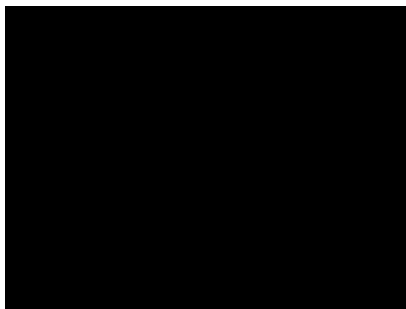


Our Ref: OIA 22-76

30 November 2022



**Re: Social Media Expenses**

I refer to your email dated 29 November 2022 to the Education Review Office requesting information under the Official Information Act 1982 as follows:

1. *How many staff are employed whose roles include social media management, monitoring, content creation, etc.?*
2. *How much has your department spent on social media advertising and Google advertising in the past year?*
3. *What was the largest amount spent on one campaign for social media advertising in the past five years? How much was spent? What was the campaign?*

ERO's responses are as follows:

Regarding point one, ERO manages two LinkedIn accounts which are managed by two staff members.

Regarding point two, ERO has not spent any amount on social media advertising or Google advertising in the past year.

Regarding point three, ERO has not spent any amount on campaigns for social media advertising in the past five years.

Ngā mihi

A handwritten signature in blue ink, appearing to read 'Jeremy France'.

Jeremy France  
Deputy Chief Executive Corporate Services  
Education Review Office | Te Tari Arotake Mātauranga  
National Office | Tari Matua