

Hātepe Kaimahi

Poipoi – Kauawhi – Tāuteute – Pūnaha Auaha – Ārahi
Nurture – Include – Engage – Innovate – Lead

What guides us

Living Te Tiriti o Waitangi
Ensuring ākonga are at the centre of everything we do
Delivering high-quality, future-focused teaching and learning

USE OF SOCIAL MEDIA

Date of approval	: 11/3/2025
Date first created/This version no.	: 2024/1
Next review date (2 year cycle)	: 2026
Sponsor	: Chief Advisor Strategy
Owner	: Manager Communications
Who are these procedures for	: Everyone

These procedures support the Information Management and Security Governance Policy approved by the Board of Trustees.

Purpose/Scope

1. This hātepe outlines how Te Aho o Te Kura Pounamu (Te Kura) determines the purpose and use of social media accounts, the expectations of conduct and management of social media accounts and personal social media account conduct by kaimahi. It also includes the Social Media Terms of Use in [Appendix 1](#).
2. This hātepe applies to all kaimahi and all policy documents of Te Kura.
3. Everyone covered by this hātepe, regardless of their role, must consistently adhere to all Te Kura policies and comply with New Zealand laws.

Te Tiriti o Waitangi and Cultural Inclusivity

4. All social media accounts and conduct are required to foster an environment where the values, traditions, and perspectives of all cultures are respected and integrated into our practices. While we are committed to upholding the principles of Te Tiriti o Waitangi and ensuring a bicultural foundation that honours the unique status of te reo Māori and tikanga Māori, we also recognise the richness of our diverse, multicultural community. By balancing our bicultural obligations with an inclusive approach to all cultures, we create a learning environment where every individual feels valued and represented, contributing to a truly inclusive and globally aware school culture.

Definitions

Term	Definition
Community Member (of Te Kura)	Te Kura kaimahi, ākonga, ākonga supervisor, and/or any ākonga whānau member who is connected to or in association with Te Kura activities.
Cyberbullying	Bullying behaviour that happens on or through a device i.e. phone, mobile phone, computer, laptop, consoles.

Term	Definition
Digital communication	Any form of electronic communication. This includes emails, texts, writing, photographs, pictures, recordings or other matter that is communicated electronically i.e. comments on websites and blog pages, online forums and social media sites and apps. ¹
Harm	Serious emotional distress. ¹
Inappropriate material	Includes, but is not limited to, objectionable material, viruses, virus hoaxes and chain letters or material which encourages activities that are dangerous or illegal.
Online Abuse or Harassment	Online abuse and harassment can also be known as cyberbullying , cyber abuse, and cyber stalking. Often involving being sent repeated messages that are offensive, derogatory, threatening or unauthorised sharing of your private information. Examples include sending or publishing threatening, offensive material and messages, spreading damaging or degrading rumours, publishing invasive and distressing photographs, and intimidating people.
Social media	includes any website or application ('app') in which individuals can publish content to a larger group. Content shared may include personal information, opinions, research, commentary, video, pictures, or business information. Examples of such tools include large, branded entities such as Facebook, Twitter, YouTube, and LinkedIn. Blogs and special interest forums, i.e. Reddit and Discord, are also considered social media.
Frequently used terms, including Te Reo Māori, can be found here .	

Objectives

5. Social media is a valuable tool for kaimahi to engage with Te Kura's community and promote our work within the education sector. When using social media for work-related purposes, it should always be done professionally, purposefully, and with careful consideration of both risks and benefits.
6. It is important to maintain a clear distinction between personal and professional use. Ensuring this separation helps protect both personal privacy and the integrity of our organisation.
7. Te Kura uses social media in alignment with our strategic whenu, including but not limited to:
 - **Whānau:** Increasing awareness of Te Kura by strengthening our connections with communities and whānau.
 - **Ako:** Showcasing Te Kura's innovative teaching and learning approaches to a wide audience, highlighting the success of our ākonga and our educational activities.
 - **Hapori:** Building meaningful rapport with young people by engaging on platforms they use frequently, reinforcing Te Kura as a great place to learn.
 - **Tāngata:** Supporting recruitment efforts by portraying Te Kura as an inspiring and supportive place to work, attracting top talent to join our team.
8. This is achieved through sharing information to our followers with regular updates including:
 - News and information about our school, our ākonga, and the New Zealand education system.
 - Information about our activities and services.
 - Invitations to provide feedback on specific issues.

¹ [Harmful Digital Communications Act 2015 No 63 \(as at 09 March 2022\), Public Act – New Zealand Legislation](#)

- Emergency information, such as closures during severe weather.
9. The use of social media for educational engagement and learning is distinct from its use for promoting and communicating Te Kura as an organisation. Both uses of social media must adhere to the Code of Conduct, as well as all relevant Te Kura policies and legislation.
 10. Te Kura social media use must comply with the Copyright Act 1994 and subsequent amendments, the Privacy Act 2020, the Public Records Act 2005, and the Harmful Communications Act 2015.
 11. All social media accounts managed by kaimahi on behalf of Te Kura must be accessed and overseen through the Communications team. Kaimahi should ensure that any such accounts are set up and managed with the approval and support of the Communications team at comms@tekura.school.nz.
 12. All social media channels must be managed in accordance with the following policy documents, linked at the end of this document under Resources and Guidance.
 - The Kaimahi Code of Conduct
 - Te Kura Privacy statements
 - Privacy Governance Policy
 - Privacy Hātepe Kaimahi
 - Information Management and Security Governance Policy
 - Copyright, Intellectual Property and Other Related Rights Hātepe Kaimahi
 - Information and Records Management Hātepe Kaimahi
 - Publishing Information Externally Hātepe Kaimahi
 - Responsible Use of ICT Hātepe Kaimahi
 13. Te Kura must maintain and publish Social Media Terms of Use on our website to make sure everyone who engages with our social media channels understands the purpose, function and management expectations for Te Kura branded and affiliated social media channels.
 14. The Communications Team is responsible for the use of the Te Kura brand and logo, and you must gain their permission before you use them for any purpose externally, including on social media. Email comms@tekura.school.nz.
 15. Anyone who feels they or someone they know have been the recipient of harmful and/or offensive digital communications, online abuse and harassment or cyberbullying from a Te Kura community member during or related to Te Kura activities can make a complaint.
 16. While kaimahi are free to use social media in their personal lives, they should be mindful of how their conduct online may reflect on Te Kura, especially when they are identifiable as employees.

Conflict of interest

17. A conflict of interest occurs when a Kaimahi has a private or personal interest that could benefit, or seem to benefit, from their professional decisions or actions within Te Kura.
18. If you become aware of a potential conflict of interest, you must report it following the procedures outlined in the [Conflict of Interest Hātepe Kaimahi].

Fraud

19. If you suspect that a fraudulent act may be occurring or may have occurred, you must report this immediately in accordance with the [Fraud Reporting & Investigation Hātepe Kaimahi](#).

Compliance

20. Breaches of this hātepe may be treated as a performance issue, misconduct, or serious misconduct and will be managed in accordance with the Te Kura [Kaimahi Code of Conduct](#) and the relevant employment agreement.

Key accountabilities and responsibilities

Role	Description of responsibility
Chief Executive	Responsible for: <ul style="list-style-type: none"> approval of this hātepe. Te Kura meeting its obligations under this hātepe. ensuring any breaches of this hātepe have been addressed.
Chief Advisor, Strategy	Responsible for: <ul style="list-style-type: none"> ensuring the owners of this hātepe regularly review and meet Te Kura’s current standards.
Deputy Chief Executives (DCEs)	Responsible for: <ul style="list-style-type: none"> embedding this hātepe in their wāhanga. ensuring their wāhanga are compliant with this hātepe.
Hātepe Kaimahi Owner	Responsible for: <ul style="list-style-type: none"> ensuring the hātepe is working effectively through regular monitoring and reporting of compliance with the hātepe. ensuring Kaimahi have had the opportunity to receive training on this hātepe, where required. ensuring any breaches of this hātepe have been addressed.
Kāinga Managers	Responsible for supporting Kaimahi and ensuring that any proposed expenditure, decision, or activity within their area of responsibility: <ul style="list-style-type: none"> includes a rigorous approach to the management of operational, financial and human resources. is reasonable, appropriate, justified, and can withstand public scrutiny. complies with the Code of Conduct, all relevant Te Kura policies, and the Financial and Human Resources Delegations Governance Policy. stays within the available budget, whenever financial approval is necessary. is documented correctly, with relevant supporting materials provided.
All Kaimahi	Responsible for: <ul style="list-style-type: none"> complying with the Code of Conduct and all relevant Te Kura policies. reporting any non-compliance with this hātepe to their manager.

Monitoring and assurance

21. The Hātepe Kaimahi Owner has the overall responsibility for monitoring the hātepe for effectiveness and compliance.

Measures of success

22. The hātepe will be considered effective if:

- a. Hātepe users’ feedback on appropriateness and ease of application is positive.
- b. Reporting is complete and accurate.
- c. There are no breaches of the hātepe, or if there are breaches, they are dealt with in a timely and appropriate manner.

Compliance management

23. Compliance management tools and processes will be used to ensure compliance with this hātepe. The tools and processes may include:
- a. Monitoring of compliance with required processes, procedures or guidelines as set out in this hātepe and related procedures.
 - b. Spot checks conducted by the Hātepe Kaimahi Owner on a regular basis to ensure compliance.
 - c. Key messages will be provided to the business where spot checks have identified non-compliance.
 - d. Tools such as checklists or online modules to help inform Kaimahi of their relevant obligations.

Reporting and information

24. The Hātepe Kaimahi Owner will report to the Risk Assurance Committee in accordance with the annual assurance plan.
25. Complaints regarding online spaces and conduct will be recorded and reported on.
26. Social media channels will be reviewed to ensure they remain fit for purpose and meet the expectations outlined in the Policy Framework.
27. The Communications Team will maintain records of all approved social media accounts including purpose, access and login information, and will monitor conduct.

Resources and Guidance

Policy Documents

- a. [Ākonga, whānau and other third parties Privacy Statement](#)
- b. [Feedback and Complaints Governance Policy](#)
 - a. Feedback and Complaints Hātepe Kaimahi
 - b. Complaints about Kaimahi Hātepe Kaimahi
- c. [Health and Safety Governance Policy](#)
 - a. Positive Behaviours Hātepe Kaimahi
- d. Information Management and Security Governance Policy
 - a. [Information and Records Management Hātepe Kaimahi](#)
 - b. [Responsible Use of ICT Hātepe Kaimahi](#)
 - c. Publishing Information Externally Hātepe Kaimahi
 - d. Responding to media and other external requests for information Hātepe Kaimahi
- e. [Intellectual Property, Copyright and Other Related Rights Governance Policy](#)
 - a. Intellectual Property, Copyright and Other Related Rights Hātepe Kaimahi
- f. [Kaimahi Code of Conduct](#)
- g. [Kaimahi Privacy Statement](#)
- h. [Privacy Governance Policy](#)
 - a. Privacy Hātepe Kaimahi
- i. [Te Tiriti o Waitangi Governance Policy](#)

Guidance

- j. [Netsafe New Zealand's online safety organisation | Netsafe](#)
- k. [Use of Social Media Guidance](#)

Legislation

- l. [Crown Entities Act 2004](#)
- m. [Education and Training Act 2020](#)
- n. [Education \(School Boards\) Regulations 2020](#)

- o. [Employment Relations Act 2000](#)
- p. [Harmful Digital Communications Act 2015](#)
- q. [Privacy Act 2020](#)
- r. [Protected Disclosures \(Protection of Whistleblowers\) Act 2022](#)
- s. [Public Records Act 2005](#)
- t. [Privacy Act 2020](#)

Approved by Te Rina Leonard, Chief Executive, Te Aho o Te Kura Pounamu

Appendix 1: Social Media Terms of Use

These terms of use outline how Te Aho o Te Kura Pounamu (Te Kura) undertakes the organisational use and management of our social media. This is to make sure everyone who engages with our social media channels understands the purpose, function and management expectations for Te Kura branded and affiliated social media channels.

What we share on social media

We use social media to provide our followers with regular updates including:

- News and information about our school, our ākonga, and the New Zealand education system
- Information about our activities and services
- Invitations to provide feedback on specific issues
- Emergency information, such as closures during severe weather
- Information about jobs and our kaimahi

Social Media Channels

People can connect with our organisation on:

- Facebook: Te Aho o Te Kura Pounamu – The Correspondence School
- Instagram: @tekuranz
- Instagram: @tekura_visart
- Instagram: @tk.rangatahi

Acceptable Use

We reserve the right to remove content posted to our social media accounts that:

- is deemed offensive, abusive, or obscene.
- is not relevant.
- is potentially libellous.
- constitutes unlawful use of imagery that violates copyright or breach of a licence agreement.
- links to sites that may be obscene, abusive, offensive, or indecent.
- has political bias.
- constitutes spam.
- refers to any commercial activity, including advertising.

We may report, block, or ban anyone who posts the above content or comments, or who breaches the terms of use of the relevant social media platform:

- [Facebook statement of rights and responsibilities](#)
- [Facebook community standards](#)
- [Instagram community guidelines](#)
- [Instagram terms of use](#)
- [LinkedIn user agreement](#)
- [YouTube community guidelines](#)
- [TikTok community guidelines](#)

Engagement

We love hearing your thoughts and ideas. But we might not be able to respond to every comment, post, or direct message.

If you are having trouble reaching us on social media, you can email us media@tekura.school.nz.

Monitoring

Our social media accounts are monitored between 8am and 5pm Monday to Friday and periodically in the evenings and on weekends and public holidays.

Our Political Neutrality

As part of the wider Public Service, Te Kura remains politically neutral. We do not support any specific political party, and we will not use our social media to promote any political messages.

We reserve the right to remove any comments that may compromise our political neutrality.

Connections and Endorsements

Te Kura may choose to 'follow', 'like' or otherwise establish connections with others on social media.

We do this for several reasons including maintaining contact with what social media users are saying, sharing content, or sending direct messages.

Once we have 'liked' or 'followed' someone, we usually do not unfollow them without a good reason. Examples of when we might unfollow someone include, if there's risk to our reputation and credibility, or if our obligations to maintain political neutrality are compromised. We will carefully consider each case on its own merits.

Creating a social media connection with someone does not mean Te Kura endorses them regardless of the terms used by social media providers such as 'follow' or 'like'.

We do not take sides. We may stay connected with people and groups who might not agree with us. However, we are not responsible for the content they post.

Use of social media by Te Kura kaimahi (staff)

Te Kura kaimahi are free to use social media in their personal lives. The opinions or views they expressed are their own, not ours.

Privacy

[Link to Te Kura Privacy statement.](#)

Copyright

Unless otherwise indicated, the Te Kura created material on our social media accounts is Te Kura copyright, held by the Board of Trustees with all rights reserved. You cannot reproduce this material without express permission of Te Kura, this includes Te Kura kaimahi. If you wish to reproduce any content, contact media@tekura.school.nz.

Copyright of third parties

Our social media accounts may provide links to other websites or embed material which may contain information that is the copyright of third parties and subject to restrictions on use or reproduction.

You must get permission from the copyright owner to use:

- copyrighted materials from other websites, or
- material on our social media pages that is protected by the copyright of a third party.

Te Kura cannot give you this permission.

Licence

By submitting, posting, or displaying your content on any of our social media accounts, you grant Te Aho o Te Kura Pounamu a non-exclusive, transferable, sub-licensable, royalty-free, worldwide licence to use that content.

Disclaimer

The contents of our social media accounts are intended for informational purposes only. Te Aho o Te Kura Pounamu shall in no event accept any liability for loss or damage suffered by any person or body due to information provided on these sites or linked sites.

Social media sites may occasionally become unavailable. Te Kura cannot accept responsibility for lack of service due to downtime.

The information on our social media sites and all government web sites is provided on the basis that persons accessing the website undertake responsibility for assessing the relevance and accuracy of its content.

Contact

Email media@tekura.school.nz if you have any questions or comments about our social media accounts or these terms of use.