



16/01/2023



### **OIA: 1301226 – Social media expenses**

Thank you for your email of 29 November 2022 to the Ministry of Education requesting the following information:

- 1. How many staff are employed whose roles include social media management, monitoring, content creation, etc.?*
- 2. How much has your department spent on social media advertising and Google advertising in the past year?*
- 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?*

Your request has been considered under the Official Information Act 1982 (the Act).

In response to **part 1** of your request, the Ministry has a large social media presence across multiple platforms, and we employ two full-time staff to manage our social media accounts. This enables us to reach and engage with our different audience groups, including teachers, students, parents and the general public.

In response to **parts 2 and 3** of your request, the Ministry's social media spend generally forms part of wider campaigns, and cost information is not broken down by individual element of the campaign. In many cases, invoices that include social media costs will also include other costs. For this reason, it is not possible to report separately on social media costs in isolation. I am therefore refusing this part of your request under section 18(g) of the Act, as the Ministry does not hold the information requested, and I have no grounds for believing it is either held by, or more closely related to the functions of, another department or organisation subject to the Act.

For reference, the Ministry's advertising, public relations campaigns and publications costs are published in the [Annual Review for the 2021/22 financial year](#). Please refer to Question 50, which also provides the costs for the previous four financial years. While social media advertisements are not specifically grouped or provided as a total, all Ministry advertising costs are listed.



In terms of your question around Google advertising, the Ministry does not directly engage with advertising platforms. Marketing is delivered via vendors, and their costs often include the facilitation of other services

Please note, the Ministry now proactively publishes OIA responses on our website. As such, we may publish this response on our website after five working days. Your name and contact details will be removed.

Thank you again for your email. You have the right to ask an Ombudsman to review my decision on your request, in accordance with section 28 of the Act. You can do this by writing to [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz) or to Office of the Ombudsman, PO Box 10152, Wellington 6143.

Nāku noa, nā

A handwritten signature in black ink, appearing to be 'Rob Campbell', written over a faint, illegible background.

Rob Campbell  
**Group Manager**

**Te Pou Hanganga, Matihiko | Infrastructure and Digital**