

General Election Guidance 2023: Advertising and publicity – short case studies

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Scenario 6: Social media campaign to publicise community services

Following an earthquake, a number of different public and private sector agencies, citizen groups and non-government organisations (NGOs) want to advise the community of new and existing services available. A new website is setup and a campaign launched using Facebook and YouTube. The general election is to take place in three weeks.

Practical guidance

- This is a business-as-usual activity that needs to continue.
- When material is co-produced, the public sector agencies involved need to make sure their part of the content is politically neutral and follows the *Guidelines for Government Advertising*.
- If the public sector agencies involved have any concerns about the overall look of the material these should be talked through with the other organisations involved in the publicity.
- The public sector agency may need to reconsider their involvement if there is a perception that the agency is contributing to political material.

