



31 October 2025

By email: [REDACTED]

Tēnā koe [REDACTED]

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 12 October 2025.

You have requested:

1. *How much money does NZ on Air spend via all methods, on social media from 1 January 2023 to October 2025.*
2. *What is the figure for Facebook and YouTube in particular.*
3. *How many individuals are funded and how many usernames do they have on the various platforms.*
4. *Is there any other government funding of social media activity provided to non govt staff.*
5. *Does NZ on Air manage social media for any other government departments.*

Please see our response below:

1. NZ On Air boosts select music promotion posts on our NZ On Air Music social media accounts, which is our only direct spend in relation to our own social media management. Between 1 January 2023 and 14 October 2025, we spent a total of \$2,545.
2. We spent \$1,000 on YouTube and \$1,090 on Facebook posts (please note some costs also have boosting the same post on Instagram included as a package) to promote music promotion videos.
3. NZ On Air does not fund social media accounts of individuals. We therefore decline this part of your request under section 18(e) of the OIA on grounds that the information requested does not exist. For funding information on projects that are solely for social media release, please see our response to an OIA request concerning digital first project funding [here](#).
4. Please see response at 3.
5. NZ On Air does not manage social media accounts for any other government departments.

For your information, funding provided by NZ On Air for all successful projects is [searchable](#) on our website. You can also [sign up](#) to receive our regular industry newsletter via our website.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your

Connecting and reflecting Aotearoa

name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Ngā manaakitanga,

A handwritten signature in black ink, appearing to read 'Raewyn Rasch', with a stylized, flowing script.

Raewyn Rasch

HEAD OF OPERATIONS, PARTNERSHIPS AND CULTURE

KAIHAUTŪ NGĀ WHAKAHAERE, NGĀ RANGIPŪ MAHITAHĪ ME TE AHUREA