



Occupational Therapy
Board of New Zealand

TE POARI WHAKAORA NGANGAHAU O AOTEAROA

FOSTERING FAITH AND CONFIDENCE IN THE PROFESSION

Strategic Communications Plan

2022-2024

otboard.org.nz

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Introduction and background context

The core aim of occupational therapy is to support people and whānau to have a life they value through enabling occupation and inclusion in society. Occupational therapists assess, diagnose and work together with people and whānau to engage in the meaningful activities they need, want and are expected to do in their everyday life. They work with people at all stages of life who have health conditions, disabilities, injuries or risks to health and/or are encountering social or environmental barriers to carrying out meaningful occupation.

The **Occupational Therapy Board of New Zealand Te Poari Whakaora Ngangahau o Aotearoa (OTBNZ)** is a regulatory body for the occupational therapy profession in New Zealand, empowered under the Health Practitioners Competence Assurance Act 2003 (HPCA Act). Its role primarily consists of:

- protecting the health and safety of the public
- setting the qualifications needed for becoming an occupational therapist
- setting the standards for the clinical competence, cultural competence and ethical conduct of occupational therapists
- registering occupational therapists and recertifying them each year
- reviewing and ensuring the competence of occupational therapists defined in section 118 of the HPCA Act.

OTBNZ would like to increase awareness of **te Poari (the Board)** and its role as a modern responsible authority – a body that is responsive to change and works proactively and collaboratively with the wider sector. In 2020, OTBNZ formally agreed to undertake the journey of becoming a Tiriti-engaged organisation. Committed to being a Tiriti-led governance board, OTBNZ intends to enhance its engagement with Tangata Whenua in a regular, relevant and positive manner as part of the overall communications strategy, starting with embracing te reo Māori in our kaupapa.

This strategic communications plan outlines the key communications for each audience (internal and external) in order to meet te Poari's short-term and long-term objectives.

The communications strategy will be the foundation from which all communications will be driven. This approach will help ensure all future communications:

- are consistent across the variety of channels
- reflect the organisational brand values and identity
- deliver key messages that resonate with each audience
- are sustainable and relevant
- honour te Tiriti o Waitangi with integrity and in good faith.

Communications objectives

1. Increase awareness and understanding of OTBNZ.

Key audiences will know who the organisation is and understand our role and responsibilities.

2. Increase engagement and confidence with OTBNZ.

All audiences will feel confident in the organisation’s abilities and therefore engage with us without hesitation when required.

3. Increase audience knowledge about what is expected from an occupational therapist at a regulatory level.

Both the industry and the public will be aware of what is required from an occupational therapist, including the new functions and legislative changes as they occur.



Style of communications

The tone, manner and style of communications that OTBNZ seeks to deliver are outlined below:

- **Consistency** across the look, feel and timing of all communications.
- Communicating in **plain language** – not using medical or regulatory jargon to the public and politicians.
- Staying **relevant and current**.
- Where indicated and relevant, using Tangata Whenua art and imagery.
- Consistent with OTBNZ mission, vision and values.
- Using **kupu and reo Māori (words and language)** in the OTBNZ Mahere Rautaki Strategic Plan 2022–2024 and the OTBNZ Tiriti o Waitangi Engagement Implementation Plan.
- **Tailored** to the audience – knowing each key audience, understanding what works for that specific group and ensuring that any communication resonates.
- A balance of being **professional** and **accessible**.
- Content is **appealing** and provided in a **dynamic/engaging** way.

Use of te reo Māori

The new changes highlight an importance for OTBNZ to be a Tiriti partner. OTBNZ would like to incorporate more reo into its communications starting with:

- working closely with Te Rōpū Tohutohu, te Poari's Māori advisory committee, on the communications strategy
- weaving te reo Māori into aspects of the organisation where relevant (emails, newsletters, greetings during webinars)
- using a level of te reo Māori that meets the author's competency level and the audience receiving it – for example, the communication piece may have certain words in te reo rather than a full translation
- consideration of kaupapa Māori resources where appropriate
- consideration of applying a dual language function to the website.

Target audiences and desired outcomes

OTBNZ has a wide range of audiences. The table below outlines the key messages intended for each group:

AUDIENCE	DESIRED OUTCOMES
Registered kaiwhakaora ngangahau (occupational therapists)	<ul style="list-style-type: none"> • The competencies required to be an occupational therapist, including encouraging education and training to meet those competencies. • The code of ethics and responsibilities for occupational therapists. • The importance of providing feedback/input to OTBNZ (and how it will help them): <ul style="list-style-type: none"> - What is it like at the coal face? - What issues do you generally face and how can OTBNZ best support you? - Do you feel equipped to deal with the things you face? - When you feel legally compromised, do you feel comfortable talking to OTBNZ? - Do you understand when you need to contact OTBNZ? • The wide range of resources OTBNZ has available for occupational therapists. • The peer-to-peer responsibilities required to meet regulations. • The requirements for supervision. • Demonstrating maintenance of competence through ePortfolio audits and reports.
Employers of occupational therapists	<ul style="list-style-type: none"> • The importance of checking the register to ensure your practitioner is registered and holds a current practising certificate. • The importance of conditions on the scope of practice and recertification requirements. • The regulations to be an occupational therapist, including the different levels of supervision and requirements to be an occupational therapist. • Providing information on practice standards and guidelines. • The scope of occupational therapy and the competencies for registration and continuing practice. • The ethical conduct required of occupational therapists. • That employers can work together with OTBNZ and rely on it for support. • It is important for the industry, including employers, to stay on top of cultural changes and support practitioners. • Make visible the occupational therapy workforce profile. • The relationship between other agencies (Health and Disability Commissioner, ACC, Ministry of Health).

AUDIENCE	DESIRED OUTCOMES
Occupational therapy schools	<ul style="list-style-type: none"> • The scope of occupational therapy, competencies for registration and continuing practice, code of ethics and other standards and guidelines. • The importance of engaging with OTBNZ early with any changes (or proposed changes) to the curriculum. • The importance of meeting with OTBNZ at least twice a year (monitoring visits). • That educational institutes can work together with OTBNZ and rely on it for support. • To understand and support OTBNZ when new graduates register for the first time. • It is important for the industry, including schools, to stay on top of cultural changes and support ākongā (students). • The requirements of competence and fitness to practice following completion of the degree.
Service users and their whānau	<ul style="list-style-type: none"> • What OTBNZ's role is – particularly the importance of protecting the public through regulation and professional standards: <ul style="list-style-type: none"> - What occupational therapists do (only as part of the above key message). - What good occupational therapy practice should look like. • OTBNZ's policy on complaints, competencies and health and its relationship to other agencies such as the Health and Disability Commissioner. • The service levels expected of occupational therapists and what to do if you aren't satisfied, including making a complaint about an occupational therapist. • The importance of checking the register to ensure your occupational therapist is registered and holds a current practising certificate.
Politicians and government groups (ACC, HDC, etc.)	<ul style="list-style-type: none"> • The importance of keeping OTBNZ informed of workforce data, including incidents and deaths. • The importance for OTBNZ to have a voice and input into legislation relevant to the industry. • OTBNZ and practitioner responsibilities under the Act, especially in keeping the government informed of any issues. (Please note it is important to have information readily available to provide this audience when required.) • The services that OTBNZ is involved in (mental health, forensic, etc.), • Relationship building with other agencies (HDC, ACC, AHPRA, Occupational Therapy Board of Australia).
Researchers and policy makers	<ul style="list-style-type: none"> • That OTBNZ can provide resources and input where relevant to help support researchers and policy makers with their work • That OTBNZ promotes good and ethical research and practice. • The OTBNZ undertakes research that supports policy and innovation.

Strategy

Establishing the brand

Below are some communicative elements OTBNZ will refer to when representing our brand:

- Brand cause (purpose/reason for being of the organisation).
- Brand values (what the brand/organisation stands for).
- Brand personality (human characteristics attributed to a brand).
- Brand design (logo, colours, images, etc.).

These will help ensure that all OTBNZ communications are clear and consistent.

The 'Swish'



The 'Swish' is the current logo used by OTBNZ, which encompasses its mission, vision and values, tied to the profession's history and stereotype of weaving.

However, the organisation is looking to revamp this logo, along with a complete brand review, to reflect its Tiriti journey. External

Fig. 1: The 'Swish'

contractors will assist with the design planning.

Imagery and visual appeal

Where applicable, content will be accompanied by appropriate and relevant photos/videos/infographics as engagement proves higher when there is a visual aid. Any uploaded media will be sourced internally (taken or created by OTBNZ staff) or externally (supplied by someone else or stock material). Where photos and videos of people are shown, appropriate steps will be taken to ensure their privacy and consent. A conscious effort will be made to depict people from different walks of life, inclusive of age, gender, sexuality, ethnicity, cultural identity and disability.

Public perception and demonstrating leadership

Low public awareness of OTBNZ can be attributed to the fact that most people don't know how to define the role of an occupational therapist or the occupational therapy profession itself. Occupational therapy is still a growing profession within Aotearoa New Zealand, having only been established less than 90 years ago.

OTBNZ's low profile can be closely linked to its low media profile. While we have active communications channels and a social media presence, our media coverage is low in comparison to other health bodies. Given OTBNZ's regulatory nature, being seen as an impartial and conservative organisation is not a bad thing. This means OTBNZ can continue to cultivate our image and build on

relationships with key audiences – sharing information from stakeholders and proactively responding to any media-related queries.

Some also confuse OTBNZ with Occupational Therapy New Zealand Whakaora Ngangahau Aotearoa (OTNZ-WNA), the membership association that supports occupational therapists and promotes the profession. This can be used as an opportunity to collaborate on more projects that bring awareness to the profession.

If OTBNZ wants to increase awareness of te Poari and its role in protecting the public, a key factor would be humanising the organisation and its practitioners. Occupational therapy is a broad and highly interactive profession, and it is important to show the public how varied and valuable the practice can be. An example of this can be interviewing occupational therapists across the motu to put faces and names to the practice OTBNZ serves.

Defining the profession

A key deliverable is defining the occupational therapy profession.

Occupations are the activities and tasks of everyday life. These include things people do to look after themselves, to enjoy themselves and to contribute to the social and economic fabric of their communities. Occupational therapy is the art and science of helping people take part in everyday living through their occupations.

It is also about fostering health and wellbeing and about creating a just and inclusive society so that everyone can participate to their fullest potential. The things that occupational therapists do to help people take part in everyday living are sometimes referred to as 'enabling occupation'.

Occupational therapists

Following the implementation of OTBNZ's Tiriti journey, it is hoped that, in 2 years, Aotearoa New Zealand's occupational therapists can say these things:

- I know what OTBNZ does.
- OTBNZ is a Tiriti partner.
- OTBNZ provides me with the tools and resources to ensure I maintain my standards of competence and ethical practice.
- OTBNZ applies the principles of fairness and natural justice.
- OTBNZ uses a right-touch approach to its regulatory functions.
- OTBNZ responds to my queries in a timely and appropriate manner.
- I regularly visit the OTBNZ website and social media.
- I regularly read the OTBNZ monthly newsletter and email correspondence.

In order to evaluate our performance, a survey will be conducted on occupational therapists' current perception of OTBNZ. It is important to

understand what they would like to see from us to ensure our services continue to improve.

OTBNZ Strategic Plan

This strategic communications plan will align with the **OTBNZ Mahere Rautaki Strategic Plan 2022–2024**. This document presents a shift to OTBNZ becoming a Tiriti-engaged organisation.

Vision

United and guided by our unique Tiriti relationships in Aotearoa, OTBNZ leads national and international best practice in regulation and occupational therapy practice.

Mission

Ensuring people of Aotearoa receive clinically and culturally safe high-quality occupational therapy services and practice.

Values

Whanaungatanga: Facilitating authentic, genuine and enduring relationships with all stakeholders and staff; respecting and embracing cultural and social differences.

Manaakitanga: Ensuring the health and safety of New Zealanders as a regulatory body by doing our utmost to support and protect our most vulnerable communities through our statutory duties and levers. Becoming a more environmentally conscious organisation, advocating for others to take better steps to protect and sustain our environments.

Rangatiratanga: Encourage leadership that supports and inspires others to achieve positive outcomes in the pursuit of collective, equitable health and wellbeing through occupational therapy service and practice.

Kotahitanga: Upholding the spirit of te Tiriti o Waitangi. Tangata Whenua and Tangata Tiriti will work together for mutual benefit, support one another and encourage understanding, unity and peace. This value also encourages us to strive for consensus in decision making for the collective.

OTBNZ Tiriti Engagement Plan

Te Tiriti o Waitangi Mahere Whakamahinga mo Te Poari Whakaora

Ngangahau o Aotearoa 1 April 2022 – 31 December 2023 is underpinned by the OTBNZ strategic plan, the HPCA Act and parts of the cultural audit report for OTBNZ February 2020 – May 2021

In 2019, the functions of authorities within the **HPCA Act** were amended to include section 118i to set standards of clinical competence, cultural competence (including competencies that will enable effective and respectful interactions with

Māori) and ethical conduct to be observed by health practitioners of the profession. Under sections 118i, 118ja and 118k, a redefinition of the scope of activity in these areas of legislation would enable te Poari to critically impact on practitioner understanding and application of competency 2 in their practice, by collaborating with the Association to provide training and development.

The OTBNZ **cultural audit report** provides key findings and recommendations to te Poari. The audit also provides some clear indicators of next steps for OTBNZ to consider for the 2021–2024 as it informs its longer-term vision. These indicators have been included in the Tiriti engagement plan as goals and outcomes to be achieved by OTBNZ.

Lessons learned from COVID-19

The coronavirus pandemic has raised significant uncertainty for most people. Following the COVID-19 Alert Level 4 lockdown in 2020, OTBNZ sent out a survey to 3,756 practitioners on the register. We wanted to determine where occupational therapists were working, what challenges they faced during Alert Level 4 and in what areas they may need more support or resources.

During this time, OTBNZ communicated proactively through regular social media updates, sharing resources with/from other stakeholders, and a webinar on practising as an essential worker during the pandemic. One survey question asked if practitioners have found the information provided by OTBNZ useful in supporting them during the Alert Level 4 period. Out of 528 responses, 88% said yes. It was also evidenced that DHB occupational therapists were not as reliant on OTBNZ for information compared to sole/independent practitioners.

While the nature of the pandemic remains unpredictable, a takeaway from this survey remains that OTBNZ should continue maximising its digital presence to ensure audiences have all the information they need in a timely manner. OTBNZ must maintain an active online profile to show support and transparency for our practitioners and the general public.

Channel and content plan

OTBNZ has a wide range of communication channels and opportunities to help engagement with key audiences. The challenge for the communications plan is not to find channels to use but more to ensure all communications resonate with each audience group as well as being consistent across all different channels in a clear and concise way. Outlined in the table below are the suggested channels and content for each audience group as well as any response/follow-up if required.

AUDIENCE	CHANNEL	TASK AND CONTENT	RESPONSE/FOLLOW-UP
Registered kaiwhakaora ngangahau (occupational therapists)	OTBNZ website	<ul style="list-style-type: none"> Update latest news and COVID-19 section as frequently as needed. Upload the latest and most current version of relevant documents and policies. Content and updated design to reflect te Tiriti journey through imagery and review of logo design. Include a page with links to our key stakeholders. Review of the number of visits to the website using appropriate analytics tools. 	<ul style="list-style-type: none"> OTBNZ has purchased a licence to the in1touch web platform. We will look into sending all newsletters, mass email correspondence and text messages through the in1touch system to centralise all communications sources.
	myOTBNZ portal news section	<ul style="list-style-type: none"> Upload information specific to occupational therapists and important reminders. 	
	Social media (Facebook, LinkedIn, Instagram, YouTube)	<ul style="list-style-type: none"> Deliver key messages in a more colloquial setting. Share/repost relevant information from other stakeholders (Mental Health Awareness Week, Te Wiki o Te Reo Māori, COVID-19 information from the Ministry of Health, Matariki, Waitangi Day) to show we actively engage outside our organisation. Post relevant images, videos and infographics. Share relevant content that humanises OTBNZ – snapshot practitioner profiles, history of the profession, interviews. Respond to social media messages and comments in a proactive and timely manner. 	<ul style="list-style-type: none"> Increase engagement by creating polls/surveys/quizzes and offering prize draws. Share resources practitioners may find useful or helpful.

AUDIENCE	CHANNEL	TASK AND CONTENT	RESPONSE/FOLLOW-UP
	Monthly newsletter	<ul style="list-style-type: none"> • Content, imagery and design to reflect te Tiriti journey. • Imagery to include alt text for accessibility. • Provide in-text hyperlinks to certain key information. Some information can be text heavy and available elsewhere, so it is best to keep the newsletter simple and succinct by providing hyperlinks. • Further content ideas for the newsletter: <ul style="list-style-type: none"> - Profile a practitioner and new graduate, following their path through recertification and/or some peer-to-peer relationships as they grow and develop. This will help show their ongoing education and training as well as some of the issues they face and how they deal with them (with some help/support from the OTBNZ). - Outline regulation that is required to meet legal obligations, including how education and training can help them meet these obligations. - A research component that highlights key insights or statistics (such as practising certificate applications). - Regular event information and post-event updates. - Positive stories following OTBNZ activity and any ground-level involvement with practitioners. 	<ul style="list-style-type: none"> • OTBNZ currently uses the Mailchimp platform to send out newsletters. We will look into sending out the newsletter through the in1touch platform to centralise all communications sources.
	Other email correspondence	<ul style="list-style-type: none"> • Prioritise whether this correspondence needs to be sent out to the registry separately or can be included as a segment in the newsletter. Audiences will be less likely to get bombarded with different emails. 	<ul style="list-style-type: none"> • OTBNZ currently uses both the Mailchimp platform and the in1touch system to send out email correspondence. We will look into sending out mass email correspondence through the in1touch platform to centralise all communications sources.

AUDIENCE	CHANNEL	TASK AND CONTENT	RESPONSE/FOLLOW-UP
	Webinars	<ul style="list-style-type: none"> • Develop a webinar plan on relevant topics (such as meeting new competencies) for practitioners and promote them via other communications channels. • Ask practitioners for topics and contributions/involvement to ensure engagement and relevance from the audience. 	
	0800 number	<ul style="list-style-type: none"> • Most calls to the OTBNZ line are about the ePortfolio, practising certificates and registration/application updates. There will always be people who prefer to call and speak with someone over the phone (over other communications channels) but it is important to ensure the issues/key information they need are readily available on our other channels before they need to call and ask. This will help reduce the volume of calls we receive and show OTBNZ is proactive and one step ahead providing practitioners with the key information they need before they ask. 	<ul style="list-style-type: none"> • Look into developing an online FAQ section. • Undertake an annual audit of phone calls from the 0800 number, identifying themes that will help make changes to policy, process and communications.
	Text	<ul style="list-style-type: none"> • OTBNZ currently has an Ezitxt subscription, which could be used for text updates that are relevant and have a sense of urgency (registration, practising certificate applications, ePortfolio). 	<ul style="list-style-type: none"> • Look into integrating our text messaging system with Twilio, a company partnered with the in1touch platform to centralise all communications sources.
	Symposiums, conferences, other hui	<ul style="list-style-type: none"> • Subject to COVID-19 restrictions, these hui should continue. OTBNZ needs to develop a plan for the year and gain practitioner input to ensure the format and content meet their needs. We can also involve practitioners in the presentations and planning to ensure they are involved and engaged in these events. 	<ul style="list-style-type: none"> • Develop a plan for te Poari to make regional visits and meet with practitioners and consider inviting OTNZ-WNA to join these visits.
	Kanohi-ki-te-kanohi (face-to-face) visits	<ul style="list-style-type: none"> • Continue these as per the current activity, subject to COVID-19 restrictions. 	

AUDIENCE	CHANNEL	TASK AND CONTENT	RESPONSE/FOLLOW-UP
	Online training	<ul style="list-style-type: none"> Continue with the ongoing training modules, obtaining feedback regularly from practitioners about any support they may need or any areas for improvement OTBNZ can help with. 	
Employers of occupational therapists	OTBNZ website	<ul style="list-style-type: none"> Same as above for occupational therapists. 	
	Social media (Facebook, LinkedIn, Instagram, YouTube)	<ul style="list-style-type: none"> Same as above for occupational therapists. 	
	Monthly newsletters	<ul style="list-style-type: none"> OTBNZ could profile an occupational therapy employer, highlighting the team and their successes. 	
	Other email correspondence	<ul style="list-style-type: none"> OTBNZ has a stakeholder list, which includes sections allowing for appropriate messages to be sent to the right people. 	<ul style="list-style-type: none"> Stakeholder list will need reviewing on a regular basis.
	Symposiums, conferences, other hui	<ul style="list-style-type: none"> Continue as per the current activity. OTBNZ can also look for ways to ensure communications are bicultural and reflect the spirit of te Tiriti and employers understand their regulatory obligations and peer-to-peer/educational responsibilities. Review the current presentation frequency and format to ensure the new communications objectives are being met for this audience. 	
	Webinars	<ul style="list-style-type: none"> Invite some employers to become a panellist – they could also help develop the content. 	
Occupational therapy schools	OTBNZ website	<ul style="list-style-type: none"> Same as above for occupational therapists. 	
	Social media (Facebook, LinkedIn, Instagram, YouTube)	<ul style="list-style-type: none"> Same as above for occupational therapists. 	
	Monthly newsletters	<ul style="list-style-type: none"> OTBNZ could profile an occupational therapy school, highlighting the positive contributions the school is making for practitioners. 	

AUDIENCE	CHANNEL	TASK AND CONTENT	RESPONSE/FOLLOW-UP
	Symposiums, conferences, other hui, kanohi-ki-te-kanohi visits	<ul style="list-style-type: none"> • Continue as per the current activity. • OTBNZ can also look for ways to ensure we are on top of the curriculum (and any changes to it) as well as ensuring Tiriti and cultural competency requirements are met and schools understand the accreditation and recertification processes (including when they need to renew). • Review the current presentation frequency and formation to occupational therapy schools to ensure the communication objectives are being met for this audience. 	
	Webinars	<ul style="list-style-type: none"> • Invite representative from the school to become a panellist – they could also help develop the content. 	
Service users and their whānau	OTBNZ website	<ul style="list-style-type: none"> • Same as above for occupational therapists. 	
	Social media (Facebook, LinkedIn, Instagram, YouTube)	<ul style="list-style-type: none"> • Same as above for occupational therapists. 	
	Print – advertorial or editorial	<ul style="list-style-type: none"> • Develop potential advertorial or editorial content to help educate the public, focusing on what service levels they should expect and what to do if they aren't satisfied or have questions/concerns. This could involve using case studies and real-life stories where possible. 	
	Webinars	<ul style="list-style-type: none"> • Provide content relevant to the general public, building awareness of the profession itself, an understanding of what to expect and what to do if they aren't satisfied. 	
Politicians and government groups (ACC, HDC, etc.)	OTBNZ website	<ul style="list-style-type: none"> • Same as above for occupational therapists. 	
	Presentations	<ul style="list-style-type: none"> • Continue as per the current activity. • Review the current presentation frequency and format to ensure the new communications objectives are being met for this audience. 	

AUDIENCE	CHANNEL	TASK AND CONTENT	RESPONSE/FOLLOW-UP
	Social media (Facebook, LinkedIn, Instagram, YouTube)	<ul style="list-style-type: none"> • Same as above for occupational therapists. 	
Researchers and policy makers	OTBNZ website	<ul style="list-style-type: none"> • Same as above for occupational therapists. 	
	Social media (Facebook, LinkedIn, Instagram, YouTube)	<ul style="list-style-type: none"> • Same as above for occupational therapists. 	

Risks and mitigations

Tabled below are some risks we may encounter upon implementing this communications plan and how to mitigate them.

RISK #	DESCRIPTION	LIKELIHOOD	SOLUTION
1	Overpromising and underdelivering	Moderate	<ul style="list-style-type: none"> This strategic communications plan is designed to support the Mahere Rautaki Strategic Plan 2022–2024 and Tiriti implementation plan. It is important to regularly evaluate the communications strategy’s effectiveness over the short, medium and long term.
2	Continuance of COVID-19	Moderate–high	<ul style="list-style-type: none"> Closely monitor COVID-19 updates from agencies (such as Ministry of Health). Due to COVID-19’s ongoing and shifting nature, instead of posting every update, OTBNZ will provide links and resources to where audiences can find the most up-to-date information. OTBNZ will limit its COVID-19-related communications to information only relevant to our target audiences.
3	OTBNZ may release information that is inaccurate or in breach of privacy laws	Moderate	<ul style="list-style-type: none"> Any OTBNZ staff member posting must ensure all information is verified. Should a post be identified as inaccurate or in breach of any privacy laws, the Chief Executive, Privacy Officer and Communications Advisor must be notified, and immediate efforts will be taken to rectify the post. Depending on the level of the breach, the Office of the Privacy Commissioner may need to be notified. OTBNZ has a policy in place for such incidents.
4	OTBNZ may release information that infringes someone’s intellectual property	Moderate	<ul style="list-style-type: none"> Purchase stock images, videos and audio and/or subscribe to platforms that provide this content (Shutterstock, Chillybin, Unsplash, Behance, Canva). Seek permission from the author when quoting their work and give credit where it is due. This also applies to royalty-free content such as music to be used in videos. Create own content by taking own photos, videos or audio recordings.
5	OTBNZ may release information that is inaccurate or outdated	Moderate	<ul style="list-style-type: none"> Content will be regularly monitored, and outdated, expired and previous versions of content will be removed or archived.

6	Due to social media's interactive nature, increasing OTBNZ's online presence leaves the organisation susceptible to inappropriate and disrespectful comments and messages from the public or practitioners	Moderate-high	<ul style="list-style-type: none"> • Offensive and derogatory comments and messages will be immediately removed and reported. • Disagreements and discussions will be closely moderated. • Comments can be hidden on certain platforms if necessary. • Commenting will be disabled during seasonal shutdown (Christmas period). • A link to OTBNZ's social media terms of use will be available on the 'About' section of social media pages where applicable. • If the comment or message is from a practitioner, depending on its severity, disciplinary action may be considered.
7	OTBNZ may end up interacting (follow, like, repost) with accounts run by other agencies who may say things that compromise OTBNZ's values	Low	<ul style="list-style-type: none"> • OTBNZ must strive to maintain neutral, unbiased interactions with other agencies. • Revoke the interaction (unfollow, unlike, delete relevant posts).
8	The OTBNZ system may get hacked	Moderate	<ul style="list-style-type: none"> • All of OTBNZ's digital profiles have password security, most of which have enabled two-factor authentication. • Limit the number of people with access rights to these digital profiles. • Depending on the level of the breach, the Office of the Privacy Commissioner may need to be notified.
9	Impersonation	Low-moderate	<ul style="list-style-type: none"> • The OTBNZ brand will be closely monitored. • Audiences and authorities will be immediately notified.

Process to flag errors

Where concern is raised about social media content, it should be raised with (in order of preference):

- Chief Executive and Registrar
- Communications Advisor and Digital Content Creator
- Standards, Risk and Policy Advisor.

Assumptions

All mahi in this plan is designed to reflect OTBNZ's mission, vision and values, as demonstrated in the OTBNZ strategic plan and Tiriti implementation plan.

Communication materials and next steps

To effectively execute this communications plan, OTBNZ will need to maximise the use of the following tools that can be used across our communications channels. These will help keep OTBNZ's communications clear, fresh and relevant to all audiences.

Videos

With the proliferation of digital media, many audiences are less inclined to read in favour of audiovisual elements.

For example, practitioners have agreed that, along with the Word document version, the short video tutorials provide an easy and engaging step-by-step guide to an activity they need to complete.

ePortfolio User Tutorial



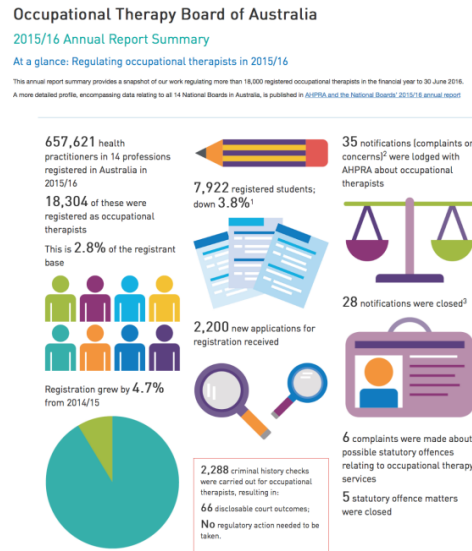
Renewing Your Practising Certificate



Infographics

OTBNZ can greatly benefit from using more infographics as they present detailed and complex information in an engaging and compact way.

An example OTBNZ can try to emulate is the style used by the Occupational Therapy Board of Australia.



Elements of te ao Māori

OTBNZ aims to increase its use elements of ao Māori elements where relevant, guided by tikanga, kawa and te Tiriti o Waitangi articles and principles. This includes (and is not limited to) reo, imagery, kupu and further storytelling of Aotearoa history particularly relevant to the kaiwhakaora ngangahau profession.

Monitoring and reporting

OTBNZ will continue to review and adjust the strategy based on audience insights and survey responses. The Communications Advisor and Digital Content Creator are responsible for presenting an engagement report to te Poari when they meet every 2 months.

**Inā kei te mōhio koe ko wai koe, i anga mai koe i hea,
kei te mōhio koe kei te anga atu koe ki hea**

*If you know who you are and where you are from,
then you will know where you are going*

Last review	September 2022
Next review due	September 2024