



17 JUN 2019

File Ref: OIA 39499

[REDACTED]
[REDACTED]
Tēnā koe [REDACTED]

Official Information Act request

Thank you for your information request dated 20 Haratua 2019. You asked for the following information:

- “Any written reports or evaluations of the For Future’s Sake campaign (which encouraged Māori voter participation and turnout in the 2017 general election)
- If there is no formal evaluation of the For Future’s Sake campaign then any correspondence or written advice relating to assessing the effectiveness or success of the For Future’s Sake campaign
- Any reports or written advice about campaigns to support Māori political participation and turnout for the 2019 Local Government elections.

I’m happy to clarify my request further if required, please contact me as per below.”

On 12 June 2019 you clarified the scope of your request in relation to bullet point three to mean both ‘Māori political participation’ and ‘Māori voter turnout’.

In response, your request has been considered in accordance with the Official Information Act 1982 (the Act).

In relation to bullet point one and two, one document prepared by Litmus Research and Evaluation titled, ‘For Future’s Sake Choose – Evaluation report of the #FFSChoose campaign’ dated March 25, 2019 has been identified in scope of your request and is released in full.

In relation to the third bullet point, no reports or written advice about campaigns to support Māori political participation and Māori voter turnout for the 2019 Local Government elections have been identified. 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 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 Ministerials Advisor, Ministerials and Business Support via smitm@tpk.govt.nz.

Ngā mihi



Carra Hamon
Deputy Chief Executive (Acting)





LITMUS

For future's sake choose

Evaluation report of the #FFSChoose campaign

Prepared for:
Te Puni Kōkiri

Mar 25, 2019

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Key messages

This report presents the findings of the evaluation of For Futures Sake Choose (#FFSChoose). The evaluation assessed how well the campaign helped rangatahi Māori make informed decisions about the Māori electoral option (MEO). The evaluation also identified key successes and learnings from the campaign.

#FFSChoose was a Te Puni Kōkiri led social media campaign to promote the Māori electoral option (MEO) among rangatahi Māori aged 18 – 29 years. The campaign ran from 1 June to 2 August 2018.

Litmus evaluated #FFSChoose between November 2018 and January 2019. We reviewed campaign documents, interviewed six key stakeholders, and analysed social media activity and statistics. We also conducted an online survey of 169 people through the #FFSChoose Facebook page.

Key findings

Overall, the campaign contributed to helping rangatahi Māori participate in the MEO. The #FFSChoose campaign increased awareness and generated conversation to help rangatahi make informed choices about which roll they wanted to be on.

The campaign information had wide reach and successfully engaged the target audience. Most Facebook users who interacted with the campaign were aged between 18 to 29 and lived in New Zealand. Many also self-identified as Māori. Six months following the campaign, most survey respondents could recall the campaign purpose indicating a good level of awareness about the MEO.

The campaign successfully generated online and offline conversation. The Facebook page encouraged comments and debate about the MEO. The social media platform also allowed Facebook users to connect whānau and friends into the conversation through tagging and sharing content. Most survey respondents talked to their whānau and friends after seeing #FFSChoose content.

The campaign contributed to helping rangatahi and others choose which roll to be on. Most survey respondents thought the campaign information helped them make a choice and provided information they needed to make a choice. Survey respondents reported taking offline action after seeing the campaign including enrolling for the first time and changing roll. Notably, a quarter of Māori Facebook users surveyed said they switched from the General roll to the Māori roll after seeing campaign information.

Stakeholders considered the campaign approach successful. However, they noted challenges in delivering information about the MEO and considered the context complex. Most Facebook users surveyed considered the information resonated with them and stood out from other information. Māori Facebook users valued the strength of Māori representation in the campaign and considered the information humorous and fun. Social media influencers successfully connected with Facebook users and leveraged their platform to ensure the campaign messages reached a wide audience.

Te Puni Kōkiri delivered the campaign in a learning context. Stakeholders noted the following key learnings.

- Strong social media moderators can foster positive engagement and facilitate a safe learning environment for rangatahi Māori.
- Social media can usefully push creative boundaries to reach different audiences, but will not fit every context or campaign.
- Māori-led campaigns that value and emphasise Māoritanga resonate positively with rangatahi Māori.
- Social media influencers can effectively leverage information to wider audiences.

The impact of the campaign on the proportion of Māori on the General or Māori roll is unknown. We cannot assess the level of contribution of #FFSChoose to changes in the electoral roll given the campaign scope and other information available at the same time. However, the campaign may have contributed to encouraging rangatahi Māori participation in electoral processes and closing the participation gap between rangatahi Māori and other population groups.

Background

New Zealand is seeking to address low Māori voter participation

In 2016, the then National government provided \$5 million over four years to increase Māori participation in electoral processes. In 2017, Te Puni Kōkiri funded the social media and community engagement campaign, For Future's Sake Vote (#FFSVote). This campaign aimed to increase rangatahi Māori participation in the 2017 General Election.

In 2018, Te Puni Kōkiri sought to leverage the #FFSVote social media platform to engage rangatahi Māori in the Māori Electoral Option (MEO) 2018. This renewed campaign was called For Future's Sake Choose (#FFSChoose).

Rangatahi Māori have low enrolment and voter participation rates

Electoral participation in New Zealand has steadily declined since the 1980s.¹ Low voter enrolment and participation are particularly pronounced for rangatahi Māori. In 2017, 62% of Māori aged 18–29 voted, compared with 70% of non-Māori aged 18–29.²

Rangatahi Māori make up 32% of the total Māori population.³ Low voter participation among rangatahi Māori means a sizable portion of the Māori population is not voting. Consequently, rangatahi Māori are less likely to have parliamentary representation that reflects their needs and wishes, and representatives who advocate for them.

Low participation in electoral processes has other known impacts. Civic engagement can lead to reduced risky behaviour and increased academic success and participation in civic life.⁴

Electoral participation for Māori has a complex history

In 1867, New Zealand Parliament created four designated Māori seats through the Māori Representation Act. The act provided Māori limited representation in Parliament.⁵ Eligible Māori voters could enrol in the Māori electoral roll. However, Māori voter participation has been contested and undermined from this time. The value and existence of the Māori seats continues to be debated by some lobby groups.

¹ Electoral Commission, 2018d

² Electoral Commission, 2018a

³ Te Puni Kōkiri, 2017

⁴ Voting counts, 2018

⁵ Electoral Commission, 2018f

In 1975, the government introduced the Māori electoral option (MEO). This allowed Māori to choose whether to enrol to vote on the General roll or the Māori roll. However, the number of Māori seats remained the same until electoral reform in the 1990s.

Māori electoral seats are now based on the number of people who whakapapa Māori in geographic areas and the number of people enroled on the Māori roll. Since 2002 there have been seven Māori electorates.

The MEO provides Māori an opportunity to change electoral rolls

The MEO occurs once every five to six years, usually following each census. In 2018 the MEO took place from 3 April to 2 August.

There has been little change since 1997 between the Māori and General roll. However, it is difficult to know whether Māori voters are actively choosing to stay on the same roll or are disengaged from political participation. Following the MEO in 2018, 52% of Māori were enroled on the Māori roll, and 48% were enroled on the General roll.

Rangatahi Māori voters need to be well informed to decide which roll they want to be on and the implications of their choice. They need relevant and accessible information to make an informed decision. #FFSChoose aimed to provide this information to improve rangatahi Māori participation in electoral processes.

#FFSChoose campaign objectives

The campaign aimed to increase rangatahi Māori electoral participation

The #FFSChoose campaign aimed to increase awareness of the MEO and encourage rangatahi Māori to make an informed decision about which electoral roll to be on.

The main campaign objectives targeted rangatahi Māori to:

1. increase awareness of the MEO
2. generate conversation about the MEO
3. improve informed decision-making around the MEO

The campaign also had the following long-term goals:

- Creation of sustainable messages that can be used in future campaigns
- Closing the gap between rangatahi Māori and non-Māori participation statistics
- Rangatahi are empowered to participate in National, Local and Iwi electoral events.

The campaign aimed to contribute to the long-term Whānau Ora outcome 'Whānau are participating fully in society' and aligned to the Whānau Ora short-term outcomes to increase the number of whānau exercising their right to vote in national and local council elections.

Te Puni Kōkiri delivered #FFSChoose through social media

In 2018, Te Puni Kōkiri delivered #FFSChoose campaign exclusively through social media platforms, mainly Facebook. The campaign built on the #FFSvote social media and community engagement campaign.

Te Puni Kōkiri delivered campaign information through the Facebook page and other social media outlets such as Instagram. The content information included:

- Short informational videos (Stanimations)
- Live feeds from social media influencers
- Personal videos from social media influencers ('Hero' pieces/spoken word videos)
- Social media posts encouraging engagement
- Myth buster information
- Other short information content (i.e., date the MEO closes)

The content was designed to be engaging, relevant and resonate with rangatahi Māori. Te Puni Kōkiri worked with GSL Promotus to help design and deliver the campaign.

The campaign ran from 1 June to 2 August 2018 and was delivered alongside the Electoral Commission campaign. The Electoral Commission campaign targeted all eligible voters of Māori descent and was delivered through television, radio, and social media.

This evaluation assessed the campaign against its purpose

Litmus evaluated the campaign between November 2018 and February 2019. We assessed the campaign against the key short-term outcomes and its overall impact. We also assessed the success of the approach and identified learnings from the campaign.

We assessed the campaign against the following key questions:

1. What were the key objectives of #FFSChoose?
2. How well did #FFSChoose achieve its intended outcomes?
3. How successful was the approach used in #FFSChoose?
4. What are the learnings from #FFSChoose?
5. What were the initial impacts of #FFSChoose?

We conducted a document review, interviewed six key stakeholders, and analysed all social media activity and statistics from the campaign duration. We also conducted an online survey in January 2019. In total 169 people completed or partially completed the survey.

Appendix A provides a detailed description of our approach and data limitations.

#FFSChoose increased awareness of the MEO

This section presents our assessment of how well the campaign increased awareness of the MEO among rangatahi Māori (campaign objective 1).

Evaluative judgement

The #FFSChoose campaign was effective at reaching and engaging its target audience. However, assessing the extent of awareness among rangatahi Māori is difficult. Facebook does not gather ethnicity data so it is hard to assess reach among this group. Campaign information was widely seen by the target audience, and they were able to recall key messages six months after the campaign ended.

The campaign raised awareness of the MEO

Most Facebook users surveyed recalled the campaign six months after it ended, indicating the campaign had improved their awareness of the MEO. When prompted with images from the campaign, 79% of all survey respondents recalled seeing #FFSChoose content. Recall was higher in survey respondents of Māori descent (88%) and under the age of 30 (89%).⁶

Nearly half of survey participants identified the key purpose of the campaign. In total, 44% considered the main message to be the importance of making a choice to be on the Māori roll or the General roll. A third (32%) thought the main message was the differences between the Māori roll and the General roll.

#FFSChoose reached young New Zealand voters

The #FFSChoose Facebook page had extensive reach, including more than 14,000 followers. This means more than 14,000 people opted-in to follow the #FFSChoose page and receive #FFSChoose posts on their News Feed. Of these followers, about 78% were in the targeted age group, 18–29 year olds. Approximately 60% were women.

The proportion of Facebook followers who whakapapa Māori is unknown as Facebook does not collect this data. However, many people who followed the campaign or commented on the page, self-identified as Māori in their comments. This indicates the campaign had a good reach among Māori social media users.

⁶ See Appendix B, Table 3

Most followers were based in New Zealand, around 90%. Of these, the top five regions where followers were based included Auckland, Wellington, Canterbury, Waikato, and Palmerston North.

The campaign extended beyond followers of the Facebook page

#FFSChoose used boosted posts to promote their content to Facebook users who might be interested in the campaign but were not followers the page.⁷ #FFSChoose boosted its posts to New Zealanders aged 19 to 29. Due to Facebook rules, ads could not be targeted by ethnicity. Boosted content meant information posted on the #FFSChoose page reached a wider audience than the followers of the #FFSChoose Facebook page.

Some campaign videos, particularly Stan Walker's spoken word 'Hero' piece, went viral and were shared widely beyond the #FFSChoose Facebook page. The 'Hero' video reached about 700K unique user's newsfeeds⁸ and about 22K unique users viewed 95% of the video. This increased the reach of the campaign information.

Facebook users raised awareness of the MEO among whānau and friends

Rangatahi Māori actively sought to involve their friends and whānau in the MEO conversation. Considerable online activity on the Facebook page involved tagging whānau and friends to encourage them to learn more, watch a #FFSChoose video, or choose a roll during the MEO. In total, 29 Facebook posts were shared 3,453 times throughout the campaign. An additional 367 people were tagged by others who saw the campaign information.

This approach meant engagement spread beyond the original Facebook page and contributed to engaging more of the targeted audience in the campaign.

Other campaigns contributed to increasing awareness

#FFSChoose was one of two major campaigns on social media during the MEO 2018. The Electoral Commission campaign ran April to August 2018 and was delivered through social media, TV and radio. The TV campaign had the greatest recall among Māori voters followed by social media. This was the first-time social media surpassed radio in the MEO.

⁷ Facebook Ads has paid advertising through the Boost Post feature. Once a post is published it can be turned into an ad which will appear on different places on Facebook. Boosted posts can be targeted to a customised audience based on age, gender, location, and more.

⁸ See Appendix 2, Table 4

Survey respondents recalled seeing information from the Electoral Commission campaign indicating this information also raised awareness and may have informed their subsequent actions. When prompted with images, nearly half (43%) of those surveyed recalled seeing the Electoral Commission's website during the campaign, a third (35%) recalled seeing the Electoral Commission's Facebook page, and 28% did not recall seeing any of the campaign material.

As with awareness of the #FFSChoose campaign information, Māori were more likely to recall seeing the Electoral Commission Facebook page (51%) and less likely to have seen none of the campaign material than survey respondents as a whole (13% had not seen any of the promoted material from other campaigns).

#FFSChoose had substantial engagement compared with New Zealand industry benchmarks

The campaign engagement compares well to other industry social media engagement. Mosh Social Media defines its engagement metric as the number of talks (interaction with a page's posts including likes, other reactions, comments and shares) divided by the number of likes, expressed as a percentage. Using Mosh Social Media's metric the average engagement rate across all posts during the #FFSChoose campaign was 172%.

This compares very well to New Zealand's top 20 Facebook pages. According to Mosh Social Media's, *The New Zealand Facebook Report 2017* average engagement ranged from 323.23% to 48.1% for New Zealand's top 20 Facebook pages.⁹

⁹ Mosh Social Media, 2018

#FFSChoose generated conversations

This section presents our assessment of how well the campaign generated conversation among rangatahi Māori (campaign objective 2).

Evaluative judgement

The campaign generated conversations about MEO among Māori online and offline.¹⁰ Facebook users tagged and shared information with whānau and friends, they engaged in debate online, and they reported offline conversation.

The campaign encouraged and facilitated organic online debate and Facebook users responded to racist or misleading commentary about the MEO.

The campaign generated conversation offline

Talking with whānau and friends was the most common behaviour after viewing the #FFSChoose information among survey participants.¹¹ Half (54%) of survey participants indicated they talked with whānau and friends about the MEO after viewing #FFSChoose information. This was similar in the under 30 age group (51%).

Māori were more likely to talk to whānau and friends than survey respondents as a whole. Nearly three quarters (72%) of Māori surveyed reported talking to friends and whānau after viewing the campaign information.

Facebook users engaged in political discussions online

Facebook users participated in political discussion about the MEO through the campaign Facebook page. This was evident from the many comments and replies on posts.

Facebook posts and information videos generated conversation online. Posts such as the competition post¹² were particularly effective at generating online conversation about the MEO. The competition post generated 719 comments, many of which demonstrated active engagement with the content of the videos.

[Stanimation] #3 as it explains exactly how important the Māori [roll] is and [how] much it influences the amount of seats. Been very unsure about this all but these videos have changed my mind I think ☺ Glad to have it finally explained!

¹⁰ Offline refers to face-to-face or otherwise non-electronic based activity.

¹¹ See Appendix B, Table 5

¹² This post provided an opportunity to win a #FFSChoose prize pack. Users were asked to watch three Stanimation videos and describe what they liked best about each.

Other posts also generated a high level of online dialogue about the MEO. For example, the Number of MEO and General Electorates post and the second Stanimation video both generated over 500 comments. Nearly half (46%) of these comments were specifically about the MEO.¹³

Engagement on these posts may have been a response to negative comments on this content. Some posts generated a high number of negative, often racially charged, commentary.

Some Facebook users viewed the MEO and Māori seats as negative discrimination and actively tried to disrupt online discussions. During the first half of the #FFSChoose campaign, a sizable portion of the online commentary was negative. Negative commentary included racist comments about Māori and baiting users online with the intent of provoking and upsetting those in favour of the MEO.

Māori Facebook users mitigated negative commentary online

The campaign encouraged and facilitated Māori Facebook users to diffuse online racist commentary. Most negative commentary was organically mitigated or diffused by other user's responses. For example, users called out those who made racist comments and internet trolls.¹⁴

Try looking up why the Māori roll exists in the first place [Name]. It was formed 'cause Māori were unable to vote on the General Roll because they didn't own land individually. The rules were that you could only vote if you owned or rented land as an individual but Māori always own land together as Whānau so they couldn't vote. The Māori Roll was made so that Māori would still have a voice in govt despite this and so that the crown honoured their obligations under Treaty of Waitangi... So yes... Māori votes were in a way "not counted" prior to the Māori Roll. It's sad that so many of these ignorant comments come from people who have no idea why we even have a Māori Roll because they haven't bothered to look it up...

Users also supported each other by liking and replying to users' posts that responded to negative comments.

The campaign encouraged users who replied to negative commentary and fostered positive dialogue by rewarding them with prize packs. Te Puni Kōkiri and GSL Promotus also regulated negative, particularly racist commentary. The campaign moderator continuously assessed and when necessary blocked negative online commentary from the page.

¹³ See Appendix C for a description of posts

¹⁴ In internet slang, a troll is a person who starts quarrels or upsets people on the Internet to distract and sow discord by posting inflammatory and digressive,[1] extraneous, or off-topic messages in an online community (such as a newsgroup, forum, chat room, or blog) with the intent of provoking readers into displaying emotional responses[2] and normalizing tangential discussion,[3] whether for the troll's amusement or a specific gain.

Negative online commentary was not unique to the #FFSChoose campaign. The Electoral Commission's social media campaign also experienced a high-level of negative and racist commentary.

Stakeholders interviewed considered the various responses to negative commentary effective. They especially considered the organic engagement and responses effective and fostered these when possible. Negative commentary on campaign posts dropped over time. This may have been due to the length of the campaign (two months).

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#FFSChoose contributed to informed decision-making

This section presents our assessment of how well the campaign contributed to informed decision-making among rangatahi Māori (campaign objective 3).

Evaluative judgement

The campaign contributed to helping rangatahi Māori make an informed choice about the MEO. It helped them participate in the MEO and to encourage others to participate also. The campaign provided information to help them make a choice and answered questions about the MEO. The extent the campaign contributed to the number of people choosing either roll is unknown.

Campaign information helped people choose an electoral roll

Almost all survey participants (93%) reported the campaign provided information they needed to make a choice about the MEO. There was no difference between survey participants as a whole, Māori participants or people under 30 years old.¹⁵

Over 90% of survey participants also reported the campaign information made them confident to make a choice about which roll to be on. Again, there was no difference for Māori participants or participants under 30 years old.

Facebook comments from the campaign demonstrated how campaign information helped inform people's MEO choice. They noted the information explained why it was important to choose.

I never understood any of this voting until now. After watching the videos, it's made my decision very easy.

Stanimation 1 helped me to work out my decision. On whether to vote General or Māori roll. Such an informative way to do it so people can understand better.

¹⁵ See Appendix B, Table 6

The campaign helped Facebook users get involved in the MEO

Two-thirds of survey participants reported they took an action after seeing the #FFSChoose campaign.

As discussed, talking with whānau and friends was the most common action survey participants reported taking. In addition, Facebook users said they took the following actions:

- 36% shared information on social media
- 32% told their friends to choose a roll
- 16% switched to the Māori roll
- 8% enrolled for the first time
- 3% switched to the General roll.

Around one third (32%) did nothing after viewing campaign information.¹⁶

A quarter of Māori Facebook users surveyed switched to the Māori roll

In comparison to the whole survey sample, Māori surveyed were more likely to switch from the General roll to the Māori roll. Over a quarter (27%) of those surveyed who identified as Māori said they switched to the Māori roll after seeing #FFSChoose campaign information. In comparison, only 2% switched to the General roll.

Māori participants surveyed were more proactive than people under 30 years old and more proactive than the whole survey population. As discussed, nearly three quarters (72%) of Māori surveyed talked about the campaign information with whānau and friends. In addition:

- 57% shared on social media
- 45% told their friends to choose a roll
- 12% enrolled for the first time

Almost all Māori participants surveyed took an action following engagement with the campaign. Only 13% of those who identified as Māori said they did nothing after viewing #FFSChoose information.

The campaign encouraged and answered questions about the MEO

The campaign generated many questions about the MEO. Frequently asked questions, included:

- Am I eligible to choose? (i.e., I am Māori, but live overseas can I vote?)

¹⁶ See Appendix B, Table 5

- How do I choose? (i.e., Can I choose online? Where can I find a form?)
- What roll am I currently on? How can I check?
- Am I really stuck with this choice for the next five to six years? Why?
- What is the impact of my choice? (i.e., how does my choice effect parliament?) Now? And the future?
- How does my vote impact the number of Māori seats in parliament?
- Why are there fewer candidates to choose from if I'm on the Māori roll?
- Why are Māori electorate MPs all from the same political party? Why is there no opposition within the Māori electorate?
- Is the Māori Electoral Option still relevant today?

#FFSChoose campaign moderators responded promptly to questions. Stakeholders interviewed noted responding quickly to questions set the tone for other responses and fostered a positive online space.

At times campaign moderators were limited to how and what they could answer because of government policies on political neutrality. In some cases, users became frustrated by this. However, other Facebook users also actively responded to these questions.

Campaign videos helped people make an informed choice

The Stanimation videos were designed to inform rangatahi about the history of the MEO and the importance of making a choice.

Stanimations effectively engaged rangatahi. They were short and clear. People following the Facebook page engaged with the content by tagging whānau and friends and leaving comments. Stanimation 3, 'How does it affect me', was the fourth most viewed video. It reached¹⁷ 381,858 people and 12,136 people watched at least 95%¹⁸ of the video.

In Facebook comments, users considered the Stanimations increased their understanding of the MEO and encouraged them to make a choice.

My favourite [Stanimation] video was number 1. [...] because I found it easy to understand why we New Zealand have two rolls, and that it explains why it is very important to choose which roll to be on. I now have a good understanding of it

Stanimation #2 as it shows the difference between the two and it's something I never really knew about but seeing that video has given me an understanding of both. ... being a #NZ #MĀORI#WAHINE I am all for my people 🇳🇿 so I am hopping on the Māori roll for sure.

¹⁷ the total number of people the post was served to (unique users)

¹⁸ The number of unique people who watched the video at 95% of its length, including people that skipped to this point.

The overall impact of the campaign on the number of rangatahi on each roll is unknown.

Although Facebook comments and survey results indicated the campaign helped people choose an electoral roll, the movement between rolls was limited. It not possible to attribute this change to the #FFSChoose campaign.

However, the campaign appears to have made some contribution to rangatahi engagement with the MEO. Unsurprisingly, rangatahi had the highest levels of new enrolments throughout the campaign.¹⁹

IN addition, more rangatahi aged 18–29 switched from the general roll to the Māori roll during the MEO than in any other age group. In all age groups 30 and over the reverse was true, more people switched from the Māori roll to the general roll.²⁰

Furthermore, more rangatahi aged 18–29 changed rolls than any other age group.²⁰ In total 3,803 rangatahi aged 18 – 29 changed rolls during the MEO. This indicates these rangatahi were engaged and aware of the MEO and were empowered to make a choice between either roll.

It is important to note that the number of people who switched rolls does not indicate effectiveness of the campaign as some campaign followers may have considered the campaign information reinforced their current choice of roll.

¹⁹ See Appendix B, Table 7

²⁰ See Appendix B, Table 8

Success of the campaign approach

This section presents our assessment of the success of the campaign approach.

Evaluative judgement

The campaign was delivered in a difficult context with various limitations. However, we assessed the approach as successful because the campaign reached and engaged rangatahi, provided information to help them choose a roll, and was delivered in a way that strengthened Māoritanga for the target audience. Key factors in the successful delivery were strong moderation and a flexible and collaborative approach.

The MEO is a challenging context in which to provide information

Stakeholders from organisations involved identified challenges providing information on the MEO to rangatahi. Stakeholders noted the following key points:

- **The MEO is a complex topic** and difficult for many people to understand, particularly if they face other challenges to civic participation (such as literacy, education, time, resources, and facilities to research information).
- **Limited information is available** about the MEO, particularly information targeted at young people or specifically designed for rangatahi Māori. While the Electoral Commission provides information through the website, some stakeholders noted this information is not easy to find or access.
- **Information for rangatahi needs to be short and clear.** Stakeholders interviewed considered any information on the MEO should seek to actively engage rangatahi through short, humorous and relevant messages. Stakeholders considered the #FFSChoose campaign design focussed on achieving this.
- **Rangatahi typically have low engagement** in electoral processes creating a challenge to engage and include them in discussion.

Stakeholders also identified the challenge for Te Puni Kōkiri as a government department to deliver politically neutral information about the MEO. Te Puni Kōkiri could not advocate one choice over another in any of the campaign material.

Stakeholders interviewed noted maintaining political neutrality was particularly difficult in the context of explaining the implications of choosing a roll to rangatahi. At times, some stakeholders considered the context overly risk-averse. For example, information about how choosing to be on the General roll affects the number of Māori seats in parliament was difficult to explain in a politically neutral way. The Stimulation videos sought to provide this information in politically neutral ways. These videos were assessed by the Electoral Commission before release.

The campaign approach was successful in this difficult context

Stakeholders interviewed considered the approach successful within the complex context. The following were key success factors in the campaign:

The campaign information resonated with rangatahi and campaign followers

Campaign information was well designed for rangatahi and resonated with Facebook users.

Of those surveyed, over 90% agreed or strongly agreed that the information was easy to understand and stood out from other information about the MEO. There was no difference between the group as a whole, Māori or people under 30 years old. In addition, 82% agreed or strongly agreed the information spoke to people like them. For Māori, 90% considered the campaign information spoke to people like them.²¹

In comparison, 85% of people surveyed considered other information²² about the MEO easy to understand.²³ However, two thirds (67%) considered it stood out from other information and three quarters (73%) thought it spoke to people like them. For Māori survey respondents, only 51% thought the alternative information stood out from other information about the MEO. There was no difference for people under 30 compared to the group as a whole.

Facebook users valued the strength of Māori representation in the campaign

Māori Facebook users particularly valued the Māoritanga of the campaign information. Many valued the way Māori culture and history was presented and the importance of political representation for Māori.

This one hit me hard! it made me think about our tangata whenuatanga - our identity as Māori, and our rights underlined in Te Tiriti! Giving us a choice is allowing us to represent us as Māori and our tūpuna who stand before us!

Listening to the history of the treaty and the importance of it made me realise how important our Māori culture really is and also the Māori roll. Never really understood the difference between them. But now I see the rolls for both are different in their own way.

Facebook users particularly considered the spoken word 'hero' video from Stan Walker a powerful presentation of pride in and value of Māori identity. Facebook users strongly valued this video in the campaign information. This is reflected in the popularity of the video. During the campaign, it reached 701,611 unique users, was shared 2,588 times and was

²¹ See Appendix B, Table 6

²² Other information included Electoral commission website and campaign information from the Electoral Commission. This question was prompted, ie., did you see any of the following information.

²³ See Appendix B, Table 9

commented on 955 times. The Facebook comments focussed strongly on how the video encouraged pride in their Māori identity.

I liked his spoken word video very powerful message of identity and empowerment. I'm already on the Māori roll have been since I turned 18 and now 26. Have already spoken to whānau about jumping over.

Social media influencers resonated with rangatahi and strengthened the campaign

The social media influencers, especially Stan Walker, resonated with Facebook followers. The most popular videos from the campaign were from Stan Walker. They were the spoken word video, his live video, and the competition. The popularity of these videos showed how these social media influencers expanded the reach of the campaign. Positive comments from Facebook demonstrated the value these social media influencers added to the campaign.

Stakeholders noted the importance of the social media influencers used. They valued having more than one influencer involved. Adam Blair and Stan Walker reached different target audiences.

Stakeholders considered social media influencers improved engagement from the target audience. For example, Stan Walker increased the popularity of #FFSChoose content by sharing posts with his Facebook followers. Overall, Stan Walker generated over 30,000 views from the videos he shared and increased post engagement (i.e., comments, likes, reactions, and clicks).

The information was humorous, fun, short, and clear

In Facebook comments, followers of the campaign valued the concise information. They considered the information clear and easy to understand. Many noted they had not understood the MEO prior to the campaign. Facebook followers also valued Māori focused humour.

Stakeholders interviewed noted ensuring the campaign information was clear and relevant was a priority and considered this a success of the campaign.

Strong Facebook moderation was key for campaign success

Stakeholders interviewed considered strong Facebook moderation an important component of the campaign. They noted #FFSChoose was open to racist and negative engagement.

To mitigate the impact of negative engagement, Te Puni Kōkiri took a multipronged approach that included:

- dedicating a person to moderating post comments
- blocking comments from being posted that included derogatory or offensive language

- blocking comments from view if they included derogatory or offensive language after they had been posted
- allowing politically sensitive discourse to occur online and play out organically
- using GIFs and humour to change the course of conversations
- commenting on negative posts encouraging users to respect other users' beliefs, values, and opinions.

This approach was successful in limiting the number of racist, derogatory or offensive comments. Limiting these comments allowed more positive commentary to emerge. It also meant the Facebook page could focus on answering questions relevant to the campaign rather than debating racist commentary. By controlling racist comments, moderators could ensure the conversations stayed on track (i.e., choose a roll).

Stakeholders further noted the value of community or organic moderation. This occurred when Facebook users diffused racist commentary through their engagement.

A collaborative and flexible approach facilitated campaign success

Stakeholders identified additional aspects of the campaign that facilitated success. These were:

- **Diverse campaign materials** (i.e., live videos, Facebook posts, Stanimations, Mythbusters, and Facebook posts). The diversity of the campaign information helped ensure rangatahi could access information in a way that resonated with them.
- **A staggered delivery** (i.e., delivering information throughout the campaign). Stakeholders noted the importance of continuing to introduce campaign material to keep people engaged. The stanimations, live videos, and 'hero' pieces were posted throughout the campaign and helped maintain interest.
- **Collaboration between Te Puni Kōkiri, GSL Promotus, and others** was important to ensure the campaign information was relevant for rangatahi, was delivered at the right time, and met the requirements to maintain an apolitical stance.

Key learnings for Te Puni Kōkiri

This section presents key learnings from the campaign for Te Puni Kōkiri.

Main messages

The #FFSChoose campaign was delivered in a learning context for Te Puni Kōkiri. Stakeholders considered social media as a useful way to connect with rangatahi. Stakeholders saw opportunities to expand and improve engagement on social media. However, they noted it was important to consider the context before using social media. Not all situations suit social media engagement.

Stakeholders also noted the importance of ensuring strong Māori leadership and voice in any social media campaign. This ensures the best resonance and engagement with Māori online.

Social media holds potential to connect with rangatahi but must be moderated

Strong, youth-focused social media engagement is a small area of activity for Te Puni Kōkiri. The #FFSChoose campaign (and #FFSVote in 2017) demonstrated value in engaging in the space and opportunity to expand engagement.

Stakeholders noted the value of using Facebook to communicate information. It was accessible to young people. Having the right social media influencers ensured the information reached the target audience. Tailoring the information engaged the target audience and helped keep them engaged throughout the campaign.

Stakeholders interviewed valued the opportunity to encourage discussion and debate through social media but considered it important to moderate these discussions carefully. Strong moderation ensured conversation was not racist or derogatory and provided a safe space for discussion. Moderation required a considered and intensive approach (i.e., constantly monitoring Facebook content). Future social media engagement should recognise the value of moderating discussion but consider the time and resource implications of intensive moderation.

Social media can be creative and push boundaries in the right context

Stakeholders considered social media activity provided an opportunity to push boundaries engaging with rangatahi. It was a less formal context to encourage political participation. Social media engagement also provided an opportunity for creativity. Future social media engagement could develop more creative and less risk-averse communications.

While some stakeholders considered Te Puni Kōkiri could expand social media use, they did not consider social media a universally useful tool. Some noted that given the complex and limited context of the MEO, the #FFSChoose campaign was sometimes unable to communicate information the rangatahi requested. Stakeholders cautioned the context for information and engagement should be considered carefully before using social media. While further campaigns in the electoral space may be limited, other Facebook campaigns could be considered.

Strong Māori-led online campaigns resonated with rangatahi Māori

Rangatahi responded positively to the way Māoritanga was centred in the #FFSChoose campaign. The campaign information deliberately emphasised pride in Māori identity and culture. The information, language and approach were rangatahi Māori focussed. This focus strengthened the campaign. Stakeholders from Te Puni Kōkiri identified the value of centring Māoritanga in future social media campaigns. They also noted the importance of using a Māori approach in the campaign.

Social media influencers can effectively leverage information to wider audiences

The #FFSChoose campaign chose social media influencers who resonated strongly with rangatahi Māori. GSL Promotus held focus groups with rangatahi to identify appropriate social media influencers.

Social media influencers, particularly Stan Walker, reposted campaign information to a wider audience and beyond followers of the #FFSChoose Facebook page. This process increased engagement and awareness of the campaign and of the MEO.

Stakeholders interviewed were aware of the value of social media influencers and considered the #FFSChoose was particularly successful in leveraging social media influencers to improve engagement.

Early impacts of #FFSChoose

Although small, this campaign had some early impact on empowering rangatahi Māori to participate in electoral events. Even limited online engagement can be productive and lead to increased political engagement and action offline.²⁴ Social media can strengthen mana tangata, whānaungatanga, and tino rangatiratanga among rangatahi Māori.²²

The campaign contributed to increasing rangatahi awareness of the MEO and generated both online and offline conversation about the MEO. Evaluation survey results demonstrate how online activity was transferred to offline activity including talking to whānau and friends, enrolling to vote and choosing a roll. The campaign information also helped rangatahi choose which roll to be on.

The effect of the campaign on the proportion of Māori enrolled on the Māori roll is unknown, but likely to be limited. While changes were seen in the roll during the campaign period, these may also be attributed to the Electoral Commission's campaign or other unrelated information. It is also important to note that the #FFSChoose campaign may have contributed to people choosing to stay on their current roll (i.e., they may otherwise have switched from Māori roll to General roll).

The campaign provided an opportunity for Te Puni Kōkiri to learn about online social media engagement with rangatahi Māori. The campaign was successful in delivering information online that resonated with their target audience. Furthermore, the campaign developed strategies to moderate online engagement to encourage safe but proactive online discussion. Given online spaces are frequently unsafe contexts for political debate, this is an important learning and should be implemented in future online engagement.

²⁴ Waitoa, Scheyvens and Warren, 2015

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Appendix A: Our approach

We undertook a mixed method approach to evaluate the #FFSChoose campaign. Our approach is outlined below.

We evaluated the campaign to identify initial impacts and learnings

Litmus evaluated #FFSChoose between November 2018 and January 2019. The evaluation purpose was to identify the initial impacts of the #FFSChoose campaign. We assessed how well the campaign achieved the intended objectives and identified key learnings from the campaign for Te Puni Kōkiri.

We conducted semi-structured interviews with key stakeholders

We interviewed six key stakeholders. All participants gave informed consent before participating. Interviews were up to one hour long and were audio recorded. We developed interview discussion guides based on an initial scoping interview with Te Puni Kōkiri.

Table 1: Number of people interviewed for the evaluation

	Number of people
Te Puni Kōkiri	2
Electoral Commission	2
GSL Promotus	2
Total	6

We analysed Facebook activity and statistics

This involved using Facebook's Insight feature and conducting a content analysis of user comments on campaign posts. Specifically, we:

- Analysed Facebook Insights data to understand Facebook user activity and user data. For example, reach of posts (by location, age, gender), user engagement with posts (views, comments, likes, reactions, shares, tags), extent of uptake of videos (number and proportion of users who watched 95% of videos), etc.
- Analysed Facebook user comments to understand the themes around conversations happening online. This involved extracting user comments and replies on campaign posts (from the campaign timeframe) using Facepager and analysing comments about the MEO.

We conducted an online survey

We designed a survey in collaboration with Te Puni Kōkiri. We delivered the survey through the #FFSChoose Facebook page. The survey was in field for three weeks (16 Jan to 6 Feb

2019) and happened nearly six months after the campaign ended (2 Aug 2018). We used two Facebook boosts to increase our response rate. 169 people completed or partially completed the survey.

Table 2: Survey participation

	Number of people	Proportion (%)
Completed	132	78%
Partially completed	37	28%
Demographic	Proportion completed (n=132)	
Māori	68	52%
Under 30	81	61%
Female	97	73%
Male	29	22%
Gender queer and non-conforming	5	4%
Prefer not to disclose gender	1	1%
Location	Proportion completed (n=132)	
Wellington	33	25%
Auckland	29	22%
Bay of Plenty	14	11%
Canterbury	12	9%
Otago	10	8%
Waikato	9	7%
Manawatu	7	5%
Northland	7	5%
Hawke's Bay	3	2%
Gisborne	3	2%
Taranaki	3	2%
Nelson and Tasman	2	2%

We note the following data limitations

The following key points should be noted:

- Facebook does not capture data on ethnicity. We were unable to determine the extent of reach among Māori. However, a large proportion of people who commented on Facebook stated they were Māori in their comment(s).
- The online survey was delivered on the #FFSChoose Facebook page and targeted to people under the age of 30 in New Zealand. We purposely targeted those who saw the #FFSChoose content to understand how well it was perceived.
- The survey data is not statistically significant because the sample size is too small.

Appendix B: Data tables

The following tables include survey data referenced throughout this report.

Table 3: Survey participant recall of #FFSChoose campaign content

Description	Overall (n=165)	Māori (n=68)	Under 30 (n=81)
Recalled #FFSChoose content	79%	88%	89%
Didn't recall #FFSChoose content	21%	12%	11%
Content Recalled			
#FFSChoose Facebook page	49%	57%	58%
Stanimations	43%	54%	59%
Stan Walker 'Hero'	50%	56%	48%
#FFSChoose Instagram	22%	32%	28%
Adam Blair Fortnite	11%	12%	10%

Table 4: Top 5 videos by total minutes viewed

Video (time)	Minutes viewed ²⁵	Post total reach ²⁶	Total watches @ 95% ²⁷	Proportion at 95%
Stan hero (3:01)	216,500	701,611	22,321	3%
Stan live video (2:38)	112,700	334,081	14,880	4%
Stan competition (0:57)	78,500	416,472	17,363	4%
Stanimation 3 (0:59)	63,000	381,858	12,136	3%
Stan three weeks (0:11)	39,700	394,811	70,795	18%

²⁵ This is defined as the total number of minutes the video was played, including time spent replaying the video during a single instance of video playing.

²⁶ the total number of people the post was served to (unique users)

²⁷ The number of unique people who watched the video at 95% of its length, including people that skipped to this point.

Table 5: Actions taken after viewing #FFSChoose information

Action	Overall (n=117)	Māori (n=60)	Under 30 (n=72)
Talked about it with whānau and friends	54%	72%	51%
Shared on social media	36%	57%	25%
Told my friends to choose a roll	32%	45%	26%
Did nothing	32%	13%	33%
Switched to the Māori roll	16%	27%	15%
Enrolled for the first time	8%	12%	11%
Switched to the General roll	3%	2%	3%

Table 6: Facebook user perceptions of #FFSChoose information

Description	Total agree/strongly agree (n=118)	Māori agree/strongly agree (n=60)	Under 30 agree/strongly agree (n=71)
Easy to understand	97%	97%	97%
Stood out from the other information	92%	95%	93%
Spoke to people like me	82%	90%	86%
Gave me the information I needed	93%	93%	92%
Made me confident to make a choice	92%	93%	90%

Table 7: MEO 2018 new enrolments by age

Age Band	New enrolments to General roll	New enrolments to Māori roll	Total new enrolments of Māori descent
18 to 24	1,192	2,037	3,229
25 to 29	111	322	433
30 to 34	104	208	312
35 to 39	72	178	250
40 to 44	56	160	216
45 to 49	63	141	204
50 to 54	55	100	155
55 to 59	61	119	180
60 to 64	45	73	118
65 to 69	38	44	82
70 plus	11	25	36
Total	1,808	3,407	5,215
Total 18 to 29	1,303	2,359	3,662

Table 8: MEO 2018 elector roll change by age






Age Band	Electors who changed to General roll	Electors who changed to Māori roll	Total Electors Changing Roll Type
18 to 24	944	1,138	2,082
25 to 29	779	942	1,721
30 to 34	841	779	1,620
35 to 39	823	703	1,526
40 to 44	931	718	1,649
45 to 49	1,054	836	1,890
50 to 54	1,037	749	1,786
55 to 59	1,082	722	1,804
60 to 64	903	533	1,436
65 to 69	745	403	1,148
70 plus	1,024	433	1,457
Total	10,163	7,956	18,119
Total 18 to 29	1,723	2,090	3,813

Table 9: Facebook user perceptions of the other MEO information

Description	Overall agree/strongly agree (n=135)	Māori agree/strongly agree (n=68)	Under 30 agree/strongly agree (n=81)
Easy to understand	85%	93%	86%
Stood out from the other information	67%	51%	65%
Spoke to people like me	73%	82%	72%
Gave me the information I needed	83%	87%	84%
Made me confident to make a choice	77%	84%	75%

Appendix C: Campaign post glossary

Table 7: #FFSChoose post glossary

Post	Description
	Stan Walker hero piece Stan Walker's spoken word video about his story, of who he is as a Māori, and what he represents.
	Stanimations (x3) Informative animated videos about the MEO using Stan Walker. Stanimation 1 focused on the history of the MEO. Stanimation 2 explained the differences between the two rolls. Stanimation 3 described the impact of making a choice on the number of Māori roll seats.
	Competition Video with Stan Walker promoting #FFSChoose Facebook page and the Stanimations. Facebook users were asked to like the #FFSChoose Facebook page, view the three Stanimation videos, and comment on which Stanimation video they liked best to be entered into a draw to win a #FFSChoose prize pack.
	Number of MEO and General seats Photo post explaining that the number of people on the Māori Roll helps determine the number of Māori Electorates.
	Stan Walker live video Live video feed by Stan Walker promoting the campaign.

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