

18 October 2023

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RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST (REF: DOIA020-2023/24)

On 24 September 2023, you contacted the Ministry for Pacific Peoples (the Ministry) requesting under the Official Information Act 1982 (OIA), information relating to Facebook management. I have outlined your specific requests and my responses to each below.

1. What policy governs and regulate the establishment of the MPP's Facebook page?

The relevant policies are the Ministry's Social Media policy and Social Media Community Guidance.

2. When was the MPP Facebook page Created?

9 August 2010.

3. What were the objectives for creating this MPP Facebook page?

The objectives were to build a strong sense of community among Pacific peoples in New Zealand by facilitating interactions to disseminate key updates and information about the Ministry's events and work programmes such as the COVID-19 response and Pacific Language Week series. Additionally, the Facebook page aimed to celebrate and raise awareness of Pacific cultures and maintain transparency and public engagement through open communications.

4. Who were the targeted audience on this platform?

The target audience was Pacific communities, individuals with an interest in Pacific cultures, government agencies, and non-governmental organisations working with Pacific communities.

5. Who is responsible for the content of the MPP Facebook page?

The Ministry's Communications team.

6. *What is the timeline that determines the frequency of posting content on the MPP Facebook page?*

The Ministry monitors engagement metrics to determine the timeline of posting content. This is achieved through the evaluation of likes, shares, and comments to reflect audience interest regarding content. Facebook analytics also assist with the Ministry's posting schedule based on audience behaviour. Additionally, the Ministry has a content calendar that schedules posts in advance to ensure we are posting at a consistent rate.

7. *To what degree do these public interactions influence a) existing policies, b) a new policy or c) decision making for MPP?*

Public interactions on the Ministry's Facebook page can offer valuable insights into community sentiment and concerns but do not solely influence policy or decision-making. While the feedback received online can be a useful data point, it is typically combined with other forms of consultation and research to shape existing or new policies.

8. *To what degree does the MPP consider a) questions /queries, b) request for information and c) comments from the public on the MPP Facebook page?*

9. *What processes does MPP has in place for responding to either a positive remark or negative remark posted on the MPP Facebook page?*

The Ministry considers all queries and comments from the public on its Facebook page and deals with them accordingly. We acknowledge the importance of public engagement as it is crucial for maintaining trust with the audience. For positive remarks, we acknowledge and engage further if relevant. For negative comments, we respond with empathy and when appropriate, resolve privately through direct messages. Clear community guidelines are enforced, and offensive comments are removed. We view every comment as a chance to demonstrate the Ministry's commitment to its audience.

10. *How effective and efficient has the MPP Facebook page been in aiding the role of MPP and the Labour Party Government?*

The Ministry's Facebook page is a key tool for showcasing our work programmes and engagement with Pacific communities to keep them informed. As a public sector agency, we maintain a stance of political neutrality at all times as per section 12 of the Public Service Act 2020. The Ministry's core mission is to serve New Zealand's Pacific communities, and the government of the day regardless of its political colour.

11. *What would you quantify as some of your challenges in managing the MPP Facebook page?*

Challenges include adapting to the evolving online landscape through new trends, platforms, and user behaviours that could affect the Ministry's reach and effectiveness.

12. *In the last 3 years, what new initiatives have been done to this platform?*

The Ministry has not made any changes to this platform in the last three years.

13. Which areas in terms of managing the MPP Facebook page is still an area in progress for the Ministry?

The Ministry is currently working to improve user engagement metrics and refine emergency communication for diverse Pacific communities in order to address language barriers and moderate discussions.

In line with standard OIA practice, the Ministry proactively publishes some of its responses to OIA requests. As such, this letter may be published on the Ministry for Pacific Peoples' website. Your personal details will be removed, and the Ministry will not publish any information that would identify you or your organisation.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: oia_requests@mpp.govt.nz.

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

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