

<b>COMPLAINT NUMBER</b>	20/315
<b>ADVERTISER</b>	New Zealand Labour Party
<b>ADVERTISEMENT</b>	New Zealand Labour Party Twitter Post
<b>DATE OF MEETING</b>	23 July 2020
<b>OUTCOME</b>	Decline to Adjudicate

### **Summary of the Chair's Decision**

The Chair declined to adjudicate the complaint.

### **Description of Advertisement**

The post on The New Zealand Labour Party Twitter page stated "As a team of five million we stuck together throughout COVID, and now we're backing the team with a strong plan for economic recovery. Let's keep moving."

### **Complaint**

The Labour Party are claiming ownership of the team of 5 million. They do not have mine or many others support and are abusing our participation in a poorly managed response to covid. I am not in their team and as such their advertising across many media channel is misleading.

### **Information from the Advertiser**

The Advertiser confirmed that the content was not paid advertising

### **Relevant Advertising Standards Authority (ASA) Guidelines**

The Chair referred to the [ASA Guide on Election and Referenda Advertising](#) which states the ASA deals with "complaints about paid election advertising in media not covered by the [Broadcasting Standards Authority Election Programmes Code](#) ... The ASA will decline to adjudicate on complaints about posts on branded social media pages (referred to as organic posts) or websites from political parties, candidates, and election-related advocacy groups." This includes Facebook, Instagram, Twitter, YouTube, TikTok etc.

### **Chair's Ruling**

The Chair declined to adjudicate the complaint.

The Chair noted the post was confirmed as unpaid content on the Twitter page for New Zealand Labour Party.

### **Chair's Ruling: Decline to Adjudicate**

### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.