



17 JUN 2019

File Ref: OIA 39498

[REDACTED]  
[REDACTED]  
Tēnā koe . [REDACTED]

**Official Information Act request**

Thank you for your information request dated 17 May 2019. You asked for the following information:

*"Details of any payments made to social media "influencers" by the department in return for posts (no date limit). Please include the details of the influencer, the platform, costs of the post, topic and date"*

Your request has been considered in accordance with the Official Information Act 1982 (the Act).

Te Puni Kōkiri does not, in its usual course of business, use social media influencers. However, the Ministry has over recent years run two social media campaigns aimed at:

- encouraging Māori rangatahi to vote in the 2017 General Election, and
- increasing awareness of the Māori Electoral Option 2018, when anyone who is Māori was able to choose between the general or Māori roll.

A total of \$2.390 million was spent on these campaigns over the 2016/17 (\$1.249 million), 2017/18 (\$934,000), and the 2018/19 (\$207,000) financial years. A portion of this total was spent on individuals who, amongst other things, have a large social media following.

The campaign aimed at encouraging rangatahi to Vote in the 2017 General Election, which ran over the months leading up to the election on 23 September 2017, used the services of William Wairua. William was not paid for individual posts but instead was paid to create, produce and promote a range of video and radio content and an interactive augmented reality app.

The campaign aimed at promoting awareness of the Māori Electoral Option 2018, which ran between April and August 2018, used the services of Stan Walker and Adam Blair. Neither Stan nor Adam were paid for individual posts but instead created and promoted a range of video and voice over content.



It is not possible to split out the amount spent on these individuals that specifically relates to their being social media influencers, however, we feel that it is important to disclose their involvement because their large social media followings, and thereby their influencer status, was a factor in their selection.

Both campaigns utilised prominent social media platforms including Facebook, Instagram, Snapchat and YouTube.

I trust my response satisfies your request.

You have the right to seek an investigation and review by the Ombudsman of this response. 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 Te Puni Kōkiri publishes some of its OIA responses on its website, after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address or contact details.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact Madeline Smith, Senior Ministerial Advisor, Ministerial and Business Support via [smitm@tpk.govt.nz](mailto:smitm@tpk.govt.nz).

Ngā mihi



**Fiona McBeath**  
Manahautū Tuarua Te Puni Tautoko | Deputy Chief Executive, Organisational Support