



# SOCIAL MEDIA AND **S+SNZ**

A GUIDE TO ONLINE PROFESSIONALISM  
FOR SURVEY & SPATIAL NZ REPRESENTATIVES

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## A GUIDE TO ONLINE PROFESSIONALISM FOR SURVEY & SPATIAL NZ REPRESENTATIVES

Survey and Spatial New Zealand (S+SNZ) recognises that social media is an effective tool for engaging with our community. We want to empower all our representatives (employees and governance representatives) to be good ambassadors for our brand, but to be mindful of what they post online as it could have unintended consequences. This document aims to support representatives to post professionally on all S+SNZ social media platforms by providing an overview of the environment and highlighting things to be aware of.

As with any communications channel, social media requires proper planning, benefit and risk assessment, resourcing and commitment. Anyone contributing to the S+SNZ social media channels should consider the goals and objectives of the organisation and always keep our target audiences in mind. The following guidelines will assist S+SNZ representatives when using social media—both inside and outside of the organisation:

### **Think before you post**

Remember that whatever you share may be public for an indefinite period of time (even if you attempt to delete it) and will be associated with you, your profile, and S+SNZ.

### **Be truthful, accurate, and respectful**

Don't make statements that are false, misleading or unsubstantiated. Respect other people's views, even if you disagree and always be polite and courteous.

### **Use good judgement and common sense**

Don't post items that could reflect negatively on S+SNZ or are legally protected (e.g. confidential or private in nature).

### **Avoid topics that could be inflammatory or inappropriate**

This includes personal, organisational or work-related concerns or issues.

### **Do no harm**

Don't post material considered to be illegal, abusive, discriminatory, defamatory or offensive.

It is also imperative that all S+SNZ staff use images and video content appropriately, sensitively and lawfully, and refer to the permission and crediting conventions outlined in this document.

S+SNZ' policy regarding professional behaviour must evolve to respond to these new forms of media, to maintain the integrity of our people and the brand of the organisation. As such, S+SNZ has created these practical guidelines to assist representatives to communicate confidently online and maintain professional standards.

## What is Social Media?

Social media embraces web and mobile-based technologies to facilitate interactive communication between organisations, communities and individuals. They are largely public platforms (but walls exist within some platforms) and they are accessible 24/7 from a range of devices and locations.

## Key terminology

### What is 'content'?

Content is a body of information that is packaged for distribution. One body of information may be adapted—in length and format—to create multiple items of content, that can be communicated to audiences through different channels. Content is often talked about in relation to social media marketing campaigns, also known as content marketing. Items of content may include:

- Long form articles (website blog posts, LinkedIn)
- Paragraph length posts (Facebook, forums)
- Microblogs (Twitter, Instagram)
- Videos
- Photographs

### What is a 'post'?

Most social media platforms use the word 'post' to describe both an object and a verb. A post is an item of content, that a user posts to their page. On Twitter, a post is called a 'tweet'; on Instagram, a post is often referred to as a 'gram'; and on Facebook, a post is also called a 'status update'.

### What is a 'hashtag'?

A hashtag is a keyword or phrase preceded by the hash symbol '#'. It is used on social media to draw readers to certain topics and promote campaigns. Hashtags make it easy for people to find information online that relates to their particular interests. They can help push your content out to your audience, as well as to people who are not your followers or fans—yet. Often, users don't actively search for hashtags, but simply spot them online. It is good to develop a hashtag that your audience will associate with your brand.

To create a hashtag, all you need to do is attach a # to a relevant keyword or phrase and use it when posting all relevant content. Hashtags can be used to drive a certain campaign. A quick google search of #S+SNZ brings up all social media content and platforms that are connected to the hashtag, as well as aggregated posts of user content that included #S+SNZ e.g. posts from attendees of our Napier conference.

### What does the '@' sign do?

Use @ to make a call out to another public social media page or user, by putting an '@' and then typing their name. This will prompt an alert to the person or page that you have tagged, and it will also direct readers to click through. All S+SNZ social media profiles can be accessed using @ (see S+SNZ account names below).

### What is a 'tag' or 'tagging'?

A tag is a keyword, term, user or location attached to a piece of online content or activity. # and @ are examples of ways to tag.



## The platforms

S+SNZ uses Facebook, Twitter, LinkedIn, blogs, forums and newsletters to connect with our membership. We also use our social media channels to give visibility to the ways we promote growth, innovation and excellence in all facets of surveying and spatial in New Zealand, to the general public. It is important to consider the specific requirements, standards and conventions of each platform when creating, posting and monitoring your content.

## Facebook

### What is Facebook?

Facebook is the most popular social media channel in the world. It is an interactive social networking website and service that enables users to post comments, videos, photographs and links. Users can also play games, chat live, and stream live videos. Facebook has more than 2 billion users worldwide, including 2.9 million New Zealand users.

Individual users and businesses use Facebook to develop and nurture their audiences by posting targeted content and encouraging engagement. Facebook is an excellent platform to build the identity of your brand and gain insight into the interests and behaviours of your audience.

### Style / tone

The tone used on Facebook should reflect the S+SNZ brand as if it were a person. It is appropriate to use a conversational tone on Facebook, if the 'voice' is believable; your audience will respond to authenticity. A successful Facebook post will read as:

- Friendly, approachable and responsive
- Inclusive—using language such as 'us', 'we', 'you'
- A real person, not a machine or a press release
- Honest
- Expressive—when appropriate ('Great news!')
- Natural—engagement hooks are integrated naturally e.g. ask meaningful questions, make calls to action that your audience will be happy to respond to etc.

### How to write a post

- Login to the S+SNZ Facebook account
- Type directly into the empty 'status' field at the top of your feed or your profile page (the empty field may have a greyed-out question such as 'What's on your mind this morning?')
- Add photos, videos, live videos, check in, a feeling/activity, tag someone, add links and hashtags to your post, if desired
- Click 'post' to publish your post publicly.

### Length

Facebook users are skim readers, so you want to capture their attention as quickly as possible. The recommended length of a Facebook post is 80-90 words (about two paragraphs, or one large paragraph).

### Images

Facebook users love images and videos. Captivating imagery will capture the attention of your reader, as they browse through their feed.

Upload any size image to Facebook and it will auto-reduce the image to the dimensions it requires:

- Square images can be no more than 470 pixels
- Horizontal (landscape) images should be 470 pixels wide and the height will be adjusted accordingly. Landscape images smaller than 470 pixels wide could appear aligned left with whitespace to the right of the image
- Vertical (portrait) images are scaled to a height of 394 pixels, aligned to the left, with white space to the side
- Video requirements are: H.264 video compression, high-profile preferred, square pixels, fixed frame rate, progressive scan; Format: .mp4 container, ideally with leading MOOV atom, no edit lists.

## Links

Use a link within your post to direct your audience to your website, a news item, or a third-party website. Make sure the link is related to the content of your post.

When a URL is added to your post, Facebook will automatically add an image from that link, which will appear beneath your post. This auto-selection can be turned off, and/or you can choose and add an image to the link yourself.

## Hashtags

One or two relevant hashtags is standard use on Facebook. Use a popular hashtag that relates to your post and target audience. Refer to the list of S+SNZ hashtags.

## Advertising

Paid advertising is available on Facebook. You can pay to ‘boost’ a post (boosted posts appear higher in the newsfeed, so there is a better chance that your audience will see them)—or pay to run ads in the background. Ad types include images, videos, slideshows, canvases and carousels.

Before paying for advertising, consider your objective, target audience and budget. Your budget will determine the reach, frequency and length of your campaign.

## Other tips

- Posting once a day is standard practice
- Make sure you know what your purpose of posting is, don’t post just for the sake of it
- Use the 70/20/10 rule: 70% value (meaningful content generated by you), 20% shared (from third party websites e.g. news) and 10% promotional (ads)
- Monitor engagement and respond efficiently to comments and questions from your followers
- Use a call to action to encourage sharing
- A post can be pinned to the top of the page permanently.



# Twitter

## What is Twitter?

Twitter is an online news and social networking service where users post and interact with messages – ‘tweets’ – that are restricted to 140 characters. This form of communication is also known as ‘microblogging’.

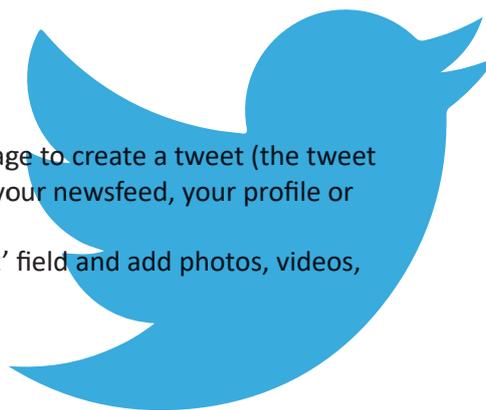
Twitter is a blend of instant messaging, blogging, and texting, but with brief content and a very broad audience. It can be used to build a following of people who are interested in your product or organisation, by trickling knowledge to them every day.

## Style / tone

Keep the S+SNZ ‘voice’ in mind when crafting your tweets. With such a small space to convey your message, remember to be friendly (perhaps use humour), and include a strong hook to capture your followers’ attention. If you want to include a link within your tweet, it is important to encapsulate the key ideas of the link to entice your readers to click through.

## How to write a post

- Login in to the S+SNZ Twitter account
- Click the ‘tweet’ button at the top right-hand corner of the page to create a tweet (the tweet button will always be visible, regardless of if you are viewing your newsfeed, your profile or another user’s page)
- Type your tweet directly into the empty ‘compose your tweet’ field and add photos, videos, gifs, links and hashtags, if desired
- Click ‘tweet’ to publish your tweet publicly.



## Length

Twitter has a 140-character restriction, so be concise! The recommended length is 70-100 characters. By leaving 40 characters free, ‘re-tweeters’ can add their own message to preface your tweet.

## Images

Tweets with images are much more likely to be ‘liked’ and re-tweeted. If you’re sharing content from your own website or blog, you should include a relevant image with the tweet.

The recommended image size is 1024 pixels x 512 pixels; although, Twitter will accept an image of any size, provided it is larger than 506 pixels x 253 pixels.

## Links

To avoid using up your 140 characters with a long link, use a free tool like bitly.com or tinyurl.com to shorten the URL. Bitly also allows you to track how many clicks your links get.

## Hashtags

One or two relevant hashtags is standard use. Use a popular hashtag that relates to your post and target audience. Refer to the list of S+SNZ hashtags.

## Other tips

- What’s the purpose of your tweet? Keep it focused, interesting and relevant
- Include facts, figures and stats
- Be topical—tweet about current events relevant to your business, unless it is sensitive or controversial
- Mention relevant people—influential thought leaders, surveyors with a public profile, and remarkable community members
- Include a call to action—let your followers know what you’d like them to do.

# LinkedIn

## What is LinkedIn?

LinkedIn is a social media platform used for making professional connections. Unlike Twitter and Facebook, LinkedIn is not used for entertainment. Businesses can use LinkedIn to connect with potential clients, customers, mentors, and referrers and build customer advocates by posting regular status updates and articles. Users can also participate in conversations within groups related to your industry and the interests of your audience.

## Style / tone

Like Facebook, LinkedIn offers a longer post length so you can create more insightful updates than just a headline and some hashtags. LinkedIn users are exclusively business oriented, so it is important to create a tone that is professional and reflects the knowledge of your organisation. LinkedIn is all about showcasing your expertise by posting recent blog articles, research, case studies, milestones, products and industry-related news. LinkedIn allows users to publish original, quality, long form content.

## How to post

- Login in to the S+SNZ LinkedIn account
- From the 'home' page, click 'write an article' to create a post
- A new tab will open, that will allow you to add a banner image, a heading and write (or copy and paste) text into the body of your post, with additional images, videos, slides and links
- Click 'publish' to add hashtags, review your title and post your article publicly.

## Length

Posts should follow the conventions of a long form article:

- Title: Include a captivating title of 40-49 characters (150-character max)
- Body of post: If you are a user with publishing capabilities, there is no word count limit for your posts. For users without publishing capabilities, text will be limited to 1300 characters. Standard posts are between 500-2000 words.

## Images

For each article you post on LinkedIn, it is important to include at least one header image that reflects the topic of the article. Within your article, you can add images, videos, and even slides throughout.

## Links

Include links within the body of your article if you wish to refer readers to another website or resource. Refrain from using links until later in your article, as readers may not read the remaining text once you have referred them to another webpage.

## Hashtags

Once you have finished drafting your article, click 'Publish' in the top right of the page and a pop-up window will appear. Within this pop-up window, you can add text to introduce your article plus relevant hashtags. This will help communicate to your network what your article is about and it will help other users who may be interested to find your article. Refer to the list of S+SNZ hashtags.

## Other tips

- Cross-promote your LinkedIn posts on your Twitter account to maximise your readership
- Preview your post before publishing, to ensure the text and visuals have display as intended

- Use analytics to see how your audience have responded to your post
- Ensure that your profile speaks to your market—within your profile summary, be clear about what S+SNZ is, what it does and how it helps its members
- Use LinkedIn to make strategic connections
- Participate in groups—establish yourself as a trusted, authoritative voice that can answer industry related questions.

## Blogs

### What is a blog?

A blog is a 'feed' within an existing website, that is populated with content known as 'posts'. A blog will display many posts, generally in chronological order, with the latest post sitting at the top. Organisations use blogs to draw attention to news stories, recent developments, announcements, human interest stories, upcoming events etc.—generally, content and information that is temporal.

Blogs on the S+SNZ website ([www.surveyspatialnz.org](http://www.surveyspatialnz.org)) are listed under the News and Events/News menu tab. To create News items requires an Administration login to access the back-end of the S+SNZ website (Memberconnex).

### Style / tone

The tone and style for a blog should be a combination of what you would use for Facebook and LinkedIn; use your Facebook voice in the longform style of LinkedIn. Your website is the key place to convey the messages of your brand. Use your blog to celebrate recent achievements, news and announcements, significant changes, upcoming events etc. in detail, with both text and captivating imagery.

### How to post

- Login in to the back end of the S+SNZ website (Memberconnex)
- From the master headings, click 'website' then click 'edit content'
- Within the site map, click the + in front of 'News and events' to expand the list
- Click 'News'
- Select 'Stories' from the editing headings
- Click 'New post'
- A template will open that requires a title, abstract text, images and the main body of text
- Click 'save and post' to publish the item to your website
- To move the post up and down the list, click on 'Actions'.

### Length

A blog post can also be thought of as a longform article. It should tell a story and follow the same conventions of a news article, including: a title, introductory paragraph, the main information, and a conclusion. You may wish to include links within the body of the blog, directing readers to other parts of your website or to third party webpages—just be careful not to interrupt the flow of your post. If readers are directed to leave the page, they may have no reason to return to read the rest of the post! Use captivating imagery to illustrate your blog and it can be useful to include a call to action at the end.

- Subject: The title (generally 5-8 words)
- Sub-title: Sub-title (generally not used)
- Abstract: A description of what the article is about (15-20 words) + an image (image is not compulsory)
- Text: The body of the blogpost (100-400 words) + images (images are not compulsory but are recommended).

### Images

Use a captivating image within the 'Abstract' to draw your readers into your blog post. Use images

throughout the post to break up text and draw your reader's eye down the page. Use the 'image' tab to upload photos from your desktop or server. Videos must be embedded from an online source or linked to, as they can't be uploaded directly onto the website.

Images must be within the maximum/minimum pixel ranges specified in Memberconnex i.e. 800x600, 320x240, when they are uploaded and 'Area of Content' specified i.e. Abstract, Landscape etc. Images can be edited (orientation and dimension) after they are uploaded to Memberconnex. Contact [admin@surveyspatialnz.org](mailto:admin@surveyspatialnz.org) for the optimal image sizes and format.

#### Other tips

- Format your blog posts carefully to make them easy for readers to scan—use headings and subheadings, short paragraphs, captivating images, use punctuation to break up text, bullet points, lists etc
- Be consistent in formatting and styling—use the same column width for each blog, one font type, consistent sizing, use of bold and avoid italics
- White space is your friend.



## Forums

### What is a forum?

A forum is a digital discussion platform hosted on a website. Registered members can post discussion topics, read, and respond to posts by other forum members. A forum group is generally structured around an industry, subject or common interest and is used for knowledge sharing. Digital forums facilitate a sense of online community for its members. Topics and discussion threads may be archived for members to refer to later.

### Style / tone

A forum post, also known as a 'discussion topic' should be written with a 'voice' that is a combination of your Facebook and blog voice—conversational, but also slightly formal, to support your authority as the S+SNZ official Administrator and Moderator.

### How to write a post

- Login in to the member dashboard within the S+SNZ website at [https://www.surveyors.org.nz/DataFilter?Action=View&DataFilter\\_id=112;](https://www.surveyors.org.nz/DataFilter?Action=View&DataFilter_id=112;)
- Click 'new post'
- A template will open that requires a subject and the main body of text, including images, videos and links
- Click 'save' to publish your discussion topic to the forum \*NOTE: once published, a forum post can only be edited or deleted through the back in of the Memberconnex website. Members cannot edit or delete their own posts.

### Length

- Subject: The discussion topic (generally 5-10 words)
- Text: The body of the forum post (generally between 100-400 words) + images (if desired)
- Reply: Ongoing dialogue and responses from members (generally between 50-500 words). Members have the ability to quote from the replies of other members.

### Images

Images are used infrequently on forums, but it is possible to include images, videos and links within the body of an original post and within a reply.

### Other tips

- It is often easy to misinterpret the meaning of comments that are posted online—be careful to maintain a neutral and professional tone when posting or responding to challenging forum topics or replies.

# Newsletter

## What is a newsletter?

A newsletter is a regularly distributed publication that includes content that is of interest to its subscribers. The newsletter of an organisation will generally include news, opportunities and upcoming events and contact information for general inquiries. Newsletters are mostly sent electronically as an email.

To create an S+SNZ newsletter requires an Administration login to access the back-end of the S+SNZ website (Memberconnex).

## Style / tone

The tone and style of your newsletter should reflect your friendly and personable 'voice' of Facebook, matched with the knowledge, detail and brand awareness of your website. Other than your website, your newsletter is the key branded channel for you to communicate with your audience directly and convey the messages of your brand. Use your newsletter to celebrate recent achievements, news and announcements, significant changes, upcoming events etc. direct your readers back to your website and include timely calls to action.

## How to create a newsletter

- Login in to the back end of the S+SNZ website (Memberconnex)
- From the master headings, click 'email' then 'new email'
- A template will open that requires a subject, sender name, sender email address, type, importance, mailing list (leave this blank), and email template (choose E-Newslink from the dropdown menu)
- Click 'Save' to go to the email editing window to create the content, choose and add recipients, images, attachments, send a test email etc.
- Under 'Text' you can edit the email content in 'Body', add images and edit the banner details.

## Length

The length of a newsletter will depend on your objective and what content you wish to include. Some newsletters are very brief and to the point (important announcements, RSVP requests) and others are layered with extensive and varied content (monthly news, annual review). Generally, newsletters will include a banner image, a title or subject, an introduction, and a variety of text items that are cropped (with links to the full content) or included in their entirety.

## Images

Include images to make the newsletter look attractive and to draw the reader through your content.

Images must be within the maximum/minimum pixel ranges specified in Memberconnex i.e. 800x600, 320x240, when they are uploaded and 'Area of Content' specified i.e. Abstract, Landscape etc. Images can be edited (orientation and dimension) after they are uploaded to Memberconnex. Contact [admin@surveyspatialnz.org](mailto:admin@surveyspatialnz.org) for the optimal image sizes and format.



### Other tips

- Past issues of the S+SNZ newsletter can be viewed under the Members/Resources menu tab on the S+SNZ website. 2017 editions are available at [https://www.surveyspatialnz.org/Article?Action=View&Article\\_id=54](https://www.surveyspatialnz.org/Article?Action=View&Article_id=54)
- Use compelling text and captivating imagery
- Frequency—this will depend on the nature of your business, but there will be a sweet spot of not too much or too little. Test your customer base and ask for feedback for the right time and frequency for sending out your emails
- Make your emails distinctive, appealing and readable—develop a professional and recognisable email style and brand, with a catchy subject line, good grammar and spelling
- Focus on uniqueness—even if you’re providing the same information elsewhere, add a special twist or additional insight
- Be an authority—own your industry and marketplace; include interviews with industry leaders, conduct some proprietary research, include news of your speakers at industry events, etc. Brand yourself as a source, not just a reporter
- Have a personality—the newsletter should reflect a strong S+SNZ ‘voice’.



## Creating, accessing and repurposing content

### Creating content

When planning and creating content for social media, it is important to be aware of your objectives, your 'voice', your platforms, desired frequency, and available resources. Social media is meant to be dynamic and immediate, but it does also require planning so that you have content available to use when organic content is not available. The more regularly you post on your channels, the more engaged your audience should be. Creating a content plan and calendar will help you generate enough content to post at a regular frequency e.g. every Thursday, post one piece of content on all S+SNZ platforms.

### Accessing existing content: Text, images and video

There is existing content on S+SNZ' platforms that can be used and repurposed as evergreen content. Look to past editions of the magazine, content on the website and past newsletters to see what can be edited to create a fresh post. Look to your audience, industry leaders and partner channels and repost their content on your own pages (if appropriate).

## Using images lawfully and sensitively

### Approved images

When selecting images to illustrate your social media content, it is imperative to find out if an image has restricted use before you use it. The ownership and/or permission status of a photo will dictate how a photo must be used and acknowledged. For example:

- If an image belongs to S+SNZ, it is best practice to acknowledge the photographer and the people featured in the photo (if known). See 'Permission from the subject/s' below
- For an image with unrestricted permission, it is best practice to acknowledge the owner of the photo, the photographer (if known and/or different from the owner), and the people featured in the photo (if known)
- For an image with restricted permission, it is best practice to only use the photo as negotiated with the owner and credit it as agreed with the owner and/or photographer
- For an image with none or unknown permission status, you must seek permission from the owner of the image and the subjects featured (if known, or taken in a 'private setting') before using the photo.

### Permission from the subject/s

In general it is lawful to photograph a person in a public place without having to get their consent. The New Zealand police define a 'public place' as somewhere that has no expectation of privacy, e.g. in the streets or a shop during business hours. If a photo is taken for commercial purposes and the person can be identified in the photo, you must abide by the New Zealand Privacy Act which states that you must ask permission from the subject before you take their photo, tell them who you are and how you will use the photo. You should not use the photo for a different purpose other than what the person has agreed to.

### Appropriate captions

When posting an image on social media, you should always include a caption that acknowledges the owner of the image and the subjects that are featured. If that platform allows it, you might also want to include a description of the image e.g. who/what/where/when/how.

### **For example:**

- Jane and John Smith climbing Mount Kaukau in 1939. Image by Joe Blogs
- James Brown, 2015. Image courtesy of Jane Lane
- Photo provided by S+SNZ
- John Smith at Napier Conference, March 2017 |S+SNZ.

### **NZIS Image Libraries**

S+SNZ has a library of images available under Google Photos. Links to albums can be provided by National Office. Google albums include:

- Various conference photos
- Award of Excellences photos
- Otago University Year photos
- S+SNZ brand collateral; logos
- General survey/spatial images.

Any use of these images should acknowledge S+SNZ Copyright. National Office also has a selection of images and photos that have been purchased from commercial image libraries such as Depositphotos and can advise on rights of usage and acknowledgement requirements.

### **Adapting content for multiple channels**

Adapt your content and distribute it across all your channels, to amplify your efforts and reinforce your messaging.

#### **Example 1.**

##### **Long version (LinkedIn and website)**

Priority Buildings Guidance Released by MBIE

Priority buildings are a new concept introduced in the national system for identifying and managing earthquake-prone buildings that came into effect on 1 July. The Ministry of Business, Innovation and Employment has produced guidance to help territorial authorities and building owners.

Priority buildings are certain types of buildings in high and medium seismic risk areas that are considered to present a higher risk because of their construction, type, use or location. They need to be identified and remediated within half the time allowed for other buildings in the same seismic risk areas.

Territorial authorities in areas of high seismic risk have two and half years to identify priority buildings. In areas of medium seismic risk, the time frame is five years.

The Priority Buildings guidance has detailed information on buildings such as hospital, emergency and education buildings that are prioritised because of their function, and priority buildings that are identified with community input.

Guidance: Priority Buildings

Resources and Tools: Earthquake-prone buildings resources

##### **Shorter version (Facebook)**

A guide for identifying and managing earthquake-prone buildings along with tools and resources has been released by the Ministry of Business, Innovation and Employment (MBIE). This guide will help territorial authorities and building owners.

Check out the information and download tools and resources at

<https://www.building.govt.nz/.../priority-buildings-earthquak...> and  
<https://www.building.govt.nz/.../priority-buildings-earthquak...>  
#nzis2017

### **Tiny Version (Twitter)**

Guidance and resources for identifying earthquake-prone buildings are available from MBIE:  
[building.govt.nz](http://building.govt.nz)

### **Example 2.**

#### **Long version (LinkedIn and website)**

We're delighted to once again welcome e-Spatial as the NZSEA Master of Ceremonies Gold Partner. e-Spatial is New Zealand's leading spatial consultancy firms they consult with enterprise and government agencies on their business requirements and how spatial can help them achieve their objectives. e-Spatial's consultants access an organisations' current spatial systems, perform audits to ensure optimal performance of their investment, and advise on the degree to which the business is using spatial to its capacity and its ability to meet future demands. e-Spatial offers an outside-in approach to embed spatial into organisations, empowering them to make more informed decisions. They work with organisations to understand their business and IT environments to connect the two spatially. <http://www.e-spatial.co.nz/>

#### **Shorter version (Facebook)**

We're delighted to once again welcome e-Spatial as the NZSEA Master of Ceremonies Gold Partner. e-Spatial is New Zealand's leading spatial consultancy firms they consult with enterprise and government agencies on their business requirements. [www.e-spatial.co.nz](http://www.e-spatial.co.nz), #nzis2017

### **Tiny Version (Twitter)**

Welcome e-Spatial, NZ's leading spatial consultancy firm as NZSEA Master of Ceremonies Gold Partner

### **Monitor Engagement**

Once you have posted your content, ensure you monitor engagement and respond to your audience in a timely manner. By responding efficiently, you will encourage further engagement and push your content to the top of your followers' newsfeeds.

## S+SNZ Media policy

It is also important to understand and follow S+SNZ' policy regarding media or public statements. A full Media Guide is available on the S+SNZ website as part of the S+SNZ Leader's Guide under the Members/Resources tab.

Regions are encouraged to engage with their local media for events and issues within the influence of their local area or region. The spokesperson on local issues could be the Branch Chair or a technical nominated expert.

The only spokespeople who represent S+SNZ nationally on topics of national significance or content are the: President, Chair, CEO or appointed technical stream representatives or technical experts on particular subjects.

All other people speaking on an issue do so as individuals, not on behalf of S+SNZ.

S+SNZ social media channels, log-ins and postings are managed by National Office.  
Email [tara@surveyspatialnz.org](mailto:tara@surveyspatialnz.org).

## An overview of S+SNZ' audiences

It is imperative to consider your audience when creating social media content—who are you speaking to? What are their interests and relationship to you? Do they see themselves, their stories, their work, initiatives and ambitions reflected in your content; and are you giving them insight into the work you do for them?

## Professional Streams

### Cadastral

The Cadastral Professional Stream (CPS) has been established for members with an interest in, or who specialise in cadastral surveying. The goal of the CPS is for members to actively participate in the ongoing advancement of knowledge, skills, techniques, resources and relevance of cadastral surveying.

### Land Development and Urban Design

The Land Development and Urban Design Stream promotes the sustainable use of natural resources and care for the built environment. Surveyors are encouraged to underpin their urban design projects with the following values.

### Spatial

The Spatial Stream represents members with an interest or specialisation in geospatial and location-based information and data.

### Engineering Surveying

The Engineering Surveying Stream supports training and continuing professional development for engineering surveyors, provide a community and networking opportunities and to inform members about new technologies that affect their work practices. Engineering surveyors are typically called upon for services related to construction.

### Hydrography

The Hydrography Stream represents and supports those members who are either involved with, or

interested in hydrography. Hydrography underpins almost every activity associated with water bodies (sea, lakes and rivers).

### **Positioning and Measurement**

The Positioning and Measurement Stream represents the surveying and spatial professions in matters of New Zealand's positioning system.

## **Divisions**

### **Young Professionals**

The Young Professionals group provides a support network for professionals building up their careers.

### **Women in Spatial**

The Women in Spatial/Surveying group seeks to support and encourage women in the surveying and spatial profession.

### **Consulting Surveyors of New Zealand (CSNZ)**

CSNZ is a division of S+SNZ catering to the needs of business owners and managers of survey practices in New Zealand. CSNZ focuses on the business needs and issues of its members and is particularly relevant to new directors joining an existing practice or someone starting up their own business.

## **Branches**

There are 16 regionally based branches that are made up of members who can belong to one or multiple streams, divisions and SIGs. Branches are in: Northland; Auckland, Waikato, Rotorua/Bay of Plenty, Gisborne, Manawatu/Whanganui, Taranaki, Hawkes Bay, Wellington, Nelson/Marlborough, Canterbury, South Canterbury, Coastal Otago, Westland, Southland and one in Hong Kong.

## **External Audiences**

### **Public audiences generally include:**

- People wanting to find out about surveying and spatial in general
- People who want to lay a complaint against a surveyor or firm
- School leavers
- People who want to join S+SNZ
- People living overseas who want to immigrate to New Zealand.

### **Organisational Audiences include:**

- Other professional member bodies: IPENZ, Property Institute etc.
- Central government and local authorities
- Commercial partners.

## Using an appropriate S+SNZ 'voice': Language, tone and terminology

It can be difficult to define what the 'voice' of any organisation should sound like, especially if your audience, customers, or membership is a diverse group of mixed gender, age and cultural backgrounds. It may be helpful to list adjectives that best describe your organisation, to help you find your S+SNZ voice.

For example, S+SNZ is:

- professional
- supportive
- approachable
- innovative
- practical
- respectful
- ethical
- accurate
- trusted
- qualified
- aware.

### Crafting your voice

Consider these headings as well when writing content in the 'voice' of S+SNZ:

#### Culture

What does your organisation stand for? What makes you stand out from another organisation who may be speaking to the same audience? Your unique qualities make your culture special, and these should be a pillar of developing your voice.

#### Community

Listening can reveal how your community speaks and can help you speak easier with and to them. Use their language and meet them on their terms.

#### Conversation

Personality and authenticity are key here. What do you want to add to the conversation? As you think about what you can offer, you'll start to see a better picture of where your voice might fit.

#### Character / persona

Who does your brand sound like? If you picture your social brand as a person (a character), here is where you can flesh out this identity with specific attributes that fit who you want to sound like online.

#### Tone

What is the general vibe of your brand?

#### Language

What kind of words do you use in your social media conversations? See 'Language and Terminology'.

#### Purpose

Why are you on social media in the first place?

## Language and terminology

The language used in all S+SNZ documentation and communications should be aimed at professional, well-educated people i.e. grammatically correct and accurate.

A casual style of language is appropriate for social media however 'emoticons' such as smiley/frowny faces, hearts etc should not be used.

When referring to the Institute, the preference is to use the shortened acronym 'S+SNZ' rather than the full name, Survey and Spatial New Zealand. It is still appropriate to use the full name for legal and formal documents and where the acronym will not be known.

When using an acronym, always use the full name in the first instance with the acronym in brackets immediately afterwards e.g. Ministry of Business, Innovation and Employment (MBIE).

When referring to surveying and/or spatial as a sector or industry in the context of S+SNZ members, always include both the words 'survey' and 'spatial' and use the word profession/professionals.



## Common acronyms, words and terms used in S+SNZ documents and communications

<i>Acronym</i>	<i>Meaning</i>
<b>ASaTs</b>	Advanced Survey and Titles Services (LINZ project to replace Landonline)
<b>ACENZ</b>	Association of Consulting Engineers NZ. The association that represents business services and advocacy for consulting professionals in the built and natural environment.
<b>APSEA</b>	Asian Spatial Excellence awards
<b>A&amp;R</b>	S+SNZ Audit & Risk Committee
<b>Associate Member</b>	Entry level membership of S+SNZ
<b>BRANZ</b>	Building Research Association of New Zealand
<b>BCITO</b>	Building and Construction Industry Training Organisation
<b>BIM</b>	Building Information Modelling
<b>CSNZ</b>	Consulting Surveyors of NZ (sub group of NZIS)
<b>Cadastral</b>	Legal survey
<b>Cadastre</b>	Legal survey system of NZ (managed by LINZ)
<b>CIC</b>	Construction Industry Council
<b>CLSB</b>	Cadastral Survey Licencing Board
<b>CLE</b>	Cadastral law Exam (Part of Professional Entrance Exams)
<b>Connexis</b>	Roading and Infrastructure Industry Training Organisation (This organisation owns and runs the National Diplomas and Certificates in Surveying)
<b>CSA</b>	Cadastral Survey Act (the rules are associated with this act)
<b>CSI</b>	Cadastral Surveyors Institute (NZ)
<b>CSD</b>	Cadastral Survey Dataset (surveys lodged into Landonline via LINZ that become part of the national survey system)
<b>CPD</b>	Continuing Professional Development
<b>CT</b>	Certificate of Title
<b>CSNZ</b>	Consulting Surveyors of NZ
<b>FIG</b>	International Federation of Surveyors (Federation Internationale des Geometres)
<b>FNZIS</b>	Fellow of NZIS
<b>GIS</b>	Geographic Information Systems
<b>GPS</b>	Global Positioning System
<b>IPENZ</b>	The Institution of Professional Engineers New Zealand. This is New Zealand's professional body for engineers.
<b>ICS</b>	Institute of Cadastral Surveyors (NZ)
<b>ITO</b>	Industry Training Organisation ( <i>Training organisation that is predominately funded by Government to manage and deliver industry Diplomas and Certificates including apprenticeships</i> )
<b>Landonline</b>	Surveyors and other professionals are able to securely search, lodge and update title dealings and survey data on this LINZ system. (ASaTs will replace it in the coming years)
<b>LD&amp;UD</b>	NZIS Land Development and Urban Design Professional Stream
<b>LGNZ</b>	Local Government NZ
<b>LINZ</b>	Land Information New Zealand
<b>LPMS</b>	Land Professionals Mutual Society
<b>MBIE</b>	Ministry of Business, Innovation and Employment
<b>MOE</b>	Ministry of Education
<b>MNZIS</b>	Member of NZIS
<b>Newslink</b>	NZIS monthly online magazine
<b>NZIQS</b>	The New Zealand Institute of Quantity Surveyors

<b>NZIOB</b>	New Zealand Institute of Building Surveyors
<b>NZIA</b>	Institute of Architects
<b>NZSEA</b>	New Zealand Spatial Excellence awards
<b>NZGD</b>	NZ Geodetic Datum (managed by LINZ)
<b>NZIS YPs</b>	NZIS Young Professionals (used to be called Young Surveyors)
<b>NZQA</b>	New Zealand Qualifications Authority
<b>NZLS</b>	NZ Law Society
<b>NZPI</b>	NZ Planning Institute
<b>PTE</b>	Private Training Establishment
<b>P&amp;MS</b>	NZIS Positioning & Measurement Professional Stream
<b>PINZ</b>	Property Institute of NZ
<b>PEE</b>	Professional Entrance Exams (run by NZIS on behalf of CSLB)
<b>QP</b>	Under Ministry for the Environment. Quality Planning.
<b>RICS</b>	Royal Institute of Chartered Surveyors
<b>RPSurv</b>	Registered professional Surveyor (NZIS certification)
<b>S + S</b>	Surveying + Spatial (Quarterly NZIS membership magazine)
<b>SSSI</b>	Surveying & Spatial Sciences Institute (Australia)
<b>SIBA</b>	Spatial Industries Business Association
<b>SG</b>	Surveyor-General of Lands (LINZ)
<b>TEC</b>	Tertiary Education Commission
<b>UD</b>	Urban design
<b>UDIA</b>	Urban Design Institute of Australia
<b>Voting Member</b>	A full professional member of NZIS
<b>WIS</b>	Women in Spatial /Surveying

## Code of conduct, privacy and confidentiality

S+SNZ representatives should participate in social media in the same way they would with any other media or public forums, such as speaking at a conference. At all times, representatives must remember that they are representing the organisation in a globally open forum and must adhere to S+SNZ' policies regarding appropriate behaviour, user responsibility, legal compliance, privacy and confidentiality. Any breach of these policies in a social media forum of both official and personal nature, will be treated in a serious and formal manner and may result in disciplinary action being taken.

The S+SNZ President, Chairman and CEO are the principal spokespeople for the organisation. Any enquiries from national media such as radio, TVNZ, national newspapers or journals should be referred to National Office in the first instance. Branch Chairs are also encouraged to engage with media on issues related to their region and senior S+SNZ representatives, such as Stream Chairs can speak on matters within their areas of knowledge and responsibility.

### General principles for online participation include:

- Always remember that participation online results in your comments being permanently available and open to being republished in other media
- Be aware that defamation, copyright and privacy laws apply
- If you are using social media in a personal capacity, you should have a separate account to do so
- Keep in mind that even social media sites restricted to your 'friends' are in effect public as you cannot control what friends do with the information. Always make sure that you are clear on whether you are participating in an official or a personal capacity. Be aware that participating online may attract media interest in you as an individual, so proceed with care regardless of what capacity you are acting in.

## User instructions

A full media guide along with examples and forms is available in the following online documents:

- **S+SNZ Leader's Guide**
- **S+SNZ Media Guide**

## Contact

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