

22 JAN 2019



Thank you for your email of 8 December 2018, to which you attach a Housing New Zealand Facebook post on high-tech wood products, asking the following questions:

“How much are you spending on Facebook and social media ads like this? Why?”

How is social media marketing of building products a good use of taxpayers’ money meant to be used to house the vulnerable?”

Answers to your questions are provided below.

Spend on Facebook and social media

Since launching the Housing New Zealand Facebook page on 25 October 2018 to 9 December 2018, we have spent a total of \$9,564 on the Facebook platform.

We know that Facebook is used by 60 percent of our tenants who have access to the internet. We also know that Facebook is widely used by our stakeholders including neighbours, people who live near our developments, community groups and local government. Facebook is a key channel for communicating with all these groups.

This channel will build members over time and we need to actively raise awareness of our Facebook presence so that we can communicate with a greater number of people. The way this is done is through sponsored posts that broadcast our stories to a wider audience.

Additionally, in the last 12 months we have spent \$22,219 on LinkedIn and \$2,454 on YouTube. LinkedIn has been used to communicate the work we’re doing to improve the quality (and pace of build) of our new homes. We believe this content is of interest to the construction industry and will help us to find excellent industry partners and product suppliers. We have also posted stories about the positive involvement we have in the lives of our tenants and their communities, helping to show Housing New Zealand as a potential employer of choice on the LinkedIn platform.

Housing New Zealand uploads videos to Youtube about the work we do, and a fee is paid per view.

Marketing of building products

Housing New Zealand is not marketing particular building products. There is public and industry interest in our developments, including where, what, and how we are building and

the methods we are using to increase the pace and scale of delivering housing to those most in need. Social media is a cost effective way of publishing this information.

Yours sincerely

A handwritten signature in blue ink that reads "Rachel Kelly". The signature is written in a cursive style with a large initial 'R'.

Rachel Kelly
Manager Government Relations