

From: Matthew Floratos <channels@jira.nzta.govt.nz>
Sent: Friday, October 11, 2024 12:39 PM
To: Caitlin Ferner <caitlin.ferner@nzta.govt.nz>
Subject: CSW-22919 Driver licencing scheduling (for social media)

Reply above this line.

This is awesome Caitlin, well done! It's an excellent campaign, you've done a great job, and I can't wait to see what the response is like, especially for the practical and theory test posts 😊

I've put the schedule into a spreadsheet with budget, targeting, and timing information for you so you can refer back if needed: [Internal link](#)

[Internal link](#)

[Internal link](#)

As we schedule the content in, publish it, boost it etc. I'll check back in on the spreadsheet and update it 😊

Ngā mihi
Matthew Floratos

Channels and Web | Design and Brand
E: channels@nzta.govt.nz

Cc: caitlin.ferner@nzta.govt.nz

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