

Module	NEW ZEALAND SOCIAL MEDIA
Jurisdictions	NEW ZEALAND
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Module Scope

Does the organisation ensure compliance with obligations in relation to use of social media?

Does the organisation have policies and processes to address risks arising from employee conduct on social media?

Does the organisation have policies and processes to address risks arising from its own use of social media?

Does the organisation provide training on social media policies and comply with relevant legislation?

Does the organisation incorporate social media into its overall compliance framework?

Module Application

The SOCIAL MEDIA MODULE is intended to inform organisations in New Zealand of their obligations and risks arising from use of social media, both by the organisation itself and by employees.

The module covers the various laws and regulations that apply to use of social media that organisations must comply with including:

- › Employment Relations Act 2000
- › Fair Trading Act 1986
- › Harmful Digital Communications Act 2015
- › Copyright Act 1994
- › Privacy Act 2020
- › Defamation Act 1992
- › Gambling Act 2003

The SOCIAL MEDIA MODULE advises organisations on best practices for complying with social media obligations and mitigating risks, including:

- › Implementing social media and related policies
- › Providing training to employees
- › Establishing rules and processes for official social media use
- › Incorporating social media into the compliance framework

The module covers the primary risks arising from social media use that organisations must identify and address, including risks related to:

- › Employee conduct like bullying, disclosure of information, defamation
- › Organisational use like misleading advertising, intellectual property breaches

The module outlines the consequences for organisations that fail to meet social media obligations, including:

- › Fines and penalties under relevant laws
- › Reputational damage
- › Vicarious liability

The SOCIAL MEDIA MODULE informs organisations of their duties regarding appropriate use of social media and provides guidance on compliance best practices. It does not cover complaints processes or remedies available to aggrieved parties.

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