

**WELLINGTON**

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PROTECTING NEW ZEALAND'S BORDER

27 June 2016

Ref: PS OIA 16-134

Mr Alex Harris

By email: [fyi-request-4071-84c42764@requests.fyi.org.nz](mailto:fyi-request-4071-84c42764@requests.fyi.org.nz)

Dear Mr Harris

**Request for official information**

Thank you for your email to the New Zealand Customs Service (Customs) dated 27 May 2016 in which you requested the following information under the Official Information Act 1982 (OIA):

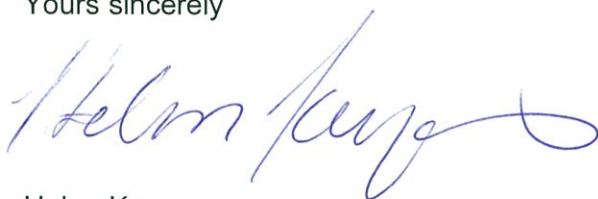
- Do Customs use social media monitoring tools or services such as Signal, ZeroFOX or Geofeedia? If so, which tools are used, where are they installed from/used from, (broadly) what are they used for, and how much do they cost (to install/purchase, and per year for licencing)?

Customs does not use any social media monitoring tools similar to the ones you have listed above (where Customs has to pay for installation or licencing). However, Customs does use Hootsuite, Facebook Insight and Twitter analytics, all of which are available to use free of charge.

Customs uses the tools to track the reach and engagement, and the demographics, of our audience. They are also used as a listening tool (tracks social media mentions) for customer feedback about Customs.

If you have any questions regarding my response, please feel free to contact Customs again by email at [OIA@customs.govt.nz](mailto:OIA@customs.govt.nz).

Yours sincerely



Helen Keyes  
Director of Communications (Acting)