



SOCIAL MEDIA CONTENT GUIDE

MĀORI+

 **TUKU**

AUDIENCE ALIGNMENT & PLATFORM SELECTION

Audience Segment	Primary Platforms	Content Focus & Format
Rangatahi (Receptive)	MĀORI+ TikTok, TUKU TikTok, TUKU Instagram	Short, dynamic, culturally relevant videos reflecting modern Māori identity; inspirational and pride-building content; interactive trends and challenges
Rangatahi (Fluent)	MĀORI+ TikTok, TUKU TikTok, TUKU Instagram, YouTube	Short, dynamic, culturally relevant videos reflecting modern Māori identity; inspirational and pride-building content; interactive trends and challenges
Active Learners	MĀORI+ Instagram, TikTok, Facebook, YouTube	Factual content, focusing on daily language use; medium-length tutorials (1-5 minutes); phrase-of-the-day; cultural explanations utilising Whakaata Māori resources
Fluent Speakers	MĀORI+ Facebook, Instagram, YouTube, TikTok	Broad-topic media with deep cultural perspectives; longer videos/podcasts (5-15 minutes); discussions, interviews, storytelling rich in te reo Māori
Whānau Raising Tamariki	MĀORI+ YouTube, Facebook, Instagram; TUKU Instagram	Family-friendly content suitable for collective viewing; shorter to medium-length videos (3-10 minutes); songs, stories, educational games encouraging home use of te reo Māori

PLATFORM CONTENT SPECIFICATIONS AND GUIDELINES

Platform	Genre/Content Types	Duration Recommendations	Subtitles/Captions	Shorts Format	Aspect Ratio
MĀORI+ TikTok	Trends, challenges, inspirational, quick language tips, music, dance, behind-the-scenes, real-life/documentary, comedy, emotive storytelling	15 sec – 1 min (can extend up to 60 minutes if engaging)	Yes, for te reo Māori learning	Short-form videos (15 sec – 1 min typical; can be longer if engaging)	9:16
TUKU TikTok & Instagram	Bite-sized Cultural lessons, family-friendly stories, interactive Q&As, challenges, visual storytelling, behind-the-scenes, comedy, emotive storytelling	15 sec – 2 min (TikTok up to 60 min possible)	Yes, for te reo Māori learning	TikTok: 15 sec to 2 min recommended; Instagram reels also 9:16	TikTok & Instagram: 9:16
MĀORI+ Instagram	Carousel posts (language lessons, cultural facts), Reels (phrases, cultural insights), Stories (polls, quizzes, vocab), behind-the-scenes, interviews	30–90 sec; up to 3 min for tutorials)	Yes, for te reo Māori learning	Reels up to 60 sec;	Reels & Stories: 9:16
MĀORI+ Facebook	Longer posts/videos, community discussions, family-oriented content, comedy, emotive storytelling	Videos: 3 – 10 min;	Yes, for te reo Māori learning	Reels 60 sec – 3 min	Videos: 16:9; Reels: 9:16
MĀORI+ YouTube	In-depth immersive content, storytelling, lifestyle focus or how to tutorials, comedy, interviews, haka. Tamariki content can also be a focus here.	Videos: 5 – 15 min;	Yes, for te reo Māori learning	Shorts under 2 min: Shorts can vary and be longer if engaging	Videos: 16:9; Shorts: 9:16

Notes:

- Subtitles/captions are recommended across all platforms for accessibility and language reinforcement.
- Genre includes a mix of educational, cultural, real-life/documentary, comedy, and emotive storytelling content.
- Strong opening hooks are essential, consider leading with the best moment to maximise audience retention.
- Shorts refer to platform-specific short-form video formats (e.g., TikTok, Instagram Reels, YouTube Shorts), optimized in vertical aspect ratios (9:16).

CROSS-PLATFORM COORDINATION

- Repurpose core content to suit each platform's format (e.g., segment 10-minute YouTube tutorials into short TikTok clips)
- Use teasers or highlights on Instagram and TikTok to promote longer-form content on Facebook, YouTube, and the Māori+ app

Technical Specifications

Delivery Method:

- All content delivered securely via **Aspera** for high-speed file transfer.

Long-Form Content (5–15 minutes)

- Aspect Ratio: 16:9 widescreen
- Resolution: Minimum 1920 x 1080 (Full HD)
- Format: MP4 with H.264 codec
- Frame Rate: 24 fps
- Bitrate: 8-12 Mbps
- Audio: Stereo, AAC codec, 48kHz sample rate
- Fully captioned/subtitled for accessibility and language reinforcement

Short-Form Content (TikTok, Instagram Reels, Facebook Reels)

- Aspect Ratio: 9:16 (vertical) for Instagram, Facebook & TikTok reels; YouTube shorts under 2 minutes use 9:16, longer videos use 16:9
- Resolution: Minimum 1280 x 720
- Format: MP4 with H.264 codec
- Frame Rate: 24–30 fps
- Bitrate: 3-6 Mbps (optimized for upload and streaming)
- Audio: Stereo, AAC codec, moderate bitrate for clear speech and music

DELIVERY – Setting up Apera

1. Receive Invitation Email

- Whakaata Māori will send you an invite link to your designated email address.
- This email includes the link to access Aspera on Cloud where you will send your media folders.

2. Open the Invitation Link

- Click the link in the email to go to the Aspera on Cloud login page.

3. Log In to Aspera on Cloud

- Use your credentials to log in
- Upon first login, Aspera on Cloud will prompt you to download and install the Aspera Connect application.

4. Download Aspera Connect Installer

- Click the provided download link for Aspera Connect.
- Make sure to remove any previous versions of Aspera Connect from your machine before downloading.
- If prompted, uninstall any existing per-user installations of Connect.

5. Install Aspera Connect Application

- Run the installer file you downloaded.
- Follow the built-in installation wizard step-by-step to complete the installation.
- The Connect application will install and run automatically in the background.

6. Enable Browser Extension

- After installing the Connect application, you will need to install and enable the Aspera Connect extension for your browser.
- Note: You must install the extension for each browser you use to access Aspera on Cloud, except Safari and Internet Explorer (which do not need the extension).

7. Add extension

- In your browser, follow the prompts or visit the extension store to add the Aspera Connect extension.
- Enable the extension.

8. Verify Browser Settings

- Ensure your browser's local storage is enabled for better performance (this is recommended but not mandatory).

9. Begin File Transfers

- After installation and enabling the extension, you can start uploading and downloading files to/from Whakaata Māori at high-speed using Aspera Connect.

GUIDED INSTALLATION

When you log in to Aspera on Cloud for the first time, click **Let's go** on the Welcome screen.

Depending on your browser/platform combination, the screens shown in these instructions may vary.

1. In the Get started now screen, click **Install extension** and confirm to add the extension. Your browser's page for the Connect extension opens. See the instructions for your browser in [Installation](#). If successful, you'll see the message confirming the extension has been added.
2. The Get started now screen next prompts you to install Connect; click **Install Connect**:

Get started now — install the IBM Aspera Connect transfer client.

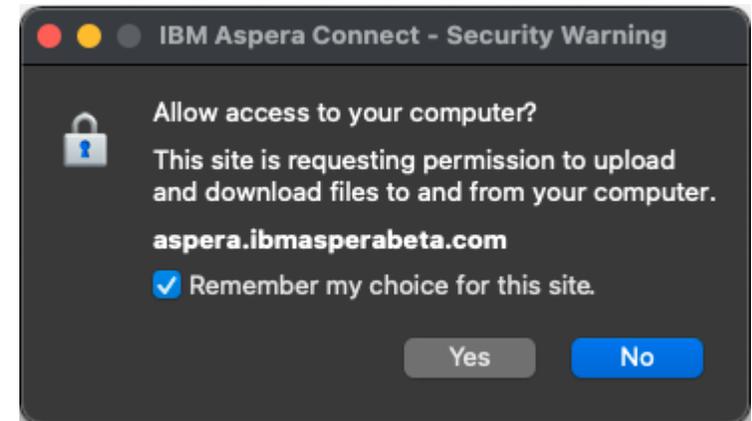
Install the [IBM Aspera Connect](#) client and the Aspera Connect browser plug-in to enable our signature high-speed file transfer technology.

<input type="radio"/> Install extension Pre-requisite to install Connect	Install extension
<input checked="" type="radio"/> Install Connect client Essential desktop app to make the transfer fast	Install Connect

If you skip installing, you will be able to use IBM Aspera HTTP Gateway for transfers; for faster transfers come back and install Connect.

[I'll skip for now](#)

3. Once the Connect installation completes, refresh your browser.



Note: When you upload from or download to your computer, Connect requests access to your computer. IBM Aspera recommends you click the box to remember your choice so that you don't have to allow access for each transfer. Click **Yes**.

FILING SYSTEM

As your content will be distributed across multiple social media and digital platforms, different departments will need to perform their own quality checks and manage dissemination accordingly. Each platform requires content formatted with specific aspect ratios and technical specifications tailored to their audience and requirements.

To ensure a smooth workflow and maintain content quality, it is important to separate and organise all content into clearly allocated folders. This allows each department to easily access the relevant material formatted appropriately for their target platforms.

Main Folder



☁ Name of Project

Sub Folders

Name

- 0. Scripts_Transcripts
- 1. MĀORI+
- 2. YOUTUBE
- 3. FACEBOOK
- 4. INSTAGRAM
- 5. TIKTOK
- 6. PROMOTIONAL MATERIAL

You will be given Social Numbers for episodes and reels please ensure clips are correctly named

Naming conventions:

Title_Ep_XX_SNumber

Reels:

Title_Reel1_Ep_XX_SNumber

Please be sure to structure and label your files clearly when submitting content to accommodate these needs.

Content Creation for Social and Digital

Best Practice Guidelines

Hook them fast (from the first frame to STOP THE SCROLL):

- Big movement, bold text, humour or a famous face

For short form - Mobile / Vertical first:

- Design for 9:16, but always provide 1:1 and 16:9 versions for flexibility

Caption Everything:

- Most people watch with no sound. Captions = retention

One idea per post:

- Keep it punchy and purposeful. If a video needs to be longer, put the most attention-grabbing bit right at the start to grab viewers.

Feel native to the platform:

- Use trends, stickers, music and editing styles appropriate to each platform