NZ Government Social Media Guidance

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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

Source: Nielsen & Alexis, July 2011
Other jurisdictions
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
SharePoint User Group
Feedback
Social Media

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.

- **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.

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

Last modified: 08 December 2011
"The Best Government Social Media Guidelines So Far Come from New Zealand"

- Andrea Di Maio, VP Distinguished Analyst, Gartner
### Jobs & careers

<table>
<thead>
<tr>
<th>Thread</th>
<th>Last message</th>
<th>Replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>😞 I need to make some $ urgently...</td>
<td>1 hour ago</td>
<td>13</td>
</tr>
<tr>
<td>Started by mssteptoe on Mon 30 Apr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>cleaners</td>
<td>2 hours ago</td>
<td>17</td>
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<tr>
<td>Started by dragon_keeper on Sat 5 May</td>
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<td></td>
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<tr>
<td>Nursing - New Graduate</td>
<td>2 hours ago</td>
<td>4</td>
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<td>Started by donna.g on Sat 5 May</td>
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<tr>
<td>Quick Question Re. CV please :)</td>
<td>2 hours ago</td>
<td>9</td>
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<td>Started by macaroni.pony on Sat 5 May</td>
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<tr>
<td>OMG I scored a job in Melbourne!!! (Page: 1 2)</td>
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<td>51</td>
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<td>Started by nick280 on Fri 10 Jun</td>
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<tr>
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<td>19</td>
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<td>Started by wateraries on Mon 30 Apr</td>
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</tr>
</tbody>
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Lessons learnt

• Have a dialogue
• Comms & Web are equal players
• Value of a meme
Recent work

• Case study

• Mishap guide
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