

Social Media Guidelines

Candidates must comply with the following guidelines for social media use and presence related to campaigning.

- Election advertising, using any media, including social media, must identify the person under whose authority they have been produced, as per section 113 - 114 of the Local Electoral Act 2001. This means all campaign material must have a statement saying all content/images on your social media channel are authorised by you or your agent and your contact detail. You do not have to include a physical address in the authorisation statement, it can be an email or website address, a phone number or a social media link where that information is available.
- This also applies to any existing or personal account used for electioneering. The authorisation statement should be placed on the main page for the duration of the time that account is used for electioneering. It is not necessary to authorise each individual post on your own social media.
- Christchurch City Council's social media accounts (listed overpage), including but not limited to Facebook, X, Instagram, Tiktok, LinkedIn and YouTube 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.
- Council's social media accounts are constantly monitored and any campaign-related or electioneering content will be removed.
- If council already follows your public social media accounts, please note you may be unfollowed three months prior to the election date. This protocol is in line with the Local Electoral Act 2001.
- Any social media post on a council page – 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.
- Candidates cannot reply to the council's social media posts, 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.
- 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. Council will promote elections and the importance of enrolling, standing and voting but will not associate these posts with any candidates.
- It is illegal for candidates, or any person, to display completed voting documents on social media.
- During the lead-up to elections, the current mayor and elected members may be used in social media posts where it is appropriate and considered usual council business. This may be in images or quotes.

If you have questions or to seek clarification about your social media activity please contact the elections team at elections@ccc.govt.nz or 03 941 8581.

Christchurch City Council social media accounts

Facebook:

- Christchurch City Council
- Christchurch City Libraries
- What's On Christchurch
- KidsFest
- Christchurch Recreation and Sport Centres
- He Puna Taimoana
- The Walking Festival
- Children's Day – Christchurch
- Akaroa Museum
- Christchurch Botanic Gardens
- Christchurch Art Gallery Te Puna o Waiwhetu
- Canterbury Earthquake National Memorial

X

- Christchurch City Council
- Christchurch City Libraries

Instagram

- Christchurch City Council
- Christchurch City Libraries
- Christchurch Art Gallery
- Christchurch Botanic Gardens
- What's on Christchurch

Tiktok

- Christchurch City Council

Youtube

- Christchurch City Council Civic Offices - <https://www.youtube.com/user/ChchCityCouncil>
- Christchurch City Council - <https://www.youtube.com/channel/UCZETwErnCvvgbvBbnnHfyxA>
- Christchurch City Libraries - <https://www.youtube.com/channel/UCphBlrA4PHjE6GrefVPKKZQ>
- Christchurch Art Gallery Te Puna o Waiwhetū - <https://www.youtube.com/user/ChchArtGallery>
- Te Pātaka o Rākahautū Banks Peninsula Community Board:
<https://www.youtube.com/channel/UC66K8mOlFQT3I4rOLwGbeug>
- Waitai Coastal-Burwood-Linwood Community Board:
<https://www.youtube.com/channel/UCI96HGy4yTuHdxoX3617V0g>
- Waimāero Fendalton-Waimairi-Harewood Community Board:
<https://www.youtube.com/channel/UC0djJ5RxVNyyf8xYyglkXvg>
- Waipuna Halswell-Hornby-Riccarton Community Board:
https://www.youtube.com/channel/UCQN_yNuZzfRhDJ2scAEjCvA
- Waipapa Papanui-Innes-Central Community Board:
<https://www.youtube.com/channel/UCuRzshsY8rjDJYUymoYeQtA>
- Waihoru Spreydon-Cashmere-Heathcote Community Board:
<https://www.youtube.com/channel/UCGweLMco4E1iIUpXZ7voUgA>

LinkedIn

- Christchurch City Council
- Smart Christchurch