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12 January 2023

s 9(2)(a)

By email: s 9(2)(a)
Ref: H2022017765

Tēnā koe s 9(2)(a)

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to Manatū Hauora (the Ministry of Health) on 29 November 2022. Each part of your request is responded to below.

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

Social media is an important communications channel for Manatū Hauora. Social media platforms reach a wide range of audiences, providing the Ministry with a mechanism to inform, engage and educate about health-related matters. Manatū Hauora currently employs two individuals whose responsibilities include social media management, monitoring and content creation.

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?

Manatū Hauora does not hold a cost/activity code attributed specifically to 'social media' expenditure. Public health campaigns may include a component for social media and, as the employees whose roles include social media activities also undertake other functions, it is not accurate to aggregate their salaries to identify a total cost.

I am therefore unable to provide a total spend on social media under section 18(g)(i) of the Act as the information is not held by Manatū Hauora or any other agency subject to the Act. You may be interested in the total advertising spend for 2021/22, which has been published in the Annual Report and is available here:

www.health.govt.nz/system/files/documents/publications/manatu-hauora-annual-report-year-ended-30jun22.pdf.

Additionally, a description and cost of individual campaigns can be found in the Ministry's replies to the Health Select Committee's annual financial reviews of the Ministry. The most recent replies to the Committee are available at: www.parliament.nz/resource/en-NZ/53SCHE_EVI_127527_HE26531/8b1290c2427fd3680ca1608c688e3b2e1d6d0554.

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Manatū Hauora website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'S. Turner', is positioned above the printed name and title.

Sarah Turner
Deputy Director-General
Government and Executive Services | Te Pou Whakatere Kāwanatanga