



Prime Minister

Minister for Arts, Culture & Heritage

Minister for Child Poverty Reduction

Minister for National Security & Intelligence

15 FEB 2018

A W

fyi-request-7154-965f85c0@requests.fyi.org.nz

Ref: PMO OIA 011-2018

Dear A W

Official Information Act request relating to the Prime Minister's official Facebook page

Thank you for your Official Information Act 1982 (the Act) request, received on 23 January 2018. You requested:

"Facebook Insights files for the last 3 months of 2017 (posts, page, videos) for Jacinda Ardern's official facebook page: <https://www.facebook.com/jacindaardern/>"

The Prime Minister's Office's involvement in the Jacinda Ardern Facebook page is limited to content generation related to her role as Prime Minister or correspondence directed to her in her capacity as Prime Minister. Analytics and insights material and content related to her role as Labour Leader are administered by the Labour Leader's Office. Accordingly, any insights files about the Prime Minister's Facebook page are not held by the Prime Minister in her capacity as a Minister of the Crown.

Information that is held in any other capacity, such as Leader of the New Zealand Labour Party, Member of Parliament, or as a private individual is not official information as defined in section 2 of the Act.

Accordingly, your request does not meet the requirements as a request for official information.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Mike Munro'.

Mike Munro
Chief of Staff, Office of the Prime Minister