

Interpreting and Applying the Guidelines for Government Advertising



Scenario: Social media campaign to publicise community services

Following an earthquake, a number of different government agencies, 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.



Practical guidance

When material is co-produced, the government agencies involved need to make sure their part of the content is politically neutral and follows the Guidelines. If the government 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 government agency may need to reconsider their involvement if there is a perception that the agency is contributing to political material.

