

# Social Media Guidelines

## Candidate: Social media guidelines

Candidates standing for Mayor and Council must understand and be aware of their social media presence for campaigning purposes at all times. The following guidelines apply.

- The Council's social media channels are not to be used by anyone (candidate or member of the public) for any campaigning purposes or electioneering. This applies to any channel owned by, or affiliated to, the Council (including facilities, partner projects etc.).
- The Council's social media channels will stay apolitical during the three-month pre-election period (Friday 8 July to Saturday 8 October 2016).
- The Council will continue to promote general election material including enrolment, dates, times and voting reminders.
- Candidate social media profiles identifying the candidate as a person seeking election cannot post to any Council social media channel (for example 'John Doe – Candidate for Hamilton East'). Posts by candidates in a private capacity (for example 'John Doe') cannot post to Council social media channels for the purposes of campaigning or electioneering.
- Any post, made by an individual relating to their own, someone else's nomination, intention to run for Council or election campaign will be removed immediately.
- The Council's social media channels are actively monitored and content that breaches the guidelines will be removed at the discretion of the Chief Executive, Democracy Manager, Communication Unit Manager or Online Manager. No correspondence will be entered into regarding posts that are removed.
- The Council's social media channels are:
  - Facebook** – Hamilton City Council, Hamilton Pools, FMG Stadium Waikato, Waikato Museum, Arts Post, Claudelands, Hamilton Zoo, Hamilton City Libraries, Hamilton NZ, Hamilton Adopt a Dog, Garden Place, National Contemporary Art Award
  - Twitter** – Hamilton City Council, Hamilton NZ, Hamilton City Libraries, Waikato Museum, Hamilton Zoo
  - Instagram** – Hamilton Gardens
  - YouTube** – Hamilton City Council, Hamilton Zoo