



Te Tāhū Hauora
Health Quality & Safety
Commission

11 October 2024

[REDACTED]

Tēnā koe [REDACTED]

RE: Information sharing with Meta, Facebook and other platforms

Thank you for your email which we received on 22 September 2024 under the Official Information Act 1982 (OIA) regarding information sharing with social media platforms. The parts of your request are addressed below.

Does Health Quality & Safety Commission pay for advertising services on the Facebook, Instagram, LinkedIn, Google, Tik Tok or other digital platform?

Te Tāhū Hauora Health Quality & Safety Commission (Te Tāhū Hauora) on occasion pays to “boost” content on Facebook and LinkedIn. A boosted post *amplifies the reach of the content* to appear to a wider range of the target audience, outside of people who already follow an organisation’s page.

- ***If so, how much money has been spent, by year, on advertising on each of these platforms?***

Platform	Period	Spend (GST excl)
Facebook - boosts	1/09/2021 – 1/12/2021	\$2,328.03
	2022	\$3,977.26
	2023	\$476.50
	2024 (up to 22 Sept)	\$157.23
LinkedIn - boosts	28/01/2020 – 21/01/2021	\$11,600.00

- ***Does Health Quality and Safety Commission use any agencies to place or manage that advertising, if so who?***

Te Tāhū Hauora does not use any agencies to place or manage social media advertising.

- ***If Health Quality and Safety Commission uses advertising services on digital platforms as above, does (or has) the agency created "custom audience" lists as part of those campaigns?***

Te Tāhū Hauora does not capture or record the contact details of parties following its social media accounts. We have no records of having created any "custom audience" lists for use in social media campaigns.

- ***Has any person from Health Quality and Safety Commission had any meetings, whether in person, by videoconference or other method, with any representative from Meta, Google, LinkedIn, Tik Tok, or any other digital advertising platform in the last 12 months?***

We have no records of any meetings with any representative from Meta, Google, LinkedIn, TikTok, or any other digital advertising platform in the last 12 months.

- a. If so, who was present during these meetings?***
- b. If so, please provide the agenda, notes, minutes and any communications associated with these meetings.***
- c. Does Health Quality and Safety Commission have a dedicated account manager with Meta, Google, LinkedIn, Tok Tok or any other digital advertising platform. If so, what is the name of this person or the names of these people?***

Te Tāhū Hauora does not have a dedicated account manager with any social media or digital advertising platforms.

- ***Please provide any correspondence, e-mail, document, or record held by Health Quality and Safety Commission on the subject of custom audience lists, advertising on Meta, Facebook, Instagram, Google, Tik Tok or any other platform for the period 1 September 2024 and today.***

We have no record of any such correspondence, email or document.

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.

Nāku noa, nā



Dr Peter Jansen
Chief Executive Officer
Te Tāhū Hauora Health Quality & Safety Commission

