

*Taurikura collaboration Waikato-Tainui*

# *Maangai Taunaki # 3*

**Being Visible in Community & Managing Media**





# Waikato –Tainui and *Taurikura* NZ

Series of monthly waananga to support prospective candidates, campaign supporters and community champions ahead of local elections 8<sup>th</sup> October 2022

## *Maangai Taunaki*



***Strengthening our Voices, Shaping our Futures***

### **Kaupapa:**

*Maangai Taunaki* is about creating a collective approach to support great Maaori candidates, campaign teams and engaging champions in local democracy.

### ***Session #3***

## **Being Visible in Community & Managing Media**

**Tuesday May 3<sup>rd</sup>**

**7.00-8.30pm**

***This event is being livestreamed on Tainui Live, Facebook and Youtube***

– <https://www.youtube.com/watch?v=TIU6YreAHKw>

You can find **Session #1 “Planning an Effective Campaign”** on Youtube at

<https://www.youtube.com/watch?v=F1--xQ95w1o&t=5s>





*Strengthening our Voices,  
Shaping our Futures*

## ***Maangai Taunaki #3***

### ***Being Visible & Managing Media***

#### **Kaupapa:**

- |        |  |
|--------|--|
| 7.00pm | Mihi, Karakia  |
| 7.05pm | <i>Maangai Taunaki</i> overview & Promo                                |
| 7.15pm | Recap Session #2<br><i>Building a Platform &amp; a Message</i>         |
| 7.20pm | Being Visible in your communities<br>Your Calendar of Community Events |
| 7.30pm | Becoming a self-promoter   |
| 7.40pm | Creating a resume, flyer and “stump speech”                            |
| 7.50pm | Getting it on online   |
| 8.00pm | 10 tips for great Social Media strategy                                |
| 8.20pm | The practical stuff – Nominations                                      |
| 8.25pm | Review Quiz Session #3   |
| 8.35pm | <i>Karakia Whakamutunga</i>  |

# *Maangai Taunaki*

## Recap Session #2

Have a go at the following Paatai!

And the link is below to have a go in  
your own time

**Try the Quiz at home**

**Enter this code:** 3739 4701

**Or**

<https://quizizz.com/pro/join?gc=37394701>

[joinmyquiz.com/pro](https://joinmyquiz.com/pro)





*Strengthening our Voices,  
Shaping our Futures*

***What's next?***

**2 Candidate Events - July & September**

**YOUR  
VOTE.  
YOUR  
VOICE.**

**FIND OUT HOW TO  
STAND, VOTE AND  
GET INVOLVED**



**Local Government NZ**  
**Elections website up Candidate Guide**

<https://www.votelocal.co.nz/>

***Maangai Taunaki*** aa tinana waananga

**Waikato Tuesday 17<sup>th</sup> May 6-8.30pm**  
**Oomaero Paa Whatawhata**

**Throughout the motu? Need  
contacts\coordinators**

**Community waananga Waikato**

**#1 Oomaero Paa Whatawhata**  
**Sunday 29th May 10.30-1.30 [kai provided]**





## *Being Visible in your Community*

### **Calendar of Community Events & Gatherings**

*Where should you be?*

*Where can you find out what's happening ?*

*Where do you need to be to reach potential voters?*

### **Make a Plan!**

**Name and Face Recognition Vital for Success**

**Plan and manage your time realistically**

**Be ready to talk to people about why you are running, and be prepared to listen!**





## The Great Hamilton Gardens' AR Egg Hunt

Sunday 1 May 2022

We've hidden augmented reality eggs around the Hamilton Gardens. Come and find them!

## Hamilton Farmers Market

Sunday 1 May 2022 8:00 AM - Sunday 1 May 2022 12:00 PM

Weekly fresh food, fruit and vegetable markets which are locally made and grown.

## Hamilton East Village Market

Sunday 1 May 2022 9:00 AM - Sunday 1 May 2022 12:00 PM

Held on the 1st and 3rd Sundays of the month, the Hamilton East Street Market is a popular community event.

## Exscite

Sunday 1 May 2022 10:00 AM - Tuesday 31 January 2023

The Exscite science gallery aims to foster a love of learning and discovery.

# Where can you find out what's the haps?

## Council websites

Not all sites have same layout or search terms

Look for "events" or "what's on" etc . . .

## Organisation websites

e.g. Sports Waikato, Settlement Centre Waikato

## Cultural Events

Matariki? Poukai? Koroneihana? Divali?

## Community Facebook pages

Marae pages? Hapuu\Iwi pages?

Local area pages e.g. Raglan Naturally



[HOME](#) [COVID-19](#) [ABOUT US](#) [SERVICES](#) [VENUE HIRE](#) [CONTACT](#) [EVENTS](#)

## About Us

The Settlement Centre Waikato is a project of HMS Trust. The Centre is owned by Hamilton City Council and the Trust has an operational lease and service delivery agreement with HCC to support the settlement of newcomers – mainly migrant and former refugee communities to Hamilton.

## Billboards

- Billboards great value for money
- Last for months & cant be thrown away
- Build name & face recognition
- Imprint your slogan or “catch phrase”

## Flyers or Brochures

- Build name & face recognition
- Clear succinct statements
- Give voters a reason to vote for you

## Photo Library

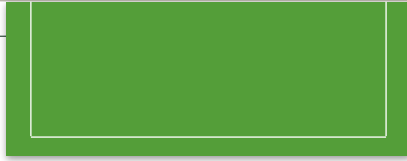
- Have on a USB
- Several good quality images on hand to provide media
- Think about creating a short livestream video?



**Becoming a self-promoter**

**Stand out! Think about billboards, T-shirts for your crew? Vehicle signage, Stickers?**





## **Voters respect people who are willing to work**

Get out and or the effort you are making. knock on doors in the areas where there are the most votes

Get a crew! - it is a lot easier to door knock with someone on the other side of the street door knocking with you

“Get a cuzzie to tell a cuzzie”

Tipa Mahuta

“If you are not willing to go out and meet people in your community you are unlikely to win”

**Being Visible in  
your  
communities**

**Getting out  
there**

***Feel the fear but do it anyway!***

***Bayden Barber***



# Getting it on online

*Community FB pages*

Promote your campaign

Enlist support

Find out what's happening!

Get a feel for the issues that matter

*Where can you connect?*

*Who can you connect to?*

**kato Te Iwi, Ko Tainui**

**a**

nu1 · Community Service



# Telling you Story



## The Basics

Campaign slogan – succinct, clear and memorable

Campaign message – clear, to the point

This is what I will do for you

This is who I am, my story

Candidate Profile – tell your story

150 words

Have a good photo [not photoshopped!]

Think about a short video as well

“Stump” speech

Clear language, short statements

Relate personal connection to issues that matter

Repetition is key so keep it simple and consistent

Know the answer to *“Why should I vote for you . . .?”*



## *Hinewai's 150 word candidate statement*

*Hinewai believes the Regional Council has the duty to protect our environment. Hawke's Bay is the best place in the world to live, and she wants to see our region healthy and thriving.*

*Hinewai knows that our region has immense potential in technology, tourism and high value horticulture and farming. However, these things don't co-exist without a thriving natural environment.*

*Revitalising the Ahuriri Estuary and ensuring the hard works done to protect our drinking water sources and rivers, is Hinewai's focus. As a Napier environmental champion, she has already led projects to improve the health of the Ahuriri Estuary, having grown and planted over 3,000 native trees.*

*Hinewai is a married mother of two who owns an award-winning tourism business, Napier Māori Tours. She is a former science teacher having both attended and taught at Napier Girls'. Hinewai sits on the Boards of Hawke's Bay Tourism and Waiohiki Marae.*





# *Resume and Flyers*

*Your resume and brochure provides everyone clarity about why they should vote for you.*

*If you don't know why you are running, why should they use their vote on you?*

## **Ask yourself and talk with others**

**What would my communities value hearing about?**

**How can I best express my involvement in these kaupapa?**

**What have I done already to help solve these issues?**

*And more importantly*

**What do I believe we should be doing moving forward?**





# ***“Stump” Speech:***

Carefully prepare & create a great Stump speech –one that will last whole campaign

Break down several topics into “modules” – you can move them around or leave some out

Different audiences respond to slightly different messages

Practice the speech aloud – it must flow naturally

## **Remember The Importance of Repetition!**

*If you have not said something so often you think you will be sick the next time you say it you have not said it enough.*

**Voters will only respond to a very limited number of issues & messages.**

You may see a voter once or twice during a campaign: what is old & boring to you will be new and fresh for the voter.



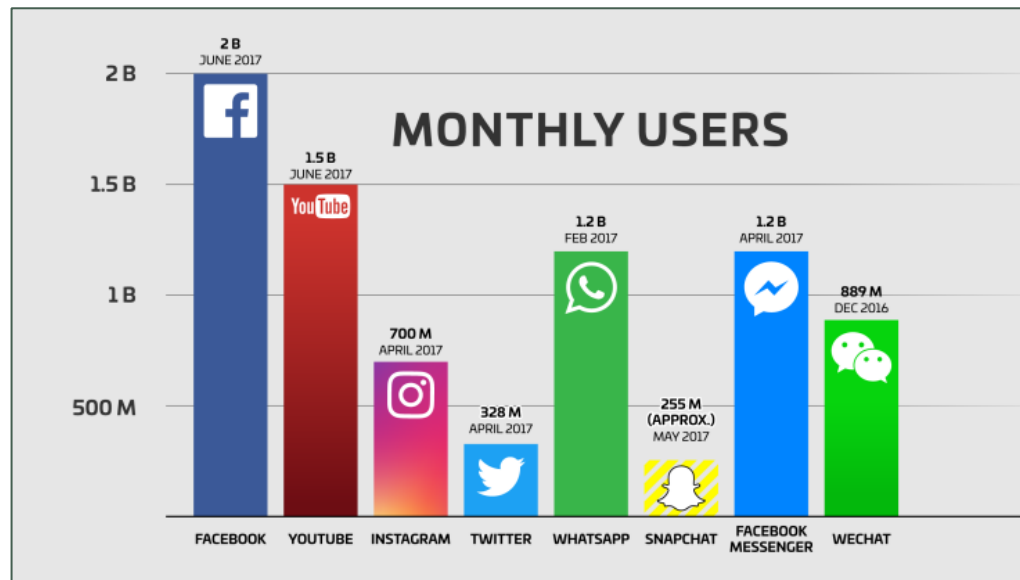


## *What even is Social Media?*



*The great thing about social media is how it gives a voice to voiceless people.* Jon Ronson

When you want to engage with your Audience,  
investigate how do they like to receive their  
messages. Run Polls Ask at events Try Email polls



Understanding  
your audience  
and platform

Through Social  
Media

*The power of social media is it forces necessary change.*

*Erik Qualman*



*Making Digital Friends*

**Tech Guru....**

**Find a friend who knows SOME  
platforms not just the one.**

**Look after that friend, if you were referred to them  
its likely someone else has already been referred.**

*Get a “tech”  
friend.*

*Or MAKE  
one!*



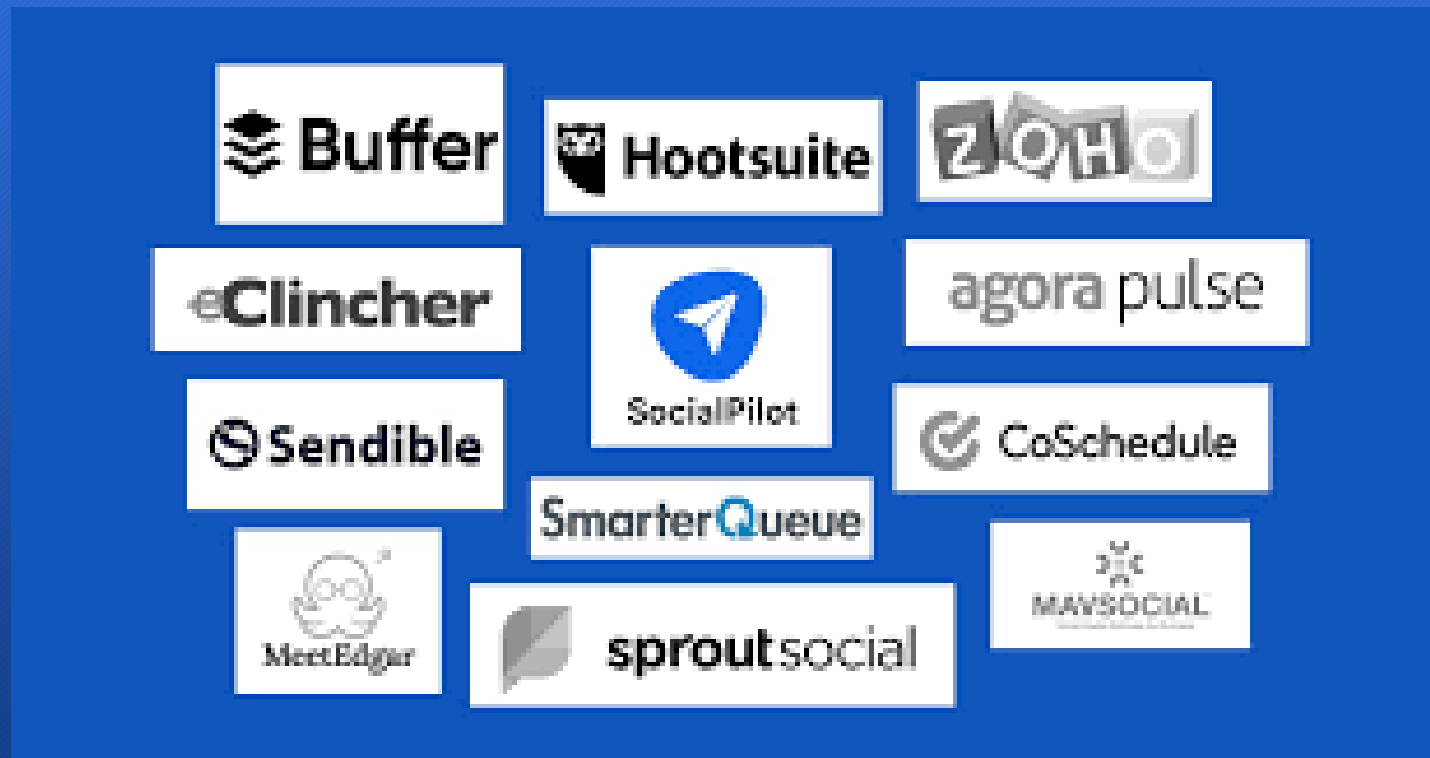
## SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Local mkting</li> <li>• Advertising</li> <li>• Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-25</li> <li>• 26-35</li> </ul>	<ul style="list-style-type: none"> <li>• How-tos</li> <li>• Webinars</li> <li>• Explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• SEO</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Video is resource-heavy</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>
	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/ wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• Small ad audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Ad reporting &amp; custom audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Series content</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>
	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based mkting</li> <li>• App mkting</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>

# What Social Media Platforms to choose?

Google search: Research:  
Investigate

# Doing the “research” & monitoring effect



**Don't use social media to impress people; use it to impact people.**





## ***How does your audience “consume” social media ?***



**M&M'S** 

@mmschocolate



[#myspiritanimalwould be...](#)

♡ 22 4:39 PM - Feb 13, 2018



**32%** Red

**20%** Yellow

**22%** Green

**26%** Other

246 votes • Final results



[See M&M'S's other Tweets](#)





# Multi- platform exposure



*You can establish who you are with a social media following*



## *Getting the right equipment*

Headset with Mic

USB Mic Rode Mic or Maolo

Is your phone capable?

Webcam

Gimbal

Selfie stick

*Content is fire. Social media is gasoline*



**Have you google  
searched yourself???**  
**What can i learn about  
you when i search your  
name and troll your  
profile**

**Clean up your  
profile**



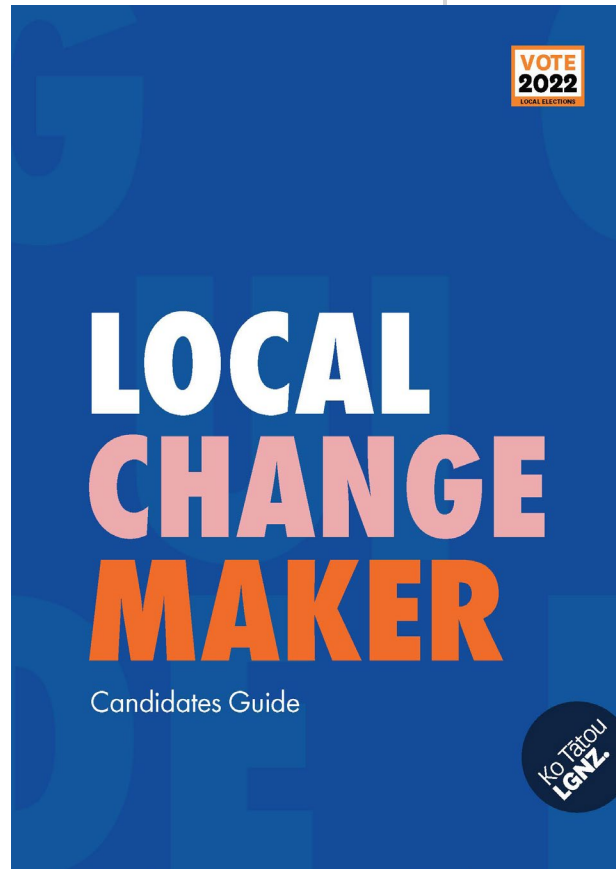


*Don't be Fake!*





## Candidate Guide



## More Campaign Basics - Nominations

Open July 15<sup>th</sup> and Close 12<sup>th</sup> August 12.00 midday

### LGNZ Vote Local 2022 site really useful

Completion of an official nomination form, sent to council's electoral officer.

Nominations from two people- who are over 18 years old and enrolled to vote in the area the candidate is planning to stand.

***NB: Candidates themselves do NOT need to live in the area they are standing in, just their nominees***

Candidates must consent to their nomination going forward.

A \$200 deposit must be paid, which may be refunded depending on election results.

Candidates must be New Zealand citizens.

<https://www.votelocal.co.nz/information-for-candidates/>





# *Review Quiz Session #3*



**Being Visible & Managing Media**

**Try this little review quiz**

**Follow along or try it at home on**

**<https://quizizz.com/pro/join?gc=04354261>**

**Kaupapa: *Strengthening our Voices, Shaping our Futures***



For more information, including tonight's Powerpoint, and to get on our mailing list email

[Kirsty@taurikura.com](mailto:Kirsty@taurikura.com) or

[Kawena@taurikura.com](mailto:Kawena@taurikura.com)

*Be the change you want to see in the world* Mahatma Gandhi

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And watch the *Taaiki ee!* Series on YouTube for inspiration from some amazing presenters.

Details on our FB pages- TaurikuraNZ and *Mana Tangata Mana Maangai*