

27 June 2023

File Ref: 2023-138



Tēnā koe 

Request for information 2023-138

I refer to your request for information dated 30/05/2023, which was received by Greater Wellington Regional Council (Greater Wellington) on 30/05/2023. You have requested the following:

“Any documentation relating to the decision made by relevant employees of GWRC to acquire a subscription to Twitter Blue, including meeting minutes, email correspondence, etc.

- *Figures on much money GWRC or Metlink has spent to date on the subscription to Twitter Blue.*
- *Any other relevant material relating to Metlink or GWRC's subscription to Twitter Blue.”*

Greater Wellington's response follows:

Greater Wellington and Metlink primarily acquired a subscription to Twitter Blue to provide assurance to followers and communities that Tweets are made by verified Greater Wellington and Metlink sources, protecting users from misinformation, spoofing and malicious actors.

Other benefits of Twitter Blue include:

- Priority tweeting, making Greater Wellington information more likely to be seen by followers and the community.
- Increased character limits from 280 to 10,000 characters, allowing more detailed information to reach the community and customers. This can be in the form of a proactive Tweet from Greater Wellington or to provide a more in-depth response to questions or queries posed to the organisation.

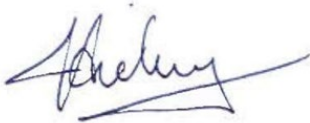
- Longer video uploads, allowing Greater Wellington to share longer videos with the community. Greater Wellington videos include consultation materials, and security and safety videos for our harbours and parks.
- SMS two-factor authentication, allowing for increased security and protection of who has access to the organisation's Twitter account.

Please find attached emails discussing the subscription to Twitter Blue.

If you have any concerns with the decision(s) referred to in this letter, you have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly on Greater Wellington's website with your personal information removed.

Nāku iti noa, nā



Donna Hickey
Kaiwhakahaere Matua, Whakamāhorahora Group Manager, People and Customer Group

From: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>

Sent: Tuesday, 28 March 2023 5:52 pm

To: Sarah Mildon <Sarah.Mildon@gw.govt.nz>

Subject: Re: Twitter

Get a cost and we'll find some budget from somewhere

Get [Outlook for iOS](#)

From: Sarah Mildon <Sarah.Mildon@gw.govt.nz>

Sent: Tuesday, March 28, 2023 4:59:00 PM

To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>

Subject: Twitter

Hi Matt

Thoughts on us getting verified sooner?

Elon Musk announced today that the main feed is only going to show twitter blue accounts which I'm pretty sure is already starting to happen.

Thanks

Sarah



From: [Sarah Mildon](#)
To: [Matthew O'Driscoll](#)
Subject: RE: Twitter
Date: Wednesday, 29 March 2023 9:55:00 am
Attachments: [image001.png](#)

Awesome about to be verified on one account at least.

Ngā mihi
Sarah



Sarah Mildon

She/Her

Kaitohutohu Pāpāho | Social Media Advisor

Greater Wellington Te Pane Matua Taiāo

021 195 9727

100 Cuba St, Te Aro, Wellington 6011

Follow us online: [Facebook](#) | [Twitter](#) | [gw.govt.nz](#)

From: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Sent: Wednesday, 29 March 2023 9:53 am
To: Sarah Mildon <Sarah.Mildon@gw.govt.nz>
Subject: RE: Twitter

Nah – bang it on your credit card – job done!

Matt

From: Sarah Mildon <Sarah.Mildon@gw.govt.nz>
Sent: Wednesday, 29 March 2023 9:52 am
To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>
Subject: RE: Twitter

Hi Matt

\$135NZD per year per account.

So \$270 for both Metlink and GW per year.

Do I need to do this in a more formal doc?

Ngā mihi
Sarah

From: [Hannah Sedcole](#)
To: [Ashleigh Grindell](#); [Sarah Mildon](#); [Victoria Forrest](#); [Ruth Simms](#)
Subject: Re: Twitter Blue
Date: Thursday, 30 March 2023 10:58:54 am
Attachments: [image001.png](#)

Sounds good, will be interesting to see if the difference in response between Facebook and Twitter.

Cheers,
Hannah

From: Ashleigh Grindell <Ashleigh.Grindell@gw.govt.nz>
Sent: Thursday, March 30, 2023 10:00:20 AM
To: Sarah Mildon <Sarah.Mildon@gw.govt.nz>; Victoria Forrest <Victoria.Forrest@gw.govt.nz>; Hannah Sedcole <Hannah.Sedcole@gw.govt.nz>; Ruth Simms <Ruth.Simms@gw.govt.nz>
Subject: RE: Twitter Blue

Amazing, thanks for letting us know, Sarah!

Ashleigh Grindell | She/Her

Senior Advisor Marketing and Communications
Public Transport - Customer Engagement
Greater Wellington Te Pane Matua Taiao

From: Sarah Mildon <Sarah.Mildon@gw.govt.nz>
Sent: Thursday, 30 March 2023 8:57 am
To: Victoria Forrest <Victoria.Forrest@gw.govt.nz>; Hannah Sedcole <Hannah.Sedcole@gw.govt.nz>; Ashleigh Grindell <Ashleigh.Grindell@gw.govt.nz>; Ruth Simms <Ruth.Simms@gw.govt.nz>
Subject: Twitter Blue

Hi all

We have Twitter Blue, basically we have chosen to dive into Elon Musk's money scheme and paying for his Twitter Blue service.

How that benefits us:

1. Verification (It's the only way to do it now).
2. Longer Tweets – instead of being limited to 280 characters we can now Tweet up to 4,000. This means we can now repost everything we post on Facebook over to Twitter. We have a lot of people on Twitter that like to complain about Metlink so this will help in with that.
3. Priority among Twitter feed – anything that we do post will be prioritised to our followers and will appear on a "for you page" for non-followers helping get messages out.

From now on I will post anything that goes up on Facebook onto Twitter and see how that goes. My goal will be to do a monthly report on it.

Just so you know we did this for Metlink and Greater Wellington.

Ngā mihi
Sarah

From: [Victoria Forrest](#)
To: [Sarah Mildon](#); [Hannah Sedcole](#); [Ashleigh Grindell](#); [Ruth Simms](#)
Subject: RE: Twitter Blue
Date: Thursday, 30 March 2023 9:56:04 am
Attachments: [image001.png](#)

Thanks, Sarah

From: Sarah Mildon <Sarah.Mildon@gw.govt.nz>
Sent: Thursday, 30 March 2023 8:57 am
To: Victoria Forrest <Victoria.Forrest@gw.govt.nz>; Hannah Sedcole <Hannah.Sedcole@gw.govt.nz>; Ashleigh Grindell <Ashleigh.Grindell@gw.govt.nz>; Ruth Simms <Ruth.Simms@gw.govt.nz>
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