



Flag Consideration Project

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Phil Lyth
fyi-request-2949-429a1810@requests.fyi.org.nz

13 August 2015

Dear Mr Lyth,

Thank you for your Official Information Act request of 16 July 2015, as follows:

How much public money has been spent promoting this tweet:

"The deadline to share with the Panel what NZ means to you and to suggest an alternative design is 11.59pm tonight #standfornz #nzflag"

How many "interactions" occurred, broken down by type of interaction?

With some particularity, how was this tweet authorised? Did the entire Flag Consideration Panel approve it, or did one or more members, or was the approval process delegated? Please provide details.

Answers to your questions are provided below.

How much public money has been spent promoting the tweet: "The deadline to share with the Panel what NZ means to you and to suggest an alternative design is 11.59pm tonight #standfornz #nzflag"?

The Flag Consideration Panel has a very modest budget to support activity on Twitter. This tweet was timed to align with the critical final deadline message and had a \$200 promotion budget.

How many "interactions" occurred, broken down by type of interaction?

The tweet received 14,365 'impressions' – that is, it appeared in the news feed of 14,365 users on Twitter. Of these impressions, 1,053 were 'organic' impressions (where the Flag Consideration Panel did not pay for the tweet to be viewed), and 13,312 were 'promoted' impressions (where the tweet was viewed as a result of it being promoted).

The tweet received 184 total engagements, as follows: 129 detail expands; 17 profile clicks; 14 favourites; 10 replies; 7 hashtag clicks; 5 retweets; and 2 link clicks.

With some particularity, how was this tweet authorised? Did the entire Flag Consideration Panel approve it, or did one or more members, or was the approval process delegated? Please provide details.

The Tweet was authorised by the Director of the Secretariat which supports the Flag Consideration Panel.

Yours sincerely,

Kylie Archer
Director, Flag Consideration Panel Secretariat
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