

[EXCERPT]

## Manatū Taonga Ministry for Culture and Heritage Social Media channels and owners

The document lists the Ministry's social media channels, owners, administrators and audience.

Managers must ensure that this list is kept to up to date for their team channels as well as informing the Communications team about new or departing staff with social media responsibilities.

Read the Social media policy and strategy.

URL	Channel Owner	Administrators	Audience	Notes
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out of scope

[NZHistory Twitter](#)

Heritage  
Content and  
Production

11,500

Look at shutting down. Write a post on both saying we are shifting to MCH. Archive in 6 months. Talk to Caitlin about ensuring the name cannot be reused.

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Ministry for Culture and Heritage – social media channels as at March 2018 [July 2024 Update]

**Note 3—Social media reach for Te Ara and NZHistory**  
 Resources have been diverted away from social media, due to it not currently achieving its primary goal of driving audiences to the Ministry website, and to meet needs elsewhere. This number will likely continue to drop and is no longer considered a meaningful measure. This performance indicator has been removed for 2022/23.

(Note from 21/22 Annual Report Performance measure on Social Media reach for Te Ara and NZHistory)

Channel owner	Channel	Administrators	Audience size	Target audience	Actual audience	Current frequency and use	Resource commitment (high, med, low)	Status and comments	Status and next steps September 2020	Recommendation 2024
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	NZHistory Twitter  <a href="https://mobile.twitter.com/NZHistory">https://mobile.twitter.com/NZHistory</a>		11.4k followers	No documented audience	NZers interested in history, historians, teachers (looking for resources they can use with students), media	1-3 tweets per day, plus retweet content from stakeholders (Archives, Nat Lib)  Primarily promotes Today in History content, taken from NZ History website	Low	Last updated 25 July 2023  Need to identify target audience, strategy etc.		  Engagement across channels consistently sitting at 5% or less according to HootSuite analytics.
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## Memo

Subject	Social media channels review
Date	28 August 2024
To	Te Kāhui Mataaho, Ministry Leadership Team
From	Julia Luty, Manager Communications and Engagement Erin McFarlane, Manager Heritage Content & Production Blair Lodge-Perry, Lead Adviser, Te Hua
Sponsored by	Stacey Richardson, Director Te Toi

### Purpose

- 1 The purpose of this paper is to review Manatū Taonga social media channels, their effectiveness and reach. This paper makes recommendations about the future of Manatū Taonga social media channels.

### Current state of Manatū Taonga social media

- 2 Social media is an important modern communications channel for public sector organisations. As stated on the Te Kawa Mataaho website “agencies in the Public Service need to keep the public informed about government policy and other relevant issues of the day. They also need to engage with the public, and to listen and be responsive to their views and needs. Social media can be an effective tool for achieving these goals.”
- 3 Manatū Taonga currently has more than 27 individual social media pages, promoting the work of Manatū Taonga and our websites including Te Ara and NZHistory. Of these 27 individual pages, it had previously been agreed that 15 would be decommissioned, leaving 12 currently active channels.
- 4 Our active social media pages span a range of different social media channels including Facebook, Instagram, X/Twitter, YouTube, Podbean, Pinterest and Flickr. An outline of these channels is below, and more detail is available in the table at the end of this paper.

Channel owner	Channel	Audience size	Actual audience	Current frequency and use	Resource commitment (high, med, low)
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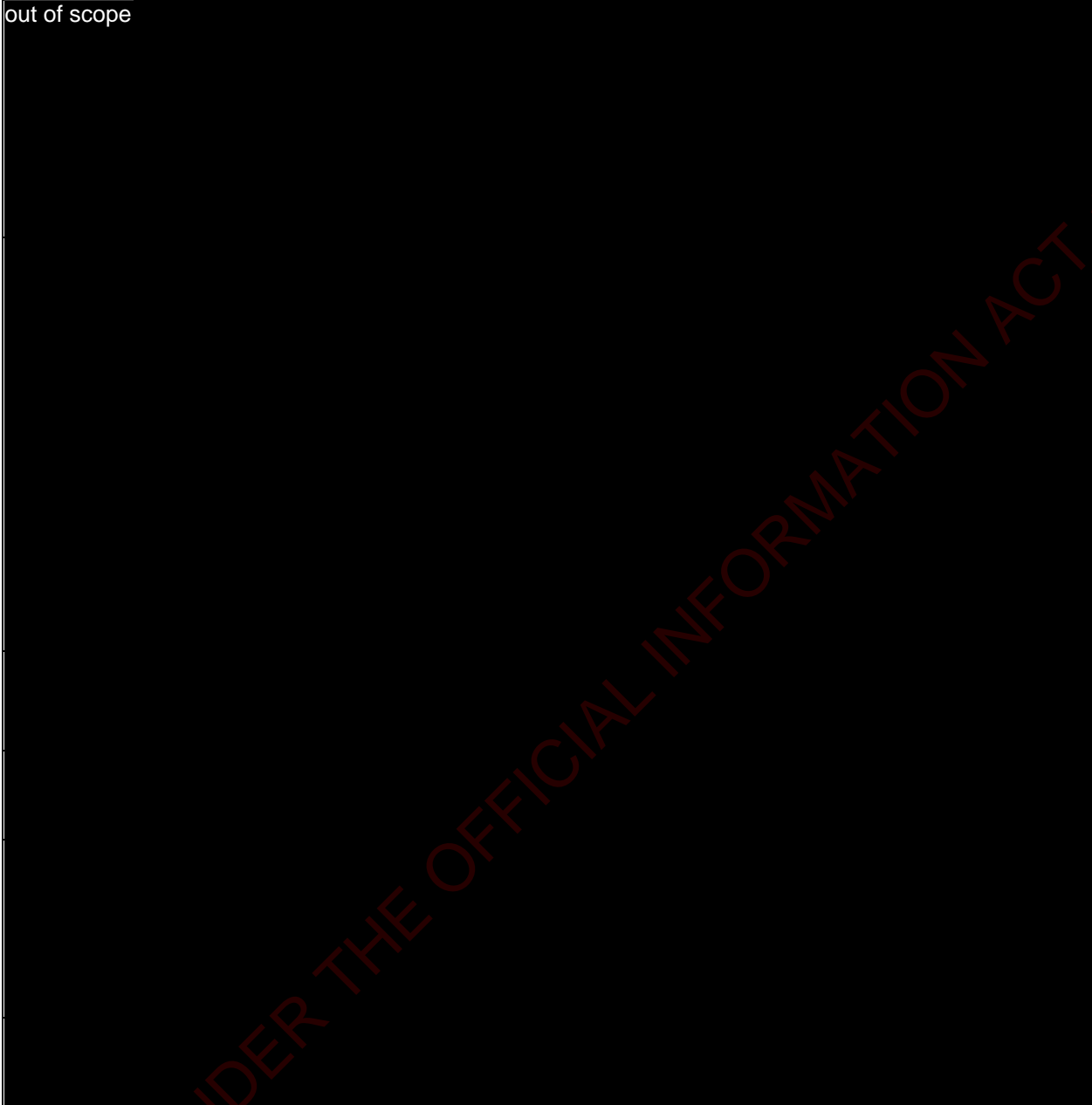
out of scope

Te Hua	NZHistory Twitter	11.4k followers	NZers interested in history, historians, teachers (looking for resources they can use with students), media	1-3 tweets per day, plus retweet content from stakeholders (Archives, Nat Lib)  Primarily promotes Today in History content.	Low
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- 5 To be effective Manatū Taonga social media channels must:
  - align with the Ministry's strategic priorities and our strategy, Te Rautaki
  - direct people to information about our organization and drive people to our website.
  - help us engage with members of the public, the cultural sector, our stakeholders and our staff.
  - highlight our stewardship role by promoting the work of the wider cultural system.
  - promote and highlight the importance of our work.
  
- 6 A successful social media presence requires adequate resourcing. The Manatū Taonga channels including Facebook, Instagram, X/Twitter, LinkedIn and YouTube are currently managed by 0.25FTE Senior Communications Adviser, with input from the rest of the Te Pae Tuitui

Kōrero and the wider organisation.

- 7 Te Ara, NZHistory and other Te Hua social media channels have previously been managed by the history team. Over time, resources have been diverted away from social media, due to it not currently achieving the goal of driving audiences to the Te Ara and NZ History websites, and to meet resourcing needs elsewhere. Te Pae Tuitui Kōrero has monitored some of these channels for Te Hua, but this is no longer sustainable.
- 8 With a number of active social media channels and limited resourcing this paper recommends the decommission a selection of our social media channels, where these do not deliver significant benefits for the organisation or have a clear strategic purpose. This will enable Te Pae Tuitui Kōrero to focus its time on the Manatū Taonga branded channels.

## Social media channel recommendations

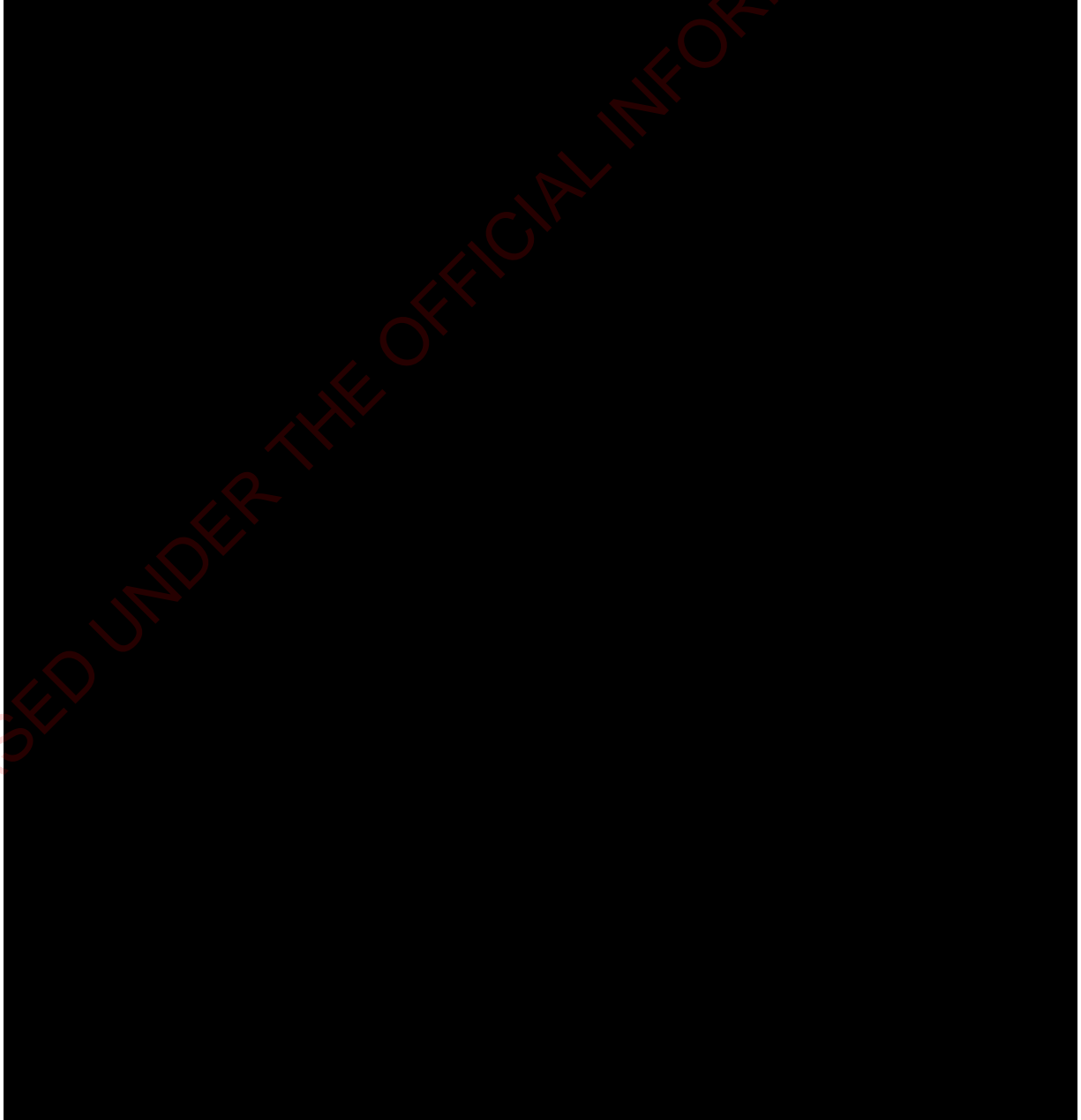
### 9 Recommended for decommission:

- Te Ara Facebook
- Te Ara X/Twitter
- NZHistory Facebook
- NZHistory X/Twitter
- Manatū Taonga X/Twitter (keep dormant for emergency purposes)

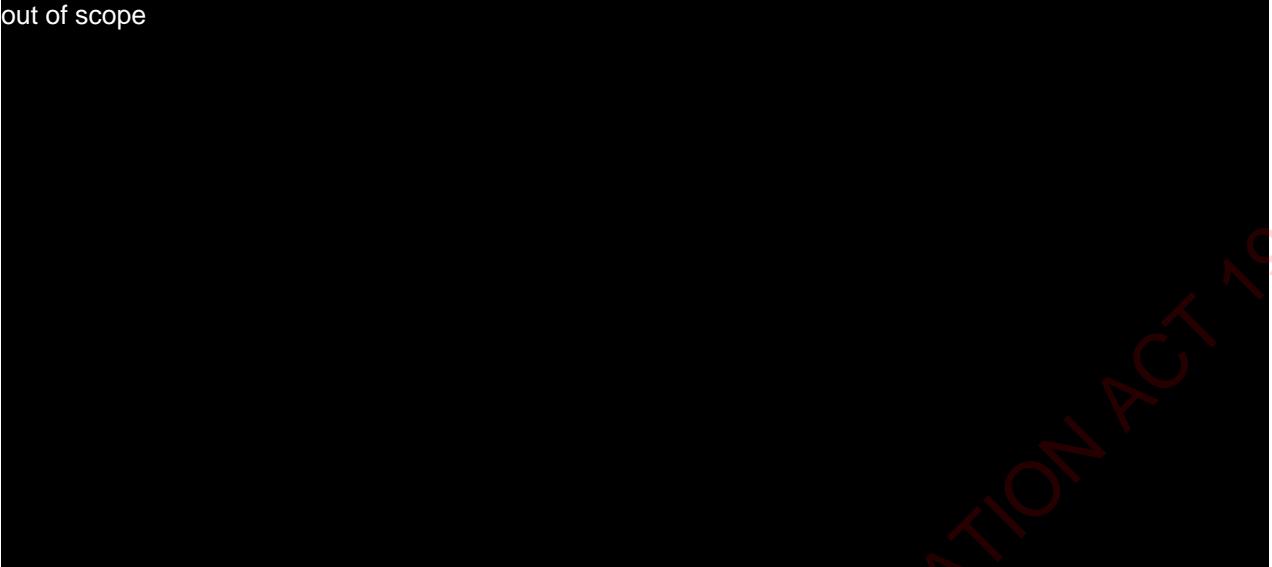
- 10 Audiences for Te Ara and NZ History social media channels have been shifting with the wider social media landscape. These channels have been averaging 1-2 posts per week and analytics show that engagement has consistently been at 5% or less. Due to limited resourcing recent posts have been minimal.
- 11 Google Analytics show us that even the most engaging posts are driving very little engagement with Te Ara or NZ History websites. For example, the highest engagement on Te Ara's Facebook page in 2023 was a post highlighting a new biography on Margaret Orbell, with 67 likes and 3 shares. This was the 5th most visited page on Te Ara that day with 33 hits and a relatively short active engagement time spent on the website. The benefit tails off immediately, with near to no engagement the following day.
- 12 With fewer resources available in both Te Hua and Te Pae Tuitui Kōrero, the recommendation is to free up the time that would be spent on managing the Te Ara and NZ History social media channels as they drive low engagement to the websites. Content from Te Ara and NZ History sites can be posted on the Manatū Taonga channels with input from Te Hua.
- 13 It is recommended that the Manatū Taonga X/Twitter channel is made dormant and is used in emergencies only.



- 14 Over recent years X/Twitter has seen decreased engagement with audiences, a deluge of misinformation and polarising content, which undermines trust in the platform. A range of government and cultural sector agencies are not active or have left X/Twitter, including the National Library, Ministry for Women, and Creative NZ.
- 15 In a 2020 review of Manatū Taonga social media channels, it was decided that any channels for past Te Pae Wānanga projects which are no longer active should be decommissioned. A list of these channels can be found in the appendix of this paper. This review recommended 15 individual channels for decommissioning. Due to difficulty accessing these channels not all have been closed. Te Pae Wānanga, with assistance from Te Pae Tuitui Kōrero, will attempt to decommission these channels as soon as possible.



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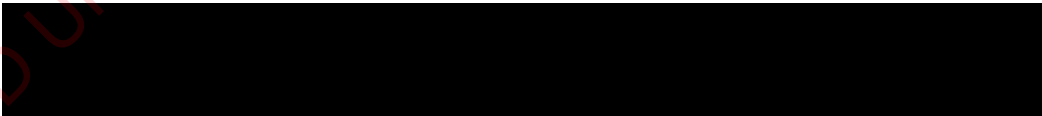
- 26 Over time, audiences from Te Ara and NZ History channels will be encouraged to migrate to the Manatū Taonga corporate channels. Te Ara and NZ History work will continue to be promoted on the Manatū Taonga channels.

## Consultation

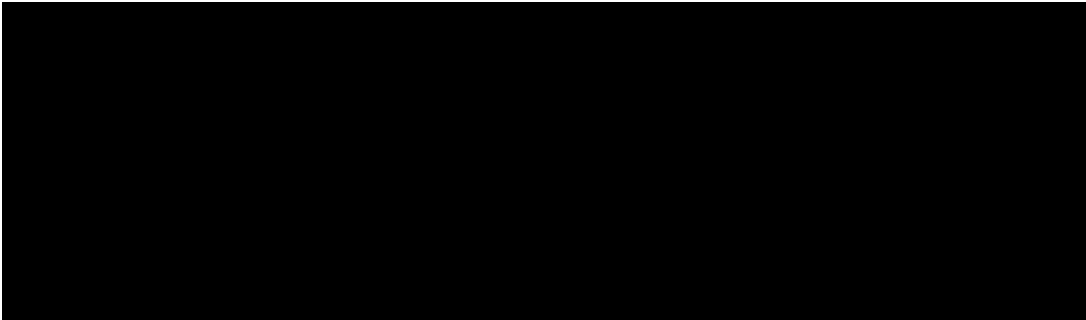
- 27 Manager Te Pae Mahara has been consulted on the recommendations in this paper.

## Recommendations

- 28 It is recommended that Te Kāhui Mataaho:  
**agree** to decommission the following social media channels:
- Te Ara Facebook
  - Te Ara X/Twitter
  - NZHistory Facebook
  - NZHistory X/Twitter
  - Manatū Taonga X/Twitter (make dormant)



**agree** to, where possible, decommission the 15 social media channels recommended to be closed as part of the 2020 review of Manatū Taonga social media channels.



Channel owner	Channel	Administrator	Audience size	Target audience	Actual audience	Current frequency and use	Resource commitment (high, med, low)	Recommendation
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