
Christchurch City Council's Social Media Guidelines for Candidates

Use of social media requires sound judgement and common sense. You and anyone acting on your behalf are personally liable for the content you publish.

Social media sites are considered public domain, it is important to ensure you are confident of the nature of the information that you publish, as you could be quoted on it. Once published, content is almost impossible to control and may be used without your consent in ways you would prefer it was not. Familiarise yourself with the terms of service of any social media site and do not post any material that could leave you vulnerable.

Make use of privacy settings for information you do not want accessed by others. Be mindful of others' privacy and do not post private or confidential information about others, or situations involving named, pictured or otherwise identified people without their permission.

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

- Election advertising, using any media, including social media, must identify the person under whose authority they have been produced, as per section 113 of the Local Electoral Act 2001. This means that in your profile photography/biography, 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.
- Christchurch City Council's social media accounts (listed in Appendix 1), including but not limited to Facebook, Twitter, Instagram, LinkedIn and Neighbourly, 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 immediately.
- If Christchurch City Council already follows your public social media accounts, please note you may be unfollowed three months prior to the election date. This protocol is in line with the Local Electoral Act 2001.
- Any social media post on a Council page – 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.
- 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. Christchurch City Council will promote elections and the importance of voting but will not associate these posts with any candidates.

Christchurch City Council's social media accounts are listed in Appendix 1.

Appendix 1

Christchurch City Council social media channel list

Facebook:

- Christchurch City Council
- Christchurch City Libraries
- What's On Christchurch
- KidsFest
- Botanic D'Lights
- Taiora QEII Recreation Centre
- Pioneer Recreation Centre
- Jellie Park Recreation Centre
- Graham Condon Recreation Centre
- Lianne Dalziel Christchurch Mayor
- The Breeze Walking Festival
- Christchurch Botanic Gardens
- Transport for Christchurch
- Christchurch Art Gallery Te Puna o Waiwhetu
- Canterbury Earthquake National Memorial

Twitter

- Christchurch City Council
- Transport for Christchurch

Instagram

- Christchurch City Council
- Christchurch City Libraries
- Christchurch Art Gallery
- Christchurch Botanic Gardens
- What's on Christchurch

Youtube

- Christchurch City Council Civic Offices - <https://www.youtube.com/user/ChchCityCouncil>
- Christchurch City Council - <https://www.youtube.com/channel/UCZETwErnCvvgbvBbnnHfyxA>

Linkedin

- Christchurch City Council