

Social media community guidelines

These guidelines cover the current and future social media presence of Te Hiringa Mahara on networks such as LinkedIn, Twitter, Facebook, YouTube, and Instagram.

We want to be part of and grow, a well-informed and connected online community, where everyone can be part of constructive conversations about improving mental health and wellbeing outcomes for all people in Aotearoa New Zealand.

We want to make sure that our social media channels are used appropriately. We want to support everyone's mental wellbeing by making sure that people feel included and safe when they visit any of our pages or profiles on social media networks.

In order to create an inclusive, safe space for everyone, we ask that people follow our social media community guidelines:

- **Be kind, respectful, and courteous.** Remember you are in a public forum and that every other member of our online community is a real person. Please be polite, kind, and respectful, even if you do not agree with other people's comments. Any comments that contain threatening, profane, defamatory, or offensive language or are deemed to be inappropriate will be deleted in accordance with the Harmful Digital Communications Act 2015.
- **Feel free to share but do give credit.** We are more than happy for people to share video content or images from our page(s). When you do, please give credit where it's due by taking the time to include either our handle from the original post or tag us.
- **Protect your own and others' privacy.** In order to safeguard people's privacy, we ask that you never post comments containing personal, identifying, or confidential information about yourself or others on our social media channels. This includes information such as an address, telephone number, email address, passwords, and bank account details. If you post information like this, we will remove it.
- **Stick to the topic.** If you wish to make comment on any post, please respond only with comments that are relevant to the subject matter or information in the post. We acknowledge that people can hold differing views from our views on any given topic and we welcome constructive conversations.
- **Avoid spamming.** If you make the same point multiple times, either on the same or different posts, we will leave your first comment but hide the repeats, because we consider this to be spam.
- **Being part of a conversation.** In the interest of having open and transparent conversations with our online community, we will frequently share links to third-

party websites as discussion starters and to encourage new ideas and ways of looking at things. We may also follow or 'like' content from a particular person or organisation. This does not mean we endorse all the views expressed on third-party websites or social media networks. We also don't necessarily endorse the views expressed by members of our online community on our social media pages or profiles.

- **No advertisements or solicitations.** Do not solicit for business or post advertisements in the 'comments' sections of our posts. Any posts of this nature will be removed.
- **No political campaigning or canvassing.** Do not post political campaign material or use a post for canvassing purposes. Any posts of this nature will be removed.
- **No offensive content.** Do not tag us in offensive or profane posts or tweets. We will remove all tags of this nature.

If a user breaches the guidelines set out above three times, they will be blocked from our social media communities.

It is an offence under the Harmful Digital Communications Act 2015 to send messages or post material online that deliberately causes serious emotional distress. We have a zero-tolerance policy for any form of cyberbullying or users who make discriminatory comments, engage in hate speech, spread malicious information, or threaten Te Hiringa Mahara, its employees, other members of our social media communities, or any other people. Users who engage in this behaviour will be blocked immediately, without warning.

If a social media community member uses 'bots' or fake accounts to troll Te Hiringa Mahara (that is, to bring about conflict, hostility, or arguments) via any social media network, they will be blocked immediately, without warning.

Te Hiringa Mahara has the power to block any user from our social media communities without warning in order to create an inclusive, safe space for everyone.

Blocked users will still be able to read content on those networks that allow blocked users to view content but will not be able to comment.

If you are blocked from our social media pages and you think a mistake has been made, you can contact us at kiaora@mhwc.govt.nz and ask us to explain our reasons.

As members of our social media community, if you contact us via private or direct message on social media, we will do our best to acknowledge your message within two working days.

If members of the public have any concerns about Te Hiringa Mahara social media use, they can raise a complaint by contacting us at kiaora@mhwc.govt.nz.

Official Information Act (OIA) requests

Please direct all Official Information Act (1982) requests to kiaora@mhwc.govt.nz with “OIA request” in the subject line. This will enable us to progress all requests efficiently and will ensure that people requesting information can be contacted if Te Hiringa Mahara has any questions or needs to clarify specific requests.