



Social media strategy

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Current state

Our channels

Waka Kotahi has 19 active social media channels across Facebook, Twitter, LinkedIn, Instagram, and TikTok. We also have a YouTube channel currently used for storing video rather than as a social channel where we're actively engaging our followers.

Most of our presence and activity is on Facebook and Twitter; we have eight channels on each of the two platforms.

What we publish

Of our eight channels on both Facebook and Twitter, each platform has one main corporate channel, where we publish updates from projects and other work happening around the country, news about our services, educational content, marketing, and media releases. We also have seven regional pages on both platforms, where we predominantly publish traffic and travel updates, along with information about planned works. Some of our corporate channel content is shared across to our regional pages.

Our LinkedIn channel receives the same corporate content as Facebook and Twitter, as well as updates promoting our careers portal and current job listings. We also use the channel to publish updates relevant to transport sector professionals and other professional audiences.

On Instagram we currently publish the same educational and marketing content as on Facebook.

We're in the process of trialling different content types on TikTok to determine the value of this channel.

Followers

We have 505,000 followers across our channels, the bulk of them on Facebook (389,700). Twitter (72,050) and LinkedIn (38,030) also have a substantial following, while Instagram, our newest channel, has a small following (5,150). Our following has maintained a consistent 13% 12-month rolling growth rate since the beginning of 2021.

Our social media channels

October 2022

	 Facebook	 Twitter	 LinkedIn	 Instagram	 YouTube	 TikTok
20 channels	Eight pages 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	Eight pages 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	One corporate page	One corporate page	One corporate page	One corporate page
531k followers	390,000 across all pages Our top three pages: nationwide page (79,000) Auckland (72,500) South Island (71,300)	74,000 across all pages Our top three pages: Auckland & Northland (24,000) Wellington (19,800) nationwide page (12,500)	40,500	6200	18,100	3850
12.8k posts published <i>for FY 21/22</i>	3800 across all pages 39% traffic alerts 21% planned works alerts 17% corporate updates 13% project updates 5% educational posts 5% marketing posts	8900 across all pages 71% traffic alerts 16% planned works alerts 8% corporate updates 3% project updates 2% educational posts	120 58% corporate updates 42% project updates	60 43% marketing posts 21% educational posts 21% corporate updates 14% project updates	Videos not counted as social media posts	Channel inactive FY 21/22 FY 22/23 to date: 22 posts 96% educational posts 4% project updates
137k comments received <i>for FY 21/22</i>	130,750 across all pages 120,000 comments 10,750 private messages	5500 across all pages 5200 comments 300 private messages	760 760 comments (no private messages)	700 320 comments 380 private messages	109 comments <i>Note by default we don't allow comments on videos</i>	Channel inactive FY 21/22
130m* people reached <i>for FY 21/22</i>	121 million people across all pages	1.6m views across all pages <i>Twitter doesn't report reach; this is a measure of our total views</i>	1 million people	71,250 people	11.05 million views <i>YouTube doesn't report reach; this is a measure of our total video views</i>	Channel inactive FY 21/22
\$86k internal advertising spend <i>for FY 21/22</i>	\$85,514	\$0	\$144	\$0	\$0	\$0

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* This is an estimate, as Twitter doesn't report reach.

Reach

Social media allows us to reach New Zealanders in great numbers, and inexpensively compared to mainstream media channels like television, print, and radio.

Reach on Facebook

In the 2021/22 fiscal year, we reached people 121 million times on Facebook. Reach is measured as the first time a person views one of our updates. If someone looks at 10 of our updates, they count as 10 towards our total reach.

Of the 121 million reached on Facebook, 62% (74 million) were reached organically—i.e. for free. These people either follow at least one of our Facebook channels, or saw at least one of our updates because their friends or family shared it. The remaining 38% of people reached (46 million) were through paid promotion of our content.

Advertising on Facebook

Internally in the 2021/22 fiscal year we spent \$86,000 on paid promotion of our updates—typically referred to as boosting—with almost all our boosts being focused on driving reach. Our ad agency partners manage the promotion of our marketing content, which is where most of our paid reach comes from.

Our internal boosts are spread across our educational content, project updates, and planned works updates. Our educational content is usually promoted to all people nationwide from the age of 15 up, because our messaging applies to virtually everyone. However, we do tweak our targeting when appropriate—for example, our planned works updates are almost always regionally focused, and so will only be boosted to the community where the work is happening.

Combined reach between Facebook and other channels

Cumulatively across our 19 active social channels, we estimate we reach 130 million people a year (this is an estimate because Twitter doesn't report reach).

At the moment we don't boost content on Twitter or LinkedIn, but we do boost our Instagram updates—and as with Facebook, our ad agency partners manage the promotion of our marketing on Instagram.

Engagement

Engagement is a way of describing any action someone performs in response to one of our updates—e.g. commenting, liking the update, clicking a link, watching a video, or following us.

As an example of the engagement across our channels, in the 2021/22 fiscal year, we received 264,000 reactions, 146,000 comments, 63,000 shares, and 350,000 clicks. Most comments left in response to our updates are neutral in tone. 19% of the 146,000 comments were negative towards us or the topic being discussed, while 9% were positive.

When people leave negative comments, they're most often complaining about the perceived state of our roads, about safety improvements (like safe speeds), about how Waka Kotahi spends its budget, and about social issues like the cost of living (often referencing fuel taxes and RUC) and the performance of the government. Social media allows us to reach New Zealanders in great numbers, and inexpensively compared to mainstream media channels.

Channel management

Our channels are used by teams across Te Waka Kōtuaia, Transport Services, and Te Rōpū Waeture, along with our ad agency partners.

The Channels and Standards team in Te Waka Kōtuitia is responsible for the overall governance and management of our channels, along with publishing educational content, project updates, news about our services, and other corporate updates. Channels and Standards also develops small marketing campaigns internally (campaigns typically up to \$30,000), and also leads community management (i.e. comment moderation, and warning and banning people who are abusive).

Also in Te Waka Kōtuitia, communications and engagement teams provide much of the content published on our channels, and the Education and Marketing team leads the development of marketing campaigns published by our ad agency partners. Our ad agencies have direct access to our channels and publish marketing content to our pages independently of the Channels team, in coordination with the Education and Marketing team.

The traffic operation centres in Transport Services (ATOC and WTOC) are responsible for all content on our regional Facebook and Twitter pages about events that affect people's journeys across the state highways. They publish updates about unplanned disruptions like traffic incidents and weather events, planned events like roadworks, and projects that are affecting state highways. They also help with community management across the regional pages.

The Customer Response Team in Te Rōpū Waeture manage the direct messages across all our channels. They primarily respond to queries about our services, queries about our work, and feedback about conditions on the state highways.

Our social media policy sets out rules and accountabilities for staff using social media as part of their role. Further structure and guidance is provided in our social media guidelines, outlining how we do our work, what tools we use, and our best practice, among other business as usual considerations.

- [Social media policy](#)
- [Social media guidelines](#)

Guidelines for how the public interacts with us, including appropriate conduct in the comments sections on our updates, and what the public can expect from us in return, are outlined in our social media community guidelines, available publicly on our website and linked to (where possible) from our channels.

- [Social media community guidelines](#)

Tools

We use Sprinklr to publish to our channels, moderate comments and reply to comments and direct messages, to analyse commentary across both owned and not-owned social media sources (typically referred to as listening), and to report on our growth, engagement, reach, campaign performance, and on listening results. Separately from Sprinklr, we use Facebook's Business Manager to run internal ad campaigns and to boost posts.

What's going well

We're delivering creative content with the right tone

We have both the creative and technical expertise internally to produce high-quality, cost-effective content, ranging from artistic compositions for marketing campaigns to educational video series like Merge of the Month. Key internal stakeholders are happy with the tone we use in our content—conversational while being clear, simple, and authoritative, like a trusted advisor or friend.

Our channels are valued internally

Our people readily approach us with content for publishing on our channels, and love seeing their work reflected online. We have buy-in for our approach. It's well-appreciated that in a crowded media market,

our social channels are vital owned channels for Waka Kotahi, with the ability to reach people widely and cost-effectively.

Sprinklr is a great social media management tool

It's helped us save significant resource by cutting down on the time it takes to publish content, moderate comments, escalate issues between teams, and produce reporting. Since deploying Sprinklr in June 2021, we've invested time in building an auto-comment moderation function within the platform, so that it essentially acts as an additional staff member for us.

Reducing digital harm is an emphasis for us

We take a zero-tolerance approach to abuse in the replies to our updates, both towards our people and between commenters, and move quickly to delete abusive comments and caution or ban people who repeatedly break our community guidelines. Sprinklr automatically prevents the overwhelming majority of abusive messages ever being visible to the public.

Our following and engagement is healthy

Our follower growth is steady and above expectations, and we work hard to ensure we're driving good engagement across our content. Our regional pages in particular show very high engagement on local content.

We're making Waka Kotahi more accessible to New Zealanders

We're quick to respond to queries and to escalate issues presented by the public, and our Customer Response Team rapidly responds to enquiries across our channels.

What we could improve on

We're great at producing content, but not as good at engaging after publishing

While we produce high-quality content, we know we're missing the opportunity to proactively engage people in the comments—to build conversations and continue educating people. We have the expertise and skill to do this, but not the resource.

We don't have a centralised content calendar

No centralised content calendar between teams means we can inadvertently have scheduling clashes, and that our communications and engagement teams can't see upcoming events and posts.

There could be greater consistency in tone and style across our regional pages

While there is general coherence in the updates the traffic operation centres publish, there are some differences in style between the teams.

Our marketing, when it appears on our channels, isn't social media-first

For major campaigns, our ad agency partners often rely on assets generated from TV commercials. This typically results in content that isn't fit-for-purpose on social. For smaller campaigns they take a social-first approach, and this isn't a concern. It can also be a challenge for agencies to understand our audience.

The public's reaction to our content is heavily influenced by current transport issues, and especially by the public perception of how Waka Kotahi is performing. Internally, we have the institutional knowledge to design our content so it can be as well received as possible by our audience—not being embedded with us, our ad agency partners understandably lack this knowledge.

We lack a comprehensive approach to archiving

We're required to maintain an archive of our communication with the public, but we currently have no way to retain deleted comments or posts other than screenshotting them and saving them internally, a very resource-intensive process.

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Future state

Our principles

What we publish

We have the freedom to experiment with new and existing platforms

Social media platforms frequently change the way they serve content to people—by changing algorithms, updating the design of platforms, or deciding to favour some content types (e.g. video) over others—and because what's trendy (and what isn't) changes just as rapidly, we have to be agile in how we produce content for our channels.

We recognise over time new platforms will emerge while others may become less important to us

The popularity of some platforms may decline among the public over time. Additionally, we may not be making the most of the channels we already have—for example, we currently use YouTube as a video repository rather than as a social channel—and so even in their present state our existing channels may offer us opportunities for growth and development.

We have the freedom to test new ways of communicating with our audience

Some approaches will fail, while others will succeed—we'll be brave, and will engage people where they're spending their time, and talk with them in ways they'll find engaging.

We'll showcase the work Waka Kotahi does and tell the Waka Kotahi story

Our channels are well-placed to promote our work and what we're delivering for people—for sharing work we're supporting in communities around the country (i.e. projects delivered by our partners, like local councils) and telling human-led stories using our people, to build better knowledge of Waka Kotahi and to build public confidence in our work.

Our regional Facebook and Twitter channels have highly engaged local audiences who want to hear about what's happening in their communities—we must maximise our use of these channels to tell these stories.

We'll ensure we have a good content mix

Our channels should have a strong variety of material to appeal to as much of the public as possible. We can be engaging by changing our tone depending on the content type—for example, a fun update including memes is appropriate for an educational post, but isn't appropriate for a traffic and travel update.

We'll develop platform-first content that's fit for purpose

What works for one channel often isn't appropriate for other channels. This could be due to the tone of the content, or how it's produced—for example, if it's a long video it typically won't be appropriate beyond LinkedIn or YouTube.

We'll plan our content, rather than publishing ad hoc

Planning content will improve how we work within Te Waka Kōtuia and across the work we do with the traffic operation centres in Transport Services. It'll help our people get a sense of our capacity and availability over a given week, will help everyone identify future opportunities (for example Road Safety Week), and will help us avoid any scheduling issues between teams.

We'll work more closely with our ad agency partners

Our ad agency partners have strong knowledge of the platforms we use, so we need to learn from them and leverage both their expertise and the access they have to special tools on the platforms. Conversely,

we must share understandings about our audience with them, so they can develop relevant advertisements for our channels and deliver value to us.

Engaging our community

We'll engage more with our audience

Despite current resource constraints we know we're missing a big opportunity in not engaging our audience in the comments. We can continue discussions and further education by replying to people's opinions, offering our own views if someone disagrees with our approach, and championing the people supporting us. This will also help build a better connection with our audience.

Presently, we don't have capacity to do this at a meaningful level—but we can take small steps in this direction by picking key campaigns where we'll dedicate time to talking with the public.

We'll continue to grow our audience

Maintaining a strong level of growth is important to ensuring we're able to communicate directly with New Zealanders, to combating misinformation, and to provide a factual and informative alternative to detractors who aren't driving healthy conversations. This is especially important for our regional pages, which have untapped potential audience (for example, there are 2 million Facebook users in Auckland, but our Auckland channel has under 100,000 followers).

We'll ensure we maintain a healthy community

It's our responsibility to maintain a space where people feel comfortable engaging with us and with each other. Unconstructive negativity and abuse detracts from our community. While we respect everyone's right to share their view, we expect commentary to be respectful and constructive. We must ensure we're protecting our own people from having to handle abusive messages or be subject to abuse themselves.

We'll use our channels to connect with hard-to-reach audiences

Our Facebook, Instagram, and TikTok channels can connect us with hard-to-reach audiences—like people in high deprivation parts of the country, and younger audiences that aren't as engaged with mainstream media. This requires us taking a robust approach to how we're designing and delivering content. We need to experiment with what works given the potential of these platforms to help bridge these gaps.

Further responsibilities and opportunities

We'll meet our public sector commitments for managing social media

We take seriously our statutory obligations and our wider commitments to upholding good standards in managing our channels. This means handling people's data appropriately according to the privacy act, and maintaining an archive of what we publish on our channels and of the comments people leave on our channels. We're also committed to following Public Service Commission guidelines on the conduct expected of Crown entities, and to delivering on our obligations under the government Accessibility charter.

We'll use reporting as a source of intelligence and insights

Social media commentary is a quick way for us to canvas feedback on issues—and is particularly useful for issues where traditional research, such as surveying, isn't possible on a short timeframe or isn't appropriate. Sprinklr has powerful reporting functionality we're already using to monitor our marketing campaigns—we can apply this more widely to work across Waka Kotahi.

We'll ensure all our people have a good understanding of social media

Helping our people develop better content for social, and increasing their understanding of new channels, current trends, and what our channels can offer them, benefits not only people within Te Waka Kōtuia and Waka Kotahi more generally, but also can reduce resourcing pressures on the Channels and Standards team.

We'll use our tools to support our customer response team

The public finds it easy to get in touch with us using our social media channels, and may expect a quick response via social media given the less formal nature of the channels (compared to phone and email). We need to ensure we're making the most of the tools available to us to support the customer response team, and in doing so ensure we're delivering great service to the public.

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Our strategic recommendations

Actions

Fit for purpose content		
Action	Benefit	Output/timeframe where appropriate
Establish a content calendar <ul style="list-style-type: none"> To be accessible across Waka Kotahi To include BAU work, key future dates and set pieces, planned traffic and travel updates, and active marketing from our ad agencies 	<ul style="list-style-type: none"> Encourages forward planning Increases visibility of social media work Makes team workload and capacity more visible 	December 2022
Revise our approach to Twitter <ul style="list-style-type: none"> Corporate channel to be treated like a hero channel instead of just an automated feed of media releases 	<ul style="list-style-type: none"> Content is more engaging for our audience 	February 2023
Identify more opportunities for local content on our regional pages <ul style="list-style-type: none"> Work with content team and DRRs to publish more local stories Share more updates from partners 	<ul style="list-style-type: none"> Local content is highly relevant and engaging for regional pages' audiences We're supporting our partners by sharing their work and increasing their reach 	Ongoing
Ensure our content is fit for purpose (<i>refer to Appendix 1</i>) <ul style="list-style-type: none"> Content is appropriate for the channel it's published on Tone is appropriate for the subject matter and for the channel it's published on There's a healthy mix of content 	<ul style="list-style-type: none"> Makes our channels engaging Minimises risk to reputation due to inappropriate tone 	Ongoing
Experiment with channels, and grow our audience with new channels		
Action	Benefit	Output/timeframe where appropriate
Experiment with TikTok, and become the leading government TikTok account <ul style="list-style-type: none"> Try a wide range of styles, and share updates on a wide range of Waka Kotahi subject matter 	<ul style="list-style-type: none"> We're engaging a typically hard-to-reach younger demographic Be standard-bearers for a new, now-mainstream platform 	15,000 followers by June 2023

Investigate YouTube as a social channel <ul style="list-style-type: none"> Tidy up the channel's home page Experiment with running our content as ads 	<ul style="list-style-type: none"> More natural, fit-for-purpose use for the large volume of video content we're already producing Discover any benefits to engaging people on this platform 	June 2023
Better management		
Action	Benefit	Output/timeframe where appropriate
Increase Sprinklr's moderation capability <ul style="list-style-type: none"> Expand Sprinklr's moderation to all channels beyond Facebook Build a comprehensive profanity filter within Sprinklr Establish a three-strikes framework for banning abusive commenters 	<ul style="list-style-type: none"> Reduces our people's exposure to abusive messages and digital harm Strengthens process for managing our response to abusive people 	March 2023
Develop reporting dashboards within Sprinklr <ul style="list-style-type: none"> Build generic templates that can be deployed for all projects, programmes, and marketing campaigns 	<ul style="list-style-type: none"> Increases accessibility to insights from commentary on our channels 	February 2023
Investigate automated engagement systems within Sprinklr <ul style="list-style-type: none"> Investigate Sprinklr's chatbot for direct messages Establish a knowledgebase-like library of responses and messaging within Sprinklr, making it easier and faster to engage questions and comments from the public 	<ul style="list-style-type: none"> Helps reduce the customer response team's workload 	June 2023
Expand our listening capabilities <ul style="list-style-type: none"> Expand Sprinklr's comment theme tagging to all comments Develop listening reporting dashboards within Sprinklr 	<ul style="list-style-type: none"> Improves insight into conversations across all our channels Increases our people's accessibility to insights automatically generated by Sprinklr 	February 2023
Establish an archiving tool <ul style="list-style-type: none"> Work with Digital group to deploy an archiving tool across our channels 	<ul style="list-style-type: none"> Meets our statutory obligations around recordkeeping Automated archiving allows Sprinklr to automatically delete offensive comments, reducing our people's exposure to abuse 	March 2023
Update our social media guidelines <ul style="list-style-type: none"> Include advice on processes, tools, and channels introduced since the previous update 	<ul style="list-style-type: none"> Ensures we have a unified way of working across the teams using our social media channels 	December 2022

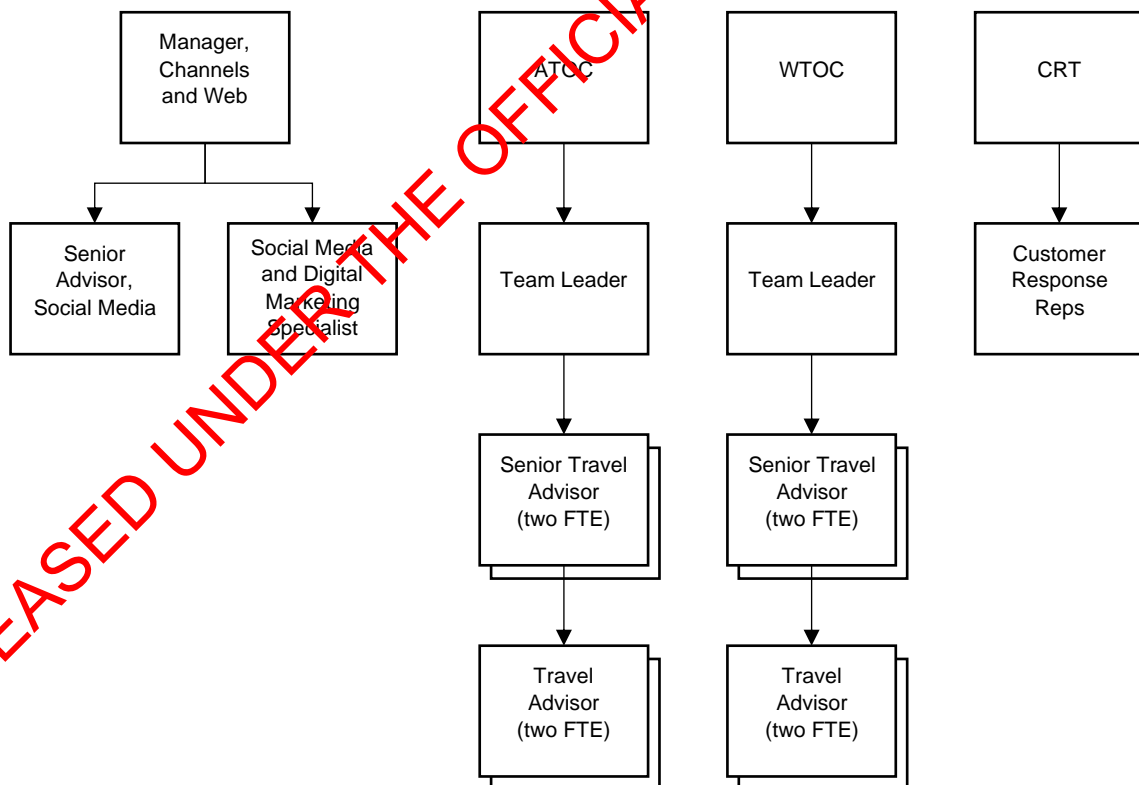
<p>Update our community guidelines</p> <ul style="list-style-type: none"> • Simplify them to make them more accessible • Promote them more regularly across our channels to remind people of our expectations and their responsibilities 	<ul style="list-style-type: none"> • Helps us foster constructive discussion, and maintain a healthy community 	December 2022
<p>Develop a better working relationship with our ad agency partners</p> <ul style="list-style-type: none"> • Work with the Education and Marketing team to provide social media advice on campaigns as they're developed • Share reporting and other intelligence with our ad agency partners to give them visibility of our strategy and forward planning, and audience insights 	<ul style="list-style-type: none"> • Assists in the development of marketing that's suitable for our social media channels 	Ongoing
<p>Retrospectively tag content with who's appearing in it</p> <ul style="list-style-type: none"> • Use Sprinklr to tag previously published videos by role (e.g. contractors, elected officials, our people) 	<ul style="list-style-type: none"> • Better recordkeeping so we can easily find and remove content as needed (e.g. content with elected officials during an election) 	June 2023
<p>Consolidate and review channels dedicated to projects or programmes</p> <ul style="list-style-type: none"> • Merge the Waikato Expressway Facebook channel with our Waikato and Bay of Plenty channel • Review the Drive Facebook channel 	<ul style="list-style-type: none"> • Followers on currently inactive channels to be transferred to active channels where we can continue engaging them 	June 2023
Upskill our people		
Action		Output/timeframe where appropriate
<p>Develop a social media style guide</p> <ul style="list-style-type: none"> • To be integrated within revised social media guidelines 	<ul style="list-style-type: none"> • Enables our people to create better content for our social media • Reduces workload and overhead for teams using social media 	December 2022
<p>Run internal learning sessions</p> <ul style="list-style-type: none"> • Run a Waka Kotahi-wide lunch and learn on our social media strategy • Run Comms and Engagement lunch and learn sessions within Te Waka Kōtuitia 	<ul style="list-style-type: none"> • Increases our people's understanding of social media 	Ongoing
<p>Support our senior leaders in their social media journey</p> <ul style="list-style-type: none"> • Make content more readily available for our senior leaders to publish • Investigate Sprinklr's Advocacy platform (see Appendix 2) which allows us to share content with our people for easy self-publishing 	<ul style="list-style-type: none"> • Helps senior leadership be more active across social media 	Ongoing

Resource requirements

Since 2019, the social media team in Channels and Standards has comprised of two roles. Collectively the two roles handle

- content creation (i.e. proactive publishing of their own work)
- campaign creation for small campaigns promoting Waka Kotahi programmes and services, and small marketing campaigns
- reactive publishing of work provided by people across Te Waka Kōtuia
- community management, responding to and engaging with commenters (i.e. customer service)
- channel governance and maintenance
- Sprinklr development and maintenance
- ensuring Waka Kotahi meets its public sector obligations for social media
- providing reporting, research, and insights to our people
- providing advice around social media processes and content to our people, including active involvement in large-scale and high reputational project teams (e.g. Transmission Gully, the Road to Zero public awareness campaign).

This chart depicts the current structure of teams working on our social media channels.



Demand on the services of the team in Channels has grown significantly over the past two years. Our use of social media has increased, paired with increasing understanding of the value of our owned social

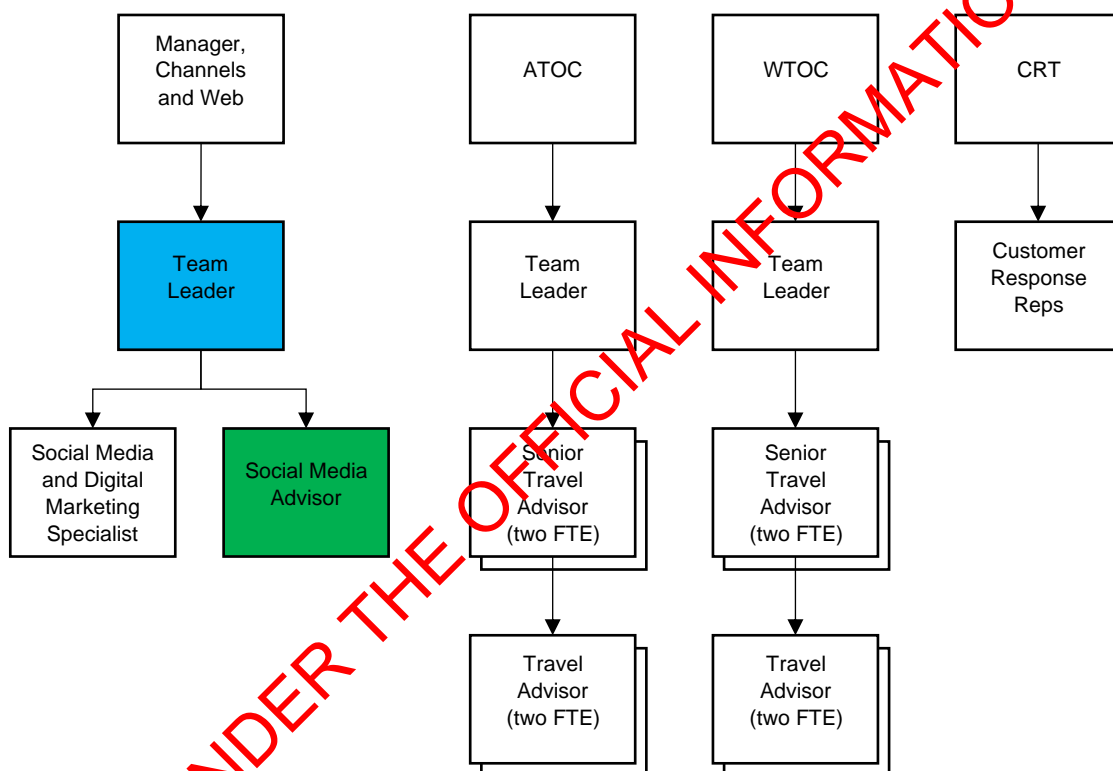
media channels among our people. Externally, our following has increased significantly over that time too, as has the popularity of our channels. We've also introduced TikTok, a new channel with unique content requirements.

To date, this sustained increase in demand for the Channels team's services hasn't been matched with additional resource.

To enable a healthy way of working given current resource demands, and to implement recommendations from this strategy successfully, it's proposed the Channels team be supported with an additional FTE. Additional resource will not only support ongoing delivery of business-as-usual work, but will drive the improvement and growth of our social media through this strategy.

It's also proposed the existing senior advisor role is repurposed as a team leader role to provide better structure for managing the team.

The new structure proposed follows; the blue cell indicates a changed position, and the green cell indicate a new position.



The repurposed social media Team Leader would have strategic oversight over all Waka Kotahi social media, and would be responsible for implementing our strategy, managing social media work within the Channels team including strategically guiding content and campaign creation, providing advice and guidance to our people, and maintaining good governance and processes across teams using our social media. Essentially, they would be the Waka Kotahi social media lead.

We also recommend establishing a new advisor role to help the team manage and schedule incoming work, with community management, Sprinklr maintenance, and reporting.

As time goes on, without more resource there's significant risk the Channels team's service will severely degrade. The team needs additional resource to support the changing nature of the work Waka Kotahi does and our organisation's need to communicate more with the public, to support the increasing volume of work requested by our people, and to ensure we're continually adapting to emerging channels, declining channels, and new trends and ways of communicating.

Appendix 1: Our content and channel mix

Content types and tone

Content type	Serious tone	Neutral tone	Fun tone
Traffic alerts	20%	80%	
Planned work alerts		100%	
Corporate updates	15%	80%	5%
Media releases	20%	80%	
Speed reviews		100%	
Service updates	5%	90%	5%
Workplace and culture		90%	10%
Project updates		75%	25%
Educational content		50%	50%
Marketing	20%	70%	10%

Channels and tone

Channel	Serious tone	Neutral tone	Fun tone
Facebook	10%	60%	30%
Twitter	15%	80%	5%
LinkedIn	5%	75%	10%
Instagram		50%	50%
TikTok		10%	90%

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Appendix 2: Sprinklr's Advocacy tool

Advocacy is a content sharing tool within Sprinklr that would allow us to provide our people with ready-made posts to share to their personal social media profiles.

Our people can be great advocates for the work we do, but we know not everyone has the time or resource to think about crafting a post, and some people may have concerns about staying on message or about whether they require permission to talk about their work.

By reducing the technical overhead of using social media and providing approved content to people, Advocacy removes these barriers.

How it works

Essentially, Advocacy is a hub for our people to share content we provide, and to engage with content on our owned social media channels. It's a secure portal where the only thing users see is approved content and messaging.

To the end user, Advocacy is a simple web page which contains a stream of social media content. After connecting their personal social media accounts to Advocacy, users can choose to share content to their profiles from the stream—either copying the post verbatim, or editing the post's copy to put it in their voice or add their own commentary. Videos or images attached to the post are copied over in full—meaning if there's a video update we'd like people to share, they wouldn't have to find a way to upload the video on their own; Advocacy does this automatically for them.

Users can also engage with posts from our owned channels on Advocacy, meaning they don't need to navigate to our channels or their social media apps to engage our content—they can do it via Advocacy.

Administrators select which content appears for people to share. Content can have a scheduled publication date and an expiry date, so it can be programmed to appear when it's relevant and expire once it's no longer relevant—for example, summer safe driving tips appearing before the Christmas and New Year's break, and expiring after the New Year.

Approval processes can be established for sensitive content, such as safety messaging, to ensure users are on message when they're sharing our posts.

Users can connect their personal Facebook, Twitter, Instagram, and LinkedIn accounts to Advocacy.

Supporting our people to leverage their voices

Advocacy will be especially useful in supporting our senior leaders to promote our work on their channels, making it quick and easy for them to share content.

We could provide the executive leadership team with a consistent stream of content to share to their LinkedIn profiles, helping them engage their personal networks, in their own voice and with their own perspective.

There is potential to expand this offering to the wider organisation, and offer people content relevant to them. We can serve content to people based on any part of their role—for example, the tier their role is in, the business unit or team they're in, or where they're based (e.g. people working on Streets for People could be encouraged to share stories about the programme; people in the Bay of Plenty could be encouraged to share content about projects in their region).

Suggested use

In the first instance, we recommend using Advocacy to support our senior leaders sharing content to LinkedIn. In time, this could be expanded to channels beyond LinkedIn, and to tiers below senior leadership.

Broader potential

Advocacy can be applied beyond just supporting our people to share our content. Some other uses include

- Our people sharing content with us or making content suggestions to us
 - People at a work site could share photos and videos with us for publishing to our owned channels
 - The Comms and Engagement teams in Te Waka Kōtuitia could draft their own content for our people to share, with no assistance required by administrators
- Our partners getting limited access to Advocacy, to share content with us, or to share our content
 - Our ad agency partners could supply us with marketing content to share on our owned channels, or for our people to share to their own profiles
 - We could provide stakeholders like councils, our partner agencies, or our minister's office with content to share to their owned channels
 - For marketing campaigns using influencers, we can provide content to influencers using Advocacy, or use it to approve their content before publishing
- Reporting dashboards to see how many people are sharing our content, and how our people are engaging with the content on our owned channels

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