

9(2)(a)

Tēnā koe 9(2)(a)

I refer to your request received on 29 November 2022, which has been considered under the Official Information Act 1982 (OIA), for the following information:

- 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?

Manatū Taonga Ministry for Culture and Heritage has no roles that solely or primarily carry out work related to social media; however, several roles carry out such work for a small proportion of their time. This is estimated at a total of 30 hours a week, or 0.75 FTE (full time equivalent) across the Ministry.

With regards to spend on social media and Google advertising, Manatū Taonga has spent a total of \$4,029 for the financial year between 1 July 2021 and 30 June 2022.

The largest amount spent on a social media campaign and advertising in the past five years was in 2017/2018. This spend was \$6,904 for the WW100 First World War Centenary Programme, the majority of which was spent on promoting the Armistice Centenary National Ceremony at Pukeahu National War Memorial Park on 11 November 2018.

If you wish to discuss this response with us, please feel free to contact [uia@mch.govt.nz](mailto:uia@mch.govt.nz)

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that we intend to publish this letter (with your personal details removed) on the Ministry's website.

Nāku noa, nā

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Matthew Oliver  
Pou Mataaho o Te Iho - Deputy Chief Executive, Organisational Performance