

## SOCIAL MEDIA POLICY

Uepū	Rākaikahuroa
Owner	Tumukahuroa
Approved by	Te Ohu
Date first approved	May 2014
Date approved	June 2016
Date of the next review	June 2018

### 1.0 Te Pūtake

Te Wānanga o Aotearoa supports the use of social media as a communication platform to share innovative and meaningful communication that supports the transformation of taura and their whānau through education. Social Media at Te Wānanga o Aotearoa aspires to:

- engage with taura, kaimahi, and external stakeholders
- promote and market Te Wānanga o Aotearoa programmes
- enhance and build our reputation and brand
- encourage local, regional, national and global communication

This tikanga whakahaere states the organisations for the appropriate use of all official Te Wānanga o Aotearoa social media platforms including takiwā, and the posting of any information about Te Wānanga o Aotearoa on social media.

### 2.0 Tikanga Whakahaere

Te Wānanga o Aotearoa will ensure that the use of social media directly relating to Te Wānanga o Aotearoa is appropriate and will incorporate Ngā Uara and Communication Tikanga.

- We use the right message, tone, and channel for the recipient; giving effect to Te Reo Māori wherever possible.
- We are factual, accurate and timely in all communications.
- We actively acknowledge and appropriately respond to feedback from our stakeholders
- We measure the impact and effectiveness of our communication with stakeholders and commit to using collected information.
- We are, where possible, the first to inform stakeholders and recognise the importance of face-to-face interaction where possible.
- We make it clear to stakeholders how to respond and engage in dialogue, and are open and responsive to stakeholder-led communication with us and others.
- We recognise the purpose of our communication and are accountable for its outcome.

TWOA Values	Principles
<p><b>Te Aroha</b> Having regard for one another and those for whom we are responsible and to whom we are accountable</p>	<p>2.1 Te Wānanga o Aotearoa recognises the value of social media and seeks to ensure that the use of social media reflects the value of Te Aroha and integrity while striving to achieve organisational strategic goals. We seek to engage with taura, kaimahi and whānau in mutually beneficial ways using Social Media platforms as one way to enhance and maintain an ongoing relationship.</p>
<p><b>Te Whakapono</b> The basis of our beliefs and the confidence that what we are doing is right</p>	<p>2.2 Rākaikahuroa will approve the establishment of any official Te Wānanga o Aotearoa social media presence, and will identify the Marketing Coordinator/ or person's responsible as the Account Manager.</p> <p>2.3 Social media training approved by Rākaikahuroa must be completed before becoming a TWOA social media account manager.</p> <p>2.4 Rākaikahuroa are responsible for developing and maintaining Te Wānanga o Aotearoa Social Media Guidelines.</p> <p>2.5 Kaimahi cannot set up unofficial social media pages on behalf of Te Wānanga o Aotearoa. TWOA will seek to delete unauthorised social media platforms.</p> <p>2.6 Any use of the brand, logo, typography, imagery and photography of Te Wānanga o Aotearoa, must comply with Brand Tikanga Whakahaere and Brand Style Guide.</p> <p>2.7 The Account Manager has the authority to moderate content on any Te Wānanga o Aotearoa official social media and modify posts that pose a reputational or legal risk to Te Wānanga o Aotearoa.</p>
<p><b>Ngā Ture</b> The knowledge that our actions are morally and ethically right and that we are acting in an honourable manner</p>	<p>2.8 Social Media sits under Rākaikahuroa (Communications and Digital Media wāhanga) and Tumukahuroa is responsible for social media and the policing of this monitoring to ensure that TWOA acts within Ngā Ture.</p> <p>2.9 Kaimahi are responsible for the content that they upload to official Te Wānanga o Aotearoa social media and that it complies with the Social Media Guidelines.</p> <p>2.10 Te Wānanga o Aotearoa affirms the rights of kaimahi to post their opinions on social media sites, provided they are not defamatory comments and clearly state it is their own personal opinion, not the opinion of Te Wānanga o Aotearoa, unless expressly authorised to do so.</p> <p>2.11 Account Managers are accountable for ensuring defamatory comments are not published on social media sites hosted by Te Wānanga o Aotearoa. Any defamatory comments posted on a site will be removed as soon as reasonably possible.</p> <p>2.12 Account Managers are responsible for updating and maintaining a social media account with Social Media Platforms, ensuring information placed on social media</p>

TWOA Values	Principles
	<p>sites is factually correct and consistent with the Social Media Guidelines.</p> <p>2.13 Appropriate action must be taken by Account owners when they become aware of any breach of Te Wānanga o Aotearoa policy, guidelines or relevant law. The TWOA Social Media Advisor will monitor and police the organisations social media platforms with the Social Media Account Managers.</p>
<p><b>Kotahitanga</b> Unity amongst iwi and other ethnicities, standing as one</p>	<p>2.14 Social Media platforms are tools that embrace networking and sharing content with people locally, nationally and internationally. It is a tool that TWOA aims to use to foster collaboration around the globe.</p> <p>2.15 Kaimahi using a social media site either as a private individual or during the course of their work, must not post confidential information about Te Wānanga o Aotearoa, or Personal Information about its current or former taura, kaimahi or governance members.</p> <p>2.16 Posts by kaimahi that bring the organisation into disrepute is a breach of trust and good faith that could see disciplinary action taken which could include termination of employment.</p>

### 3.0 Whanuitanga

This tikanga whakahaere applies to all Governance and Kaimahi of Te Wānanga o Aotearoa.

### 4.0 Whakamāramatanga

These are the definition of terms that are used throughout the document.

Term	Description
Account Manager	Kaimahi who has approval to create a social media account and/or publishes, monitors, maintains and appropriately archives content on behalf of Te Wānanga o Aotearoa.
Brand	<p>All material (print, digital, visual) that pertains to:</p> <ul style="list-style-type: none"> <li>name and graphical expression of Te Wānanga o Aotearoa, logo, colours, typeset, imagery and relationship of the brand with other design elements.</li> </ul>
Confidential Information	<p>Includes:</p> <ul style="list-style-type: none"> <li>trade secrets; and information that has commercial value that would be, or would be likely to be, diminished by disclosure.</li> </ul>
Defamatory comment	A false statement about a person, to his or her discredit. ( <i>Sims v Stretch</i> [1936] 2 All ER 1237 (HL))
Kaimahi	All persons employed, seconded, and authorised contractors by/to/of Te Wānanga o Aotearoa.

Term	Description
Personal Information	Personal information as defined in section 2 of the Privacy Act 1993 including: "...information about an identifiable individual..."
Rākaikahuroa	Rākaikahuroa is the Marketing department of Te Wānanga o Aotearoa and includes the Communications and Digital Media wāhanga (division).
Social Media	Interactive platforms, which allow people to share content, exchange information and interact in virtual communities and networks. These include but are not limited to; social and professional networking sites, blogs, video and photo sharing sites, forums and groups, instant messaging.
Social Media Guidelines	Guidelines provided for kaimahi on social media.
Social Media Provider	Any website providing the social media service e.g. Facebook, Twitter, YouTube, Instagram.
Te Wānanga o Aotearoa	Includes Te Wānanga o Aotearoa and all direct and indirect subsidiaries such, Dynapseak Limited and Aotearoa Scholarship
Official Te Wānanga o Aotearoa Social Media presence	Appropriately authorised and recognised social media platforms use for the purpose of facilitating interaction between taura, stakeholders and Te Wānanga o Aotearoa.
TWOA Governance Members	Members of any established Te Wānanga o Aotearoa governance group e.g. Te Mana Whakahaere.

## 5.0 Ngā Hononga

The following tikanga whakahaere applies to this tikanga whakahaere:

- Brand Tikanga Whakahaere
- Te Wānanga o Aotearoa Brand Style Guide
- Social Media Guidelines
- Media & Other External Agencies Requests for Information
- Copyright Act 1994
- Defamation Act 1992
- Privacy Act 1993
- Fair Trading Act 1986
- Consumer Guarantees Act 1993
- Human Rights Act 1993
- Unsolicited Electronic Messages Act 2007
- Overarching Communications Plan 2016 – 2020
- Communication Tikanga, in Overarching Communications Plan 2016- 2020
- Revised Social Media Guidelines
- Official Information Act 1982
- Public Records Act 2005
- Records and Information Management
- Health and Safety at Work 2015
- Protected Disclosures Act/Whistle-blowing
- Complaints Policy
- Intellectual Property Policy/Intellectual Property Register