Responses to private or direct messages on our social media platforms are subject to the same considerations as any other official communication.

Our social media transparency statement also clearly sets out how we manage and respond to any private or direct messages.

Social Media Transparency Statement

The statement below will be displayed publicly on each social media channel:

We encourage interaction with our social media content but reserve the right to remove posts that violate our community guidelines. Please keep all comments and posts relevant and respectful.

We reserve the right to:

- determine what constitutes inappropriate content
- edit or entirely remove inappropriate content
- ban or block users from our social media communities.

We may delete posts which contain:

- racist, sexist, homophobic or other forms of hate-speech
- potentially defamatory statements
- confidential information (including contact details and personal or health information)
- misinformation
- spam or advertising
- offensive language, abuse or threats
- off-topic or irrelevant information to the thread of conversation
- nudity, pornography or child abuse
- excessive violence
- content that is illegal, or supports illegal activity
- political content

By liking, following or re-posting content we are not endorsing the views of the person or organisation.

If you have a comment about our social media presence or find content on one of our channels which you feel is inappropriate, please let us know via email on info@teaho.govt.nz

If you send a private or direct message via one of our channels we will respond within 14 days in line with our official correspondence policy.