

## **Waitaki District Council's Social Media Guidelines for Candidates**

Candidates must comply with the following guidelines for social media use and presence related to campaigning:

### **Things to be aware of**

- During the lead up to elections, the current mayor and councillors may be used in social media posts where it is appropriate and is considered 'business as usual' to use them. This may be in images and quotes.
- Election advertising, using any media, including social media, must identify the person under whose authority they have been produced, as per sections 113-115 of the Local Electoral Act 2001. This means in your profile photo/bio, you must have a statement saying that all content/images on your social media channel are authorised by you or your agent. You must include a physical address in the authorisation statement (not a PO Box, Private Bag or Rural Delivery number), and you must not use the council's main office address.
- The Council's social media accounts (listed below), including but not limited to Facebook, Twitter, Instagram, LinkedIn, Neighbourly and Youtube, are not permitted to be used as a communications channel by anyone (candidates or members of the public) for promotion, electioneering or campaigning. This also applies to all social media accounts owned by Council-controlled organisations.
- The Council's social media accounts are constantly monitored and any campaign-related or electioneering content will be removed.
- If Waitaki District Council already follows your public social media accounts, any campaign related or electioneering content will be removed immediately.
- If Waitaki District Council already follows your public social media accounts, please note you will be unfollowed 3 months prior to the election date. This protocol is in line with the Local Electoral Act 2001.
- Any social media post – positive or negative – made by any individual specifically relating to their own – or someone else's – nomination, intention to run for Council, or election campaign, will be removed immediately.
- Candidates cannot reply to the Council's social media posts or share with a comment encouraging people to like or follow their own social media accounts or any other electioneering tool. Any posts that do this will be removed.
- Candidates must not link their own social media accounts (if they are used for campaigning purposes) to the Council's social media accounts. .
- Candidates cannot rate, review, check-in or tag the Council's social media channels.
- The Council's social media accounts will remain neutral. Waitaki District Council will promote elections and the importance of voting but will not associate these posts with any candidates.

Waitaki District Council's social media accounts are listed below.

### **Some things you can do**

It's a good idea to encourage people to follow your social media accounts while campaigning, and include it in any promotional material. It's a great way to engage with the public – you can ask

questions, run polls, encourage people to register to vote and then actually vote! Social media accounts are useful for reminding voters of important dates, etc.

Great images are important on social media – post pics from your campaign trail, or post videos of yourself explaining who you are and what you stand for. You may have people who are happy to be filmed sharing why they will be voting for you – seeing other members of their community may encourage people to vote.

### Facebook

- It's a good idea to have a public figure Facebook Page with a clear profile picture to help your election campaign. It's best to have a new photo.
- Consider setting aside budget for Facebook advertising to reach voters. You need to become authorised to run ads with political content. Facebook has helpful info on this.
- Facebook has a helpful guide about using Facebook to engage with voters and build your online community here.

### Twitter

- Create a Twitter account. Residents are very active on Twitter especially when it comes to political discussions. See what hashtags are trending for the election.
- Think of Twitter more like a newsfeed or forum to release information about everything you are doing.
- Twitter is a great platform to get involved in conversation and engage the public in the issues you are passionate about. Let people know what you stand for/what you want to change, give people the chance to share their views and explain the reasons for the changes you want to make.

### Neighbourly

- Set up a personal profile on Neighbourly if you don't have one already and then you can add a special candidate pin to your profile picture so the community knows you are a candidate. On this platform you can speak directly to your ward and let the community get to know you and see what upsets them/what they care about. Neighbourly often runs special groups for local elections that you can be part of. Visit [neighbourly.co.nz/help](https://neighbourly.co.nz/help) for more info.

### Instagram

- Instagram is all about photos. You can feature a single photo or a collage of photos that will show up on your follower's feeds. You want to drive engagement, not just reach. So remember to focus on quality rather than quantity. Instagram is most successful when you tell personal stories and pictures that give the public greater insight into your campaign, rather than promotional images.
- Stories are a great way to group photos into albums. You might use them to share behind the scenes, promote an event, or focus on a specific issue you care about. You can also customise your Stories by adding music, text, emoji or even polls so you can make them more interactive and add a bit of your own personality.

For the sake of clarity, Waitaki District Council's web and social media channels are:

- Waitaki District Council
- Waitaki District Youth Council
- Waitaki Lakes Camping
- Waitaki Whitestone Geopark

- Waitaki Aquatic Centre
- Waitaki District Library
- Opera House Oamaru
- Oamaru Museum
- Oamaru Gallery
- Safer Waitaki
- Tourism Waitaki

#### Instagram

- Waitaki District Council
- Waitaki Whitestone Geopark
- Culture Waitaki
- Tourism Waitaki

#### Twitter

Waitaki District Council

#### YouTube

Waitaki District Council

Waitaki Whitestone Geopark

Tourism Waitaki