

**From:** [Allie Dunn](#)  
**To:** [REDACTED]  
**Subject:** CM: Response re Use of council assets in campaigning  
**Date:** Thursday, 20 February 2025 9:40:00 am  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[LGE2022-Tararua-DC-Candidate-Handbook-v12.pdf](#)

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Kia ora

Thank you for your request for information re the use of Council assets in campaigning.

I have attached a copy of the Candidate Guide given to all candidates in the 2022 election. Note that this Guide will be updated and provided to all candidates in the 2025 election.

The Guide includes rules on the use of Council assets, including social media, by candidates. Candidates include current elected members that wish to run for re-election. Following is an extract from page 19 of the 2022 Guide:

*“Council Resources*

*Candidates should not display completed voting papers on any media channels as this could be construed as an offence under section 122 (1) (b) of the LEA of attempting to interfere or influence voters. Candidates should not display completed voting papers on social media channels or any other form of election signage or publications etc. Candidates are not permitted to use council resources for campaigning purposes. Council resources includes but are not limited to council’s logo and branding, website, council taken photos of buildings and amenities or landmarks, facebook page, twitter account, any forms of social media, computers, email, mobile phones, faxes, stationery, photocopiers, printers, stamps, cars, meeting rooms and venues (except those available for public hire)”*

On page 23 of the Guide, the following specific guidance is provided relating to use of social media:

*“Tararua District Council’s Social Media Guidelines for Candidates*

*Candidates must comply with the following guidelines for web and social media use and presence related to campaigning.*

*Things to be aware of:*

- *During the lead up to elections, the current mayor and councillors may be used in social media posts where it is appropriate and is considered ‘business as usual’ to use them. This may be in images or quotes.*
- *Election advertising, using any media, including social media, must identify the person under whose authority they have been produced, as per sections 113-115 of the Local Electoral Act 2001. This means in your profile photo/bio, you must have a statement saying that*

*all content/images on your social media channel are authorised by you or your agent. You must include a physical address\*\* in the authorisation statement (not a PO Box, private bag or rural number), and you must not use the council's main office address.*

- The Council's social media accounts (listed below), including but not limited to Facebook, Twitter, Instagram, LinkedIn and Neighbourly, are not permitted to be used as a communications channel by anyone (candidates or members of the public) for promotion, electioneering or campaigning. This also applies to all social media accounts owned by Council-controlled organisations.*
- The Council's social media accounts are constantly monitored and any campaign related or electioneering content will be removed immediately.*
- If Tararua District Council already follows your public social media accounts, please note you will be unfollowed 3 months prior to the election date. This protocol is in line with the Local Electoral Act 2001.*
- Any social media post made by anybody on a Council social media page related to their own or somebody else's nomination, intention to run for Council, or election campaign, will be removed immediately*
- Candidates cannot reply to the Council's social media posts or share with a comment encouraging people to like or follow their own social media accounts or any other electioneering tool. Any posts that do this will be removed immediately.*
- Candidates must not link their own social media accounts (if they are used for campaigning purposes) to the Council's social media accounts.*
- Candidates cannot rate, review, check-in or tag the Council's social media channels.*
- The Council's social media accounts will remain neutral. Tararua District Council will promote elections and the importance of voting but will not associate these posts with any candidates.*
- It is illegal for candidates to display their completed voting papers on social media, so please do not take a photo of your completed voting paper and post it on Facebook etc. For the sake of clarity, Tararua District Council and CCO's web and social media channel are: Facebook (Tararua District Council) and [www.tararuadc.govt.nz](http://www.tararuadc.govt.nz) (website)."*

\*\*Note the previous requirement in the Local Electoral Act 2001 to include a physical address in all authorisation statements has since been amended.

Ngā mihi



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**From:** [REDACTED]  
**Sent:** Thursday, 20 February 2025 8:30 am  
**To:** Allie Dunn <Allie.Dunn@Taranuadc.govt.nz>  
**Subject:** CM: Use of council assets

**EXTERNAL EMAIL ALERT:** Caution advised. This message is from an external sender. Verify the sender's identity and use caution with attachments and links.

Hi Allie,

Can you please point me in the direction of council protocol or policy around councillors using council assets and facilities leading up to an election. I am particularly interested to know if councillors can post on the council's facebook page etc.

Thanks

[REDACTED]