



17 February 2023

Tēnā koe

On 29 November 2022, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

*This is a request for Official Information under the Official Information Act 1982 in relation to social media expenses.*

*We request the following information:*

- How many staff are employed whose roles include social media management, monitoring, content creation, etc.?*
- How much has your department spent on social media advertising and Google advertising in the past year?*
- What was the largest amount spent on one campaign for social media advertising in the past five years? How much was spent? What was the campaign?*

For the sake of clarity, the Ministry will respond to your requests in turn.

- How many staff are employed whose roles include social media management, monitoring, content creation, etc.?*

The Ministry cannot provide a single figure of the number of staff employed, as there are a wide number of people in the organisation who may contribute social media content from time to time. Social media community management is assigned depending on the service needed for each channel. It often forms part of a customer service representative, or a general communications role and we have multiple people able to do this work to ensure we have sufficient coverage.

- How much has your department spent on social media advertising and Google advertising in the past year?*

Information regarding how much the Ministry has spent on social media advertisement is available online in response to a written parliamentary question (39059) in October 2022 which can be found here: [www.parliament.nz/en/pb/order-paper-questions/written-questions/document/WQ\\_39059\\_2022/39059-2022-simeon-brown-to-the-minister-for-social-development](http://www.parliament.nz/en/pb/order-paper-questions/written-questions/document/WQ_39059_2022/39059-2022-simeon-brown-to-the-minister-for-social-development)

For the period 1 July 2021 to 30 June 2022, the Ministry spent a total of \$80,680.80 on Google advertising.

- *What was the largest amount spent on one campaign for social media advertising in the past five years? How much was spent? What was the campaign?*

Over the past five financial years, the campaign with the largest total expenditure on social media advertising was \$52,875 (incl. GST) to promote the Safe Bubble campaign.

The Safe Bubble campaign was run during the COVID-19 Alert Level 4 lock down periods. Phase one of the 2020 national campaign comprised television and radio advertising to let New Zealanders know that help for people impacted by family violence was still available, and, where appropriate, how to access that help safely during lock down periods.

The second phase of the campaign was targeted at populations with barriers to help seeking and people experiencing violence for the first time. The expenditure outlined above pertains to this phase of the campaign which primarily utilised social media to promote messaging and directly link people to help.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter on the Ministry's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

Ngā mihi nui



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