

19 January 2023

s9(2)(a)

Mālō e lelei s9(2)(a)

## RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST

On 29 November 2022, you contacted the Ministry for Pacific Peoples (the Ministry) requesting under the Official Information Act 1982 (OIA), information relating to 'social media expenses'. On 17 January 2023, a Notification of Decision was sent to you advising that the Ministry had decided to grant your request but required more time to finalise the information for release. I have outlined your specific requests and my responses to each below.

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

There are five Ministry staff whose roles include social media management, monitoring and content creation. I have listed the titles of these roles below for your reference:

- Director, Communications, Media and Marketing
- Manager, Digital Channels and Marketing
- Senior Advisor, Digital Channels and Marketing x 2
- Advisor, Digital Channels and Marketing

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

The Ministry only uses Facebook advertising. In the past financial year, the Ministry spent a total amount of \$3,342.57 on social media advertising.

3. *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?*

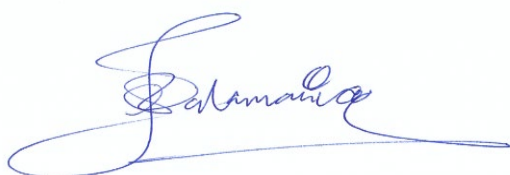
The largest amount spent on one campaign for social media advertising in the past five years was \$2,269.87. This campaign was for the Leo Moana o Aotearoa Pacific Languages of Aotearoa Project which ran for the duration of two months from December 2021 to January 2022.

In line with standard OIA practice, the Ministry proactively publishes some of its responses to OIA requests. As such, this letter may be published on the Ministry for Pacific Peoples' website. Your personal details will be removed, and the Ministry will not publish any information that would identify you or your organisation.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: [uia\\_requests@mpp.govt.nz](mailto:uia_requests@mpp.govt.nz).

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, 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 freephone 0800 802 602.

Mālō 'aupito

A handwritten signature in blue ink, appearing to read 'Fonoti Seti Talamaivao', with a long horizontal flourish extending to the right.

**Fonoti Seti Talamaivao**  
**Deputy Secretary,**  
**Office of the Secretary**