



SOCIAL MEDIA TERMS OF USE

Heritage New Zealand Pouhere Taonga operates a number of different social media channels (including those for the properties we care for on behalf of the New Zealand Government and people). We use these channels to raise awareness about the work of Heritage New Zealand Pouhere Taonga, connect with the public, and create opportunities for the public to engage with heritage.

Heritage New Zealand Pouhere Taonga encourages social media users to interact with each other in a respectful and meaningful way on our channels. Heritage New Zealand Pouhere Taonga is not responsible for comments or wall postings made by visitors to our pages and reserves the right, at its sole discretion, to screen and remove any content it deems inappropriate. This includes, but is not limited to, commercial content whose primary purpose is to sell a product, a service, or other such practices via this social media channel, as well as content that harasses, abuses, threatens, or in any other way violates the rights of, others.

Following and 'liking' content from other individuals or organisations does not mean Heritage New Zealand Pouhere Taonga is endorsing their views. Heritage New Zealand Pouhere Taonga reserves the right not to share other account's content if requested. We also reserve the right to remove posts that are irrelevant or excessive, and to act on complaints from our community.

Users will be blocked if they breach the above community guidelines three times. We have the right to block users from our social media communities and follow a three-strike process. However, we will not tolerate anyone who uses our channels to spread malicious information or threatens Heritage New Zealand Pouhere Taonga, its employees or others. Any users who do so will be blocked without warning.

We will attempt to respond to private or direct messages as soon as we can during office hours, but cannot guarantee a response outside of these hours. If you have any concerns about our social media use, please email us at info@heritage.org.nz

MODERATION GUIDELINES

Aotearoa New Zealand has strict guidelines and legislations regarding discrimination and intimidation. We will take a strong stance on moderating and deleting content which is irrelevant, discriminatory, hateful or threatening and actions which may offend, insult, humiliate or intimidate.

When contributing your views to Heritage New Zealand Pouhere Taonga social media account(s), please ensure that you follow the following guidelines. Failure to do so may result in being blocked from our channels.

Confidentiality and privacy

- Do protect your personal privacy and that of others by not including personal information about yourself or others in your comments (such as names, email addresses, private addresses or phone numbers).



- Do not represent your own views and do not impersonate or falsely represent any other person.
- Do not post material to the forum that infringes the intellectual property rights of others.

Relevance

- Do not post material to our social media pages or news feeds that is relevant to the topics and issues being discussed.
- Do not post identical or near-identical versions of the same content.
- Do not post content promoting personal and professional interests.
- Do not promote commercial interests in your posts.
- Do not post overtly party political comment (e.g. reference to candidates, fundraisers, support for political parties).
- Do not re-post other people's appeals, requests or offers, or anything that could be considered spam.

Discrimination and offensive content

- Do not use obscene or offensive language.
- Do not use insulting, provocative or hateful language.
- Do not abuse, harass or threaten others.
- Do not make defamatory or libellous comments.
- Do not post anything which is likely to offend, insult or humiliate others, particularly on the basis of race, colour, descent, national origin, religion, ethnicity, gender, age, sexual orientation or any disability.
- Do not post anything which vilifies others on the basis of their race or religion.
- Do not post anything which incites, induces or aids violence, discrimination, harassment, victimisation or hatred towards others.
- Do not incite or encourage conduct that may constitute a criminal or civil offence or otherwise violate New Zealand law.
- Be mindful when posting descriptions or personal stories that they are not gratuitously graphic, or could be deemed as deliberately upsetting for other users.

How we engage

We encourage feedback and ideas from our followers, and will join the conversation where possible. While we read all comments and messages we receive via our social media account(s), we are not able to reply individually to all of them.

Any responses by Heritage New Zealand Pouhere Taonga are not legal advice. You should seek your own legal advice for your particular situation.



HERITAGE NEW ZEALAND
POUHERE TAONGA

Heritage New Zealand Pouhere Taonga social media accounts are usually staffed from 9.00 am to 5.00 pm during normal business days. Posts, comments and messages received outside these hours will be reviewed on the following business day.