

Te Tari Taiwhenua

# NZ Government Social Media Guidance

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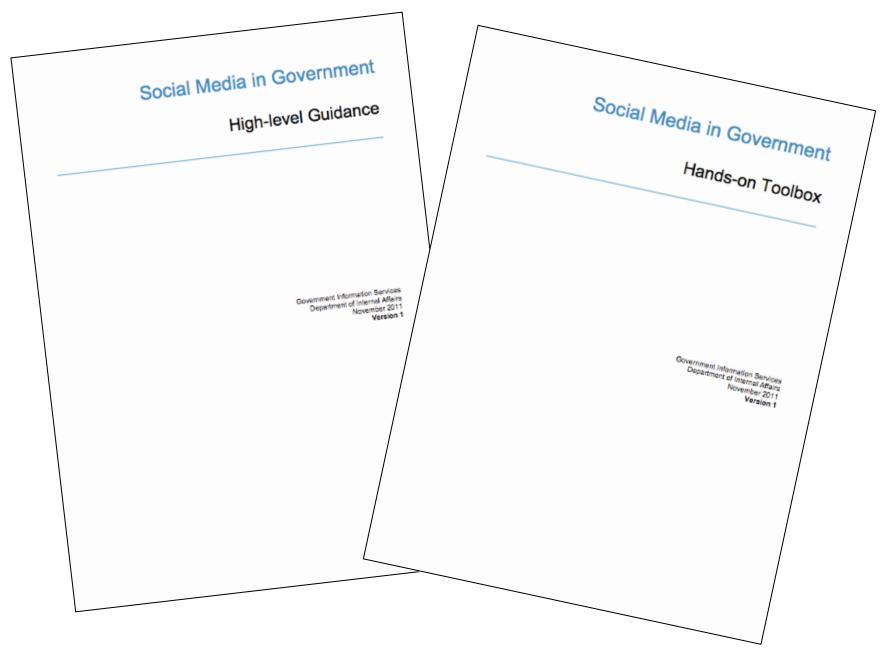
## **Digital Engagement Team**

## govt.nz registrar

### New Zealand Government WEB STANDARDS

data.govt.nz

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## Social Media in NZ



- 70% of online NZers have a Facebook profile
- 75% post photos online
- 42% interact with companies via social media



In





## **Other jurisdictions**











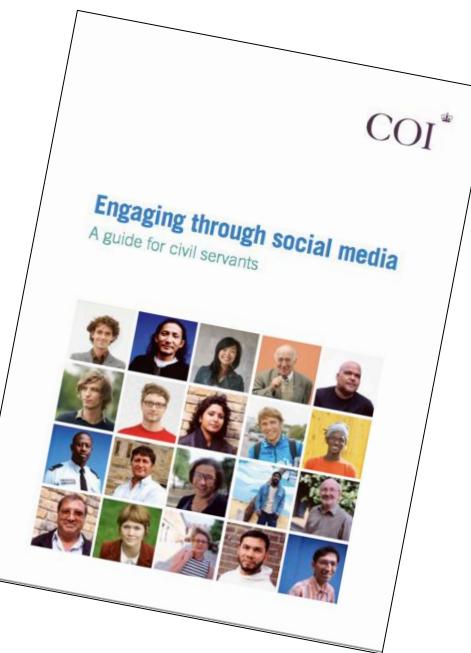


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- Govt use internally
- Public servant 2 public
- Government 2 public







## Phase 1: Development

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





## **Phase 2: Consultations**

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Joelar mee	lia 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



SharePoint User Group



## Feedback





MINISTRY OF EDUCATION Te Tähuhu o te Mätauranga



MANATŪ HAUORA











THE TREASURY Kaitohutohu Kaupapa Rawa

MINISTRY OF SOCIAL DEVELOPMENT

Te Manatū Whakahiato Ora



11



NEW ZEALAND MINISTRY OF FOREIGN AFFAIRS & TRAD MANATŪ AORERE





### webstandards.govt.nz

New Zealand Government WEB STANDARDS	Search
Home Standards Guides	3
Home ** Guides * Strategy and Operations	* Social Media
GUIDES	Social Media
Strategy and Operations	In November 2011, the ICT Strategy Group approved the following all of government social media
» Social Media	guidance.
<ul> <li>» High-level Guidance</li> <li>» Hands-on Toolbox</li> <li>» Web Analytics for the New Zealand Government</li> <li>» Managing Government Domain Names</li> <li>» Government Use of SMS</li> </ul>	<ul> <li>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.</li> <li>High Level Guidance Guidance for managers who are trying to decide if their organisation should use social media.</li> </ul>
Content and Design	Covers basic principles, code of conduct issues, and benefits and risks.
Legal and Policy	<ul> <li><u>Hands-on Toolbox</u> Guidance to help practitioners who are setting up social media profiles and using the tools on a</li> </ul>
Technical	daily basis. Last modified: 08 December 2011
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INTERNAL AFFAIRS

newzealand.govt.nz



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

- Andrea Di Maio, VP Distinguished Analyst, Gartner

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Buying	Started by donna.g on Sat 5 May	2 hours ago	4		
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My favourites Recently viewed	OMG I scored a job in Melbourne Started by nick280 on Fri 10 Jun	III (Page: 1 2) 3 hours ago	51	Help grow your	
Selling	Employment grievance Started by wateraries on Mon 30 Apr	4 hours ago	19	business on Trade Me	









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#### NZHPT Images Project

Group Pool Discussion 101 Members Map Join This Group

Group Pool 841 photos | Only members can add to the pool. Join?



by PhilBee NZ

by adam.okla...





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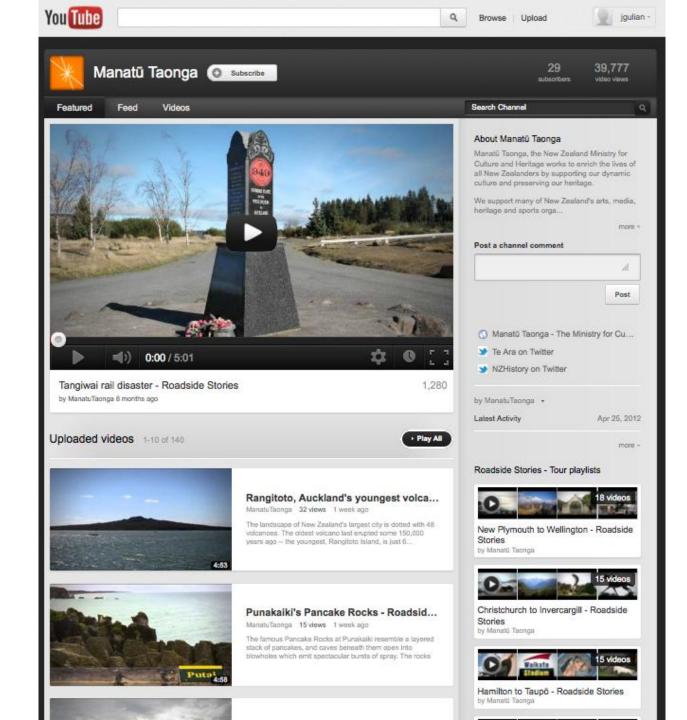
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by PhilBee NZ

» More photos





# Lessons learnt

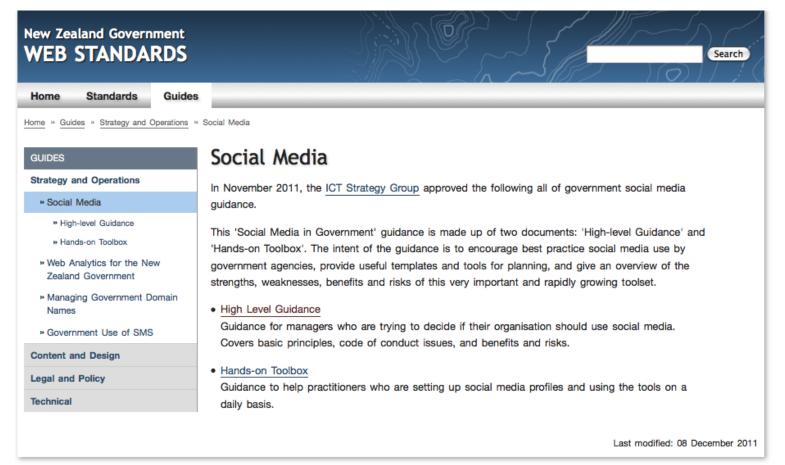
- Have a dialogue
- Comms & Web are equal players
- Value of a meme

# **Recent work**

# Case study

# Mishap guide

### webstandards.govt.nz



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