

21 November 2024

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Kia ora Aulia

Your Official Information Act request, reference: GOV-036415

Thank you for your request of 7 November 2024, asking for the following information under the Official Information Act 1982 (the Act):

1. *Confirmation: Has ACC used X for any paid advertising purposes during 2024?*
2. *Details of Campaigns: If ACC has advertised on X in 2024, please provide details of each campaign, including: The objectives of the campaign(s), Target audiences, Total advertising spend on X for the year*
3. *Awareness of Platform Concerns: Is ACC aware of concerns surrounding X's role in spreading misinformation, including reports of major advertisers leaving the platform due to issues such as misinformation and bot usage? If so, please provide any internal assessments, discussions, or considerations made by ACC regarding these risks and how they may have influenced decisions on using X for advertising.*

ACC has not advertised on X in 2024

ACC has not used X to advertise since the platform's rebrand from Twitter. Our last advertising engagement with the platform was in November 2021. ACC decided to stop using Twitter (X) because we weren't getting enough value from the platform. Noting this, we haven't further assessed X with regard to the concerns raised in your request.

As this information may be of interest to other members of the public

ACC may publish a copy of this response on ACC's website. All requester data, including your name and contact details, will be removed prior to release. The released response will be made available www.acc.co.nz/resources/#/category/12

If you have any questions about this response, please get in touch

You can email me at GovernmentServices@acc.co.nz.

Ngā mihi



Christopher Johnston
Manager Official Information Act Services
Government Engagement