

From: Caitlin Ferner  
 Sent: Thursday, October 24, 2024 8:57 AM  
 To: Cassandra Rivers <Cassandra.Rivers@nzta.govt.nz>; Jo O'Brien <Jo.O'Brien@nzta.govt.nz>; Helen Keyes <Helen.Keyes@nzta.govt.nz>  
 Subject: RE: DL social media report for reg report

Some more detailed info for you 😊

From 11 to 23 October we posted:

- [Road code infographic](#)
- [Cancel or reschedule](#)
- [One lane bridge sign](#)
- [Drive infographic](#)
- [Driving too slow](#)

**Campaign statistic highlights (as at 24/10/24)**

Reach (organic)	248,540
Reach (paid)	70,070
Total reach	330,800
Engagement	3,270
Shares (facebook)	275

The most popular post to date has been the [One lane bridge sign](#) (published October 17). This has been posted across all NZTA facebook pages (main and regional), Instagram, and Twitter (X). It's driven high engagement on facebook. As we've asked a question in the post (Do you know what this sign means?) a high volume of these was people answering the question, alongside people sharing their driver licence test experience.

For this style of content on Instagram, this is performing really well particularly in the volume of people sharing or sending the post.

**Post statistics (main NZTA facebook page only)**

Reach	74,190
Engagement	1,060

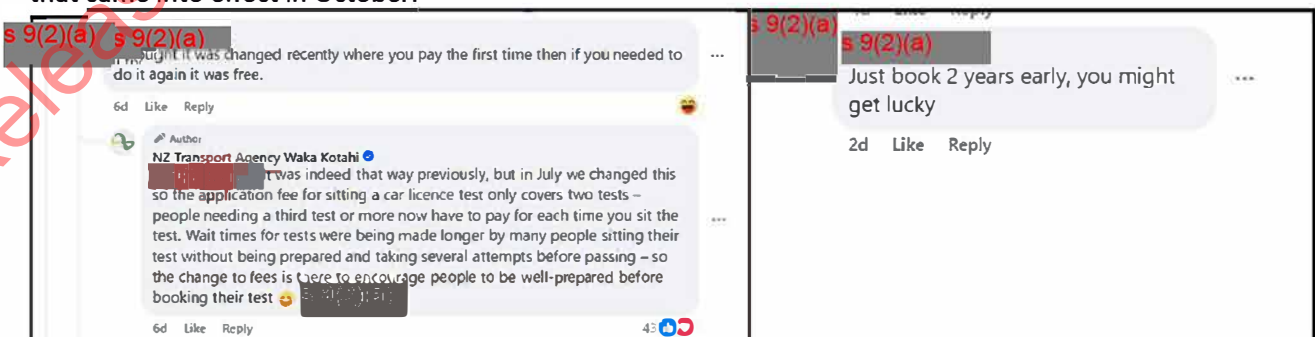
**Sentiment**

Overall, sentiment has been positive or neutral. As expected, the highest engagement has been on the posts where we talk about test failure reasons.

Comments have centred around sharing peoples own experience with driver licence testing, sharing their knowledge of the road code, and

There has been some instances of people sharing their dissatisfaction with wait times, or how tests are run right now.

In some instances we've clarified the change to application fees where people did not know of the changes that came into effect in October.



s 9(2)(a) s 9(2)(a)

Your advice is good and helpful to those who are trying. Preparation and knowledge of your road rules is of importance to making traveling an adventure for a life time. Thank you NZ Transport Agency Waka Kotahi

10h 1 like Reply



Bridgestone Tyre Centre Westgate  
Follow

It is a fantastic resource for the learner driver and also as a refresher for the adult helping the learner driver !

2d Like Reply

From: Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>

Sent: Wednesday, October 23, 2024 9:44 AM

To: Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>; Jo O'Brien <[Jo.O'Brien@nzta.govt.nz](mailto:Jo.O'Brien@nzta.govt.nz)>

Subject: RE: DL social media report for reg report

Hiya, apparently the deadline is Friday. You can flick straight to Helen and cc me in. Thank you!

From: Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>

Sent: Wednesday, October 23, 2024 9:43 AM

To: Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>; Jo O'Brien <[Jo.O'Brien@nzta.govt.nz](mailto:Jo.O'Brien@nzta.govt.nz)>

Subject: RE: DL social media report for reg report

Can get that data - when do you need this by?

From: Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>

Sent: Wednesday, October 23, 2024 9:42 AM

To: Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>; Jo O'Brien <[Jo.O'Brien@nzta.govt.nz](mailto:Jo.O'Brien@nzta.govt.nz)>

Subject: RE: DL social media report for reg report

Sorry and also dates.

I think Helen wants to be able to say when it started, how many posts, total numbers etc"

From: Cassandra Rivers

Sent: Wednesday, October 23, 2024 9:40 AM

To: Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>; Jo O'Brien <[Jo.O'Brien@nzta.govt.nz](mailto:Jo.O'Brien@nzta.govt.nz)>

Subject: RE: DL social media report for reg report

Hi again, Caitlin actually could you please provide more stats on the campaign?

I sent the stuff below to Helen, but she's asked for wider stats (eg, overall how are we tracking) and also for Instagram. Is that ok to provide that?

Cass

From: Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>

Sent: Tuesday, October 22, 2024 9:36 AM

To: Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>; Jo O'Brien <[Jo.O'Brien@nzta.govt.nz](mailto:Jo.O'Brien@nzta.govt.nz)>

Subject: RE: DL social media report for reg report

Looks good 😊 have just updated the stats again for ya

How often would you want to get reporting/insights into the campaign? I can send you something every week/month on how we're tracking if you wanted

Released under the Official Information Act 1982

**Caitlin Ferner** (she/her)

**Senior Communications Advisor, Regulatory**

Te Waka Kōtuitia | Engagement and Partnerships

**NZ Transport Agency Waka Kotahi**

**From:** Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>

**Sent:** Tuesday, October 22, 2024 9:06 AM

**To:** Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>; Jo O'Brien <[Jo.O'Brien@nzta.govt.nz](mailto:Jo.O'Brien@nzta.govt.nz)>

**Subject:** DL social media report for reg report

Hey hey, Helen asked me to provide something on our social media campaign for Reg Report...

Let me know what you think of this!

### **Driver licencing social media campaign**

NZTA is running a social media campaign focused on driver licencing. The campaign began mid-October 2024 and runs for approximately six months.

The goal of the campaign is to raise awareness of what's involved in getting a driver licence, and encourage people to be prepared for their theory and practical tests.

We've split our approach into three categories: new entrants, overseas licence conversions, and reminders of applicants' responsibilities to help in reducing wait times. Our posts for overseas licence conversions will be translated into Simplified Chinese, Punjabi, Filipino and Hindi for the nationalities which make up the majority of overseas licence conversion applicants.

So far, the response and general sentiment has been positive across platform, with particularly high engagement on Facebook (people are keen to show off their knowledge of the road rules). On Facebook we have reach over 230,000 people, with 165,000 of those views being organic (unpaid) and more than 200 comments and 55 shares on our most recent post about [one way bridge signs](#). This level of engagement compares well in comparison to other NZTA content.

**Cassandra Rivers** (she/her)

**Senior Advisor, Communications and Engagement - Regulatory**

Te Waka Kōtuitia | Engagement and Partnerships

Email: [cassandra.rivers@nzta.govt.nz](mailto:cassandra.rivers@nzta.govt.nz)

Mobile: § 9(2)(a)

**NZ Transport Agency Waka Kotahi**

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[Connect with us on social media](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)