

Social media guidelines for candidates

Social media use 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 to be in the public domain. It is important to ensure you are confident of the nature of the information 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 - 115 of the Local Electoral Act 2001. This means all campaign material must have a statement saying 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.
- Social media used to promote a candidate's election or campaign must include the authorisation statement on the account's main page (or profile page). This also applies to any existing or personal account used for electioneering. The authorisation statement should be placed on the main page for the duration of the time that account is used for electioneering. It is not necessary to authorise each individual post or tweet on your own social media.
- Christchurch City Council's social media accounts (listed below), 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.
- 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.
- 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.

- It is illegal for candidates to display their completed voting documents on social media.
- During the lead-up to elections, the current Mayor and elected members may be used in social media posts where it is appropriate and considered 'business as usual' use. This may be in images or quotes.

Christchurch City Council social media accounts

Facebook:

- Christchurch City Council
- Christchurch City Libraries
- What's On Christchurch
- KidsFest
- Christchurch Recreation and Sport Centres
- He Puna Taimoana
- The 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>
- Te Pātaka o Rākaihautū Banks Peninsula Community Board: <https://www.youtube.com/channel/UC66K8mOIfQT3I4rOLwGbeug>
- Waitai Coastal-Burwood Community Board: <https://www.youtube.com/channel/UCI96HGY4yTuHdxoX3617V0g>
- Waimāero Fendalton-Waimairi-Harewood Community Board: <https://www.youtube.com/channel/UC0djJ5RxVNyyf8xYyglkXvg>
- Waipuna Halswell-Hornby-Riccarton Community Board: https://www.youtube.com/channel/UCQN_yNuZzRhDJ2scAEjCvA
- Wakura Linwood-Central-Heathcote Community Board: <https://www.youtube.com/channel/UCNPb5ivHr6AzTjLcpX0-RNQ>
- Waipapa Papanui-Innes Community Board: <https://www.youtube.com/channel/UCuRzshsY8rjDJYUymoYeQtA>
- Waihoru Spreydon-Cashmere Community Board: <https://www.youtube.com/channel/UCGwelMco4E1ilUpXZ7voUgA>

LinkedIn

- Christchurch City Council