

26 July 2019

██████████ Withheld under s9(2)(a) of the OIA
 ██████████

Dear ██████████ Withheld under s9(2)(a) of the OIA

I refer to your official information request, received by Education New Zealand (ENZ) on 1 July 2019. This response relates to your request, as follows:

Details of any payments made to social media "influencers" by the department in return for posts (no date limit). Please include the details of the influencer, the platform, cost of the post, topic and date.

The table below shows the details of social media influencers who were paid for promotional activities, including social media posts. The social media influencers also participated in activities, such as media interviews, press conferences and attending ENZ's promotional events. The cost for the posts is unable to be split from the total payments made to the social media influencers, therefore ENZ has provided the total payments made to the social media influencers.

Social media influencer	Platforms posted to	Topic of posts	Dates of posts	Payment (NZ\$)
Loay Al Shareef	<ul style="list-style-type: none"> • Twitter • Facebook • Snapchat • YouTube 	<ul style="list-style-type: none"> • Around the world studying in Auckland, Wellington and Queenstown 	March – December 2016	21,356
Kiriti Sanon	<ul style="list-style-type: none"> • Twitter • Facebook • Instagram 	<ul style="list-style-type: none"> • New Zealand Excellence Awards • New Zealand Sustainability Challenge • ENZ Fair series • Future-proof yourself in New Zealand 	September 2017 – October 2018	29,259

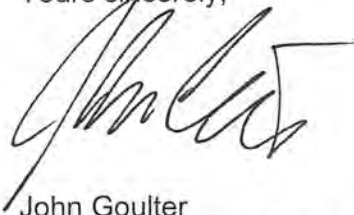
In preparing this information release, ENZ has considered the public interest considerations in section 9(1) of the Official Information Act.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602. If you wish to discuss this decision with us, please feel free to contact Mel Blake-Palmer, Senior Advisor Governance on ██████████ or melanie.blake-palmer@enz.govt.nz

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Please note, Education New Zealand now proactively publishes OIA responses. Your name and contact details will be removed from this response before it is published on our website.

Yours sincerely,



John Goulter
General Manager Stakeholders and Communications
Education New Zealand

Proactively released