

## **Question on Notice**

**No. 699**

**Asked on 25 May 2023**

**MR D JANETZKI ASKED TREASURER AND MINISTER FOR TRADE AND INVESTMENT (HON C DICK)—**

### **QUESTION:**

Will the Treasurer advise how much money Queensland Treasury has spent on social media advertising through its own social media pages (reported separately by platform and by financial year) from 2015-16 to 2022-23, including (a) facebook [www.facebook.com/qldtreasury](http://www.facebook.com/qldtreasury), (b) instagram [@queenslandtreasury](https://www.instagram.com/queenslandtreasury), (c) twitter [@qldtreasury](https://twitter.com/qldtreasury) and (d) other accounts?

### **ANSWER:**

I am advised that for the relevant time period, by platform, Queensland Treasury spent the following amounts on advertising through its social media pages: \$189,963.82 (Meta), \$2,137.09 (Twitter), Other Accounts (\$46,564.26).

I am advised for the relevant time period, by financial year, Queensland Treasury spent \$32,582.41 (2015-16), \$5,175.63 (2016-17), none recorded (2017-18), \$27,996.08 (2018-19), \$29,446.67 (2019-20), none recorded (2020-21), \$77,257 (2021-22), \$66,207.38 (2022-23). Please note that 2021-22 included significant additional spend to encourage participation in the census.

\*Meta includes Facebook and Instagram advertising.