

Media

Introduction

When to use

This policy explains how media engagement works at Fire and Emergency New Zealand. It sets out the expected behaviours and rules which apply when you're working with the media and using social media. Apply this policy when you:

- receive a media enquiry
- liaise with media or participate in interviews - both at incidents and for other reasons
- want to release a media statement
- use social media.

Note: Don't use this policy when dealing with requests for information under the [Official Information Act 1982](#). See process: [Respond to request for information](#).

Purpose

Do not talk to media unless you are specifically delegated. The aim of this policy is to ensure personnel delegated to speak to media:

- know the lines of responsibility and accountability for media enquiries
- know to provide accurate, timely and nationally aligned information to the public and media
- maintain the public's high regard for New Zealand's firefighters and Fire and Emergency and not damage this by media comment or social media posts
- respect and protect people's privacy and adhere to our [Code of Behaviour](#), and [Standards of Conduct policy](#)
- maintain good relationships with the media and the public
- keep senior management informed about incidents which may attract media attention.

Who it applies to

This policy applies to all Fire and Emergency personnel. This includes employees, volunteers and contractors.

Contents

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When to engage with the Media Team

Introduction	Fire and Emergency plays an increasing role in reducing risk and making communities safer by helping them build their resilience. Nationally, regionally and locally we engage, educate and promote risk reduction and community readiness and recovery. This includes proactive and reactive media engagement.
'No surprises'	The 'no surprises' rule means the Media Team need to hear about events or issues before they reach the media, rather than hearing about them from the media. This 'no surprises' rule also applies across Fire and Emergency. Follow the 'no surprises' rule with the Media Team – let them know about any community events you are organising which might be of national interest, or which might elicit media attention. If in doubt, ask the Media Team.
Approaches from media outlets	Consider any approach from a media outlet as an indicator a discussion with the Media Team is required. This also applies to any decision to pitch proactive stories to media outlets.
Fire season changes	The Media Team will support you to notify the public and media about fire season changes and relevant prohibition and restriction announcements. For more information, see Notify the public of a fire season status change . Once you've decided your district's fire season status needs to change, notify the Media Team by emailing media@fireandemergency.nz
Advice and media training	<p>The Media Team will provide advice and support for proactive and reactive media engagement at any time. They will also arrange media training where required.</p> <p>Contact the team at all hours:</p> <p>media@fireandemergency.nz</p> <p>Media phone: 027 591 8837</p>

Media enquiries not about the basic facts of an incident

Direct the enquirer to the Media Team	<p>In the first instance, you must refer the reporter to the Media Team.</p> <p>Contact the team at all hours:</p> <ul style="list-style-type: none"> email: media@fireandemergency.nz media phone: 027 591 8837 <p>The Media Team will advise on the response and use the following table to determine the correct spokesperson.</p>
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Situation	Who is authorised to speak	What they can say
<p>Requests for comment about Fire and Emergency policy or issues.</p> <p>Note: Media requests need to be handled via the Media Team media@fireandemergency.nz</p>	The Chief Executive, the National Commander and other Deputy Chief Executives	<ul style="list-style-type: none"> Matters related to their specific area of responsibility, e.g. Service Delivery, Training, Finance, Property, Fleet, Equipment and Logistics, ICT, People Branch In conjunction with the Media Team, may respond to any media enquiry as needed.

	National Risk Reduction Team and National Community Readiness and Recovery Team	<ul style="list-style-type: none"> • Risk reduction, readiness and recovery matters of national significance.
	National Managers, Response Capability Manager or delegated spokespersons	<ul style="list-style-type: none"> • National operations policy issues • Operational matters of national significance • National policy issues related to the overall management of the Communications Centres.
	National Manager Kaupapa Māori	Any issues relevant to tangata whenua.

Working with the media at incidents

Incident information

Members of the media access basic incident information from Communication Centres (ComCens) from ComCen Grade 5 dispatchers and above (who will issue standard media reports only).

Members of the media and the public can access a basic summary of the last week of incident information on the Fire and Emergency website <https://fireandemergency.nz/incident-reports/>.

When required, ComCens seek Media Team support to manage media enquiries by notifying the media phone with a specific pager notification.

Incident Controllers can refer media to the Media Team to manage.

Contact the Media Team at all hours:

- media@fireandemergency.nz
- Media phone: 027 591 8837

Note: The Media Team can work remotely or be deployed for on-ground incident support

Important opportunity

It's important you respond to the media at an incident if you have delegated authority to do so. This could be an opportunity for you to provide public information in a major incident, as well as conveying our key safety messages about risk reduction and community readiness and recovery.

You can also refer media to the Media Team who will liaise with you. You should always consider engaging with Māori language media in te reo Māori. This also extends the reach of our messages to an at-risk demographic. Seek assistance from the National Manager Kaupapa Māori, Pou Takawaenga Māori (Māori Liaison Team) at PouTakawaengaMaori-MaoriLiaisonTeam@fireandemergency.nz or via the Media Team.

Contact the Media Team at all hours:

- media@fireandemergency.nz
- Media phone: 027 591 8837

Media training	Fire and Emergency will work to ensure all senior officers who are required to talk to media receive appropriate media training and support so they're comfortable responding to media enquiries. This includes senior officers required to speak at incidents, ComCen supervisors who talk regularly to media, District and Group managers and Community Readiness managers. We will media train delegated senior advisors and advisors where appropriate.
Other agencies at incidents	<p>You must only comment about the part of an incident Fire and Emergency is responsible for. When we attend an incident where another agency is the lead agency, such as providing assistance at a road crash or assisting with a medical emergency, the lead agency is responsible for media comment.</p> <p>Don't speak on behalf of ambulance or police even when Fire and Emergency is the lead agency. This includes describing any injuries or patients' conditions or saying anything further than confirming a fatality. This is especially important if the cause of the incident is suspicious – or is looking like it might be suspicious – as any comments might have an impact on a police investigation or coroner's inquiry.</p>
Media entering private property	You don't have the right to allow access to private property to anyone not connected to our fire response and suppression role. If the media ask to enter a property, the Fire and Emergency Officer in Charge must direct the media to contact the occupant or property owner for permission.
Safety of members of the media	<p>The Officer in Charge must ensure members of the media who have permission to enter the incident ground:</p> <ul style="list-style-type: none"> • are accompanied by Fire and Emergency personnel – the Media Team is qualified to enter wildfire incident grounds • wear personal protective equipment (PPE) appropriate for the risks. <p>Note: members of the media who don't have the appropriate protective clothing should be denied access to the site by the incident controller, or safety officer.</p>
Dress standard	If you're involved in television interviews or photographs for the media, ensure the uniform or PPE you're wearing is appropriate for the task you have been performing.
Media statement	<p>If you want to release a media statement, contact the Media Team. They are the only people authorised to put out media statements on behalf of Fire and Emergency.</p> <p>Contact the Media Team all hours:</p> <ul style="list-style-type: none"> • media@fireandemergency.nz • Media phone 027 591 8837. <p>Note: you should also contact the Media Team if you want to make an update on an incident on our social media.</p>

Personnel authorised to talk to the media

Who is authorised?

At incidents	Only one person from Fire and Emergency can be the media spokesperson at any incident ground. That person is the Officer in Charge/Incident Controller, or their delegated representative.
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About incidents

Personnel authorised to work with the media about incidents are:

- National Commander.
- ComCen Grade 5 Communicator and above (issuing standard media reports only)
- Incident Controller/Officer in Charge
- Media Liaison Officer/media spokesperson appointed by the Incident Controller/Officer in Charge
- Region manager/District manager/Group manager/Community Risk manager
- Fire investigators (post incident)
- Public Information Manager (in large multi-agency incidents)
- National Manager Kaupapa Māori or designate

Note: The Media Team works with media and supports delegated spokespeople.

The Media Team also supports ComCens when required to inform media about incidents (standard information only).

Situation	Who is authorised to speak	What they can say
<ul style="list-style-type: none"> • Routine incident such as a structure fire, vegetation fire or rescue event 	<ul style="list-style-type: none"> • Incident Controller/Officer in Charge/Controller or their media liaison/ComCen shift manager/Level 5 Communicator • Fire Investigator 	<ul style="list-style-type: none"> • Only comment on the part of the incident for which Fire and Emergency is responsible. • Give facts only. See What you can say in this document. • Refer all other enquiries to your District manager/ community risk manager.
	Chief Fire Officer/Controller/Officer in Charge	As above and, in addition, may respond to enquiries related to local operational issues related to Fire and Emergency as appropriate. Seek support from media@fireandemergency.nz
	District manager/Group manager/Community risk manager	As above and, in addition, may respond to enquiries related to: <ul style="list-style-type: none"> • District or local issues related to Fire and Emergency • national and strategic matters on which they've been authorised to comment.
	Region manager	As above and, in addition, may: <ul style="list-style-type: none"> • discuss regional operational issues • make specific comment on the injury or death of members of the public or Fire and Emergency personnel.

Situation	Who is authorised to speak	What they can say
<ul style="list-style-type: none"> Any escalating incident Serious or unusual incident including where there is: <ul style="list-style-type: none"> serious injury or death major cultural, business or other impact a possible suspicious cause of fire likely to be significant public or media interest. <p><i>Table continues over the page</i></p>	<ul style="list-style-type: none"> Incident Controller/Officer in Charge/Controller or their media liaison, ComCen shift manager/Level 5 Communicator Community Risk Manager 	<p>Facts only, as for a routine incident above.</p> <p>Note:</p> <ul style="list-style-type: none"> ensure the notification process for serious and unusual incidents is followed. as an incident escalates, the Officer in Charge may appoint a Media Liaison Officer/media spokesperson who is a Chief Fire Officer, Controller, District manager or Group manager, or Public Information Officer to deal with media enquiries. any Service Delivery National manager can speak on a particular aspect. the Media Team may deploy members to the incident ground to support public information and media management. <p>Contact the Media team for assistance at any time 027 591 8837 media@fireandemergency.nz</p>
	District Manager/Group Manager/Community Risk Manager	<p>As above and, in addition, may discuss:</p> <ul style="list-style-type: none"> the outcome of the incident and what follow-up investigations and actions might take place District operational issues.
	Region manager	<p>As above and, in addition, may:</p> <ul style="list-style-type: none"> discuss regional operational issues make specific comment on the injury or death of members of the public or Fire and Emergency personnel.
	<ul style="list-style-type: none"> National Commander or other DCEs if it's in their area of responsibility Chief Executive National Manager Kaupapa Māori 	<p>In conjunction with the National Manager Communications and Engagement Directorate or Media Team, may respond to any media enquiry as needed.</p>

What you say is important

What you can say You can only provide facts during the incident, such as the:

- time of Fire and Emergency's attendance
- general locality – use the suburb, not the street to protect the privacy of the victims
- numbers of appliances and personnel involved
- type of incident (for example vegetation or structure fire)
- strategies Fire and Emergency is using to manage the incident or their part of the incident
- relevant risk reduction or public information messages - for example safety advice to protect the public from the impact of an incident, risk reduction advice. You can find examples in the [Firefighters' guide to the media](#). **Always double-check your information is accurate.**

- What you can't say** You must not convey in words, photographs or video any of the following:
- Names, addresses or other information which may identify any individual without their prior written authorisation to specifically do so.
 - Information about people involved in the incident or their condition.
 - Speculation about the origin and cause of any incident, before the cause has been confirmed by either the Officer in Charge or the fire investigator and approved that it can be made public - use instead: 'the cause is being investigated by a fire investigator' or 'we are unable to comment on the cause of the fire'.
 - Information on behalf of other agencies – e.g. police, ambulance – for example a person's injuries.
 - Comment on any matter not directly related to the incident.
 - Actual or implied criticism of Fire and Emergency, the Board, the Government or any organisation or individual.
 - Comment which could damage the standing or reputation of your brigade or Fire and Emergency, for example criticising your brigade.
 - Personal comments or opinions– your opinions about anything – facts only.
 - Comment which could negatively impact perceptions of Fire and Emergency's political neutrality as a Crown entity.
 - Endorsements of commercial companies', organisations' or individual's product or service, or allowing them to use our brand to promote themselves.

Note: If in doubt, contact the Media Team for advice

Contact the Media Team at all hours:

- media@fireandemergency.nz
- Media phone: 027 591 8837.

Manner

At all times, be aware you are representing Fire and Emergency. Use a professional tone and manner and treat all members of the media and public with courtesy. When media is present, you are always on the record. While you're free to express concern, where appropriate, in all cases your comments must be:

- factual and accurate
- sensitive at all times to the feelings of those concerned
- consistent with Fire and Emergency's key response and risk reduction messages.

Legal issues

You must:

- maintain the privacy of people involved in an incident
- not make statements that may hurt someone's reputation. Consider how your remarks could be misconstrued or misrepresented – if you're not sure of their accuracy, don't make them.

You should not say anything which could affect any possible court proceedings. This includes civil cases, such as between a property owner and an insurance company, or between one property owner and another affected by an incident as well as criminal cases.

Only say what is accurate and what you are prepared to see published in the media.

Note: If you have any doubts, contact the Media Team.

Contact the Media Team at all hours:

- media@fireandemergency.nz
 - Media phone: 027 591 8837.
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**Topics to
emphasise**

When talking to the media about an incident you should emphasise any:

- risk reduction messages which are appropriate as a result of the incident – for example, promoting smoke alarms or community evacuation plans if you are sure of the facts and the cause of the fire – **Note:** don't comment if you only **think** there were no smoke alarms – as this needs to be factually accurate. Don't comment if the cause isn't confirmed by the Incident Controller/Officer in Charge or Fire Investigator
- assistance or actions by the public which reduced the hazard or assisted Fire and Emergency
- special efforts of our people during the incident in saving lives, controlling the fire or stabilising the situation.

Note: If you're not sure, contact the Media Team.

Contact the Media Team at all hours:

- media@fireandemergency.nz
 - Media phone: 027 591 8837.
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Serious and unusual incidents

Help in escalating incidents

During an incident, the Officer in Charge may answer media inquiries, as described in this policy. If there is subsequent media interest, you must ensure your Region manager is informed.

If the incident escalates in scale or complexity - to Level 3 or above - or the Officer in Charge needs assistance in handling media enquiries, they may appoint a senior uniformed officer to act as the Media Liaison Officer/media spokesperson. This person must be a Chief Fire Officer, Controller, District manager, Group manager, or Community Risk manager.

The Manager, Media may also decide to instruct media team members to support the management of all media enquiries on behalf of the spokesperson or deploy a team member to the incident site to manage media or carry out Public Information Management.

Media Team members will liaise with regional personnel and with other agencies involved in the incident, such as local Civil Defence, the local District Health Board and Police, regarding public information and media.

Note: If you need help managing media enquiries, contact the Media Team.

Contact the Media Team at all hours:

- media@fireandemergency.nz
- Media phone: 027 591 8837.

Large-scale incidents and IMT

The Officer in Charge may also stand up an Incident Management Team (IMT) and appoint a Public Information Manager (PIM) and a team including a media advisor to manage public information and media.

Photographs and videos

Restrictions on distributing photos and videos at incidents

You can only distribute photographs and videos of incidents you're attending if the Officer in Charge has approved it for use within Fire and Emergency such as:

- training materials authorised by the People and Workforce Capability Directorate (Training)
- formal guidance issued by the Service Delivery Branch
- Fire and Emergency reports

Note: Any photographs or video you take as part of a Fire and Emergency crew and/or as Fire and Emergency personnel at an incident belong to Fire and Emergency. Further details in the [Copyright Act 1994](#).

For privacy ([Privacy Act 2020](#)), reputational and ethical reasons, you cannot publish images from the incident such as photographs or videos of motor vehicle crashes or medical callouts – for example, posting a video of attending a motor vehicle crash on social media, whether it is your brigade or station social media or your own.

Posting photographs or videos

You don't need Fire and Emergency permission to post photographs or videos that were not taken at incidents, such as brigade training, attendance at public events, appliances, etc., provided they don't pose a risk to the standing or reputation of Fire and Emergency or otherwise breach our legal obligations (e.g. privacy).

Note: Remember – Fire and Emergency does not promote or endorse commercial companies and should not be seen to do so in any photographs or videos. Fire and Emergency as a Crown entity is politically impartial. Photographs or videos should not negatively impact perceptions of Fire and Emergency's political neutrality.

When taking photographs of your brigade or during public events as above, you should, where you can, make people aware you are taking photographs which might include them and give them the opportunity to say they don't want to be photographed, or have the photograph published. See [Authorisation release form](#).

Fire and Emergency social media accounts

Benefits and risks

Fire and Emergency uses social media for communicating information to and engaging with communities. Social media use must be considered, relevant, appropriate and consistent.

Objectives

The key objectives of using social media are to:

- further the reach of risk reduction and community readiness and recovery messages to reduce the incidence and consequence of incidents like fire
- provide public information during major incidents
- promote career and volunteer recruitment
- build relationships and engagement, and connect with communities
- enhance our reputation as approachable, responsive and trusted.

National social media accounts

The Media Team is responsible for the national Fire and Emergency social media accounts.

All other business unit social media accounts

Social Media Account	Who is responsible for it
Brigade social media accounts	Brigade Leader
District social media accounts	District manager
Other social media accounts	Relevant manager/National Communications and Engagement Team

Those responsible for a social media account must make sure the administrators of a Fire and Emergency social media account:

- understand and comply with this policy
- only post appropriate content
- monitor the accounts
- update the accounts regularly
- respond to or remove comments to comply with this policy
- comply with Media Team requests for modifying or deleting content.

Social media rules

Any brigade, station, District, Region, ComCen or other Fire and Emergency business unit on social media is posting on behalf of Fire and Emergency.

Anything you say or post represents Fire and Emergency. The accounts remain the property of Fire and Emergency at all times. This means:

- all accounts must be identified as belonging to Fire and Emergency and use authorised branding
- Districts, brigades and other Fire and Emergency social media accounts are responsible for administering their own social media accounts
- all Fire and Emergency social media pages are expected to promote risk reduction and community readiness and recovery messaging
- the Media Team has authorisation to access District social media pages to enable Public Information Management communications during major emergencies
- all administrators of Fire and Emergency social media pages must be members of the Fire and Emergency Social Media Admins Facebook group <https://www.facebook.com/groups/fenzsocialadmins/>
- you must seek written approval from the Media Team should you wish to create a new social media page (media@fireandemergency.nz).

Brand considerations

You must follow our Visual Identity Guidelines when using our logos and photography.

Only use official Fire and Emergency New Zealand branding or trademarks in your postings, identities, logon IDs or usernames if you have approval from the National Communications and Engagement Manager (delegated to the Media Team). This does not include where the logo appears in photographs, on approved uniform or signage. Contact media@fireandemergency.nz to get approval.

As a Crown entity, we are not permitted to endorse commercial brands:

- don't use our social pages for promoting businesses
- if a company or organisation has contributed to the brigade in some way, it is acceptable to use the page to discretely say 'thank you', but not to promote their products, services or brands
- we are not permitted to let a company use the Fire and Emergency brand in any way.

For questions about branding, contact media@fireandemergency.nz

For questions about using our logos, photography or corporate partnerships, contact identity@fireandemergency.nz

Posting about incidents on social media

For rules about what you can and can't post on social media about incidents, see [What you say is important.](#)

Note: You may be instructed by your manager or the Media Team to remove social media posts that contravene Fire and Emergency New Zealand's expectations. Should you unreasonably refuse to do so, or you otherwise breach Fire and Emergency's expectations, this could result in disciplinary action up to and including dismissal in respect of employees, or termination in respect of other personnel.

Publishing photos on social media

For rules about posting photos on social media, see [Photographs and videos](#).

You must not:

- disclose confidential or personal information
- say anything untrue, defamatory or misleading
- make statements that could be interpreted as sexual or racial harassment or bullying
- post items which could reflect negatively on Fire and Emergency, your brigade, or embarrass the organisation
- endorse commercial companies or political views
- use personal social media accounts and user IDs for Fire and Emergency matters
- use Fire and Emergency accounts for personal matters
- otherwise act contrary to your obligations to Fire and Emergency as outlined in the [Standards of Conduct policy](#) and the Rules of Association of your brigade, the [Code of Behaviour](#), and the [Policy to address bullying, harassment and victimisation](#)
- use the Fire and Emergency logo, emblem or any other official branding or trademarks (other than where the logo appears in photographs on approved uniform or signage), in your postings, identities, logon IDs or usernames without prior approval from the Media Team.

For advice on the rules, contact the Media Team

Contact the Media Team at all hours:

- media@fireandemergency.nz
- Media phone: 027 591 8837

Note: These rules also apply when you are discussing Fire and Emergency in your personal capacity on non-Fire and Emergency social media. Any breaches of these expectations could result in disciplinary action up to and including dismissal in respect of employees, or termination in respect of other personnel.

Unacceptable content

The Media Team, as well as your manager, has the authority to direct you to remove or edit material which, in their opinion, poses an unacceptable risk to Fire and Emergency's reputation or is otherwise in breach of our policies and expectations.

If you see unacceptable content or information which may breach the [Harmful Digital Communications Act 2015](#) on a website, webpage or social media account which Fire and Emergency controls, you must report it to the Media Team as soon as is reasonably practicable at media@fireandemergency.nz.

If you receive a complaint about such information, you must report it to the Media Team as soon as is reasonably practicable at media@fireandemergency.nz.

Copyright

Copying text, video, sound or images that are subject to copyright not held by Fire and Emergency into your social media posts could breach copyright law. You should not reproduce such material on a Fire and Emergency social media account unless you know it does not breach copyright. Alternatively, you could consider reposting the content using the platform's method that retains it in its original form e.g. 'sharing' on Facebook or 'retweeting' on Twitter.

If you are unclear of your obligations and potential liabilities, please contact the Media Team in the first instance at media@fireandemergency.nz

Keeping records

[Government guidance](#) about retaining records apply to social media, including when posts are edited or removed. You must take a screenshot before you remove a post or comment and save it with your records. Facebook will record any changes you make to a post. You don't need to keep a record of spam or repeat entries.

Personal social media use**Identifying yourself**

If you're discussing Fire and Emergency matters using your personal social media account, you must:

- identify yourself as a member of Fire and Emergency
- make it clear you are not authorised to speak on behalf of Fire and Emergency.

Disclaimer

You must use a disclaimer when you:

- refer to work done by Fire and Emergency
- comment on any Fire and Emergency-related emergency services issue.

This is the standard disclaimer:

"The views expressed in this post are mine and do not necessarily reflect the views of Fire and Emergency New Zealand."

Note: Using a disclaimer does not mean you're allowed to breach organisational policies.

Treat as public information

Anything published on social media is publicly available and can be shared or republished by other people and media.

Remember: Even if you're communicating through private messaging or just to your 'friends', you can't control how others may share the information.

Standards of conduct and expectations

Fire and Emergency is only interested in your personal social media use where it has the potential to:

- conflict with your obligations to the organisation
- damage the standing or reputation of the organisation or your brigade
- affect how you perform your duties.

All your interactions on social media are subject to Fire and Emergency's policies (including this policy), the [Standards of Conduct Policy](#) and the Rules of Association of your brigade. See also the [Code of Behaviour](#), and the [Policy to address bullying, harassment and victimisation](#).

Definitions**Blog**

Short for 'web log', a blog is a web page which serves as a publicly accessible journal for a person or group. Entries are typically displayed in reverse chronological order, so the most recent post appears first, and often reflect the individual personality of the author.

Confidential information	Information gathered through your role at Fire and Emergency New Zealand, including: <ul style="list-style-type: none"> names and addresses or other contact information about anyone involved in an incident photos of victims of fire or accidents information which would identify people unpublished details about current projects, commercial activities, financial information, research, opinions, knowledge and facts about Fire and Emergency and its personnel and customers which has not been disclosed to the public.
Lead agency	The organisation with legislative or agreed authority for control of an incident.
Media	Electronic news media, radio, television and print media, i.e. newspapers and magazines.
Personal social media use	Any social media access which is not directly related to the business of Fire and Emergency or the duties or responsibilities of employees or volunteers.
Post	To publish a message in an online forum or newsgroup or a message published in an online forum or newsgroup.
Social media	Any online publication and commentary, including, but not limited to, social networking sites such as Facebook, Twitter, Instagram, Google+, LinkedIn, TikTok, Snapchat, Neighbourly, Flickr and YouTube, as well as blogs and wikis.
User ID	A unique sequence of characters used to identify a user and allow access to a shared computer programme, system, database, network or online account. It allows access when coupled with a password, which provides a minimal level of security. Also called username or account.
Wiki	A collaborative website which is made up of the collective work of many authors. Anyone can add, delete or revise content by using a web browser.

Related information

Topics

Refer to these Portal topics to help you apply and comply with this policy:

- [Media and social media](#)
- [Get approval to use Fire and Emergency New Zealand brand](#)
- [Respond to media at incidents](#)
- [Respond to media enquiry](#)
- [Respond to request for information](#)
- [Request additional access to ICT services and equipment](#)
- [Set up and use social media accounts](#)

Policies

- [Brand policy](#)
- [Fire investigation and reporting operation instruction \(P3\)](#)
- [ICT acceptable use](#)

- [Records management](#)
- [Standards of conduct](#)
- [Te reo Māori and other languages](#)

Procedures

- [S13 SOP-A COVID-19 Response to Managed Isolation and Quarantine \(MIQ\) facilities.](#)

Legislation

We must comply with legislation, including the following:

- [Official Information Act 1982](#)
- [Privacy Act 2020](#)
- [Public Records Act 2005](#)
- [Copyright Act 1994](#)
- [Defamation Act 1992](#)
- [Harmful Digital Communications Act 2015](#)

Document information

Owner	DCE Office of the Chief Executive
Steward	National Manager Communications and Engagement
Last reviewed	2 April 2022
Review period	Yearly or more frequently if required

Record of amendments

Date	Brief description of amendment
4 April 2022	Updates re: role of Media Team at incidents; OIA requests; media enquiries and releasing media statements; permissions for taking and publishing photographs; using social media accounts; responsibility for monitoring unacceptable content on social media; Standards and Code of conduct.
1 July 2019	Outdated organisational leadership job titles and branch names updated.
24 January 2017	This policy replaces the following policies and operational instructions: Media policy (POLCM1.1), Media at incidents policy (M1-1 POP), Media at incidents procedure (M1-1 SOP).
1 July 2017	This policy was amended as part of the implementation of the Fire and Emergency New Zealand Act 2017.