

WAIPAPA MARAE TRUSTEES

COMMUNICATIONS POLICY

Kaupapa: To be the conduit of all information affecting Waipapa Marae to the whānau of Ngāti Hikairo.

1. Ko te pūtake -
The Trustees of Waipapa Marae appreciate the importance of keeping our whānau informed about what is happening at the marae. This is not only a legal responsibility but a core principle to ensure transparency and fairness in order to promote kinship, whānautanga and Ngāti Hikairotanga ki uta, kia tai.
2. Ko ngā whāinga -
 - Pānui from Waipapa Marae Trustees and Waipapa Marae Committee
 - Information from ngā rōpū whaipaaanga (stakeholders - see schedule below)
3. Mā wai ēnei pānui me ēnei karere?
 - Beneficiaries of Waipapa Marae
 - Members of Ngāti Hikairo
4. Ko ngā ara tūhonohono -
 - Public Notices via the Waikato Times & Waitomo News for Waipapa Marae General Meetings in accord with Waipapa Marae Charter
 - All relevant information files for Waipapa Marae General Meetings will be available on the official Waipapa website and Marae Facebook Page.
 - Social media posts of all marae notices, events and activities
 - Official livestreaming of our Waipapa General Meetings on our Waipapa Marae Facebook page
 - As stated in *Clause 15(a)* of the Waipapa Marae Charter, The Marae Trustees shall hold at least 3 face to face meetings with beneficiaries each year and the Secretary will notify such meetings in terms of *Clause 16(f)* and *16(g)* of the Charter. In addition, the Trustees may hold Trustee Committee meetings by conference call as and when necessary in order to progress marae business.
 - Official posts on the Ngāti Hikairo website and Facebook Page.
5. Kei i a wai te mana whakahaere?
The Waipapa Marae Trustees and Marae Committee are to have administrative control of this activity confirmed by Waipapa Marae Trustees
6. Ko te arotake
Waipapa Marae Trustees will review this plan on an annual basis.
Pānui to include the following:
 - General meeting notices from the Waipapa Marae Trustees.
 - Sale notices for marae equipment and chattels and service requests/tenders from the Waipapa Marae Committee. The process for selling marae chattels that are surplus to requirements is set out in the Asset Management – Acquisition and Disposals Policy
 - Marae led wānanga, activities and events.
 - Rōpū Whaipaaanga-led wānanga, activities and events.
 - Whānau-led wānanga, activities and events.

Rārangi Ingoa o ngā Rōpū Whaipaaanga

- Te Rūnanganui o Ngāti Hikairo Inc.
- Te Whakakitenga o Waikato Incorporated
- Maniapoto Māori Trust Board
- Waikato Maniapoto Māori Land Court
- Te Tumu Paeroa
- Ōtorohanga District Council
- Kāwhia Community Board
- Ngā Marae Tōpu
- Ngā Wāhine Toko i te ora ki Kāwhia moana
- Tainui Kāwhia Incorporation
- Te Papa o Karewa Trust
- Hikairo Trust

Kaupapa here mō ngā pouaka whakaata, (television), ngā reo irirangi, (radio), ngā niu pepa (print media) me te pae pāpāho pāpori (social media)

RATIONALE

To ensure all engagement with media (newspapers, radio, television, social media) is aligned to the values and principles of rangatiratanga, kotahitanga, manaakitanga, aroha o tētehi ki tētehi, te wairua me te mauri o te marae o Waipapa.

PURPOSE

To provide guidelines on the engagement and interaction with media and the use of social media.

PROCEDURES

1. Beneficiaries are actively encouraged to utilise the media with discretion and ensure the mana and public reputation of the marae remains intact at all times.
2. Any approach to the media should be via the Communication Manager or Trustees Chair. All media releases are to be signed off by the Trustees Chair.
3. Marae beneficiaries are encouraged to recognise and understand the benefits of a positive public marae profile.
4. Only the Trustees Chair may comment on sensitive issues.

RESPONSIBILITIES

Communication Manager:

1. To encourage marae kaimahi to put forward good news stories that may potentially be shared with the media.
2. To actively engage with local media and provide media releases as required.
3. To make Trustees Chair aware of any potential media issues.
4. To obtain sign off from the Trustees Chair on all media releases prior to being distributed to media.
5. The Communication Manager will have sound media experience.
6. In the event of their being no Communication Manager, the responsibilities will be executed by the Trustees Chair.

Kaimahi & marae beneficiaries:

1. To ensure any positive media opportunities are shared with the Communication Manager.
2. To make the Communication Manager aware of any potential media issues.

Waipapa Marae Social Media Policy

1. Waipapa Marae mandates beneficiaries to freely disclose their affiliation with the marae granted that disclaimers are set freeing the marae from any intellectual investment in the post. Marae beneficiaries who associate themselves with Waipapa Marae when posting must clearly brand their online posts as personal and purely their own. Waipapa Marae should not be held liable for any repercussions that beneficiaries' content may generate.
2. Content pertaining to sensitive marae information should not be shared to the outside online community. Unless endorsed by the Waipapa Marae Trustees, divulging information about marae financial and legal matters is prohibited.
3. Proper copyright and reference laws should be observed by beneficiaries when posting online. In addition, New Zealand defamation laws must be observed by beneficiaries when posting online at all times. Posting defamatory, derogatory, or inflammatory content is against the law. Posting hate speech, threats of violence, harassment, or racial slurs on *social media* may also violate the law. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs is not tolerated under New Zealand's Human Rights laws.
4. Waipapa Marae reserves the right to edit or amend any misleading or inaccurate content depicted in blog posts. The marae also reserves the right to delete blog posts that violate the standards of behaviour set out in this policy.
5. Some subjects can invite a flame war. Be careful discussing things where emotions run high (e.g. politics and religion) and show respect for others' opinions.
6. If you #!%#@# up? Correct it immediately and be clear about what you've done to fix it. Contact the marae Communication Manager if it's a real doozy.
7. Principles of integrity, professionalism, privacy and impartiality should be observed by beneficiaries when posting online.
8. The authenticity of what beneficiaries post concerning the marae is important to our collective integrity and marae brand. Cross-check your facts and get it right before you post.
9. Kia tūpato, kua rawa e takahia te mauri, te wairua rānei o te tangata kei tūpono noa!
10. See Marae Code of Conduct for further detail on the above.

Related Legislation

Privacy Act

Copyright & Reference Laws

Defamation Legislation

Law on Human Rights

28 April 2020