

Social Media Guidelines

When posting on Social Media, please always:

- Use the hashtag #2018census
- Make use of the 'What is the census?' document for key messages to include in social media posts.
- Check the 'Available Social Media Content' folder to see the latest content you can share with your audience.
- Include census clothing and branding in photos you take and share yourselves.
- If posting content on your own personal Facebook pages you should consider changing the privacy setting on your census posts to 'Public' (rather than 'Friends') so we and everyone can see it.
- Feel free to like and share content posted on the official [2018 Census Facebook page](#) as well as content any partners share on their own channels using your personal/event accounts.
- Please don't respond to interaction on posts about the census yourselves. Let your Social Media Lead know if anything needs a considered response from our official account.

Great examples of Social Media posts:

- Here's a great example a post on Instagram:
<https://www.instagram.com/p/Bd9lUvhNUW/?taken-by=tewalker>
- For event organisers, you could post something like the below with a photo of census crew at the event:

Good decisions are made when you know the numbers. That's why every five years, we all do the census.

Census Day is 6 March. If you're attending <insert event name> and would like to know more about the census and why it's important to represent your community, come and see the census team for a chat, or visit census.govt.nz to find out more.

#2018census