

21 JUN 2016

Ministry for Primary Industries  
Manatū Ahu Matua



OIA16-0260

Alex Harris  
C/- fyi.org.nz

Dear Alex Harris

**OFFICIAL INFORMATION ACT REQUEST**

I refer to your official information request dated 27 May 2016 relating to social media monitoring tools used by the Ministry for Primary Industries (MPI). You asked

*“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)”*

MPI does not use any of the tools specifically mentioned in your request but we do use one social media monitoring tool called Crimson Hexagon. See <http://www.crimsonhexagon.com/>. The tool is accessed via a web browser. We use Crimson Hexagon to provide customer insights to help inform our communications approaches. For example, the tool can measure volume, geographic spread and tone of social media conversations about chosen topics. MPI has also procured the services of companies from time to time that may conduct social media monitoring as part of the service they provide.

Here are some examples of how we use Crimson Hexagon:

- MPI is responsible for ensuring that food is suitable and safe for New Zealand and for export. We share food safety messages through social media networks. Crimson Hexagon helps us to monitor how effective those messages are and to target consumers in particular risk groups or regions.
- We monitor international discussions on social media about MPI’s areas of interest (biosecurity, food safety, primary production and trade). This means we can analyse the extent to which our communications are reaching a global audience on any particular topic. For example, it is really important that travellers to New Zealand are aware of our strict biosecurity laws but don’t necessarily know that MPI is the lead agency.

*Growing and Protecting New Zealand*

**Office of the Director General  
Communications and Channels**

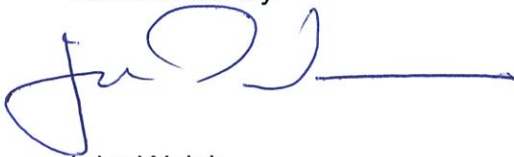
Pastoral House, 25 The Terrace  
PO Box 2526, Wellington 6140, New Zealand  
Telephone: 0800 00 83 33, Facsimile: +64-4-894 0300  
[www.mpi.govt.nz](http://www.mpi.govt.nz)

By monitoring conversations about travel and food using Crimson Hexagon we can advise travellers where to find the information they need about biosecurity.

The total annual licensing costs for this software is USD \$25,000 (NZ \$35,000). This cost includes unlimited users and unlimited training. There were no additional set up costs.

I hope you find this helpful.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'John Walsh', with a long horizontal line extending to the right.

John Walsh  
**Director, Communications and Channels**