

GIGATOWN FINALS

During the final round of the Gigatown competition, we'll continue to listen out for the town with the loudest voice on social media, so get posting to Twitter, Facebook and Instagram to make sure your town gets heard. But, before you get started, read this as we've made some changes to the rules for this round to help your town become Gigatown.



Twitter



Instagram



Facebook

For the finals we will only be monitoring Twitter, Instagram, and the five Gigatown Facebook pages listed below.

NEW!



NEW Gigatown Twitter rules for the finals:

To minimise spam we've introduced the following two rules for Twitter.

1. The retweet ratio - in this round, we have set the retweet ratio to 1:2. This means that for every original tweet or reply you post, you are only allowed a maximum number of two retweets. If you break this rule you will lose all of your earned points for the day. And don't forget, if you add comments or new content to a retweet, it's still considered a retweet. Fresh, meaningful and original posts are the way to go.
2. Twitter posts must have at least five words excluding the hashtag of your town. Only one Gigatown {your town} hashtag per post.



NEW Gigatown Facebook rules for the finals:

1. Facebook posts must have at least five words excluding the hashtag of your town.
2. Every eligible post on one of the pages below with a #Gigatown[your town] hashtag will count, with a maximum of one point per posting.

Verified Facebook pages:

[Dunedin](#)

[Gisborne](#)

[Nelson](#)

[Timaru](#)

[Wanaka](#)



NEW Gigatown Instagram rules for the finals:

1. Instagram posts must have at least five words excluding the hashtag of your town.
2. For Instagram posts to be eligible, there must be only one Gigatown {your town} hashtag per post.
3. Sequencing e.g. '1 #gigatown, 2 #gigatown...' 'I like to watch a....#gigatown I like to watch b....#gigatown'

New Gigatown Adjustment Factor for the Finals:

We want to continue to ensure each town is provided with a level playing field as we enter the final round of the competition. In the finals, the five finalist towns will not have social media or supporter points adjusted in accordance with town size, as they will have the opportunity to call on the rest of New Zealand to support them in their bid for Gigatown.

Generating topical and relevant content, particularly around ultra-fast broadband and gigabit fibre, will help you to win eligible Gigapoints for your nominated town.

Here's what we'd like to see...

1. Posts or content that relate directly to the Gigatown competition. For example, posts about the Gigatown scoreboard, or local activity promoting what you are doing to win the Gigatown competition.
2. Connected technology and UFB-related conversations. For example, content that is helping to generate good discussions about how ultra-fast broadband and gigabit fibre can provide benefits for your town.
3. Town pride. We love seeing posts about what makes your town special, but please link them back to the Gigatown competition in a relevant way. For example, what makes your town the place to be and the perfect Gigatown?



We regularly sweep the Gigatown social media posts for spam and any attempt to game the Gigatown competition. Any spam detected on the platform is removed. Here's what to avoid when posting to Twitter, Facebook and Instagram.



What to avoid on Twitter:

1. RSS feeds or automated posting from news sources as a way of applying the hashtag to gain points. The same goes for random links to any unrelated content.
2. Sequencing e.g. '1 #gigatown, 2 #gigatown...' 'I like to watch a....#gigatown I like to watch b....#gigatown'
3. Breaking up sentences to use the hashtag more frequently e.g. (man #gigatown) (I #gigatown) (really #gigatown) (need #gigatown) (a #gigatown) (coffee #gigatown)
4. Indiscriminate retweeting to score more points. For example, "nice day out" followed by a similar pattern of information or chatter unrelated to the Gigatown competition, or simply just retweeting parts of a conversation. Your retweet should be a statement on its own, with fresh, original and meaningful content connected back to the Gigatown competition that can be read in isolation.
5. Unrelated posts – any content unrelated to the Gigatown competition will mean your posts for that day will be added to the spam bin. Have a look at what's considered good content on page 3.
6. Randomly or aggressively automating tweets in an attempt to bring attention to an account, service or link.
7. Automated sharing of content across Twitter, Facebook and Instagram platforms will only be counted for the original platform that it is created on e.g. automated share of an Instagram photo to Facebook and/or Twitter account/s will not be counted on either Facebook or Twitter, only Instagram.
8. Tweets must comply with Twitter's own terms of use, you can read them [here](#).



Facebook

What to avoid on Facebook:

1. Sequencing e.g. '1 #gigatown, 2 #gigatown...' 'I like to watch a....#gigatown I like to watch b....#gigatown'
2. Breaking up sentences to use the hashtag more frequently e.g. (man #gigatown) (I #gigatown) (really #gigatown) (need #gigatown) (a #gigatown) (coffee #gigatown)
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5. Facebook posts must comply with Facebook's own terms of use, you can read them [here](#).



Instagram

What to avoid on Instagram:

1. Breaking up sentences to use the hashtag more frequently e.g. (man #gigatown) (I #gigatown) (really #gigatown) (need #gigatown) (a #gigatown) (coffee #gigatown)
2. Unrelated posts – any content unrelated to the Gigatown competition will mean your posts for that day will be added to the spam bin. Have a look at what's considered good content on page 3.
3. Automated sharing of content across Twitter, Facebook and Instagram platforms will only be counted for the original platform that it is created on e.g. automated share of an Instagram photo to Facebook and/or Twitter account/s will not be counted on either Facebook or Twitter, only Instagram.
4. Sequencing e.g. '1 #gigatown, 2 #gigatown...' 'I like to watch a.....#gigatown I like to watch b.....#gigatown'
5. Instagram posts must comply with Instagram's own terms of use, you can read them [here](#).