



Social Media Coordinator

Social media can be a powerful tool for spreading the word about the Trust and its mission. It has reach way in excess of anything that could be achieved without a huge advertising budget. Any users must be aware of the high standards and integrity required for any material posted in the Trust's name.

The Trust currently has three social media platforms; Facebook, Twitter and Instagram. All these platforms are in the name: Motuihe Island. They are all controlled by the Social Media Coordinator and are accessed through the same password. The password is held by the social media operator but is also known by the Trustees.

All three are intended to maintain, enhance and promote the integrity and profile of the Motuihe Island Restoration Trust. Posts, Tweets and pictures must be only factual, objective and positive. Opinions, retweets and endorsements are appropriate only if they serve to enhance the reputation of the Trust.

Facebook is used for both recording of events on the island and promoting future visits and engagements. It is regularly updated to show factual and relevant information. With authorization from the Trust it can be used as an advertising medium to promote events.

Twitter is more instant and newsy and is used to illustrate events as they take place or reach a milestone. Twitter has been used to enable followers to witness an island event unfolding. Set piece large team visits can be recorded 'live' by the use of Twitter.

Instagram is an excellent platform to showcase the wonderful scenery, flora and fauna of the island. Identification of individuals should be minimised and corporate logos/signs should only be posted with the agreement of the relevant entity. Comments, as with all social media, should be rare and only serve to provide facts or positive feedback.

- Update Facebook postings and commentary on Facebook, Instagram and Twitter