

	 Facebook	 Twitter	 LinkedIn	 Instagram	 YouTube	 TikTok
<b>20 channels</b>	<b>Eight pages</b> One nationwide page and seven regional pages: Auckland, Central North Island, Hawke's Bay and Gisborne, Northland, South Island, Waikato and Bay of Plenty, and Wellington	<b>Eight pages</b> One nationwide page and seven regional pages: Auckland and Northland, Canterbury and West Coast, Central North Island, Otago and Southland, Top of the South Island, Waikato and Bay of Plenty, and Wellington	<b>One corporate page</b>	<b>One corporate page</b>	<b>One corporate page</b>	<b>One corporate page</b>
<b>531k followers</b>	<b>390,000 across all pages</b> Our top three pages: nationwide page (79,000) Auckland (72,500) South Island (71,300)	<b>74,000 across all pages</b> Our top three pages: Auckland & Northland (24,000) Wellington (19,800) nationwide page (12,500)	<b>40,500</b>	<b>6,700</b>	<b>18,100</b>	<b>3,850</b>
<b>12.8k posts published</b> <i>for FY 21/22</i>	<b>3,800 across all pages</b> 39% traffic alerts 21% planned works alerts 17% corporate updates 13% project updates 5% educational posts 5% marketing posts	<b>8,900 across all pages</b> 71% traffic alerts 16% planned works alerts 8% corporate updates 3% project updates 2% educational posts	<b>120</b> 58% corporate updates 42% project updates	<b>60</b> 43% marketing posts 21% educational posts 21% corporate updates 14% project updates	<b>Videos not counted as social media posts</b>	<b>Channel inactive FY 21/22</b> FY 22/23 to date: 22 posts 96% educational posts 4% project updates
<b>137k comments received</b> <i>for FY 21/22</i>	<b>130,750 across all pages</b> 120,000 comments 10,750 private messages	<b>5,500 across all pages</b> 5,200 comments 300 private messages	<b>760</b> 760 comments (no private messages)	<b>700</b> 320 comments 380 private messages	<b>109 comments</b> <i>Note by default we don't allow comments on videos</i>	<b>Channel inactive FY 21/22</b>
<b>95.1m people reached</b> <i>for FY 21/22</i>	<b>63.4 million people across all pages</b>	<b>19.6m views across all pages</b> <i>Twitter doesn't report reach; this is a measure of our total views</i>	<b>1 million people</b>	<b>71,250 people</b>	<b>11.05 million views</b> <i>YouTube doesn't report reach; this is a measure of our total video views</i>	<b>Channel inactive FY 21/22</b>
<b>\$86k internal advertising spend</b> <i>for FY 21/22</i>	<b>\$85,524</b>	<b>\$0</b>	<b>\$144</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

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# Challenges

- Changes to social media platforms (e.g. their algorithms), and the social media landscape in general
- Missed opportunities to engage people after we've published content
- No centralised content calendar
- Lack of consistency in tone and style across regional pages
- Marketing, when it appears on the channels, tends not to be social media-first

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# Principles

## Platforms

- We have the freedom to experiment with new and existing platforms, and with ways of communicating with our audience
- We'll showcase the work Waka Kotahi does and enables, and tell our story

## Content

- We'll ensure we have a good content mix, and content will be platform-first and fit for purpose
- We'll plan our content, rather than publishing ad hoc

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# Principles

## Community

- We'll continue to grow our audience, and we'll engage more with people in the comments
- We'll ensure we maintain a healthy community

## Further responsibilities and opportunities

- We'll meet our public sector commitments
- We'll use reporting as a source of intelligence and insights
- We'll ensure our people have a good understanding of social media

# Actions

## Fit for purpose content

- Establish a content calendar
- Identify more opportunities for local content on regional pages

## Experiment with and grow our channels

- Experiment with TikTok and become the leading government TikTok account
- Investigate YouTube as a social channel

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# Actions

## Better management

- Increase Sprinklr's moderation capability
- Develop reporting dashboards within Sprinklr and expand our listening capabilities
- Develop a better working relationship with our ad agency partners
- Retrospectively tag content with who's appearing in it
- Consolidate and review channels dedicated to projects or programmes

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# Actions

## Upskill our people

- Develop a social media style guide
- Run internal learning sessions
- Support our senior leaders in their social media journey

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# Sprinklr's "Advocacy" tool

- Advocacy is an add-on to Sprinklr that would allow us to serve our people with social content they could one-click publish to their personal pages (e.g. their personal LinkedIn profile)
- It presents as a webpage you log into, and from there you access a hub of content to share, as well as content on our owned channels to engage with
- Useful in providing content to our senior leaders to share on their LinkedIn profile
- Could broaden its use to all of Waka Kotahi
- Could give access to our ad agency partners for use in marketing— e.g. for providing content to influencers

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