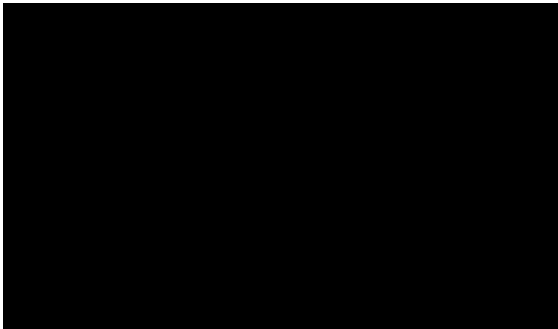


17 January 2023



Official Information Act #22.087 – Social media expenses

1. We refer to your Official Information Act 1982 (OIA) request received on 29 November 2022 for information about the Commerce Commission's (Commission) social media costs. Specifically, you requested:
 - 1.1 how many staff are employed whose roles include social media management, monitoring, content creation, etc.?
 - 1.2 how much has your department spent on social media advertising and Google advertising in the past year?
 - 1.3 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?

Our response

2. This letter contains information in response to your request.
3. As at 29 November 2022, the Commission employs one staff member whose role primarily relates to social media management, monitoring and content creation. Other staff members employed at the Commission are involved in some of the tasks, some of the time, but it is not the primary focus of their work. For example, five other staff members provide communications advice across a range of different channels, including media, internal communications, web updates, and social media.
4. In response to [1.2], between 1 January 2022 and 15 December 2022, the Commission spent \$57,893.31 on social media advertising and Google advertising.

5. In response to [1.3], the largest amount spent directly by the Commission on one campaign for social media advertising in the last five years was between March 2020 and April 2022. The campaign was about the introduction of a new criminal offence for engaging in cartel conduct that can lead to imprisonment. The cost of social media advertising for the campaign was \$80,100.

Further information

6. Please note the Commission will be publishing this response to your request in the OIA register on our website.¹ Your personal details will be redacted from the published response.
7. Please do not hesitate to contact us at ويا@comcom.govt.nz if you have any questions about this response.

Yours sincerely



OIA and Information Coordinator

¹ <https://comcom.govt.nz/about-us/requesting-official-information/oia-register>