

12 January 2023

9(2)(a)

Tēnā koe 9(2)(a)

OFFICIAL INFORMATION ACT REQUEST

I refer to your official information request of 29 November 2022 for:

- *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 clarity, I will respond to your questions in turn.

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

All communications team roles have some aspects of social media management, monitoring and content creation. However, the Social Media Coordinator role, established as a 0.5FTE fixed-term role from June 2021 to June 2022, included these tasks as a specific function.

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

The Ministry did not spend anything on social media advertising and Google advertising between 1 July 2021 and 30 June 2022.

- *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?*

No advertising or public relations campaigns were undertaken in the 2021/22 financial year, or in the previous four years and as such, the Ministry does not use social media advertising for any campaigns.

Please note that this response, with your personal details redacted, may be published on the Ministry's website. If you have any concerns or comments related to this, please let us know by emailing ministerialservicing@women.govt.nz, within two weeks of the date of this letter.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'Deborah Malcolm', enclosed in a light blue rectangular box.

Deborah Malcolm
Deputy Secretary Policy