

Chapter 10 - Discipline

SECTION 6 - Social Media

Intention

10.131 Part of the condition of belonging to the NZCF is that members are required to adhere to NZCF/NZDF rules, regulations, orders and policies.

10.132 These requirements are to reduce the reputational risk to the NZCF/NZDF, as well as providing guidance of behaviour expectations for the individual.

Definition

10.133 Social Media includes web and mobile device based technologies which are used to turn communication into interactive dialogue. The definition of social media, as described by the Education Council of New Zealand, is:

“Social media embraces web-based and mobile-based technologies to facilitate interactive communication between organisations, Communities and individuals.” [Link]

10.134 The NZCF Social Media policy includes **ALL** forms of online interaction, particularly as the number of possible social media forms grow and adapt. Any forms of social media used by NZCF personnel to communicate are covered by this policy.

10.135 Social Media can be used by units to effectively:

- a. alert unit personnel of upcoming changes to training programmes and exercises;
- b. distribute various NZCF forms for completion;
- c. distribute unit lesson notifications;
- d. allow unit yearly subscriptions, and fees for camps to be paid;
- e. aid in unit recruiting;
- f. build greater links between NZCF units; and
- g. for emergency contact, and forming a unit texting communications tree among cadets to enable instant dissemination of information.

Compliance

10.136 The NZCF Media Team are part of HQNZCF and are appointed to provide assistance with the implementation of an effective online presence and assisting units to develop their own online presence.

10.137 To ensure a professional and consistent presence across the entire NZCF, the NZCF Media Team is authorised to make direct contact with NZCF units regarding their online activities. They can require the removal of any content that may affect the image and/or reputation of the NZCF/NZDF, or the closure of any social media pages/groups that do not comply with this policy.

10.138 The following is to be adhered to and failure to do so will result in disciplinary action being taken against individuals who do not comply. All NZCF personnel are not to:

- a. Use digital communication, such as instant messaging or text messages, for communication with NZCF/NZDF members of an inappropriate nature. Inappropriate communication could include, but is not limited to; solicitous messages, spreading derogatory rumours about other NZCF members, undermining superiors or misrepresenting other NZCF members.
- b. Post or share videos, photos, sound bites or comments that are negative, discriminatory, derogatory, threatening, insulting, provocative, abusive, slanderous or reflect poorly on the NZCF or the NZDF on any online domain; public or private.
- c. Engage in cyberbullying where there is, but not limited to: harassment, bullying, intimidation or sexual harassment; in any online domain; public or private or via SMS and MMS messaging. Communications of this nature are illegal under the Harmful Digital Communications Act 2013;
- d. Post negative, discriminatory, derogatory, threatening, insulting, provocative, abusive or slanderous comments concerning other members of the NZCF or NZDF in any online domain; public or private.
- e. Make any claims or comments on behalf of the NZCF or NZDF in any public or private forum online. Members of the National Support Team (NST), NZCF Media Team or other designated NZCF Team, can be directly authorised by the COMDT, ASST COMDT, XO NZCF to do this on specific occasions.
- f. Make any comment on any Government, NZDF or NZCF policy on any public or private forum online if it could be construed in any way or form that the comment is being made in an official capacity on behalf of the NZCF or NZDF.

General

10.139 Units are encouraged to develop an online presences. This is to be in the form of an open and communal area, such as a Facebook page, where multiple people are to act as the Unit rather than posting as individuals.

10.140 Official Unit pages are to have all the Unit Officers with social media accounts as administrators. Area Support Officers are also to be given administrator, or similar highest account standing. The NZCF Social Media team are to be advised of a point of contact to go to when concerns are raised. This can be the CUCDR or an appointed representative.

10.141 Unit staff are not to create pages that represent a position within an individual cadet unit, such as 101SQN WO and create content as that position. All interaction by NZCF members at Unit level is expected to be open and accountable.

10.142 Pages representing a position at national level, i.e. WONZCF, will be authorised by the COMDT and/or ASST COMDT and monitored by the NZCF Media Team.

10.143 Pages that are established during, or after authorised and recognised activities; for example '22/16 SNCO Course' are to have NZCF officers who staffed the course as administrators. These officers will be the first point of contact in regards to events happening on these pages.

10.144 The NZCF Media Team will from time to time conduct audits of Unit's online presence to ensure that this policy is being adhered to.

10.145 All NZCF Officers and Staff must appreciate that the importance of adhering to the Code of Conduct and core values of the NZCF is as much for their own protection, and that of the reputation and standing of the NZCF and NZDF, as it is ultimately for the protection of cadets.

10.146 Annex C provides a generalised guide for the further assistance of all members of the NZCF.

10.147 Any further questions or uncertainty regarding the use of social media can be directed to the NZCF Media Team on nzcf.media@cadetforces.org.nz.

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ANNEX C - NZCF SOCIAL MEDIA GUIDE

DO	DO NOT
Remember you can be seen as representing the NZCF and on occasion the NZDF 24/7.	Assume that voicing your opinion as a private citizen won't be taken as speaking officially on behalf of the NZCF or maybe the NZDF.
Represent the NZCF ethos and values in a professional manner.	Be inappropriate.
Remember that you are always on the record.	Breach the NZCF Code of Conduct.
Ensure you have an understanding about the use of privacy settings to ensure personal information such as messages; photos etc are protected and viewed by those with the right permissions.	Violate other's privacy.
Ensure that blogging and submission of comments are done with courtesy, respect, and accuracy.	Assume your comments will only be seen by your friends.
Use the Newspaper front page/ Mother/ Partner/ Child test. I.e. would you want them to see this?	Be offensive.
Be aware that you will be told to remove immediately any postings and images that are judged to be inappropriate or portray the NZCF in a poor light.	Use words, images or materials from others without gaining their prior approval.
Consider carefully your choice of links, membership of clubs and associations featured on blogs and social network sites. Select with good taste, propriety and common sense in mind so as not to offend.	Write about NZCF issues beyond your area of expertise. For example, if you're an ATC officer who has never competed in NZCC skills DO NOT blog about the rules and regulations of that competition.
Remember that these sites are in the public domain. They are prone to hacking and masking, and are viewable by anyone.	Be fooled about the security in some social media. A Facebook friend's account can be easily hacked and leave you vulnerable to attack. Their security settings may not prevent your comments to them being read.
Get permission to post images taken on activities. Remember photo's in uniform need to reflect a professional NZCF image.	Infringe any copyright laws.