Community Toolkit

Legal information and resources for community groups

community law
free legal help
wellington and hutt valley

Information & Privacy

Social media has become an essential tool for communication and promotion by community organisations. But it can come with associated privacy risks. One option for community groups to mitigate some of the risks associated with social media is to develop an overarching policy for your organisation. The policy should clearly state what staff and/or volunteers may or may not do on your organisation's social media accounts. Be mindful that the account is a reflection of the values of the organisation.

Keeping your community safe online

Netsafe is New Zealand's independent online safety organisation that provides education on preventing online bullying and abuse, scams and security breaches. For helpful tips on staying safe and keeping others safe online, visit their website. Netsafe's resources include information on:

- Online bullying abuse and harrassment

- Preventing ransomware attacks

- Two-Factor authentication

- Emailing hacking

- Backing up your data

- Using a VPN to improve your security

Accidental spamming

The UEM Act prohibits organisations sending an "unsolicited commercial electronic message" that is commercial in nature. Therefore, if you are sending an email that is for marketing or promoting goods or services, you must ensure that you have the consent of the recipient.

If you do have the consent of the recipient to send the message to them, make sure that you identify yourself clearly within the message itself, how you can be contacted and provide a

"functional unsubscribe facility" in the message (so that the person can tell the community venue to stop sending such messages).

Useful Links and Resources

- [Social Media Policy Builder (Ministry for Business, Innovation and Employment)](#)
- [Creating a social media policy (TechSoup)](#)

Māori data sovereignty

What is Māori Data Sovereignty?

Māori data sovereignty is about protecting information or knowledge that that is about (or comes from) Māori people, language, culture and resources. The 'data' in this context refers to information that is digital or digitisable.

The following quote provides context for why Māori Data Sovereignty is important:

> Data from us, and about us and our resources, are valuable assets. Once control of it is lost, it is difficult to regain; Data can be powerful mechanisms for informing and driving Māori/Iwi development at national and local levels but only if we are able to exercise authority over our data.
>
> *Te Mana Rauranga, Pātai*
> https://www.temanararaunga.maori.nz/patai

It is important as a community organisation to understand and work to uphold the principles of Māori data sovereignty. You can read all the principles in full here on [Te Mana Rauranga](#), as well as useful resources and information in relation to the application of these principles.

Social Media and online safety

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