



Opotiki District Council
STRONG COMMUNITY STRONG FUTURE

OPŌTIKI DISTRICT COUNCIL

**SOCIAL MEDIA
GUIDELINES FOR
CANDIDATES**

LOCAL ELECTIONS

GUIDELINES

Ōpōtiki District Council's Social Media Guidelines for Candidates

Council's social media channels will remain neutral at all times. Council will promote elections and the importance of voting, but will not associate these posts with any candidates.

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

Things to be aware of

- 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.
- The Council's social media accounts (listed in Appendix 1), including but not limited to Facebook, YouTube, LinkedIn and Issuu, 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 or businesses Council has a shareholding in. It is the responsibility of candidates to check if a social media account is one of Council's.
- The Council's social media accounts are constantly monitored and any campaign related or electioneering content will be removed immediately.
- If Ōpōtiki 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 immediately.
- 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. Ōpōtiki District Council will promote elections and the importance of voting but will not associate these posts with any candidates.

Appendix 1

Social media channel list

[Facebook: Ōpōtiki District Council](#)

[Facebook: Ōpōtiki District Library](#)

[LinkedIn: Ōpōtiki District Council](#)

[YouTube: Ōpōtiki District Council](#)

[Issuu: Ōpōtiki District Council](#)

Council Controlled Organisations

BOPLASS