

# Social media guidelines for candidates

## LOCAL GOVERNMENT ELECTIONS 2022

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

### Things to be aware of:

- Election advertising, using any media, including social media, must comply with sections 113-115 of the Local Electoral Act 2001. This means any campaign material must have a statement saying that all content/images (including on your own social media channel) has been authorised by either you or your agent and must state the authoriser's physical address. An example statement would read: "Authorised by Jo Bloggs, 123 High Street, Greymouth" or "Authorised by Jane Doe, 123 Mackay Street, Greymouth – Campaign Manager for Jo Bloggs").
- The Council's social media accounts (listed below), including but not limited to Facebook and LinkedIn, are not permitted to be used as communications channels by anyone (candidate or members of the public) for promotion, electioneering or campaigning. This also applies to the Civil Defence West Coast channels.
- The Council's social media accounts are constantly monitored and any campaign related, or electioneering content will be removed.
- If the West Coast Regional Council already follows your public social media accounts, please note you will be unfollowed three months prior to the election date or when you start campaigning. This protocol is in line with the Local Electoral Act 2011.
- Any post on a Council social media account – positive or negative - made by an 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 tools. Any

posts that do this will be reported to the Electoral Officer, who may request they 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. The West Coast Regional Council will promote the elections and the importance of voting but will not associate these posts with any candidates.
- Social media posts should not breach the Privacy Act 2020, Human Rights Act 1993, the Harmful Digital Communications Act 2016, or the Films, Video & Publications Classification Act 1993.

### The West Coast Regional Council social media accounts are as follows:

#### Facebook:

- West Coast Regional Council  
<https://www.facebook.com/WestCoastRegionalCouncil>
- Civil Defence West Coast  
<https://www.facebook.com/emergencywestcoast>

#### LinkedIn:

- West Coast Regional Council

