

14 September 2022

File Ref: OIAP-7-25698

[REDACTED]

By email: [REDACTED]

Tēnā koe Phil

Request for information 2022-139

I refer to your request for information dated 22 August 2022, which was received by Greater Wellington Regional Council (Greater Wellington). You have requested the following:

"I am reaching out to a variety of regional councils who have used social media as a platform to ask a few questions:

- *Has the decision to move to social media generated more engagement from your community?*
- *Have the discussions around the community changed since becoming more accessible? More productive? Less productive?*
- *How much of the feedback received through social media would you say has generated or influenced your decisions?*
- *Would you recommend that other regional councils make the move to social media?"*

Greater Wellington's response follows:

Has the decision to move to social media generated more engagement from your community?

Yes. In 2022 alone, Greater Wellington channels recorded 15,784,337 impressions* and 273,148 engagements** with the community. Metlink recorded 11,157,134 impression and had 251,702 engagements.

*Impressions is the number of times that your content was displayed to users.

** Impressions is the number of times that our content was displayed to users.

Have the discussions around the community changed since becoming more accessible? More productive? Less productive?

The level of productiveness has not been recorded. It is therefore necessary to refuse this part of your request under section 17(g) of the Local Government Official Information and Meetings Act 1987 on the ground that the information requested is not held by the local authority and we have no grounds for believing that the information is held by another local authority or department of Minister of the Crown of organisation.

How much of the feedback received through social media would you say has generated or influenced your decisions?

In the case of complaints and feedback on Greater Wellington services, social media directly influences services levels and response times.

Greater Wellington is looking to further formalise social media feedback, using social listening tools, so it can be used alongside our other engagement and insight tools like focus groups and surveys.

Would you recommend that other regional councils make the move to social media?

Yes. Regional councils need to continue to find the best ways to engage with their communities. Social media can be one of the channels to advance that in line with their significance and engagement strategies.

If you have any concerns with the decision(s) referred to in this letter, you have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly on Greater Wellington's website with your personal information removed.

Nāku iti noa, nā



Donna Hickey
Kaiwhakahaere Matua Whakamāhorahora | General Manager People and Customer