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Alex Harris

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Dear Alex

Thank you for your email of 27 May 2016, requesting the following information from the Ministry of Business, Innovation and Employment (the Ministry) under the Official Information Act 1982:

*Does your agency use social media monitoring tools or services such as Signal, ZeroFOX or Geofeedia? If so, I'd like to know which tools are used, where they are installed / used from, (broadly) what they are used for, and how much they cost (both to install / purchase, and per year for licencing / subscription / support).*

To monitor and manage social media activity, the Ministry uses both *Hootsuite* and *Tweetdeck*. These tools are accessed from desktop PCs, mobile devices and tablets across the organisation.

*Hootsuite* is provided to the Ministry at a yearly cost of \$US119.88. Technical support is provided as part of the annual licence. The Ministry does not incur any cost in its use of *Tweetdeck*, as it is a free tool.

Yours sincerely

Annie Coughlan  
Manager Business Support Communications

