



SOCIAL MEDIA POLICY

Date of Issue	Review Date
1 April 2018	1 April 2019
1 April 2019	1 April 2020
29 June 2020	30 June 2021

Purpose

The purpose of this policy is to ensure that appropriate processes, procedures and systems are in place so that social media presence for the Agency is consistent, timely and appropriately managed. It should be read in conjunction with the [News Media Policy](#), [Media guidelines](#) and [State Services Commission Principles for interaction with social media](#).

Scope

This policy applies to all staff, temporary or permanent, employed or engaged by the Agency on any basis in any country, who are authorised to use any of the Agency's social media channels for business purposes on behalf of the Agency.

This Policy does not apply to the use of social media:

- by staff at work, which is covered under the [ICT Acceptable Use Policy](#).
- for investigative purposes.

This policy focuses on, but is not limited to, the Agency's preferred social media channels.

Help

Any social media query or engagement must be directed to the Principal External Relations Advisor – Communication, media@pikeriverrecovery.govt.nz and 021 872 810.

Definitions

Social media – means websites and applications that enable users to create and share content or to participate in social networking.

Social media account refers to the use of an Agency social media channel such as Twitter.

Social media register refers to a secure register of every Agency social media account, including information on management and security arrangements for each account. This is held and managed by the Principal External Relations Advisor – Communication.

Social media account holder a person who, in the course of their employment, is authorised to create a social media account and/or publishes, monitors, maintains and appropriately archives content.

Policy statements

1. The Agency recognises social media's value as a business tool to:
 - complement other integral communication / marketing channels and tools
 - increase the visibility and effectiveness of the Agency's initiatives and actions
 - reach and connect with online audiences
 - ensure a right-of-reply or response in online channels. The news media can enhance or detract from the Agency's reputation (and that of our Minister).
2. While social media can be used for proactive media/public engagement, it is
 - imperative that Agency staff engage safely and appropriately with social media to



- protect the Agency’s security and reputation.
3. All Agency social media accounts will use a password that limits access to selected account holders.
 4. Passwords will be complex and long and must be frequently changed. Staff with access to social media channels must have their access revoked before their offboarding process can be completed.
 5. The Principal External Relations Advisor – Communication has the authority to intervene if necessary in any Agency social media account or activity to protect the security or reputation of the Agency.
 6. All social media accounts hosted by the Agency must remain politically neutral.
 7. Only one corporate YouTube account is to be in operation.
 8. The Principal External Relations Advisor – Communication will keep a secure register of every Agency social media account.
 - This register will include information on management and security arrangements for each account.
 9. Only staff listed in the Social Media Register can operate Agency social media accounts.
 10. Social media account holders should exercise judgement when liking, friending or following non-government accounts. Where appropriate, staff should use a disclaimer that following an account is not an endorsement of its content of the organisation.
 11. All social media accounts must be authorised by the Principal External Relations Advisor – Communication.

Approval to set up a social media account

- Approval to set up a new social media account will require a business case in writing, outlining the intended purpose, benefits, resourcing, processes for managing the capture of information and overall responsibility.
- The business case will nominate an account holder to be responsible for the day-to-day operation of the specific social media account.
- Final approval of the business case will be by the Principal External Relations Advisor – Communication.

Key Accountabilities and Responsibilities

Role	Description of Responsibility
Chief Executive	Responsible for: <ul style="list-style-type: none"> • Approval of this policy and procedures. • The Agency meeting its obligations under this policy.
Management Team	<ul style="list-style-type: none"> • Responsible for reviewing and endorsing this policy and associated procedures, or recommending changes to the policy. • Embedding this policy in their teams. • Ensuring their teams are compliant with this policy.
Policy owner	Responsible for: <ul style="list-style-type: none"> • Ensuring the policy is working effectively through regular monitoring and reporting of compliance to the policy. • Provides final approval of all business cases for a new social media account. • Updating and maintaining social media accounts, including managing access to accounts and ensuring passwords are kept secure. • Monitoring and moderating content published by users and followers. • Ensuring appropriate record management is in place. • Suitable continuity of social media accounts, and closing accounts when they are no longer required.



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| | <ul style="list-style-type: none">• Ensuring complaints or negative queries about Agency's social media use are dealt with appropriately. |
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Mandatory Procedures

- [State Services Commission Principles for interaction with social media](#)

Related Agency policies and documents

- [News Media Policy](#)
- Code of Conduct
- ICT Acceptable Use Policy
- [Media Guidelines](#)
- Privacy Policy
- Record Management Policy
- Protective Security Policy

Relevant legislation and regulations

- Official Information Act 1982
- Privacy Act 1993
- Copyright Act 1994
- Harmful Digital Communications Act 2015

Measures of success

The Principal External Relations Advisor – Communication regularly monitors and evaluates how well the social news media policy is working. The measures of success are that:

- Social media accounts are monitored to ensure content and responses are appropriate and uphold the reputation of the Agency.
- Social media accounts are only operated by staff listed in the Social Media Register.
- All new social media accounts established have followed the correct approval process.

Compliance Management

Compliance management tools and processes will be used to minimise the risk of breaches of this policy. This will include:

- Monitoring of compliance with required processes, procedures or guidelines set out in the mandatory procedures manuals
- Tools such as a social media account register which lists authorised account holders
- A central register to record unauthorised or inappropriate use of accounts, held by the policy owner. This includes the appropriate action taken to remedy this.

Compliance reporting and information

Compliance information regarding this policy will be provided to the Chief of Staff six monthly.

Training and Communication

The Policy will be posted on the policy section of the Intranet and in MAKO (Pike River Recovery Agency/Policy and Procedure - <http://mako.wd.govt.nz/otcs/llisapi.dll/link/79705398>).

A link to the [State Services Commission Principles for interaction with social media](#) and any other supporting documents will also be available in these places.

Any staff subsequently appointed as Account Holders or added to the Social Media Register will be provided with appropriate training before their account is activated.