

CSAANZ Social Media Policy

With social media becoming the norm for communication and outreach on virtual platforms, it is important to set guidelines by which the CSAANZ committee and its member groups/individuals communicate internally and externally on social media

Consent and Permissions

- Social media content on the CSAANZ Facebook page, Twitter handle, blog, and other platforms must be vetted and officially posted by a member of the CSAANZ Committee
- Posts on social media should not disclose any information that is private or confidential to the CSAANZ Committee and its member groups/individuals unless shared with their explicit permission
- All individuals featured in social media pictures and videos must consent (or have consented) to having their picture taken and shared on social media. The onus is on the provider of the picture to confirm that consent has been received
- Sharing user-generated content from member groups/individuals of CSAANZ is encouraged on the condition that the member groups/individuals have adhered to the same consent and permissions policy as CSAANZ

Social Media Content

- Social media content created and shared by CSAANZ platforms must focus on information, awareness, achievements, community, or policy on Citizen Science and community research in Aotearoa/New Zealand or internationally
- Official, original content posted by CSAANZ must be posted through the media platform's CSAANZ administrator page only. Members of CSAANZ and its Committee must refrain from using private accounts to post official, original CSAANZ social media content unless it is through sharing the original CSAANZ post
- CSAANZ's official hashtags are #CSAANZ #CitizenScienceNZ. A list of other hashtags (eg. #education #community and so on) may be decided upon to facilitate tracking of similar content
- Content must always be accompanied by a photograph, video, and/or external link to maximise viewership. NG: content with external links cannot be posted to image-based media platforms like Instagram

- All posts need to be mindful to CSAANZ partnerships and must acknowledge all featured and contributing parties appropriately through post mentions, tags, hash tags, and/or other forms of acknowledgement
- Photo acknowledgements must be included at the bottom of the post or as a caption to the picture where possible

Posting Etiquette

- Content must be presented factually, accurately, concisely, and professionally to communicate clear information to our members and public
- CSAANZ Committee members must take care to not “like” posts as administrators
- Content should avoid creating false expectations about future events or happenings and must try to pre-empt misunderstandings
- CSAANZ Committee members must avoid posting or sharing posts about controversial or delicate issues unless they strongly adhere to the tenants of citizen science and its community