

15 February 2024

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Tēnā koe Ali

***Request for information***

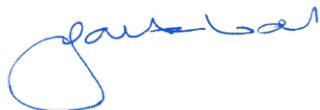
Thank you for your Official Information Act 1982 (OIA) request of 31 January 2024, in which you requested a copy of the current 2023 NZ Police Social Media Strategy.

Please find attached the current New Zealand Police Social Media Strategy. Although the document was created in 2020 it is still being utilised by the team to guide our social media approach. We are looking to refresh the Social Media Strategy as part of our programme of work this year.

Please note some information has been withheld under section 9(a) of the OIA to protect the privacy of natural persons.

You have the right to ask the Ombudsman to review my decision if you are not satisfied with the response to your request. Information about how to make a complaint is available at: [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

Nāku noa, nā

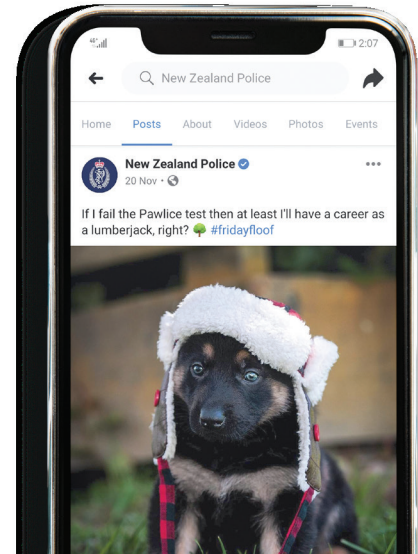


Jane Archibald  
Executive Director: Media & Communications  
New Zealand Police

# Social Media Strategy 2020

## Why we're on Social Media

- ▶ To increase the public's trust and confidence in NZ Police.
- ▶ To assist in preventing and solving crime.
- ▶ To put a human face to policing.
- ▶ To deliver engaging and 'on-brand' content that reflects our core values.
- ▶ To support our recruitment needs.
- ▶ To support all aspects of 'Our Business'.



Our target audience is **all New Zealanders**

## Our social media model

To ensure a consistent, manageable, and professional online presence, the Police social media model is limited to one Facebook and Instagram page per district. We have a National presence on Facebook, Instagram, LinkedIn, Twitter and YouTube.

## What we do

- ▶ Our social media strategy is based around publishing engaging content that relates to the following content pillars. Content should achieve an appropriate balance of the content pillars, and often relates to more than one.
  - ▶ **Prevention** – road policing, family harm, mental health, burglary, cyber scams etc.
  - ▶ **Operational** – drug seizures, wanted/missing persons, CCTV footage, road closures, district/national operations etc.
  - ▶ **Community engagement** – good news stories, funny/light-hearted content.
- ▶ Keep all accounts free of profanities, hate speech, and defamatory content.
- ▶ Respond to all private messages within 24 hours.
- ▶ Assist with achieving our strategic operational goals.

## How we do it

1. Create highly creative and engaging content that:
  - ▶ Makes people laugh.
  - ▶ Provides a behind the scenes look at policing.
  - ▶ Tugs at the heartstrings.
2. Daily monitoring of all posts to ensure questions are replied to and moderated where necessary.
3. Actively engage with our followers through light-hearted conversations.
4. Respond and update on unfolding policing events/operations.
5. Follow what's trending on social media and respond accordingly.

## Our platforms

NZ Police engage with our social media communities via the following platforms:



### Facebook

Used for operational, prevention, recruitment and community engagement.



### Twitter

Used for crisis communications, media releases, and operations updates.



### YouTube

Used for publishing and promoting police video content.



### Instagram

Used for community engagement, recruitment and prevention.



### LinkedIn

Used for good news stories and community engagement.

## Our tone

Our voice can be compared to the 'good mate'. Someone who is caring, respected, and trusted but also has a sense of humour and enjoys a bit of banter.

We are open, honest, helpful and human.

## Role of Media & Communications (PNHQ)

- ▶ Responsible for the national social media strategy, policy and community guidelines.
- ▶ Daily management of the national social media accounts.
- ▶ Provide guidance, insights, training, and advice for districts.
- ▶ Lead national campaigns and any major operations.
- ▶ Make strategic decisions as to what platforms suit our needs.
- ▶ Support districts with following the strategy, policy and brand guidelines.

## Role of the districts

- ▶ Produce content that reflects policing in the district (local images/stories).
- ▶ Daily management of the district page.
- ▶ Monitoring comments and responding to private messages within 24 hours.
- ▶ Appropriate use of NZ Police brand – it is a district page, but NZ Police is the brand.

## Social media contacts

