



28 January 2022

Beinn Chapple-Law
fyi-request-17110-2079cc1d@requests.fyi.org.nz

Ref: OIA-2021/22-0752

Dear Beinn Chapple-Law

Official Information Act request relating to influencers promoting the vaccine and proof of work

Thank you for your Official Information Act 1982 (the Act) request of 11 December 2021 following up on my letter of 10 December 2021 to you. You requested:

“Can I please request proof of these posts, screenshots, links or anything otherwise.

Can I also request a confirmation that promoters were told they must announce the promotion was an ad with a #ad disclaimer or something similar.

Also, were promoters advised to inform followers of possible risks to getting the vaccine, or did they only promote positive aspects?”

Regarding the first part of your request, I am refusing this information under section 18(d) of the Act as the information requested is publicly available. As is the nature of social media, posts and content created by social media influencers are public and posted online. I suggest that you check the accounts of the influencers I mentioned in my last letter for these posts.

The Department of the Prime Minister and Cabinet (DPMC) and the Ministry of Health do not go to influencers directly as our contracted advertising agency manages the recruiting of social media influencers with talent agents on our behalf.

There are no specifications to include information on either the benefits or risk of vaccination as we want social media influencers to create authentic content based on their own experiences.

Talent agents and social media influencers are aware of the use of the #ad and #nz as required by the Advertising Standards Authority.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

We do not intend to publish this response on the DPMC website.

Yours sincerely



Cheryl Barnes
Deputy Chief Executive, COVID-19 Group