



27 JUN 2016

Alex Harris

Email: [fyi-request-4074-b963a65c@requests.fyi.org.nz](mailto:fyi-request-4074-b963a65c@requests.fyi.org.nz)

Dear Alex Harris

### Official Information Act Request Relating to Social Media Tracking Tools

I refer to your Official Information Act request received by the Department of the Prime Minister and Cabinet (DPMC) on 27 May 2016 which asked: *"does your agency [DPMC] 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)."*

Information technology services are provided for DPMC by the Central Agencies Shared Services (CASS). CASS has advised that it was not aware of the use of any social media tracking tools being used by DPMC.

Given there are internet-based social media tracking tools that would not need to be downloaded onto DPMC's systems, to respond to your request, each of DPMC's business units were also asked whether they used social media monitoring tools.

Based on the responses from DPMC's business units, I can confirm that no social media monitoring tools have been identified that are currently accessed and used by DPMC staff. Some business units do use social media (for example the Ministry of Civil Defence & Emergency Management, Government House, and the National Cyber Policy Office (NCPO)).

It should be noted that NCPO has not installed, nor have DPMC staff used social media monitoring tools but, as part of its work for Connect Smart, an external agency did provide some analysis of social media use of the Connect Smart website. The agency has advised that the following tools were used for that analysis:

- Twitter Analytics – <https://analytics.twitter.com>. This is Twitter's own free platform, and was used for Connect Smart, to identify the number of tweets, the number of impressions and profile visits.
- Radian 6, – <https://login.radian6.com/>, specifically the ten-day trial which is provided free of charge, was used to follow the use of the Cyber Security Summit hashtag #cybernz16. No charges were incurred by this use so there was no cost attributed to DPMC for this trial use.

In addition, it is possible that the team supporting the flag consideration project may have had access at the time it was operating to social media monitoring tools. Any such tools used by that team are no longer active.

You are entitled to ask the Ombudsman to review this response under section 28(3) of the Official Information Act. You can contact the Ombudsman online via the Ombudsman website, by email ([info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz)) or by post to The Ombudsman, PO Box 10152, Wellington 6143. Further details can be found on the Ombudsman website at: [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Anne Shaw', is written in a cursive style.

Anne Shaw  
Director, Office of the Chief Executive