



30 April 2026

Tēnā koe

Official Information Act request

Thank you for your email of 2 April 2026, requesting any information about the Ministry of Social Development (the Ministry)'s use of X, including any decisions to stop using the platform.

I have considered your request under the Official Information Act 1982 (the Act). Please find my decision on each part of your request set out separately below.

- a. The date(s) on which your agency reduced or ceased its use of X (formerly Twitter), including any interim decisions (such as reducing posting frequency).*

The Ministry keeps our social media platforms under ongoing review to ensure the most efficient use of our limited social media staffing resources. Facebook has for some years been the Ministry's dominant social media platform because our client-focussed content is most successful on that platform. We posted frequently on Twitter until March 2021. Our posting then declined sharply from April 2021 as we determined it was a lower priority channel, due to a smaller audience.

We have retained a Twitter/X account as a useful option for communication during emergencies. As a result, we last posted in January-March 2023 after the Auckland floods and Cyclone Gabrielle, to publicise support available, such as Civil Defence payments.

- b. The name(s) and role(s) of the person or persons who made the decision to reduce or cease use of X, and whether the decision was approved at a ministerial level.*

Decisions were made by the Manager of Media and Social Media. There was no ministerial involvement.

- c. All analysis, advice, reports, or assessments that informed the decision to reduce or cease use of X, including any cost-benefit analysis, platform safety assessments, communications strategy advice, or legal advice.*

Your request for this information is refused under section 18(e) of the Act as this document does not exist or, despite reasonable efforts to locate it, cannot be found.

- d. All documents that record whether political risk, including reputational risk associated with X's ownership, political associations of the platform, or public perception of the decision, was considered as part of the decision-making process.*

These were not factors in the decision making, so this request is refused under section 18(e) of the Act as these documents do not exist or, despite reasonable efforts to locate it, cannot be found.

- e. Any data or analysis comparing your agency's audience reach on X before the decision with your agency's audience reach on any replacement platform(s) after the decision, including follower counts, engagement metrics, or reach estimates.*

The decision was made before X was created when the platform was still Twitter, so this question does not apply and is refused under section 18(e) of the Act as this document does not exist or, despite reasonable efforts to locate it, cannot be found.

- f. All communications between your agency and any Minister or ministerial office regarding the decision to reduce or cease use of X, including emails, letters, meeting notes, and briefings.*

Your request for this information is refused under section 18(e) of the Act as this document does not exist or, despite reasonable efforts to locate it, cannot be found.

I will be publishing this decision letter, with your personal details deleted, on the Ministry's website in due course.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with my decision on your request, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

pp.



Anna Graham
General Manager
Ministerial and Executive Services