

OIA Ref: 2022-023

[REDACTED]

22 December 2022

Tēnā koe [REDACTED]

Thank you for your email of 29 November 2022 seeking information about social media expenses under the Official Information Act 1982 (the Act). Specifically, you requested:

- *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?*

In response to the first part of your request, the Commission currently does not have dedicated social media roles. The roles within the Commission's Communications and Engagement (C&E) team span a variety of tasks and duties, which can include social media management, monitoring, content creation.

As at 29 November 2022, the C&E team was made up of a Manager, two Principal Advisors, three Senior Advisors, one Advisor and one Coordinator. There was one Advisor vacancy.

The Commission has not spent any funds on social media or Google advertising in the past year. In the three years since the Commission's establishment in 2019, paid social media campaigns and advertising have not formed part of our work programme.

Regarding the final portion of your request, in 2021, the Commission's Rautaki Māori team ran a campaign called *100CoastieVoices* to hear from Māori ahead of the Commission's first advice to government, *Ināia tonu nei: a low emissions future for Aotearoa*. We contracted Divergent Investments to develop a survey and deliver a report. While Facebook was used as the platform for the survey, which was primarily circulated through iwi networks over two months, it was supported by paid advertising via Iwi Radio.

Radio advertising spending is out of scope of your request, however in the interests of transparency, we wish to advise the total cost of this advertising was \$12,420 (inc GST). In return, 80 spots were played on stations in Wanganui, Napier, Whangarei, East Coast, Auckland, Okaihau, Kaitia and New Plymouth.



While primarily seeking feedback on our then draft advice, the survey responses also helped us gauge how the Government can give effect to the Treaty Partnership as we transition to a low-emissions, climate resilient and thriving Aotearoa by 2050. At the heart of the campaign is the Commission's aspiration to work in partnership with all Iwi Māori to ensure the benefits of climate action are shared across society.

You have the right to seek an investigation and review of this response by the Office of the Ombudsman in accordance with section 28(3) of the Act. The relevant details can be found on their website, at: www.ombudsman.parliament.nz

Please note that the Commission has a policy of proactive release of OIA responses to help others have access to more information. As a result, this letter will shortly be published on the website with your name and contact details redacted to protect your privacy.

Ngā mihi

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

Stephen Walter
General Manager, Emissions Budgets, Adaptation and Markets
Climate Change Commission