

Policy:	Policy Manual No.	Authorised By:	Policy Section:	Effective:	Review Date:
Social Media Community Guidelines (SMCG)	COM-SMCG	Governance Group	Website, Media and Communications (COM)	Upon approval	April 2029; 3-yearly

Social Media Community Guidelines (SMCG)

Public-facing guidelines for safe, respectful and responsible engagement with GCC social media channels

Property of Glenfield Community Centre Incorporated
Last reviewed April 2026 | Next review April 2029 | Version 2026.1

1 Purpose:

The purpose of these guidelines is to set clear expectations for safe, respectful and responsible engagement with Glenfield Community Centre Incorporated (GCC) social media channels, and to explain how GCC may manage comments, messages, posts and other online interactions.

2 Scope:

These guidelines apply to public interaction with GCC social media channels, including comments, direct messages, tags, shares, reviews, mentions, videos, event responses and other online communications connected with GCC.

They apply to members of the public, hirers, tenants, contractors, volunteers, members, visitors, service users, event attendees, community partners and any other person or organisation engaging with GCC social media.

These guidelines do not replace GCC complaint, privacy, protected disclosure, employment, health and safety, room hire, tenancy, membership or legal processes where those processes are required.

3 Guideline Statement:

GCC welcomes respectful comments, questions, feedback, community information and constructive discussion on its social media channels.

GCC social media channels are moderated spaces. GCC may hide, delete, decline, report or restrict content that is unsafe, unlawful, harmful, discriminatory, defamatory, abusive, threatening, misleading, spam, commercially inappropriate, privacy-intrusive, or inconsistent with the purpose of the Centre.

GCC may move complaints, service concerns, booking issues, privacy matters or sensitive issues away from public social media and into the appropriate GCC process.

These guidelines must be read consistently with the GCC Constitution, including the Society's Principles, Objects, community accountability, dispute-resolution requirements and Appendix A values.

4 Definitions:

GCC Social Media Channels: Social media pages, accounts, profiles, groups, events or platforms owned, managed, moderated or used by GCC for community communication.

User Content: Any comment, message, tag, image, video, review, post, share or other material submitted to or about GCC on social media.

Moderation: Any action taken by GCC to manage social media content, including responding, hiding, deleting, declining, reporting, restricting, blocking, escalating or recording content.

Harmful Content: Content that may cause harm, distress, intimidation, harassment, humiliation, privacy intrusion, discrimination, safety risk or unlawful impact to another person or organisation.

Spam: Repeated, irrelevant, misleading, automated, commercial, scam, promotional or disruptive content that does not meaningfully relate to GCC or the community purpose of the channel.

5 Roles and Responsibilities:

Governance Group: Approves these guidelines and maintains oversight where social media issues create governance, legal, reputational, privacy, safety or systemic risk.

Centre Manager: Owns implementation, oversees moderation, escalates significant matters and ensures social media concerns are referred to the correct GCC process where required.

Authorised administrators: May post, respond, moderate, hide, delete, report or escalate content in accordance with these guidelines and delegated authority.

Social media users: Are expected to engage respectfully, avoid sharing personal information, comply with platform rules and not post material that is harmful, unlawful, discriminatory, abusive, misleading or irrelevant.

6 Procedure / Implementation:

GCC may remove or moderate content that includes:

- abuse, threats, harassment, intimidation, bullying or personal attacks;
- racism, sexism, homophobia, transphobia, ableism, religious intolerance or other discriminatory content;
- private or personal information about another person, including contact details, images, health information, employment information, complaints or allegations;
- defamatory, misleading, knowingly false or unverified allegations about people or organisations;
- spam, scams, repeated promotion, unrelated advertising or political campaigning unrelated to GCC activity;
- material that may breach copyright, privacy, court orders, confidentiality, platform rules or New Zealand law;
- graphic, obscene, sexually explicit, violent or otherwise inappropriate content;
- comments that derail, flood or repeatedly disrupt GCC channels; or
- content that creates health and safety, safeguarding, privacy, reputational, operational or legal risk.

Where a matter is a complaint, concern or feedback, GCC may acknowledge it and ask the person to contact GCC directly so it can be managed under the Complaints and Feedback Policy.

Where a matter involves personal information, images, privacy concerns or confidentiality, GCC will manage the issue consistently with the Privacy and Confidentiality Policy.

GCC is not required to respond to every comment, message or post. Response times may vary, and urgent matters should not be raised only through social media. In an emergency, people should call 111.

7 Monitoring, Reporting and Breach Management:

GCC may monitor its social media channels and may record, or screenshot content where needed for moderation, complaint handling, privacy, safety, legal, insurance, governance or reporting purposes.

Repeated or serious breaches may result in comments being hidden or deleted, a person being blocked or restricted, content being reported to the platform, or the matter being referred to Netsafe, Police, a regulator, legal adviser or another appropriate authority.

Significant social media issues, complaint trends, privacy concerns, reputational risks or safety matters may be reported to Governance where appropriate.

8 Legal and Compliance Requirements:

These guidelines are intended to support compliance with current statutes, regulations, platform rules, constitutional requirements and recognised good-practice requirements relevant to social media use and online conduct.

- GCC Constitution;
- Privacy Act 2020;
- Harmful Digital Communications Act 2015;
- Human Rights Act 1993;
- Copyright Act 1994;
- Defamation Act 1992;
- Health and Safety at Work Act 2015;
- Protected Disclosures (Protection of Whistleblowers) Act 2022, where applicable;
- platform terms, community standards and reporting processes; and
- recognised good-practice guidance relevant to online safety, privacy and public communication.

The GCC Constitution prevails where it prescribes a process for member complaints, Governance decision-making, constitutional records or dispute resolution. If there is any inconsistency between these guidelines and the Constitution, the Constitution prevails unless Governance determines that the Constitution itself requires amendment to comply with law.

9 Related Documents:

- GCC Constitution;
- Policy and Procedure Framework;
- Master Policy and Procedure Register;
- Website Terms of Use;
- Website Privacy Statement;
- Privacy and Confidentiality Policy;
- Complaints and Feedback Policy;
- Protected Disclosures Policy;
- Conflict of Interest Policy;
- Health and Safety Policy;
- Room Hire Agreement and Room Booking Terms and Conditions;
- Media Enquiries guidance, if adopted; and

- Social media account administration records.

10 Document Management Control:

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Policy Owner	Centre Manager
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Appendix One - Public Social Media Guidance:

The following short wording may be used directly on GCC social media pages or website guidance.

We welcome respectful comments, questions and community discussion. Please keep comments relevant, lawful and considerate. We may hide, delete, report or restrict comments that are abusive, threatening, discriminatory, defamatory, spam, misleading, privacy-intrusive, unsafe, off-topic or inconsistent with the purpose of this page. Please do not post personal information about yourself or others. Complaints, booking issues and privacy matters may be moved to the appropriate GCC process. In an emergency, call 111.

Appendix Two - Moderation Guide:

Issue	What GCC may do
Minor off-topic comment	Leave, hide or redirect where appropriate.
Spam, scams or repeated promotion	Hide, delete, block or report the account.
Abusive, threatening or discriminatory content	Hide or delete, block or report the account, and escalate where safety risk exists.
Privacy concern or identifying information	Remove or hide where appropriate and manage under the Privacy and Confidentiality Policy.
Complaint or service concern	Acknowledge where appropriate and move the matter to the Complaints and Feedback Policy process.
Serious risk, unlawful content or harmful digital communication	Record, escalate, seek advice, report to the relevant platform, Netsafe, Police or another appropriate authority where required.