

From: 9(2)(a)
Sent: Wednesday, 1 July 2020 4:24 p.m.
To: 9(2)(a)
Subject: RE: Flagging this Instagram profile

Can you ask them first. Then do the following. thanks

9(2)(a) Communications & Stakeholder Engagement, Te Ropu Karere | Strategy, Planning and Governance
DDI 9(2)(a) | Mobile 9(2)(a)

From: 9(2)(a)
Sent: Wednesday, 1 July 2020 4:22 PM
To: 9(2)(a) <@education.govt.nz>
Subject: Re: Flagging this Instagram profile

That's a clear breach of both legal copyright and social media platform terms (impersonation)

We should report the posts and send a cease and desist from legal if we I.d. find the owner.

Get [Outlook for Android](#)

From: 9(2)(a) <@education.govt.nz>
Sent: Wednesday, July 1, 2020 4:01:31 PM
To: 9(2)(a) <@education.govt.nz>
Subject: FW: Flagging this Instagram profile

What grounds to we have on this? Can we ask him to stop using our logo.

9(2)(a) Communications & Stakeholder Engagement, Te Ropu Karere | Strategy, Planning and Governance
DDI 9(2)(a) | Mobile 9(2)(a)

From: 9(2)(a)
Sent: Wednesday, 1 July 2020 3:37 PM
To: Media Team Shared Mailbox <xxxxx@xxxxxxxxx.xxxx.xx >; 9(2)(a) <@education.govt.nz>; 9(2)(a) <@education.govt.nz>; 9(2)(a) <@education.govt.nz>
Cc: 9(2)(a) <@education.govt.nz>; 9(2)(a) <@education.govt.nz>
Subject: Flagging this Instagram profile

Hi team,

Just flagging [this Instagram profile](#) – in his stories you'll see he uses our logo when asking people for their experiences of racism in school. FYI, this is the same individual who recently asked us for info on Māori/Pacific suspensions and stand-downs.

Māori/pacific whānau what racism did you experience in school?

When I got an award a teacher said I was "good for our stats" as Māori students don't do well



9(2)(a) | Tuakana Pae Pāpāho Pāpori – Senior Advisor Social Media

Te Rōpū Karere – SPG Communications

M: 9(2)(a)

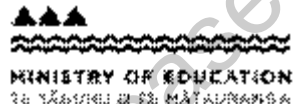
33 Bowen Street, Wellington

Please note my core hours are 8am–4pm



We shape an education system that delivers equitable and excellent outcomes

He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga



From: 9(2)(a)
Sent: Wednesday, 1 July 2020 7:19 PM
To: 9(2)(a) <@education.govt.nz>
Subject: RE: cease and desist

That's excellent, great work. Go ahead and DM that msg.

Do you have contact details for the account owner in case we need to escalate?

9(2)(a) | Senior Manager Online and Digital Communications
Te Rōpū Karere | Communications
Mobile 9(2)(a)

From: 9(2)(a)
Sent: Wednesday, 1 July 2020 5:20 PM
To: 9(2)(a) <@education.govt.nz>
Subject: cease and desist

How's this

Hi there, just reaching out because while we appreciate that racism in schools is an important kaupapa for you (and, in fact, us), you cannot use our logo in your stories as you have been.

This is an important conversation and we are not trying to stop you from having it. We know that racism exists in the New Zealand education system, and we also know that it directly affects children's emotional, social, and academic experience of school. We can see that the racial climate of schools is a very real issue for students. This is an area which, alongside schools, we are working to address, but there is no simple answer.

Thank you for your kōrero on this topic, and by all means continue to post people's accounts of their experiences of racism, but you need to remove the Ministry of Education logo.

Ngā mihi.

Wording from this EDK

page: <https://www.educationcounts.govt.nz/publications/schooling/10022>