



21 December 2022

[REDACTED]

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 29 November 2022. You requested the following (numbered for ease of answering):

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?*

Question 1: Social Media Staff

Inland Revenue employs three Full Time Equivalent staff, whose primary roles are managing social media. This includes the creation, managing and reporting of social media campaigns, responding to customers queries over social media, and managing the software used to monitor and schedule the campaigns. The key social media channels that Inland Revenue use are Facebook, LinkedIn, Twitter, Google and YouTube.

Question 2 and 3: Social Media Spending

As a portion of Inland Revenue's marketing spend is through advertising agencies, I am unable to break down the spend by channel to social media advertising or Google advertising specifically. However, the key channels used are digital advertising and radio. This part of your request is therefore refused under section 18(g) of the OIA, as the information requested is not held by Inland Revenue.

Inland Revenue's total advertising costs for the 2018-2022 financial years are publicly available in the response to question 50 of the 2021/22 Annual Review and can be found here: https://www.parliament.nz/resource/en-NZ/53SCFE_EVI_127443_FE11414/3b68be77378f7277b799aaef67a7b6465c51c387

This also includes expenditure on public relations campaigns and publications. For the 2018/19 financial year, increases were due to campaigns informing customers of Inland Revenue's Business Transformation changes. It was important that customers were aware of the changes so that they could continue to file and pay on time. Much of this cost relates to letters, emails and texts to customers, rather than advertising.

Inland Revenue's largest advertising campaign from the previous five years, was the Business Transformation release three campaign. While we can't break down spend on solely social media advertising, we can confirm that this would have been the campaign where we've spent the most on social media due to the complexity of the messages and the duration of the campaign.

Inland Revenue's total advertising costs by campaign for the 2018/19 financial year are publicly available in the response to question 72 of the 2018/19 Annual Review and can be found here: https://www.parliament.nz/resource/en-NZ/52SCFE_EVI_92665_FE24711/c3ecf67126266871c590fbb1c5a3fe7b72e088be.

Right of Review

If you disagree with my decisions on your OIA request, you can ask an Inland Revenue review officer to review my decisions. To ask for an internal review, please email the Commissioner of Inland Revenue at: CommissionersCorrespondence@ird.govt.nz.

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: info@ombudsman.parliament.nz.

If you choose to have an internal review, you can still ask the Ombudsman for a review.

Publishing of OIA response

Please note that Inland Revenue regularly publishes responses to requests that may be of interest to the wider public on its website. We consider this response is of public interest so will publish this response in due course. Your personal details or any information that would identify you will be removed prior to it being published.

Thank you for your request.

Yours sincerely



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