

Clutha 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. This authorisation must be declared one on your main page – not on individual posts.
- The Council's social media accounts (listed below), including but not limited to Facebook, 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.
- Council does not allow any candidates to comment or post on their accounts during the 3-month election period as this can be considered promotion by association.
- The Council's social media accounts are constantly monitored and any campaign-related or electioneering content or candidate comments/posts will be removed.
- Any social media post on Council's channels – 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. Clutha District Council will promote elections and the importance of voting but will not associate these posts with any candidates.

Clutha District Council's web and social media channels are:

Website - www.cluthadc.govt.nz

Facebook - CluthaDistrictCouncil

YouTube – @cluthadistrictcouncil8457

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 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.