

Online Engagement Guidelines

PURPOSE

Our purpose at TVNZ is to inspire the conversations of Aotearoa. We strive to create and uphold trust and credibility in meeting our purpose.

It's great to have audiences talking about TVNZ and our content in a positive way. If you feel comfortable and confident, we encourage you to take part in online conversations about our industry and what we do, and in some roles, we will expect you to have an online presence. These Guidelines are designed to help you to engage with the public online in a way that is both safe for you and appropriate given our role here at TVNZ

We want all TVNZers to know that we support their online engagement where it is consistent with these Guidelines, and to have clear guidance on how to deal with online harm. Your safety remains our top priority and these Guidelines set out the controls TVNZ has in place to protect you from online harm and the avenues you can use to report online harm. We also do not wish to restrict any online activities in your personal life. However, working for us means that anything you say or do online may be attributed to, or reflect, TVNZ in the eyes of the public (particularly for public-facing roles). Therefore, we place a lot of trust in TVNZers to uphold TVNZ's credibility when interacting with others online.

These Guidelines should be read in conjunction with our [Wellbeing and Safety Policy](#), [Harassment Policy](#) and the [TVNZ Code](#).

SCOPE

These Guidelines apply to:

- All TVNZ employees, contractors & Board Members ('TVNZers')
- All Social Media activity by TVNZers on their Personal Accounts and on professional accounts linked to TVNZ (Official Account, Official Programme Account, or Hybrid Account) including (but not limited to):
 - tweeting and retweeting
 - posting
 - commenting
 - sharing
 - 'liking' or 'reacting'
 - following other accounts
 - direct messaging on Social Media platforms.

DEFINITIONS

Definition	Meaning
Social Media	All public online platforms where you can post, comment and upload content. These public platforms include, but are not limited to, Twitter, Facebook, Tik Tok, You Tube and Instagram.
TVNZers	All individuals who carry out work for TVNZ, including employees and contractors.
Official Entertainment Account	An official account that is set up, monitored and managed by the TVNZ Social Media Team in the Marketing Business area, not related to NCA.

Official NCA Programme Account	An account for a TVNZ NCA programme that is set up, monitored and managed by TVNZ. For example, @1NewsNZ (the official Twitter account for 1News).
Official Individual Account	An official TVNZ account under an individual TVNZer's name that is set up, monitored and managed by TVNZ.
Hybrid Account	A personal account that an on-air presenter, reporter, or other NCA TVNZer also uses for work-related matters and/or a personal account that is associated with TVNZ due to the nature of the person's role or public profile. These accounts can be public or private.
Personal Account	An account set up and operated by a TVNZer for personal matters which has minimal association between the user and TVNZ.

WELLBEING AND SAFETY – PREVENTING ONLINE HARM

No matter what role you have at TVNZ, you may be exposed to comments on Social Media that are subjectively or objectively negative and/or abusive. Abusive and negative comments may be made by someone generally or targeted at you personally. Either way, these comments can have harmful psychological impacts.

We have a duty of care to ensure, so far as is reasonably practicable, to ensure the health and safety of TVNZers. Although we cannot eliminate the risk of online harm, we can minimise the risk and effect of online harm towards TVNZers by putting in place control measures. This includes ensuring that all TVNZers know where to get help in the event they feel threatened or harmed by any online behaviours.

These control measures include:

- Setting our Social House Rules for users on TVNZ Social Media accounts ([see Appendix 1](#))
- Only tagging you in TVNZ posts relating to your own stories (unless you tell us not to)
- Moderating your Official Individual Account or Hybrid Account on your behalf, either permanently or temporarily (if requested by you)
- Actively moderating comments on your posts (see below)
- Providing all employees with access to our [Employee Assistance Programme \(EAP\)](#); and
- The use of platform functionality such as profanity filters and key word blocking
- Providing training and support from experts, including Netsafe, counsellors, or psychologists.
- Taking a break

As workers of TVNZ, you also have a duty to take reasonable care for your own health and safety. Although we are doing what we reasonably can to minimise online harm, we do not always know when you are receiving online abuse that is causing you harm. Therefore, it is important that you take steps to reduce risk of the potentially harmful effects of online abuse. For example, you can:

- Talk to your leader or your P&C Business Partner about the online harm if you do not feel comfortable reporting the concern using TVNZ's reporting lines (see Reporting a Social Media Concern section below)

- Block users posting harmful comments – if you need help with this someone in the Digital Team can support you
- Discourage online abuse by not engaging with the user
- Use the reporting functions on Social Media platforms to report any harmful content - if you need help with this the someone in the Digital Team can support you
- Contact Netsafe to get external support on reporting online harm
- Temporarily switch your personal account setting from public to private when posting about a difficult or controversial story, or turn off comments
- Take a break from Social Media with our full support
- Ask us to manage your Social Media for an agreed period

Security expectations

We expect you to be cyber-smart and to have appropriate security controls in place when using Social Media as ensuring your own security will help to protect you from both online and physical harm. Our main expectations in this space are that you:

- Appropriately distinguish online content that is public versus private. You may publicly post anything related to TVNZ's content, however, please keep your personal matters and details private
- Be alert to any suspicious activity, such as scammers, malware, fake giveaways and phishing links
- Act smartly on Social Media. For example, disable your location settings in your public posts (especially when posting from your home or holiday location).

Account moderation

We encourage online engagement and debate. However, our priority is protecting the health, safety and wellbeing of TVNZers using Social Media. One way for TVNZ to minimise the risk of online harm for TVNZers is through actively monitoring Official Entertainment Accounts, Official NCA Programme Accounts, Official Individual Accounts and moderating posts or comments on those accounts.

We will remove any comment, post, interaction or content (written and visual) that:

- Is potentially defamatory, insulting, abusive or disparaging
- Includes a swear word or other profanity
- Contains misinformation that may cause harm to the community
- Violates another's copyright or intellectual property
- Condone or promotes illegal activity
- Is misleading, fraudulent, or deceptive
- Uses language or expresses views that are vulgar, hateful, discriminatory, racist, violent, threatening, or harassing
- Are spam or intended to cause technical disruptions to an account or platform;
- Discloses personal information about another person, without that person's prior consent
- Is not related to the post under which it appears (relating to comments).

In appropriate circumstances, the relevant team will block or report users via the platform reporting function and mute users by turning off the comments function. These actions will depend on the severity and frequency of inappropriate content, and potential harmful impact on the community or TVNZers.

Account Moderation

An option for all TVNZers (particularly NCA TVNZers) is to have two separate Social Media accounts – one being a Personal Account and the other being an Official Individual Account. If you choose this arrangement and it is a reasonable step to take given the nature of your role and/or the specific circumstances, we will moderate your Official Individual Account for you. Having TVNZ moderate your Official Individual Account means that we can deal with any content that could result in harm on your behalf.

Please let People & Culture Business Partner and your Leader know if you would like to set up an Official Individual Account for TVNZ to manage.

ONLINE ENGAGEMENT GUIDING PRINCIPLES

We have this set of Guiding Principles that you must keep in mind when interacting on Social Media. These Principles apply regardless of whether you operate a Personal Account or professional account linked to TVNZ (Official Entertainment Account, Official NCA Programme Account, Official Individual Account or Hybrid Account). These Principles are set out in the table below.

1	Always act with integrity.
2	Always protect TVNZ’s reputation as an impartial and independent organisation, and refrain from expressing your views on controversial topics or politics.
3	Remember that your actions online can be directly tied to TVNZ. Always be clear that any opinions or views you express are your own and do not do or say anything that may bring TVNZ into disrepute.
4	Do not refer to proprietary or confidential material belonging to TVNZ.
5	If you have a Hybrid Account, always get prior approval from someone in the NCA Leadership Team before promoting or endorsing commercial activities, products, businesses, not for profit organisations, external events or external sites.
6	Do not break any laws (such as copyright, fair use, defamation, or privacy laws).
7	Respect other TVNZers and always get their permission before posting content about them.
8	Prioritise your effectiveness and productivity at work by limiting your personal use of Social Media during work hours.

We have set out some examples of conduct on Social Media that would breach these Guiding Principles in **Appendix 2**.

ADDITIONAL GUIDELINES FOR NCA TVNZERS

Additional Guidelines

If you are a journalist or presenter, we expect you to follow both the Guiding Principles above and the news and current affairs (NCA) guidelines set out in this section. The reason for these additional guidelines is because NCA TVNZers may be identified as part of our newsroom. NCA TVNZers must follow these two additional guidelines when using Social Media:

1. The same standard of journalism applies to what we say on Social Media as it does to what we say in our NCA content on other platforms. This means that all content must be true and defensible.
2. Always act consistently with NCA's core values of independence, integrity, trust, honesty, respect, accuracy and fairness.

We have set out some examples of conduct on Social Media that would breach these NCA guidelines in **Appendix 2**.

Twitter accounts

All NCA staff are welcome to have a Twitter account, but this is a not mandatory requirement.

You can use Twitter for newsgathering, showcasing our NCA content, and promoting TVNZ and your own professional profile. You may also want to 'retweet' someone else's content. Retweets should generally include comment of your own, otherwise it may be seen as endorsing the retweeted content.

Ads and Tagging on Social Media

To ensure editorial integrity and impartiality as well as actual and perceived impartiality, we avoid having integrated advertising content on any NCA TVNZer's Social Media accounts. Our expectation is that TVNZers are not seen to be endorsing or promoting any commercial activities, products, businesses, not for profit organisations, external events or external sites. on Social Media unless the Executive Editor has given prior approval.

To be clear, prior approval from the Executive Editor is required for:

- all paid advertising you undertake on Social Media;
- tagging or hash-tagging any product, service or organisation in comments or posts; and
- commenting on, 'liking' or 'reacting' to any posts regarding a product, service or organisation.

If you are advertising a product, service or organisation, you must comply with the Advertising Standards Authority rules (**ASA Rules**). Under the ASA Rules, you must declare if you are posting paid content or sponsored content by writing "#Ad" or "#Sponsored" in your post or comment.

CORRECTION AND DELETION

If you post any content that is wrong, you must delete it or correct it as soon as possible. There may also be situations where an apology is appropriate. If you are in any doubt, talk to your leader.

Sometimes, it is not possible to delete posted content. For example, on Twitter, a deleted tweet will remain publicly visible if your tweet has been retweeted or reposted elsewhere. Therefore, it is important to always carefully check anything you are intending to post. If there is ever any doubt, just ask your leader.

REPORTING A SOCIAL MEDIA CONCERN

If you see content on a TVNZ Official Entertainment Account, Official NCA Programme Account, Hybrid Account, Official Individual Account or Personal Account that causes any concern, please raise it with your leader or with People and Culture. Alternatively, you can contact:

- TVNZ's Official Entertainment Accounts - social-media@tvnz.co.nz
- Official NCA Programme Accounts - newsdesk@tvnz.co.nz and specify the programme
- Official Individual Account - newsdesk@tvnz.co.nz and specify the account
- Hybrid Accounts - talk to your Leader
- All other queries or concerns - tvnz.communications@tvnz.co.nz
- Netsafe - <https://report.netsafe.org.nz/hc/en-au/requests/new> or for urgent help - 0508 NETSAFE (0508 638 723)

We will look into (and investigate if necessary) any concern raised with us.

LEAVING TVNZ

If you leave TVNZ, you will need to either:

- (a) hand over or delete any Social Media accounts that reference "TVNZ" in the user/profile, including relevant login and password information; or
- (b) change any continuing Social Media profile(s) to remove references to a connection with TVNZ. You may also be required to notify your followers of these changes.

You will also need to remove any confidential information from your electronic devices (both personal and work devices).

Guideline Owner:
Executive Editor

Guideline Effective Date:
6/12/22

Guideline Review Date:
6/12/24

TVNZ POLICY STATEMENT: As with all our policies, a breach of this policy may result in disciplinary action being taken, possibly including termination of employment or contract.

APPENDIX 1 – SOCIAL MEDIA HOUSE RULES

Keep private stuff private

1. Remember, our sites are public. So only post stuff you don't mind other people seeing. Please don't post personal details about yourself or others.
2. Make sure you get the okay from everyone who features in any videos or images you share.

Be honest

Don't pretend to be other people, companies or brands or claim other peoples' work as your own.

Keep it clean

1. Remember, our site is meant to be a fun place to visit, so it's important that people feel safe. Anything that's threatening, harmful or offensive is not okay, which includes usernames or profile pictures
2. Everyone has opinions. And we're keen to hear them. But be nice about it.
3. If you feel like someone is posting or commenting inappropriately, or you're being personally harassed, please let your leader or People & Culture know.
4. Any links to pornography or anything inappropriate will be deleted.
5. Make sure your content is bug and virus free.

Don't break the law

1. Don't post any videos, images or text showing or referencing you being involved in any criminal activity
2. Don't post anything that breaches any court orders or injunctions.
3. When operating Official NCA Programme Accounts and Official Entertainment accounts, don't post any content (including music, videos or images) that isn't yours, unless the copyright owner says it's okay.

Don't flood, spam or advertise

1. Flooding is when the same content is posted over and over in the same place. Spamming is posting the same content in lots of places. Please don't do this.
2. This is not the place to promote businesses, brands, non TVNZ events, including your own. Please don't post ads, pyramid schemes, chain letters, junk mail, surveys, contests or anything like that.

No Spoilers

Not everyone's seen what you've seen, so please don't give away plot developments that are yet to be broadcast in New Zealand.

Your posts. Your responsibility.

All interactions, posts etc on Hybrid Accounts or Personal Accounts are your responsibility and are in no way endorsed by TVNZ.

APPENDIX 2 – EXAMPLES OF SOCIAL MEDIA USE IN BREACH OF THESE GUIDELINES

We have set out some examples of online conduct that would breach our Online Engagement Guidelines:

- a.** Making a statement that is untrue, defamatory, rumour, or hearsay.
- b.** Expressing personal opinions on controversial topics or politics on Social Media that in a way that could compromise TVNZ's objectivity and independence.
- c.** Making a discriminatory statement based on an individual's physical appearance or other personal characteristics, including sex, sexual orientation, race, age, disability, marital or occupational status, or religious belief.
- d.** Engaging in 'trash-talking' about anyone or anything (including criticism or an attack on someone else or posting about your own personal disputes or complaints).
- e.** Criticising TVNZ programmes or people.
- f.** Using profanities, even where you substitute letters (for example, "F**k").
- g.** Engaging in lengthy or negative back-and-forth exchanges with a member of the public.
- h.** Not referring a public complaint about a TVNZ post to TVNZ's Complaints Department.
- i.** Referring to a threat of legal action against TVNZ or a TVNZer.
- j.** Making a statement on TVNZ's behalf (any statement on TVNZ's position can only be issued by the Corporate Communications team).