



13 SEP 2019

Tēnā koe

Thank you for your email to the Ministry of Social Development (the Ministry) on 1 August 2019 requesting, under the Official Information Act 1982 (OIA), the following information:

1. *Total advertising spend*
2. *online advertising spend*
3. *the proportion of online advertising spend that goes on: Facebook, You Tube, Instagram, specific "influencers", SEO, online news sites, other sites.*
4. *[please indicate] if this spend was general, or on specific campaigns*
5. *for the most recent campaign, where possible, please provide success measures or reports i.e. click through or engagement data or briefings with this information contained*
6. *[Please also indicate in writing and attach relevant documents] if the agency implemented a policy change on online spending post the March mosque attacks and/or the Christchurch Call.*

On 29 August 2019, the Ministry provided you with a response to a previous request made under the OIA regarding its advertising spend in answer to questions one, two, three and four.

The Ministry uses paid advertising to share information about programmes and opportunities with New Zealanders. Our experience is that social media provides a highly cost-effective and measurable channel for reaching targeted groups. Paid advertising and the resulting increase in the Ministry's reach significantly improves our ability to engage New Zealanders in programmes or opportunities relevant to them, for example youth focused employment programmes or regionally based opportunities.

Throughout any campaign it runs, the Ministry actively monitors results and makes adjustments based on which media channels and versions of material resonate with the intended audience.

Mana in Mahi, one of the Ministry's most recent campaigns, is a initiative designed to improve opportunities for young people to get into long term sustainable employment. The programme provides them a pathway to achieve an industry qualification or apprenticeship and meaningful work by connecting with employers, which in turn will also help businesses to grow.

Phase one of the Mana in Mahi programme ended on 30 June 2019. The results from the final quarter of the phase one prototype provided an opportunity for the Ministry

to trial some paid channels likely to improve engagement with potential providers and participants, both to support phase one targets and to inform the Ministry's choices in phase two, which commenced on 1 July 2019.

Advertising targeted both young people who may qualify for the programme and employers who may be able to offer positions through the programme. It also reached key people like friends or Whanau members, who could share information via word of mouth and support young people in their community into work. Channels were selected to provide a combination of awareness and call to action activity.

The table below shows the results of the phase one Mana in Mahi campaign, delivered from April to June 2019, broken down by the channels used.

<b>Channels</b>	<b>Impressions</b>	<b>Clicks</b>	<b>Click Through Rate (CTR)</b>
Facebook	5,430,179	51,231	0.94%
LinkedIn	320,981	1,686	0.53%
Google Search	342,329	35,957	10.5%
Trade Me jobs	424,208	199	0.05%
YouTube	112,467	185	0.16%
Video on Demand	206,611	399	0.19%

You may be aware that the Ministry follows guidelines that the Government has set for all agencies on public advertising. These guidelines state that government departments may legitimately use public funds for advertising to explain and inform their policies, and to inform the public of services available to them and of their rights and responsibilities. Advertising through the use of social media is covered by the Ministry's Social Media Policy which formalises governance arrangements, standards and considerations when creating new Ministry social media accounts or operating existing social media accounts.

The Ministry has not implemented a policy change on online spending post the March mosques attack and/or the Christchurch Call.

Following the Christchurch mosques attack, the Government sought input from agencies on the way they use social media and the potential business impact of any changes. This work was coordinated by the State Services Commission.

As indicated in the enclosed email, a government-wide approach to how departments use social media was not implemented, due to the Government's focus on effective regulation rather than individual use. Agencies use social media in a variety of ways to provide important services and information to the public.

You will note that the names of some individuals are withheld under section 9(2)(a) of the Act in order to protect the privacy of natural persons. The need to protect the privacy of these individuals outweighs any public interest in this information.

You will also note that the contact details of some individuals have been withheld under section 9(2)(k) of the Act in order to reduce the possibility of staff being exposed to

phishing and other scams. This is because information released under the Act may end up in the public domain, for example, on websites including the Ministry's own website.

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 shortly. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development'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 regarding the Ministry's advertising spend, 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.

Yours sincerely



Nadine Kilmister  
**Director Office of the Chief Executive**

s 9(2)(a), s 9(2)(k)

[Redacted content]

Cc: s 9(2)(a), s 9(2)(k)

[Redacted content]

**Subject: social media advertising - Government decision**

Hi everyone

Last week we asked you to provide information on the potential business impact to your agency of suspending advertising on, or use of, social media platforms across government, to help inform our advice to government.

I've been asked to share the following message with you from the Prime Minister and the Minister of State Services:

*The Government has decided not to require a government-wide restriction on how departments use social media. In many cases agencies use social media to provide services and information to the public.*

*The Prime Minister has said that as a government, our most effective tool is getting these social media companies to do better, and they will be looking at the role social media played in the recent events in Christchurch and what steps we can take, including on the international stage, and in unison with our partners. This, as a regulator rather than a user, is where our actions can be most effective.*

A huge thank you from myself and others at SSC for the prompt and very useful information that you all provided late last week, at short notice.

Regards

**Brad Tattersfield** | General Manager, Communications and Engagement  
State Services Commission | Te Kawa Mataaho

mobile: s 9(2)(a)

email: s 9(2)(k)

<http://www.ssc.govt.nz> | <http://www.govt.nz>