



8 July 2019

██████████
████████████████████

Dear ██████████

Official information request for payments made to social media influencers

I refer to your official information request dated 4 July 2019 for payments made by the Commission to social influencers in return for posts. You requested details of the influencer, the platform, cost of the post, topic and date.

The information you have requested is contained within this response.

Paid social media influencers in return for posts, have been used once by the Health Quality & Safety Commission (the Commission).

In this instance it was for Patient Safety Week 2018 advertising on the topic 'infection prevention and control with a focus on good hand hygiene'. The costs are outlined below.

Influencer	Platform	Topic	Date
██████████ (Happy mum happy child)	Facebook	How good hand hygiene is necessary to keep everyone healthy throughout the year.	5 November 2018
██████████ (The ██████ Collective)	Instagram	Hand washing plays a vital part in keeping germs at bay, particularly in a large family.	7 November 2018
██████████ (Blessed in Doubles)	Instagram	Making hand washing fun and part of her children's every day routine, and how and when to wash your hands.	9 November 2018
Total cost	\$4,865.40 + GST		

The Commission is unable to provide costs per post as we secured the three influencers as a package.

If you wish to discuss this response with us, please feel free to contact [REDACTED] on

[REDACTED]

Yours sincerely

A handwritten signature in cursive script that reads "Janice Wilson". The signature is written in black ink and includes a horizontal line underneath the name.

Janice Wilson (Dr)
Chief Executive

