

Policy on social media

Social media is an important means for NZAA to disseminate information about both its own activities and the work of archaeologists in Aotearoa New Zealand. Social media, however, is a potentially difficult environment, and care must be taken to ensure respect for both those using and engaging with our social media, and for Aotearoa's past. This document outlines NZAA's policy to ensure that this is the case.

NZAA currently has active Facebook, Instagram and Twitter accounts. It also has a YouTube channel. All are currently administered by one person.

NZAA approach to social media

NZAA both generates its own social media content, and shares and promotes that created by others, whether by members or non-members. Sharing content generated by non-members helps to build relationships with third parties, as well as ensuring that we promote a broad range of archaeological and heritage-related work that may be of interest to our followers. NZAA reserves the right to not promote or share third-party content that is considered unacceptable according to the policy outlined here.

Third-party content and social media

Only content created or approved by the NZAA social media coordinator can be posted to our social media accounts. Members can request that information be posted to the NZAA Facebook, Instagram and/or Twitter page by contacting the social media coordinator. If deemed appropriate, that content will then be shared. If in doubt, the social media coordinator will discuss the content with the NZAA Council.

Social media activity by members

Members of NZAA are bound by the NZAA Code of Ethics. While NZAA is primarily concerned with monitoring usage of our own social media accounts, we will take complaints made against NZAA members regarding their use of social media, where their actions may breach of the Code of Ethics, seriously.

Members of the NZAA, including past or current office holders, will not disclose information about internal NZAA matters including:

- review or decision-making processes;
- awards processes;
- financial matters;
- complaints and grievances;
- or share personal information about other members.

Policy on monitoring and moderation

NZAA reserves the right not to publish comments or to promote or share content that we consider to be unacceptable – the nature of such content is outlined below. Any questions or concerns about this should be directed to the social media coordinator in the first instance (who may then discuss the issue with the NZAA Council).

Comments on social media

NZAA will actively monitor comments on content we have posted to social media. Comments that are considered unacceptable will be removed immediately. NZAA will continue to screen people or 'followers' on the NZAA social media platforms. Users who repeatedly post unacceptable content will

be blocked from our social media, by the social media coordinator (in conjunction with NZAA Council if necessary – in most instances, however, a rapid response is preferred).

Social media guidelines

The following content and comments are considered unacceptable:

- racist content or comments;
- conspiracy theories – comments along these lines (when not racist) will be allowed, to facilitate discussion and education. The social media coordinator has the right to end such discussions if they are getting out of hand.
- content or comments that defame another person;
- content produced by organisations that do not comply with our Code of Ethics (even when they are not members of NZAA); and
- content that does not comply with our Code of Ethics.

In addition, followers of the NZAA social media platforms that promote unethical content will not be tolerated.