

NZ Government Social Media Guidance

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govt.nz registrar

New Zealand Government
WEB STANDARDS

data.govt.nz

newzealand.govt.nz

Social Media in Government

High-level Guidance

Government Information Services
Department of Internal Affairs
November 2011
Version 1

Social Media in Government

Hands-on Toolbox

Government Information Services
Department of Internal Affairs
November 2011
Version 1

Social Media in NZ



- 70% of online NZers have a Facebook profile



- 75% post photos online



- 42% interact with companies via social media





Other jurisdictions



Scope

Scope?

- Govt use internally
- Public servant 2 public
- Government 2 public





Phase 1: Development

- Added, revised, deleted
- Internal DIA review
 - Web
 - Communications
 - Human Resources
 - Legal
 - Archives
 - Policy



Phase 2: Consultations



Social media guidance	
Organizer:	jason.ryan@ssc.govt.nz
Subject:	Communications Managers Forum
Location:	Meeting Room 5.6 - Te Waahi Korero

Government Web Community > SharePoint User Group



Feedback



webstandards.govt.nz

The screenshot shows the 'New Zealand Government WEB STANDARDS' website. The header includes a search bar and navigation tabs for 'Home', 'Standards', and 'Guides'. The breadcrumb trail is 'Home » Guides » Strategy and Operations » Social Media'. A left-hand navigation menu lists categories: 'GUIDES', 'Strategy and Operations' (with 'Social Media' selected), 'Content and Design', 'Legal and Policy', and 'Technical'. The main content area is titled 'Social Media' and contains the following text: 'In November 2011, the [ICT Strategy Group](#) approved the following all of government social media guidance. This 'Social Media in Government' guidance is made up of two documents: 'High-level Guidance' and 'Hands-on Toolbox'. The intent of the guidance is to encourage best practice social media use by government agencies, provide useful templates and tools for planning, and give an overview of the strengths, weaknesses, benefits and risks of this very important and rapidly growing toolset.' Below this are two bullet points: '• [High Level Guidance](#) Guidance for managers who are trying to decide if their organisation should use social media. Covers basic principles, code of conduct issues, and benefits and risks.' and '• [Hands-on Toolbox](#) Guidance to help practitioners who are setting up social media profiles and using the tools on a daily basis.' The page footer indicates 'Last modified: 08 December 2011'.



"The Best Government Social Media Guidelines So Far Come from New Zealand"

- Andrea Di Maio, VP Distinguished Analyst, Gartner

All items

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More options

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Keyword or member:

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Last 24 hours

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Jobs & careers

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 Page: [1](#) [2](#) [3](#) [4](#) ... [47](#) [Next](#) »

Thread	Last message	Replies
 I need to make some \$ urgently... Started by msstepoe on Mon 30 Apr	1 hour ago	13
 cleaners Started by dragon_keeper on Sat 5 May	2 hours ago	17
 Nursing - New Graduate Started by donna.g on Sat 5 May	2 hours ago	4
 Quick Question Re. CV please :) Started by macaroni.pony on Sat 5 May	2 hours ago	9
 OMG I scored a job in Melbourne!!! (Page: 1 2) Started by nick280 on Fri 10 Jun	3 hours ago	51
 Employment grievance Started by wateraries on Mon 30 Apr	4 hours ago	19

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Where Kiwis Buy and Sell

Top Seller Conference

2012



Help grow your
business on
Trade Me



National Library NZ

@NLNZ FOLLOWS YOU

Tweets from Reuben Schrader and Simon Bendall, with occasional special guest stars.

Wellington · <http://beta.natlib.govt.nz>

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2,866 TWEETS

3,281 FOLLOWING

4,826 FOLLOWERS

Tweet to National Library NZ

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Manchester Library @manchlibrary
Follow

PRC Library System @inbclibrary

Tweets



National Library NZ @NLNZ

3h

Vinyl never died! Measuring its pulse through the years, on the blog: beta.natlib.govt.nz/blog/record-sc... #nzmm

Expand



National Library NZ @NLNZ

4h

@amywatling That hat exceeds regulation jauntiness. I should write him up.

View conversation



National Library NZ @NLNZ

5h

What maketh the man? ow.ly/aJuok Why, it's the hat. ow.ly/aJuoD #tbreaktweets

Expand



National Library NZ @NLNZ

4 May

@kb The eggs never get any love. *sigh*

View conversation



National Library NZ @NLNZ

4 May

Friday fun tip: when you don't have your puppets handy, do silly voices with a pack of bacon. ow.ly/aGwKx #tbreaktweets

Expand



National Lib



Triathlon New Zealand

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Message



Non-Profit Organization
www.triathlon.org.nz



1,845



2

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Triathlon New Zealand
4 hours ago

A hard day's work in Mexico sees Ryan Sissons cross the line for the silver medal. This is what we love to see, go the Kiwis!



Recent Posts by Others on Triathlon New Zealand

See All



Dori Gillming

Hey, where can we find the updated team list? http:...

5 · Friday at 11:08am



XTERRA Trail Run - Wellington NZ

We're just 10 days away from the second XTERRA W...

1 · May 2 at 8:55am



Challenge Wanaka

Congratulations to Triathlon New Zealand in taking o...

10 · May 1 at 10:19pm



Geoff Hawksworth

Could you post the link to the online uniform shop pl...

2 · April 30 at 6:21pm



Steve Marshall

woohoo - my tee shirts arrived today - I forgot I had ...

1 · April 26 at 12:59pm

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Rangitoto, Auckland's youngest volca...

Manatū Taonga 32 views 1 week ago

The landscape of New Zealand's largest city is dotted with 48 volcanoes. The oldest volcano last erupted some 150,000 years ago – the youngest, Rangitoto Island, is just 8...

4:53



Punakaiki's Pancake Rocks - Roadsid...

Manatū Taonga 15 views 1 week ago

The famous Pancake Rocks at Punakaiki resemble a layered stack of pancakes, and caves beneath them open into blowholes which emit spectacular bursts of spray. The rocks

4:56

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Lessons learnt

- Have a dialogue
- Comms & Web are equal players
- Value of a meme

Recent work

- Case study
- Mishap guide

webstandards.govt.nz

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Guidance to help practitioners who are setting up social media profiles and using the tools on a daily basis.

Last modified: 08 December 2011

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