Online Guidelines for HBRC Candidates

Candidates must comply with the following guidelines for web and social media use and presence relating to election campaigning. The following guidelines apply immediately (15 May 2019) until 24 hours after elections close (12pm, Sunday 13 October 2019). These guidelines apply specifically to the online tools used by Hawke's Bay Regional Council and Council Controlled Organisations (CCOs), referred to as "our organisations"

Hawke's Bay Regional 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

• 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.

• The Regional Council's social media accounts (listed below), including but not limited to Facebook, Twitter, Instagram, LinkedIn and Neighbourly, are not permitted to be used as a communications channel by anyone (candidates or members of the public) for promotion, electioneering or campaigning. This also applies to all social media accounts owned by Council-controlled organisations.

• The Council's social media accounts are constantly monitored and any campaign related or electioneering content will be removed immediately.

• If the Regional Council already follows your public social media accounts, please note you will be unfollowed immediately. This protocol is in line with the Local Electoral Act 2001.

• Any social media post – 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 immediately.

• 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. Hawke's Bay Regional Council will promote elections and the importance of voting but will not associate these posts with any candidates.

Social media channel list

For the sake of clarity, our organisation's web and social media channels under control of HBRC (on 15 May 2019) are:

Council and CCO Social Media Channels	Council and CCO Websites
HBRC Facebook	www.hbrc.govt.nz
HBRC Instagram	www.hbemergency.govt.nz
HBRC Twitter	www.eastcoastlab.org.nz
Hawke's Bay Regional Council Linkedin	www.capetocity.co.nz
Hawke's Bay Regional Council YouTube	www.poutiri.co.nz
HB Parks & Trails Facebook	www.biodiversityhb.org
HB Parks & Trails Instagram	www.hbcoast.co.nz
HB CDEM Facebook	www.hpuds.co.nz
HB CDEM Twitter	www.hbtrails.nz
East Coast LAB Facebook	
East Coast LAB Twitter	
Cape to City Facebook	
Poutiri Ao ō Tāne Facebook	

Some things you can do

It's a good idea to encourage people to follow your social media accounts while campaigning, 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 actually vote! Remind them 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.

Facebook

- It's a good idea to have a public figure Facebook Page with a clear profile picture to help your election campaign. It's best to have a new photo.

- Set-aside budget for Facebook advertising to reach voters. You need to become authorised to run ads with political content and Facebook has helpful info on this.

- Facebook also has a helpful guide about using Facebook to engage with voters and build your online community.

Twitter

- Create a Twitter account. See what hashtags are trending for the election. Follow prominent community leaders, and if people follow you, follow them back.

- Think of Twitter more like a newsfeed or forum to release information about everything you are doing.

- Twitter is a great platform to get involved in conversation and engage the public in the issues you are passionate about. Let people know what you stand for/what you want to change, give people the chance to share their views and explain the reasons for the changes you want to make.

Neighbourly

- Set up a personal profile on Neighbourly if you don't have one already and then you can add a special candidate pin to your profile picture so the community knows you are a candidate. On this platform you can speak directly to your constituency and let the community get to know you and see what upsets them/what they care about. Neighbourly often runs special groups for local elections that you can be part of. Visit neighbourly.co.nz/help for more info.

Instagram

- Instagram is all about photos. You can feature a single photo or a collage of photos that will show up on your follower's feeds. You want to drive engagement, not just reach. So remember to focus on quality rather than quantity. Instagram is most successful when you tell personal stories and pictures that give the public greater insight into your campaign, rather than promotional images.

- Stories are a great way to group photos into albums. You might use them to share behind the scenes, promote an event, or focus on a specific issue you care about. You can also customise your Stories by adding music, text, emoji or even polls so you can make them more interactive and add a bit of your own personality.