



Ref: [Comments]
19-167

Moana Wyatt
Moana.Wyatt@porirua.govt.nz

7 January 2020

Andrew Frazer

Via email: fyi-reqyest-11735-34d7b499@requests.fyi.org.nz

Dear Andrew

Response to official information request for use of personal Facebook accounts for making Council announcements

I refer to your request for official information received 25 November 2019 relating to personal Facebook accounts for making Council announcements. We have processed your request under the Local Government Official Information and Meetings Act (LGOIMA) 1987.

The information you requested is enclosed. The questions you specified have been included as numbered headings in bold below, with our response following each heading.

The additional information you provided from the Plimmerton/Camborne Facebook group follows in italics:

**Andrew Frazer* Kris Dando, could PCC start posting as PCC, and not have its staff post using their personal facebook accounts.*

As a information consumer it becomes very difficult for people to tell if the post is bonafide. You can subscribe a page to other groups and post that way. You'd get much higher brand recognition and much less confusion."

** David Christensen* Agreed Andrew Frazer. Kris Dando please pass this on to whoever your boss is and I'll talk about it to Anita Baker when I see her. This is very poor PCC message protocol"*

1. Is the mayor aware that for several years, personal accounts have been used by PCC staff for distributing council messages to community pages?

- The Council does not as a rule use staff members' personal profiles to communicate Council news, events or emergencies. In 2014, Council set up a Facebook profile so that we could share Council news and to offer two-way communication with the public in Porirua's numerous Facebook community groups. At the time, pages could not be used to make posts on community groups. We wanted to be able to share useful information with our community in the channels that people were already using to make it easy for them to access Council information. The Council Facebook profile has always been clearly branded Porirua City Council. It also carried the name of the Council's social media coordinator – initially Karl Tiley and then Andrew Strugnell, because anecdotally our followers said that they liked being able to address a real person.

2. A formal complaint about this was made, but the response was that this was how PCC had decided to do things, because people preferred it. Why does the Mayor think that Kris Dandos message is 'not normal' ? When this is the normal behaviour for PCC.

- Along with Andrew Strugnell, other staff from the Council also post on the Facebook community groups using the Council's Facebook profile. When Kris Dando posted in the instance you refer to, he was focused on getting the information to the community quickly and, as such, forgot to switch from his personal profile to the Council's profile. It was a genuine error and not the Council's normal practice.

3. Andrew Strugnell claimed people had communicated to PCC that they preferred to communicate with him, rather than PCC. Please provide copies of these communications.

- People had communicated this preference informally in conversations but also at times within discussions on community pages. Attached are examples that illustrate how people understand that Andrew Strugnell works for, and communicates, the views and news of the Council. However, now that we are posting in Porirua Facebook groups as the Porirua City Council Facebook page, we are removing the potential for confusion.
- 4. Does PCC consider that using personal accounts for distributing council messaging to be acceptable? Does PCC agree that using personal accounts may lead to confusion of who is providing the message, and the validity of those messages? Does using a personal facebook account for the delivery of a council message breach the councils Acceptable Use Polycys, or any other Staff policy?**
- Please see answer to Question 1.
- 5. Does PCC consider there might be a better way to use Facebook**
- The Council often reviews its practices and in early December 2019 we ceased posting in Facebook community groups with our Council Facebook profile, and began posting as the Porirua City Council Facebook page. Because Facebook pages are required to request access to join Facebook groups, it took some time as we needed to contact group admins before making the change. We wanted to make sure we could continue our service of informing the community of events, council news and information before ceasing to use the Council's profile. We have worked hard to connect with residents across our city and now have over 20,000 followers. According to Facebook's insights for the last 90 days, we are the fifth most-followed Council page in New Zealand behind Auckland (94,466 followers); Christchurch (54,438 followers); Wellington (57,613 followers); and Hamilton (21,387 followers). We are also the third most engaged council in the country and have a 100% response rate.
- 6. Is PCC aware that a facebook page (such as PCC's page) can join other groups and share/post as that pages profile?**
- Yes. We became aware of this new way for pages to participate in community groups last year and we have since begun sharing our messages and sharing in conversation with Facebook groups as the Porirua City Council Facebook page. Council staff who are authorised to share posts on behalf of the Council will continue to provide a personal touch by signing off with their name at the end of each post.

If you wish to discuss this decision with us, please feel free to contact Moana Wyatt, Moana.Wyatt@porirua.govt.nz.

Ngā mihi



Wendy Walker
Chief Executive
Kaiwhakahaere Matua

Pauatahanui Community Page

Closed group

About

Discussion

Announcements

Members

Events

Videos

Photos

Recommendations

Search this group

Shortcuts

- Ascot Park commu... 13
- Pauatahanui Neighb... 3
- Papakōwhai & Pare... 15
- Aotea Community ... 20+
- Whitby (NZ) Communit... 3
- Plimmerton/Cambo... 18
- Ranui Residents Associ... 7
- Dog Lovers of Pori... 20+
- Notice Board for Tit... 14
- TAKAPŪWĀHIA - EL... 4
- CREEKSIDERS 7
- Porirua City Council 19
- PORIRUA 20+
- Te Rauparaha Arena 20+
- Porirua Libraries 7
- Pātaka 20+
- Trash Palace 20+
- Wellington Region Eme...

State Highway
Local roads
NOTE: Diagram is indicative only

NZ Transport Agency - Wellington

Government organisation

Send Message

NZ Transport Agency - Wellington

3 October at 11:40

SH58 WHITBY – CLOSURES FOR MAINTENANCE, UPDATE WED 9 OCT

Today's closure of SH58 will be in place for one hour longer, from 9am-4pm.

Thanks for your patience. ...

[See more](#)

8 comments

Like

Comment

Andrew Strugnell, just wondering why this is not posted by Porirua City Council

Like · Reply · 6d

Andrew Strugnell Kia ora [redacted] I am aware that it's possible to post to within the community groups as the Porirua City Council Facebook page, however I prefer to post as myself.

I have developed a personal rapport with the community groups and their members, and they have let us know that they like to talk with a person, instead of a Facebook page.

Thanks!

Like · Reply · 3d

[redacted] Well, you msut be talking to different people. You are not the PCC, but an individual. Does this mean what you post is yoru view or the PCCs?

Like · Reply · 3d

[redacted] **Andrew Strugnell** thank you for your updates.

Like · Reply · 1d

Andrew Strugnell It's a pleasure, [redacted] 😊

Like · Reply · 22h

[redacted] He is posting information not views...go chase someone else [redacted]

Like · Reply · 1h

[redacted] He is Porirua City Council. He should be posting as PCC and not building his own brand. Which is exactly what hes doing.

"I have developed a personal rapport with the community groups and their members,"

Like · Reply · 1h · Edited

[redacted] and the rest of that quote?

Like · Reply · 57m

Write a reply...



Write a comment...





26 December 2018 at 14:13



The new Porirua dog park is awesome thanks Mayor Mike and Porirua Council [Andrew Strugnell](#)

15

1 Comment

Like

Comment



We visited this afternoon and I completely agree!

Like · Reply · 1w



Write a comment...





Andrew Strugnell 🌟 Kia ora everyone.

Thank you for your continued interest for the future use of the Bay Drive property in Titahi Bay!

We are soon to launch a public consultation on our website for you to share your feedback.

Like · Reply · 5d



Some people are interested in joining the working group.

Like · Reply · 5d



Thank you Andrew Strugnell for sharing that information. As you can tell there is a lot of interest and some confusion/concern. Can you please put a link on this titahi bay community page, Takapuwahia/Elsdon and other Porirua communities' pages when that goes up? Not everyone has time to regularly check the porirua city council website especially as it can be tricky to locate what you are looking for sometimes...

Like · Reply · 5d



Andrew Strugnell 🌟 I'll be happy to.

It's in our best interest to make this process as easy as possible for everyone to engage when the time is right.

Cheers

Like · Reply · 1m



Write a reply...



