

1. Purpose

Westland District Council, Westland District Library, Hokitika Museum, Hokitika Swimming Pool and Hokitika isite (WDC) are active across several major social media platforms. We use them to provide information about our activities and other relevant information to the public.

We encourage interaction with our pages but reserve the right to remove posts or comments that breach our community guidelines or the platforms' terms and conditions.

1.1 Scope

These guidelines apply to users of our social media platforms and the staff who manage and moderate them.

2. Guidelines

To ensure our social media platforms are used appropriately, we ask that people follow our community guidelines:

- **Be respectful.**
Please be courteous and do not make comments that contain offensive, profane, defamatory, or threatening language or which are otherwise inappropriate in a public forum. These comments will be removed in accordance with the Harmful Digital Communications Act.
- **Stay on topic.**
Please keep comments relevant to the topic or theme of the post. If you disagree with our view on something, that's fine – but if you decide to make that point every time we post, your comments will be considered spam and will be hidden or deleted, and you may be banned from the page.
- **Protect your own and others' privacy.**
Don't post comments containing personal, identifying, or confidential information such as account details or other personal information including address, telephone number, email, passwords, etc.
- **Electioneering.**
Electioneering is strictly prohibited from any of our social media platforms. Any post - positive or negative - made by any individual relating in any way to their own or someone else's nomination, intention to run for Council or election campaign, will be removed immediately.
 - Comments will be turned off on the Westland District Council Facebook page during the election period, from the close of nominations until the Monday following the election-day.

WDC reserves the right to:

- Determine what constitutes inappropriate content
- Edit or entirely remove inappropriate content
- Ban or block users from its social media communities. Users who have posts hidden or deleted three (3) times within a 12 month period will be blocked or banned.
- Comments may be turned off where the topic has previously required heavy moderation and to ensure that misinformation isn't shared on our social media pages and to protect the wellbeing of our staff who read and respond to comments on our accounts.

We may delete posts that contain:

- Language or content that is harmful, defamatory, racist, sexist or discriminatory, insulting or offensive.
- Confidential information (including contact details and personal or health information).
- Misinformation, disinformation or spam.
- Commercial activity, including advertising.
- Unapproved use of Westland District Council's brand.
- Off-topic comments or information irrelevant to the thread of conversation.
- Nudity, pornography or child abuse.

- Violence.
- Content that is illegal, gives instructions for illegal activity or advocates illegal activity.

3. Monitoring

Our social media accounts are monitored during working hours on business days, and periodically in the evenings and on weekends and public holidays.

We encourage users to submit service requests through our website or call Council if you have an urgent issue.

4. Political neutrality

WDC is politically neutral. We do not advocate for a particular political party and our social media channels will not be used to promote any party's political messages or other content.

We reserve the right to remove any comments that may compromise our obligation to maintain political neutrality.

5. Endorsement

WDC does not implicitly or explicitly endorse any individual or organisation by creating a social media connection, regardless of the terms used by social media providers.

We may maintain social media connections with individuals and organisations that are critical and/or have opposing views. We do not hold any responsibility for the content of such profiles.

We do not necessarily endorse a particular person or organisation when we follow, share, or 'like' content from them.

6. Disclaimer

The content of our social media channels is intended for informational purposes only. We will not accept any liability for loss or damage suffered by any person or body due to information provided on this site or linked sites.

The information on our social media channels is provided on the basis that anyone accessing it takes responsibility for assessing the relevance and accuracy of its content.

7. Contact us

If you find content on one of our official pages which you feel breaches these guidelines, please let us know by emailing council@westlanddc.govt.nz – attn.: Strategy and Communications Advisor.

8. Related Documents

When active on our social media pages, you are expected to also comply with the terms of service for each platform:

Facebook Terms and Policies: https://www.facebook.com/policies_center

LinkedIn User Agreement: <https://www.linkedin.com/legal/user-agreement>

LinkedIn Community Policies: <https://www.linkedin.com/.../professional-community-policies>

YouTube Terms of Service: <https://www.youtube.com/static?template=terms>

Instagram Terms of Use: <https://help.instagram.com/581066165581870>

Twitter Terms of Service: <https://twitter.com/en/tos>

Tik Tok Terms of Service: <https://www.tiktok.com/legal/terms-of-service-row?lang=en>

Community Social Media Procedure



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By	Strategy and Communications Advisor

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