



Proactive Release

The following documents have been proactively released by the Department of the Prime Minister and Cabinet (DPMC):

Annalect Social Media Listening Reports (April 2020 – April 2022)

Early in New Zealand's pandemic response, a critical need was identified to understand how information provided about COVID-19 was being received and understood by the public. Public communications about the pandemic had to be effective to ensure that New Zealanders were able to comply with legal requirements and guidance on COVID-19 in order to stop the spread of the virus.

To this end, the Department of the Prime Minister and Cabinet (DPMC) commissioned regular research focusing on sentiment and behaviours towards COVID-19. As part of this, in April 2020, Annalect, the data analytics division of OMD New Zealand, which is the media buying agency for the COVID-19 response, began undertaking social media analysis for the COVID-19 Group. We did not have this capability ourselves and it would not have been economic or timely to build it in-house. Therefore, external providers were sought. Commissioning this service was undertaken at pace, given the threat of the emerging pandemic in April 2020.

Organisations, including government departments, have monitored social media for many years in order to improve the quality of information they provide to the public

As the pandemic response evolved, tools such as this enabled the COVID-19 Group to be agile and adapt communications to address information gaps and the questions and concerns of New Zealanders about the COVID-19 response.

The analysis compiled by Annalect helped measure the effectiveness of the Unite Against COVID-19 communications and public information campaign as it sought to keep New Zealanders informed through the different phases of the response. It enabled the COVID-19 Group to identify if there were gaps in public understanding about restrictions and public health guidelines, and develop tailored communications to address those gaps.

The analysis also provided valuable insights into the impact of pandemic restrictions, New Zealanders' acceptance of them and their willingness to carry out COVID-19 related health behaviours. In this sense, the insights have been important in ensuring the safety of our communities and maintaining the public trust that is required for an effective response to COVID-19. Robust and easily understood public health information has been a key pillar of New Zealand's success in responding effectively to COVID-19.

In compiling the reports, analysts used the Brandwatch Consumer Research tool to observe prominent themes regarding the COVID-19 Response, analysing social and digital news content on public channels in New Zealand.

The reports provided mostly high-level insights into topics of conversation around COVID-19 online. This includes the volume of social conversation around a given topic and the sentiment of that conversation and how that sentiment changed over time. Annalect also provided analysis and commentary on the most prominent issue(s) of the week – for example, if there was an Alert Level change, they would analyse conversation around this. This analysis was a useful window into the impact of the virus and pandemic restrictions on New Zealanders.

The reports were refined and adjusted over time to reflect the changing language, landscape and focus of the COVID-19 response. In most cases, this was done proactively by Annalect. This included the occasional updating of the topics being tracked (for example, introducing 'Vaccine Rollout' when this became a relevant topic of conversation in New Zealand).

The social conversations that were analysed by Annalect came from two sources. The first was from engagement with Unite Against COVID-19 (UAC) and Ministry of Health (MoH) social media channels, and the second was from content posted publicly elsewhere online, from news media, Facebook pages, Twitter, Reddit and other public blogs and forums in New Zealand, pulled via keyword searches. Annalect also reported on publicly visible engagement with other government pages, such as those of Te Puni Kōkiri and the Ministry for Pacific Peoples, in order to understand the questions and concerns of different audiences.

The data analysed from UAC social media channels was, in large part, from publicly visible comments on UAC social media pages. For two periods in 2020 and 2021, Annalect provided a 'Frequently asked questions' report, summarising the most asked questions about the pandemic and the response online, which included an analysis of questions sent to UAC social media channels via direct messages. This was to understand what gaps in public understanding existed and what questions and concerns New Zealanders had about COVID-19, to improve the information being provided to the public via UAC.

During the initial stages of the COVID-19 Vaccine Campaign between May and August 2021, analysis of direct messages was also performed on MoH channels for the same reason it was on UAC channels, specifically for the vaccine rollout.

In analysing direct messages, Annalect used 'Sprinklr', the system the National Crisis Management Centre and then DPMC used for managing its social media accounts. Annalect were able to generate reports from the system's reporting dashboard to review sentiment and themes from comments and messages being received on the Unite Against COVID-19 and Ministry of Health social media channels.

Annalect summarised the most frequently asked questions, and gave examples of these questions and others which highlighted prominent themes or issues important to the overall response. The analysis of these direct messages to government websites looked at overall themes as a guide on which areas of public health information needed strengthening or clarifying

At no point in the COVID-19 response has DPMC or Annalect been able to monitor or review private conversations or messages between members of the public – nor would we have sought access or have means of accessing that information as part of our remit to provide high quality public health information about COVID-19 to New Zealanders.

The COVID-19 Group acknowledges the Unite Against COVID-19 website and social media channels could have been clearer that communications received may be used for reporting purposes. A disclaimer to this effect has been added to all Unite Against COVID-19 channels.

In places in the reports, screenshot examples of public-facing comments from social media users were provided by Annalect in order to provide context around the data and the themes that were being observed. Good practice required usernames to be redacted, and in later reports, so too were users' profile pictures as part of Annalect's continuous improvement of the reports, which involved refining of the design of the reports and introducing further privacy

measures. Otherwise, Annalect took steps to ensure that all data in the reports was anonymised before it was provided to DPMC.

In New Zealand, Annalect is a division of OMD and sits within OMD's New Zealand office with locally employed analysts. All work is done in New Zealand, by New Zealand-based analysts. In undertaking this work, OMD/Annalect were required to uphold New Zealand privacy laws when analysing and handling information found in the public domain or through direct messages. Annalect analysts all sign individual non-disclosure agreements in relation to this work, and OMD/Annalect have their own company-wide non-disclosure agreement that covered this work.

In their effort to support the Unite Against COVID-19 campaign by providing analysis of conversation online about the pandemic, Annalect made judgement calls as to what to provide in the reports, proactively including information they believed would be useful for officials to know.

In a small number of reports, Annalect included information not directly relevant to the COVID-19 response. On occasion, this included information about politicians and political parties. Information not useful to the COVID-19 response was disregarded and Annalect did not track the social media profiles of politicians or political parties for DPMC.

It may also be noted that the names of politicians and political parties sometimes appear highlighted in the reports. This is because they are listed in the base search query that Annalect uses when analysing issues and topics around COVID-19, and they happen to come up, from time to time, in the examples of conversations they provide in the reports. Annalect did not track mentions of these names for DPMC.

It is important to note the primary use of the reports was internal, informing the COVID-19 Group's communications approach. A summary of overall themes and observations were sometimes included in external updates and in policy documents, but the reports were not provided to Ministers' offices in full.

As it approached two years since the reports were originally commissioned, DPMC undertook a review of the reports and whether they were still required for the next phase of the pandemic response. The reports were discontinued in April 2022, as the insights they provided were considered to no longer be required as we moved to long-term management of the virus. In total, 231 reports were received between April 2020 to April 2022. The total cost of these reports was \$261,974.

Some parts of this information release would not be appropriate to release in full and, if requested, would be withheld under the Official Information Act 1982 (the Act). The information that has been withheld from this document has been withheld under section 9(2)(a) of the Act, to protect the privacy of individuals. No public interest has been identified that would outweigh the reasons for withholding this information.

Unite Against COVID-19: Social Conversation Analysis

May 3 - 9, 2021
New Zealand

Proactively Released

Update Summary:

FAQs: Vaccine related queries were 66% of the total FAQs to UAC19 owned channels (total 324). People were seeking information around the logistics of booking an appointment for their COVID-19 vaccine, what side-effects should they be wary of and had questions around which group they or their household members are part of. Travel related questions made up 26% with queries from Australians and New Zealanders surrounding pauses to traveling too/from Perth or Sydney.

Conversation analysis:

Some New Zealanders are talking about the vaccine as a device that opens up the possibility of overseas travel. Comments indicate those who have the resources and desire to travel see the vaccine as protection for themselves and their families. The motivation is more individual rather than collective.

What's in this report:

- 1. FAQs**
Identifying frequently asked questions and conversation from users on Unite Against COVID-19 owned channels
- 2. Measuring Categories of Conversation**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion.
- 3. Understanding Conversation**
New Zealanders' attitudes towards the COVID-19 vaccine, how we are discussing vaccines on public social media.

FAQs May 4 - 9, 2021 (6-day period)

Total questions: 324

VACCINE (66%) see subthemes below

- **Access / How 76:** Logistics, wait times, appointments, booking errors.
- **Risk / Side-effects 24:** Can I have information on? What reported side-effects exist?
- **Access / Group 22:** Which group am I in? I'm in group 1/ a border worker should/can the members of my household get vaccinated also? When will group x/y/z have their turn?
- **Access / Policy 16:** audience x should be prioritised over x.
- **UAC19 comms focused 14:** I can't see the subtitles, can we use the clip, why am I seeing this?
- **Effectiveness 10:** Is it 95% effective against all variants/strains? How do you define 'immunity' if the vaxx doesn't stop you from getting it? How long does it last?
- **Risk Medical 4:** I have x, is it safe for me?
- **Flu shot 4:** When can I have my flu shot if I've had my COVID. How to prioritise?
- **Access / Travel 4:** Can I apply for an early vaccine if I intend to travel?
- **Misinformation/Scams 3:** I have received pamphlet, email, text is it legit?
- **Risk Pregnancy 2:** Is there?
- **Other:** What happens if I decline, how can I sign up to help the vaxx effort?

TRAVEL (26%)

- Can/when can I travel to/from Perth/Sydney?
- Can you transit through Sydney?
- Can/when you travel to/from NSW?
- Do travelers from high-risk countries need to be vaccinated before coming to NZ?
- Can I travel to the Cook Islands if I'm not an NZ citizen?
- Can NZ Citizens return home from India?

OTHER CATEGORIES (All < 4%)

- CASES (3%) I can't find the locations of interest of the Christchurch/Sydney case.
- NZ COVID Tracer App (<1%) Can business be asked to refresh their QR codes.
- BORDER CONTROLS (<1%) Why can the NZ cricketers return from India when all others can not?

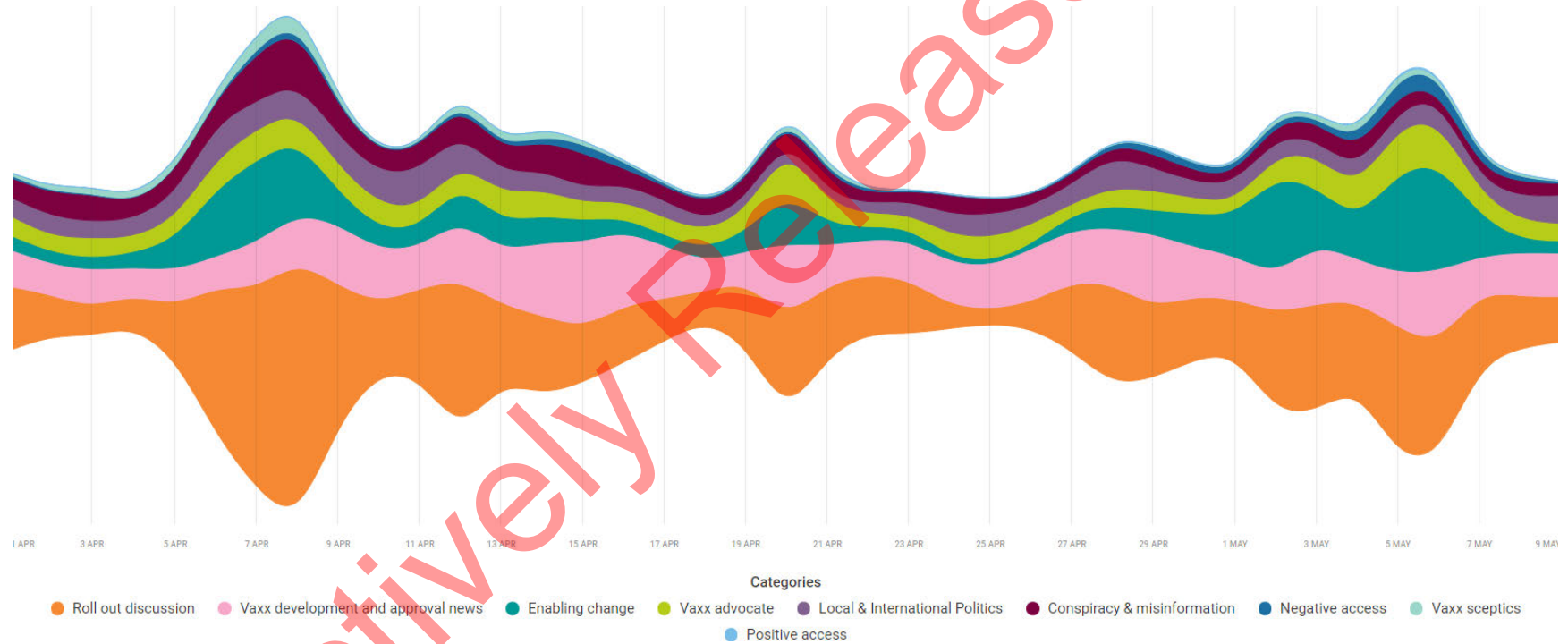
SUMMARY: Vaccine related queries were 66% of the total FAQs to UAC19 owned channels (total 324). People were seeking information around the logistics of booking an appointment for their COVID vaccine, what side-effects should they be wary of and had questions around which group they or their household members are part of. Travel related questions made up 26% with queries from Australians and New Zealanders surrounding pauses to traveling too/from Perth or Sydney.

Analysts have segmented social conversation into categories that reflect New Zealanders' attitudes towards the COVID-19 vaccine.

There are also included categories that capture more general "interest" content e.g. conversation about the international roll out of a vaccine, performance of specific vaccines and so forth. These categories often contain shared international news and retweeted international content.

Method: Conversation is gathered initially via a key word query. It is segmented and automated using natural language processing & statistical pattern recognition

Vaccine conversation (attitudinal categories) 1 April – 9 May, 2021. Public social conversation in New Zealand



Roll out and planning discussion

How the vaccine rollout is progressing.

Vaxx development and approval news

Development and approval of the vaccine. Tends to have an international focus.

Politics International and local

Conversation about how governments are dealing with the vaccine.

Vaxx advocate

Advocating for New Zealanders to have the vaccine.

Enabling change

Future focused discussion about what a vaccinated population will enable.

Positive Access stories

The ease and accessibility of getting vaccinated, having a positive experience of vaccination.

Vaxx sceptics

Hesitancy or distrustful of the vaccine.

Conspiracy and misinformation

Anti-vaxx and conspiracy theories.

Negative access stories

Barriers and blockers to accessing the vaccine, having a negative experience of vaccination.

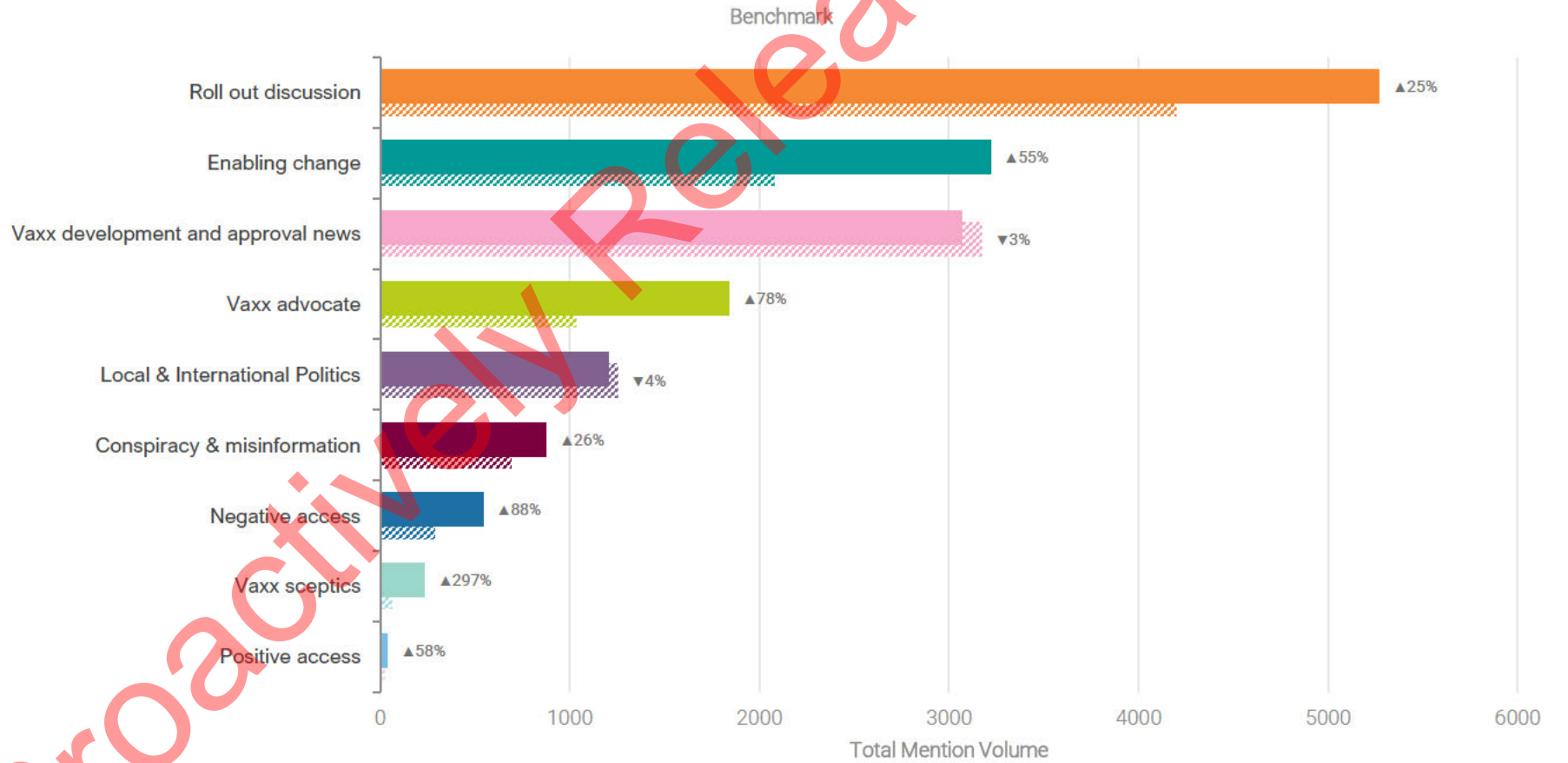
Total volume of conversation:

May 3 – 9, 2021: 18,204

April 26 – May 2: 13,561

Note: Volumes are indicative only as they are based on vaccine-related keywords, however changes will be representative of larger trends.

Categories current week (May 3-9) benchmarked against previous week (April 26 – May 2)



Proactively Released

Conversation summary:

Analysts looked into the 'Enabling Change' category over the last fortnight (26 April – 9 May 2021) to try and understand how New Zealanders are currently discussing the future and what the COVID vaccine means personally and collectively.

Content within this category is varied and is driven by news announcements, international developments and UAC-owned activity.

Ten percent of content in 'Enabling change' category is around how a COVID vaccine will enable travel. Comments indicate those who have the resources and desire to travel see the vaccine as protection for themselves and their families.

Currently there are little conversation that considers how New Zealand's level of immunity will determine how New Zealanders can interact with the rest of the world.

Ten percent of conversation focuses on how the vaccination will enable individual travel and peoples' travelling desires.

A current theme in this category is how vaccination will open the possibility of overseas travel (10% of conversation).

Those people within New Zealand who have the means or desire to travel see vaccination as a tool to enable this.

The goal of travel could be seen to be filling an immediate treat or need rather than making any reference to what a post-covid future could or will look like for New Zealand collectively.

Expressing focus on individual travel

I would like to travel to see my family so this is very important to me For others who just want to stay put good for you, don't have the **vaccination** and stay home as other countries won't want you

May 09, 2021 08:47:55 AM

person in a position where they can take the **vaccine** should. Not only would it protect them, it would more importantly help to protect others, for example those who can not for medical reasons take the **vaccine**. It's just selfish not too. Plus when the majority of us are **vaccinated** and the worlds borders open it will make it safer to travel. And I want to travel.

Apr 26, 2021 07:17:52 AM

Waiting patiently for mine I have 2 reasons to get it 1, to protect my grandchildren as they can't be **vaccination** yet 2, I want to travel

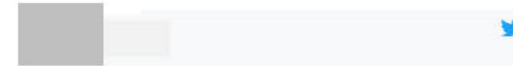
Awareness that vaccination will be key before travelling overseas



Yeah I'm not going to travel without a vaccine.

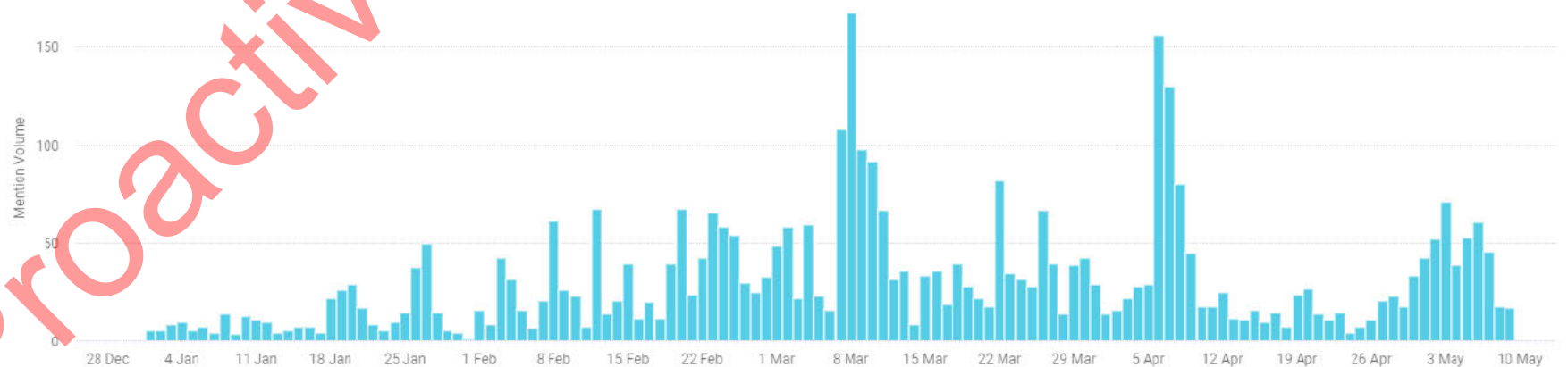
Not sure about MIQ. I assume when we're deemed to have reached herd immunity we'll open back up. Just not sure what % of the population that will be and whether we'll be able to reach that by the end of the year.

6:00 PM - May 6, 2021



Good call, the risk to our Pacific neighbours is still high. As much as we are itching to travel, we'll wait till fully vaccinated too

Volume of conversation about travel over time, 1 January – 9 May 2021. Tool: BCR



Some future-focused conversation considers what collective immunity means for New Zealand.

Some are discussing what impact the vaccine will make when New Zealand loosens its border controls.

These ideas engage with the idea of necessary herd immunity as they anticipate the pandemic continuing internationally. However, there is currently low volume in this theme.

What could an open border mean for NZ while the pandemic continues Internationally?

Border is still closed guys. Pandemic response can only be judged once the border is back open. You've climbed onto the roof but unfortunately a cheeky boy has stolen your ladder. Nytimes saying today herd immunity not achievable

This seems a bit dramatic but I think you are right. Hospitals could be busy. Once our border opens, covid is a-coming to our shores becuz I reckon we will be open way before most of the world is vaccinated.
4:40 PM · May 9, 2021

? The govt should have waited until the vaccine roll out before opening the borders.

Some vaxx-sceptics are concerned that the refusal of the vaccine may cause division.

Concern that refusing a vaccine will have ongoing restrictions on opportunities e.g. 'no jab no travel' or that those who refuse will be ostracized.

Ministry of Health - Manatū Hauora no not compulsory as you have stated, but the choice to not take the vaccine comes with marxist restrictions, such as no jab no job and soon, no jab no travel, but wait theres more..no jab no school and no jab no benefit..the writing is on the wall.

They have said that there is no evidence that it stops transmission. So many people want to take the vaccine so that we can "go back to normal" its just not going to happen but by the time the population finds that out they will have already had the jab and ostracized people that don't want it. I'm all for those that want to take it but...

Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

May 10 - 16, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19 and Ministry of Health:

People were seeking information around the logistics of vaccine appointments, wondering what the risks of vaccination are for certain groups and what side-effects they should be wary of. People were also asking about MIQ including cost, insurance and the number of people currently in managed isolation.

Partner and organic:

There were very few COVID-19 related questions on Te Puni Kōkiri and Ministry for Pacific Peoples pages. These are currently not boosted. Questions to public social media sources focus on vaccine safety and weighing up the perceived risk of the vaccine versus its perceived effectiveness.

FAQs UAC and MoH combined – 344 questions

May 10–16, 2021



VACCINE (85%) see subthemes below

- **Vaccine roll-out (153):** How do I book / where do I / why can't I / what group am I / when will I be contacted / how long will it take.
- **Vaccine risk (38):** What's the advice for/is it safe for xyz medical conditions/pregnancy.
- **Vaccine side-effects (30):** What are the long-term/do we know the/how many incidents of.
- **Vaccine effectiveness (24):** How long will it be effective / what does 95% protected mean / does the vaccine prevent you from getting COVID-19/transmitting the virus.
- **Vaccine safety & approval: (23):** What does provisional consent by MedSafe NZ mean / is it FDA approved.
- **Vaccine misinformation (15):** Why are docs/microbiologists who oppose vaccine not allowed media time.
- **Vaccine & flu shots (4):** Can flu and COVID-vaccine be delivered in same appointment.
- **Vaccine international commentary (4):** Why has my mum had a dead arm for 2 months after receiving the vaccine in UK / How many people globally have had adverse vaccine reactions.

MANAGED ISOLATION (3%)

- Can anyone name insurance companies that cover Government imposed MIQ costs if there is an outbreak when travelling?
- How many people are in MIQ currently?
- When a person tests positive and is put into managed isolation what type of medical treatment do they receive?
- For NZ returnees do they have to pay for their isolation costs?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Vaccine-related queries were 85% of the total FAQs to the combined UAC19 and Ministry of Health owned channels (total 344). People were seeking information around the logistics of vaccine appointments, wondering what the risks of vaccination are for certain groups and what side-effects they should be wary of. Managed isolated-related questions made up 3% with people asking about cost, insurance and number of people currently in MIQ.

OTHER CATEGORIES

- TRAVEL (2%) I am flying from Perth to NZ next week – can you please tell me if there is anything I need to do or know for my travels?
- CASES (<2%) Was there an update today?
- TESTING (<2%) Is it possible to request an antibody test for COVID?



No questions within this period (0%)

— Note: TPK posted one COVID related piece of content to their Facebook wall. This generated no comments.

Methodology & data coverage: analysis is based on public posts to Te Puni Kokiri Facebook wall only.



No questions within this period (0%)

— Note: MPP posted one COVID related piece of content to their Facebook wall which resulted in one comment. (Next week will include more posts).

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.



Organic conversation Public Social media NZ

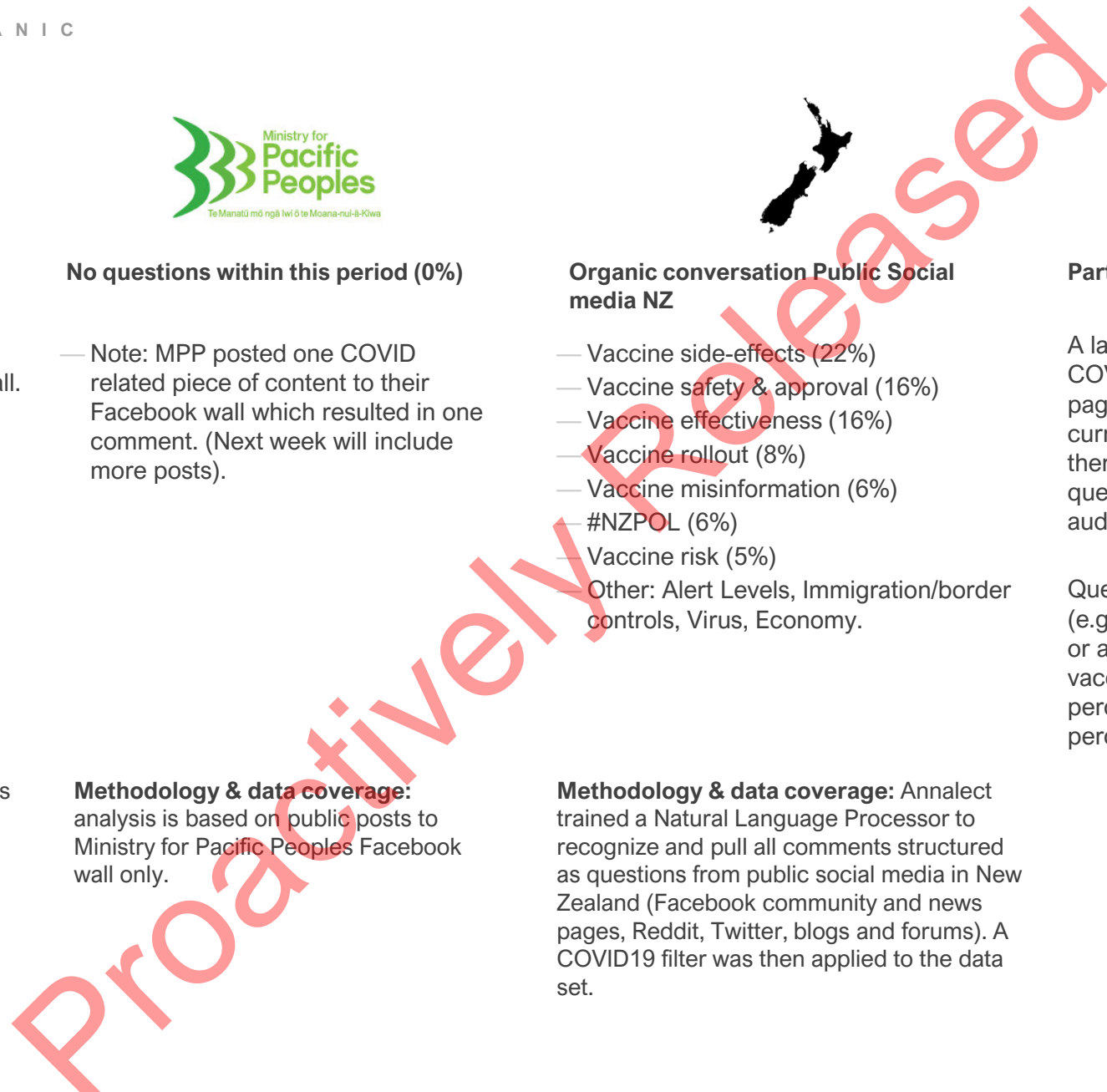
- Vaccine side-effects (22%)
- Vaccine safety & approval (16%)
- Vaccine effectiveness (16%)
- Vaccine rollout (8%)
- Vaccine misinformation (6%)
- #NZPOL (6%)
- Vaccine risk (5%)
- Other: Alert Levels, Immigration/border controls, Virus, Economy.

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.

Partner and organic FAQ summary

A lack of conversation in general on COVID-related posts to the TPK and MPP pages is likely because these posts are currently unpaid (not boosted). However, there may also be some hesitancy to voice questions on social media by their audiences.

Questions to public social media sources (e.g., news sites) are often conversational or argumentative. Comments focus on vaccine safety and weighing up the perceived risk of the vaccine versus its perceived effectiveness.



Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

May 17 - 23, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

People were seeking information around the logistics of vaccine appointments, the effectiveness of the vaccine and access regarding groups. Case-related questions had people asking about number of cases and hospital admissions.

Ministry of Health:

People were seeking information around vaccine appointment logistics and asking about different aspects of the rollout. People were asking about testing methods and results.

Partner and organic:

There were very few COVID-19 related questions on Te Puni Kōkiri and Ministry for Pacific Peoples pages. These are currently not boosted. Questions to public social media sources focus on vaccine safety/approval in relation to the urgent legislation passed recently in Parliament as well as the perceived effectiveness of the vaccine.

FAQs UAC – 319 questions

May 17 – 23, 2021

VACCINE (74%) see subthemes below

- **Vaccine access (logistics): 79/236** (When will/do I/we/town/city get / who do I/we contact / how do I book / where do I go / why haven't I/we been contacted / got an email/text)
- **Vaccine effectiveness: 34/236** (Do I have to do MIQ if vaccinated / evidence for decreased transmission / how long effective for / how often will need vaccination)
- **Vaccine access (group): 29/236** (What group am I/we in / who is in Group X / am in Group X and waiting to hear / why frontline not vaccinated yet / in Group X can I turn up with no appointment)
- **Vaccine safety & approval: 23/236** (Tested on animals / is it 100% safe / is it fully approved / Pfizer trial / what is provisional consent)
- **Vaccine roll-out (policy): 23/236** (will NZ have other vaccine brands / vaccine card/certificate / Can I get vaccinated early due to xyz / are NZ giving vaccine to other countries)
- **Vaccine risk (medical): 19/236** (what about xyz condition or medication risk)
- **Vaccine side-effects: 15/236** (what have been the / what are long-term / any adverse reactions)
- **Vaccine roll-out (progress): 12/236** (vaccine summary / why so slow / running true to date / when will be completed / what percentage of total population in each DHB had)
- **Vaccine & flu shot: 2/236** (what is recommendation with COVID / why flu + COVID vaccines so slow to roll out)

CASES (4%)

- Where did the six new cases come from?
- How many cases are in hospital?
- Why do we still have positive cases at the border?
- Why is it that only the total cumulative number of confirmed cases is being reported to WHO and not the total cumulative number of cases?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Vaccine-related queries were 74% of the total FAQs to the UAC19 owned channels during this time period (total 319 questions). People were seeking information around the logistics of vaccine appointments, the effectiveness of the vaccine and access regarding groups. Case-related questions made up 4% with people asking about number of cases and hospital admissions.

OTHER CATEGORIES

- TESTING (3%) What is a weak positive? / what cycle are PCR tests set at / if you can test for it in water why can't test for it in saliva?
- TRAVEL (2%) Is the travel bubble still open / are aircrafts contained within the bubble / can you travel from Aus to NZ and then Cook Islands without quarantine?

FAQs MoH – 38 questions

May 17 – 23, 2021

VACCINE (66%) see subthemes below

- **Vaccine access (logistics): 8/25** (Why haven't I/we heard / why so hard to find out / Can/when will I/ how long second vaccine after first)
- **Vaccine roll-out (policy): 3/25** (Will we have a Vaccine certificate / how get hold of Data Monitoring Committee reports)
- **Vaccine misinformation 4/25** (spreading lies / cover-up / pamphlets in letter box)
- **Vaccine risk (medical): 3/25** (What is the risk for xyz medication/condition)
- **Vaccine effectiveness: 3/25** (Why do vaccinated people need to do MIQ / will vaccine be a yearly thing)
- **Vaccine side-effects 2/25** (what are the)
- **Vaccine safety & approval: 1/25** (is this legal or do we need one more urgent law change)
- **Vaccine access (group) 1/25** (How do I find out)

TESTING (5%)

- Can you confirm that the PCR test threshold value being used in NZ is still currently 40 and has not changed?
- What happened to the 10 people that got through the borders without COVID testing?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Vaccine-related queries were 66% of the total FAQs to the MOH owned channels during this time period (total 38 questions). People were seeking information around the logistics of vaccine appointments and asking about different aspects of the roll-out. Testing-related questions made up 5% with people asking about the testing methods and results.

OTHER CATEGORIES

- NZ COVID Tracer app (2%) Is it compulsory for visitors from Australia to use the COVID tracer app while they are in NZ?
- All other categories are non-COVID-19/vaccine related.

Proactively Released



No question within this period

1 question within this period

Organic conversation public social media NZ

SUMMARY: Partner and organic FAQ

— Note: TPK posted 2 COVID-19 related pieces of content to their Facebook walls. These generated no comments.

— **Vaccine access (1/1)** Does this explanation have different languages? (in relation to a COVID-19 vaccine educational video)

- Vaccine effectiveness (19%)
- Vaccine safety & approval (19%)
- Vaccine access (logistics) (14%)
- Vaccine misinformation (14%)
- Vaccine & flu (9%)
- Vaccine rollout (policy) (4%)
- Vaccine side-effects (4%)
- Vaccine rollout (progress) (4%)
- Other: Virus, #NZPOL

This week there is a lack of conversation in general on COVID-related posts to the TPK and MPP pages. This is likely because these posts are currently unpaid (not boosted).

— Note: MPP posted 23 COVID-19 related pieces of content to their Facebook wall which resulted in 19 comments (mainly tagging others).

Questions to public social media sources (e.g., news sites) are often conversational or argumentative. Comments focus on vaccine safety & approval in relation to the urgent legislation passed recently in Parliament as well as the perceived effectiveness of the vaccine.

Methodology & data coverage: analysis is based on public posts to Te Puni Kokiri Facebook walls only.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.



Thank you

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**Unite Against COVID-19:
FAQs Analysis**
May 24 - 30, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

People were seeking information around the logistics of vaccine appointments, access for groups and the effectiveness of the vaccine. Due to the paused travel bubble with Victoria, there were questions about travel logistics.

Ministry of Health:

People were seeking information around the logistics of vaccine appointments and asking about vaccine trials and effectiveness.

Partner and organic:

There were no COVID-19 related questions on Te Puni Kōkiri and Ministry for Pacific Peoples pages this week. These are currently not boosted. Questions to public social media sources this week focused on the perceived effectiveness of the vaccine and the progress of the rollout.

Proactively Released

FAQs UAC – 397 questions

May 24 - 30, 2021

VACCINE (51%) see subthemes below

- **Vaccine access (logistics): 61/204** (When will/can I/we/they / how do/can/will I/my / where is/ can I go / how will xyz be contacted / why has my xyz not received / why has xyz being vaccinated and not xyz / how long second after first jab)
- **Vaccine access (group): 28/204** (How do we register if in group x / what are the timeframes for group x / when does group x vaccinations start)
- **Vaccine effectiveness: 26/204** (Will it be yearly/how frequently / if vaccinated will I/we have to do MIQ/ does vaccine stop / how effective is / does it protect against variants)
- **Vaccine roll-out (policy): 21/204** (When are younger people getting / national policy for dealing with surplus / why supplying Pacific Islands with over 65s here waiting / vaccination ID/certificate)
- **Vaccine roll-out (progress): 18/204** (Info on vaxx numbers/ why so slow / how come now end of July)
- **Vaccine side-effects : 17/204** (What are / impact on menstrual cycle / did anyone have first/second dose and feel xyz)
- **Vaccine safety & approval: 15/204** (how can you trust/ensure safety / where was it tested / when does provisional approval expire / Pfizer trial)
- **Vaccine misinformation: 12/204** (why refer to vaccine when it isn't / why doctors censured / changes to DNA / what are ingredients)
- **Vaccine risk (medical): 4/204** (What is risk for xyz / can I still donate plasma/blood if get vaccine)
- **Vaccine (politics): 2/204** (has Jacinda had her jab / why MPs under 65 prioritized ahead of over 65s)

TRAVEL (33%)

- Will I need a negative COVID test if transiting through Melbourne?
- How can I prove I haven't been to Melbourne?
- Is there any update on when the bubble might be reopening?
- Can you travel to/from Sydney/Brisbane/Perth test/quarantine free?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Vaccine-related queries were 51% of the total FAQs to the UAC19 owned channels during this time period (total 397 questions). People were seeking information around the logistics of vaccine appointments, access for groups and the effectiveness of the vaccine. Travel-related questions made up 33% with the majority wanting information about the paused travel bubble with Victoria.

OTHER CATEGORIES

- **TESTING (4%)** (Result time frame for tests / any testing at Wellington wastewater this week / how do you get your covid test results)
- **CASES (2%)** (What countries have these people arrived from / how is a case determined / what variants are appearing at our border)

FAQs MoH – 45 questions

May 24 - 30, 2021

VACCINE (71%) see subthemes below

- **Vaccine access (logistics): 8/32** (When are they available in / where are they in / how come xyz are getting / does it matter when I get second jab)
- **Vaccine safety & approval: 5/32** (is it still under trial / were Māori included in initial trials / what changes will mRNA make to our cells)
- **Vaccine effectiveness: 5/32** (How does it stop the spread / will we need it frequently / what's point if it doesn't stop contracting/passing on COVID-19)
- **Vaccine access (group): 4/32** (when are group x getting / what group are 70-year-olds in / why are prisoners getting vaccine before group 4)
- **Vaccine & flu shot: 3/32** (is it safe to get both covid/flu shots)
- **Vaccine side-effects 2/32** (Why no adverse events reporting since April 17 / is there concern over number of reported cases of anaphylactic shock post vaccine)
- **Vaccine misinformation 2/32** (Define COVID and where it was manufactured)
- **Vaccine roll-out (policy): 1/32** (Why are seven douses being given per vial when Pfizer says maximum of six)
- **Vaccine roll-out (progress): 1/32** (have you got enough to complete programme)
- **Vaccine risk (medical): 1/32** (Is it ok to get if you are breastfeeding?)

TRAVEL (2%)

- We have just been in Rarotonga and now planning on going to Australia. Do we have to be in NZ for at least 14 days before we fly internationally again?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Vaccine-related queries were 71% of the total FAQs to the MOH owned channels during this time period (total 45 questions). People were seeking information around the logistics of vaccine appointments and asking about vaccine trials and effectiveness.

OTHER CATEGORIES

- **TESTING (2%)** – My husband recently returned from Melbourne. He was refused at three practices due to being asymptomatic. Where does he go to get his test?
- All other categories are non-COVID-19/vaccine related.



No questions within this period

— Note: TPK posted 2 COVID-19 related pieces of content to their Facebook walls. These generated no comments.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted 12 COVID-19 related pieces of content to their Facebook wall which resulted in 31 comments (mainly tagging others or emoji reactions).

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.



Organic conversation public social media NZ

- Vaccine effectiveness (18%)
- Vaccine rollout (progress) (18%)
- Vaccine rollout (policy) (15%)
- Vaccine side-effects (15%)
- Vaccine access (logistics) (3%)
- Vaccine misinformation (3%)
- Other: Virus, #NZPOL

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.

SUMMARY: Partner and organic FAQ

This week there continues to be a lack of conversation in general on COVID-related posts to the TPK and MPP pages. This is likely because these posts are currently unpaid (not boosted).

Questions to public social media sources (e.g., news sites) are often conversational or argumentative. This week there was a focus on the perceived effectiveness of the vaccine and the progress of the rollout.



Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

May 31 – June 6, 2021
New Zealand

Proactively Released

FAQs Summary:

Partner and organic:

The Ministry for Pacific Peoples posted seven COVID-19 related posts on its Facebook wall this period. These posts continue to be positively received, however elicit few comments. There were no COVID-19 related posts on Te Puni Kōkiri pages this week

Questions to public social media sources focused on the perceived effectiveness of the vaccine and seeking information around the logistics of vaccine appointments. As seen previously, the conversation is led by news and has a fair number of arguments and misinformation.

Proactively Released



No questions within this period

— Note: TPK did not post any COVID-19 related posts during the time period.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted 7 COVID-19 related posts to its Facebook page. Six of the posts were received with likes and some shares but no comments. The video post 'Episode 15 – Gagana Samoa' had many supportive comments towards the sentiment and production of the piece and one concerned commenter stating that trials end in 2023 and provided a link to the NZPhvC to report adverse reactions.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.



Organic conversation public social media NZ

- Vaccine effectiveness (16%)
- Vaccine access (logistics) (15%)
- Vaccine misinformation (13%)
- Vaccine side-effects (8%)
- Vaccine roll-out (progress) (7%)
- Vaccine roll-out (policy) (2%)
- Vaccine risk (medical) (2%)
- Other: #NZPOL, NZ COVID Tracer app, Testing, Cases

Methodology & data coverage: Annalect uses a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.

SUMMARY: Partner and Organic

MPP posted seven COVID related posts on their Facebook wall this period. These posts continue to be positively received, however elicit few comments. There were no COVID-19 related posts though TPK page this week.

Organic – There was a focus on the perceived effectiveness of the vaccine and seeking information around the logistics of vaccine appointments. As seen previously, the conversation is led by news and has a fair number of arguments and misinformation.

*** Please see methodology notes for each data source.**



Unite Against COVID-19: FAQs Analysis

May 31 – June 6, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

People were seeking information around the logistics of vaccine appointments, access for groups and side effects. Due to the continued paused travel bubble with Victoria, there were questions about returning home from Melbourne/Victoria.

Ministry of Health:

There were only 18 vaccine-related questions to the MoH page. People were seeking information around the logistics of vaccine appointments and asking about roll-out policies.

Proactively Released

FAQs UAC – 364 questions

May 31 – June 6, 2021

VACCINE (48% of total FAQs) see subthemes below

- **Vaccine access (logistics): 68/176** (When will/can I / how/where do I / what do I need to do / why no mobile units / what is the 0800 number / why can't I book in for second)
- **Vaccine access (group): 20/176** (what group would xyz be in / I am group X who do I contact / which group is on now / how/when will group X be contacted or vaccinated)
- **Vaccine side-effects: 19/176** (Are people advised to report adverse effects to CARM / who do you contact about / where is NZ info/figures / what are the)
- **Vaccine safety & approval: 14/176** (Pfizer trial / does vaccine have full approval / why encouraging pregnant women without safety info)
- **Vaccine effectiveness: 14/176** (Can people with vaccine travel without MIQ / will we need a booster / will we need one every year)
- **Vaccine roll-out (policy): 13/176** (When will there be more vaccination sites / vaccine passport/card / how is allocation to DHBs calculated)
- **Vaccine misinformation: 11/176** (How many healthy people did it kill / how can there be one source of truth / flyers)
- **Vaccine risk (medical): 7/176** (Risk if I have xyz condition / will vaccinators have access to recipient's medical history for onsite vax risk assessment)
- **Vaccine roll-out (progress): 7/176** (Who set the targets / why are numbers so low / what's the hold up / why still waiting)
- **Vaccine (politics): 2/176** (Why isn't Jacinda Ardern having / when is Jacinda going to vaccinate herself and her family)
- **Vaccine & flu shot: 1/176** (How long after final vaccination can I get my normal flu shot)

TRAVEL (38%)

- When can people start flying back from Melbourne?
- When can we expect an update on the extension of the travel bubble pause?
- Can you please clarify the situation for people who left Melbourne on xyz – can they return to NZ on a green flight?
- For green flights we don't need to do quarantine?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Vaccine-related queries were 48% of the total FAQs to the UAC19 owned channels during this time period (total 364 questions). People were seeking information around the logistics of vaccine appointments, access for groups and vaccine side effects. Travel-related questions made up 38% with the majority wanting information about returning home from Melbourne/Victoria.

OTHER CATEGORIES

- **CASES (2%)** (Any cases yesterday / how many of total cases have been from Australia / is there an update today)
- **TESTING (2%)** (What is testing rate nowadays / which covid tests are needed for departure / how does one get a historical test / if no result after 48 hours does that mean it's negative)

FAQs MoH – 38 questions

May 31 – June 6, 2021

VACCINE (47%) see subthemes below

- **Vaccine access (logistics): 10/18** (Can I get / When can I / is it time for / will I get a knock on my door / how many days after second vaccine can I go travel)
- **Vaccine roll-out (policy): 4/18** (How did the guidelines re: giving the vaccine come about / why would you need proof of vaccination / what happened to the AstraZeneca vaccines you bought / Did I read in section 72 of Health Act you could be fined or jailed for refusing test)
- **Vaccine misinformation: 1/18** (Are you aware of these flyers being distributed)
- **Vaccine access (group): 1/18** (We are group 3 and have compromised immune when will)
- **Vaccine (politics): 1/18** (Has Jacinda taken the vaccine herself)
- **Vaccine safety & approval: 1/18** (Has MedSafe signed it off as safe for pregnant women)

NZ COVID TRACER APP/QR CODES (13%)

- How many daily users?
- How many downloads now out of the team of 5 million?
- A business said because they have an electronic booking system, they don't need a QR code. Is this right?
- Does MOH want us all to have individual codes for our homes?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Vaccine-related queries were 47% of the total FAQs to the MOH owned channels during this time period (total 38 questions). People were seeking information around the logistics of vaccine appointments and about the roll-out.

OTHER CATEGORIES

- **VIRUS (5%)** – (How does COVID-19 spread / Where did the virus originate from)
- **TRAVEL (5%)** – (Why are you not interested in arrivals prior to 20 May / have all arrivals from this period been contacted)
- **IMMIGRATION/BORDER (5%)** – (Any review of travel from high-risk countries)

Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

June 7 - 13, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

Questions to UAC channels increased by 40% overall this week. 48% of total questions related to eligibility and testing requirements for 'Green Flights' from Australia. Vaccine-related questions focused on logistics. A significant proportion of these were from those in the over-65 group who are impatient to receive their vaccines.

Ministry of Health

Questions increased by 37% this week. The public were focused on the progress of the national roll-out. People had questions about how safe the vaccine is for pregnant people and when/how people over 65 will be contacted.

Partners Te Puni Kōkiri & Ministry for Pacific Peoples

Low levels of COVID-19 related conversation from the public appear on these channels.

Organic

25% of questions in organic social media focused on potential side-effects of the Covid-19 vaccine and 17% on the vaccine's perceived effectiveness, especially in regard to whether individuals will need to undergo MIQ once fully vaccinated or when New Zealand might open their borders to vaccinated non-residents.

FAQs UAC – 508 questions (total posts 5,752)

June 7 - 13, 2021

TRAVEL (48%)

- **Questions were around whether individuals were eligible for a number of ‘Green Flights’ from Australia to NZ.** People had specific questions around residency, transiting flights and testing requirements of these flights.

VACCINE (41% of total FAQs) see subthemes below

- **Vaccine access (logistics) 77/211** (how / what / when? Can I apply for an early vaccine? I can't get though, what are the wait times?)
- **Vaccine safety and approval 32/211** (what's in it, how does it work, is it still being trialed, how is it being monitored?)
- **Vaccine roll-out (progress) 28/211** (what percentage of the population have had 1/2 jabs, what is the target, what is the timeline?)
- **Vaccine roll-out (policy) 20/211** (why only Pfizer, why/are Maori & Pacific people being prioritized, what is the policy around unused vaccines, why aren't over 65s being prioritized?)
- **Vaccine side-effects 17/211** (what / when / how long before, how many people have been hospitalized / died because of the vaccine?)
- **Vaccine effectiveness 16/211** (will I need an annual booster, will I need to still wear face coverings on public transport / undertake MIQ if I have been vaccinated?)

- **Vaccine access (group) 11/211** (what group am I, my partner is in group x can I be vaccinated when they are)
- **Vaccine risk (medical) 7/211** (I have x can I have the vaccine?)
- **Vaccine risk (pregnancy) 1/211** (should I get a shot if I'm planning to get pregnant?)
- **Vaccine & Flu shot 1/211** (how long between?)

OTHER CATEGORIES

- **IMMIGRATION BORDER CONTROLS (3%)** (Are our borders closed, have they opened to India again, when will NZ receive vaccinated visitors from the US, EU?)
- **CASES (2%)** (what about the COVID traces in the wastewater? How many new cases at the border have been vaccinated)
- **MASKS/FACECOVERINGS (2%)** (how do I apply for an exemption to wearing a mask on public transport, where do I report people not wearing masks on public transport, are we still wearing masks on public transport?)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Questions to UAC channels increased by 40% overall this week. 48% of total questions related to eligibility and testing requirements for ‘Green Flights’ from Australia. Vaccine-related questions focused on logistics (particularly from the over 65 group who are impatient to receive their vaccines. However, there are still questions about safety and risk reflecting continued vaccine hesitancy & misinformation.

FAQs MoH – 52 questions (total posts 1,383)

June 7 - 13, 2021

VACCINE (47%) see subthemes below

- **Vaccine roll-out (progress) 10/44** (when will you start on the over 65 group, what % of the population have been immunized, what is the minimum target?)
- **Vaccine risk (pregnancy) 8/44** (how certain are you it's safe, when did they do trials, where's the data?)
- **Vaccine access (logistics) 7/44** (when/how / where can I get my jab, what is the process to apply for an early vaccination?)
- **Vaccine side-effects 5/44** (what about long-term, what are they?)
- **Vaccine access (group) 5/44** (I'm over 65 which group am I, I have x condition, I'm in group 2 and no one has contacted me)
- **Vaccine effectiveness 5/44** (once I've had both jabs will I need to wear masks/MIQ, will it be an annual vaccination?)
- **Vaccine roll-out (policy) 3/44** (why aren't essential workers prioritized over other groups, are we throwing away vaccines?)
- **Vaccine safety and approval 1/44** (please explain how the vaccine works)

TRAVEL (4%)

- Please advise on process for 'Green Flights'

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Questions to MOH channels increased by 37% this week. Vaccine-related questions made up 44 of the total 52. The public were focused on the progress of the national roll-out. People had questions about how safe is the vaccine for pregnant people and when/how people over 65 will be contacted.

OTHER

- **TESTING (4%)** – (How does COVID-19 spread / Where did the virus originate from)
- **HEALTH non COVID (4%)**
- **MIQ (2%)** – (why are there no places in x month?)



No questions within this period

— Note: TPK posted one COVID-19 related piece of content to their Facebook wall. This post generated three (positive) comments.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted six COVID-19 related pieces of content to their Facebook wall which resulted in zero comments.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.



Organic conversation public social media NZ

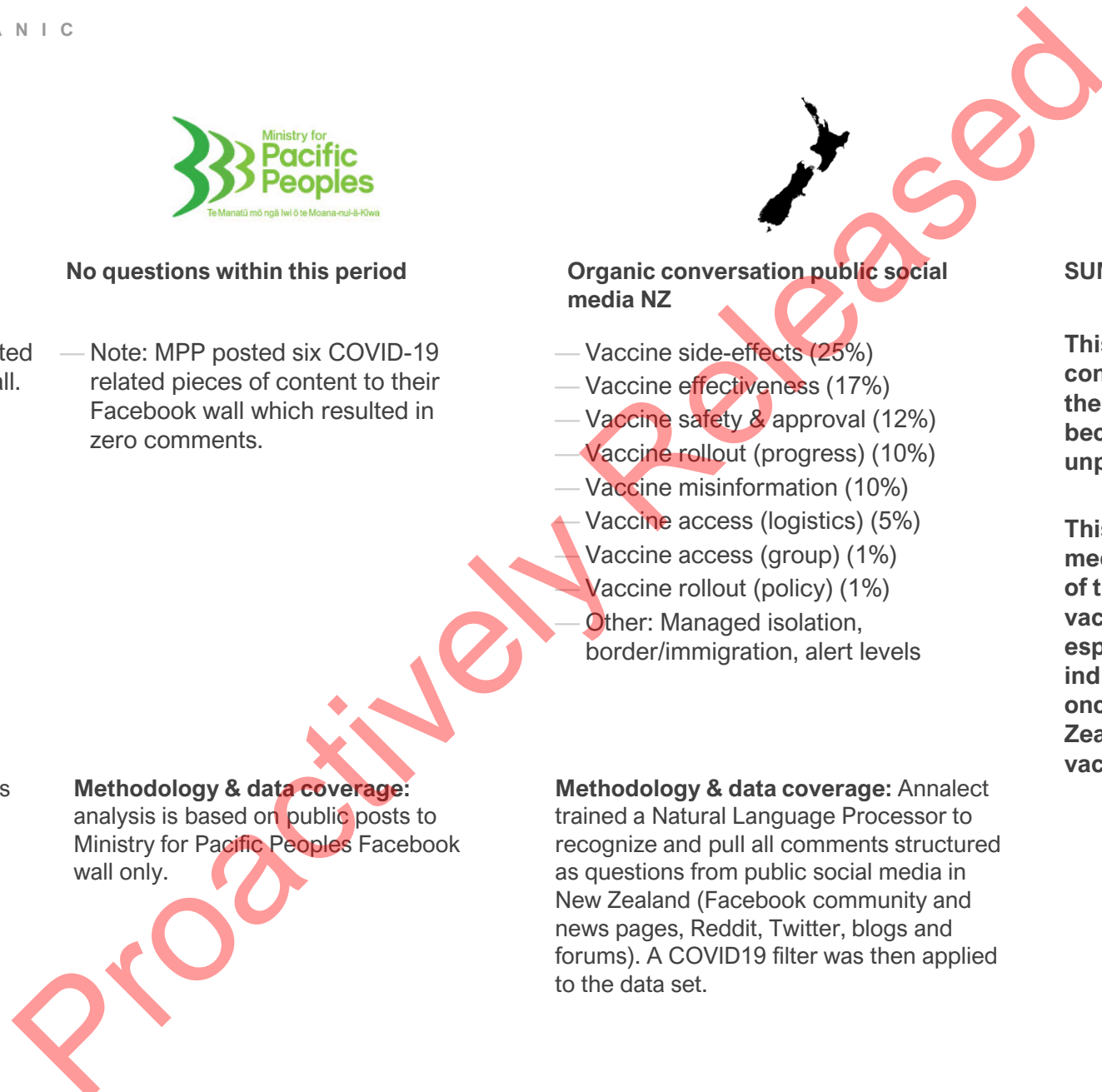
- Vaccine side-effects (25%)
- Vaccine effectiveness (17%)
- Vaccine safety & approval (12%)
- Vaccine rollout (progress) (10%)
- Vaccine misinformation (10%)
- Vaccine access (logistics) (5%)
- Vaccine access (group) (1%)
- Vaccine rollout (policy) (1%)
- Other: Managed isolation, border/immigration, alert levels

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.

SUMMARY: Partner and organic FAQ

This week there continues to be a lack of conversation on COVID-related posts to the TPK and MPP pages. This may be because these posts are currently unpaid (not boosted).

This week questions on organic social media focused on potential side-effects of the Covid-19 vaccine and the vaccine's perceived effectiveness especially in regard to whether individuals would need to undergo MIQ once fully vaccinated or when New Zealand might open their borders to vaccinated non-residents.



Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

June 21 - 27, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

Questions to UAC channels increased by 48% overall this week. 30% of total questions were vaccine-related, focusing on safety & approval, accessing appointments and the effectiveness of the vaccine. Travel-related questions (28%) were people asking specific questions about the Australian travel bubble.

Ministry of Health

Questions to MOH channels increased by 92% this week. Vaccine-related questions made up 52% of total questions. The public were focused on the logistics of making a vaccine appointment. There were questions about the safety of the vaccine and why certain groups are being prioritized.

Partners Te Puni Kōkiri & Ministry for Pacific Peoples

There was no COVID-19 related conversation from the public on these channels this week.

Organic

18% of questions in organic social media focused on the vaccine's perceived effectiveness, in particular around if being vaccinated reduces transmission, effectiveness against the Delta variant or why individuals need to undergo MIQ/isolate once fully vaccinated. People were also asking for information about the Wellington case and travel between New Zealand and Australia.

FAQs UAC – 686 questions (total posts 13,412)

June 21 - 27, 2021

VACCINE (30%) see subthemes below

- **Vaccine safety & approval 68/211** (What studies have been undertaken for children / what are the long-term effects / where are the vaccines made / note: there are many argumentative questions from anti-vaxxers coded to this category)
- **Vaccine access (logistics) 43/211** (When can and how to expect to get / when can get second dose)
- **Vaccine effectiveness 32/211** (Does vaccine prevent transmission / how long protected for / is vaccine effective against all variants / will it be annual vaccination)
- **Vaccine roll-out (progress) 21/211** (Why taking so long / why is xyz area so slow / when is the launch date for online system)
- **Vaccine side-effects 18/211** (What are the / where do you report a side effect / where can we find out the side-effects)
- **Vaccine roll-out (policy) 12/211** (how long should the break between jabs be / can we have a vaccine card/certificate for travel / why aren't essential workers being prioritized)
- **Vaccine access (group) 12/211** (What happens to 12–15-year-olds in Group 3 / when will be vaccination for Group 4 / can we have ours soon)
- **Vaccine risk (medical) 3/211** (What happens if you have an issue with xyz)
- **Vaccine risk (pregnancy) 2/211** (Is it safe to get while pregnant or while breastfeeding)

TRAVEL (28%)

- People had specific questions around the **Australian travel bubble** e.g., length of the pause, testing requirements, which states will be opened, if MIQ will be needed.

OTHER CATEGORIES

- **CASES (21%)** (When will we get an update / any community cases / when do we know if case is delta)
- **ALERT LEVELS (5%)** (How many can be in a restaurant / do you have to take your alert level with you if you leave Wellington)
- **TESTING (4%)** (What's the testing numbers / how many cycles in PCR testing / why don't we test temperature)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Questions to UAC channels increased by 48% overall this week. 30% of total 686 questions were vaccine-related, focusing on safety & approval, accessing appointments and the effectiveness of the vaccine. Travel-related questions were 28% of total questions with people asking specific questions about the Australian travel bubble.

Proactively Released

FAQs MoH – 137 questions (total posts 1,883)

June 21 - 27, 2021

VACCINE (53%) see subthemes below

- **Vaccine access (logistics) 16/72** (What do I do to get / when can carers get / when will I be eligible / do we have to wait until contacted / how do you book 2nd dose)
- **Vaccine safety & approval 12/72** (Could you provide references to studies/latest safety report / can you provide data to prove it is safe for babies)
- **Vaccine roll-out (policy) 11/72** (FDA approved Pfizer for 12 – 15-year-olds, when can we expect this age category to be given vaccine in NZ / why have younger/healthier people already been / why are Maori getting priority)
- **Vaccine access (group) 7/72** (Am in Group x, when can I book/who do I contact/why can't I/why haven't I been notified / what group am I in)
- **Vaccine effectiveness 6/72** (Does the vaccine stop transmission / what is the point if most positives are fully jabbed / can you still transmit the virus after being fully vaccinated)
- **Vaccine misinformation 6/72** (medical experiment / you don't know the facts so why telling everyone to get it)
- **Vaccine roll-out (progress) 5/72** (Why taking so long to roll-out / is there national information on vaccine stages)
- **Vaccine risk (pregnancy) 4/72** (How many pregnant women in first trial group / why are you giving it to pregnant women when there are reports of miscarriage or Pfizer website does not recommend / how can we know how it affects babies that are not born yet)
- **Vaccine risk (medical) 4/72** (Is jab safe for xyz, is it ok to get tetanus booster within 2 weeks of vaccine)
- **Vaccine side-effects 2/72** (Will I have a reaction / how does this help us determine effects)

CASES (20%)

- What is the advice for family of casual plus contacts?
- Am I affected by being at the airport at 8am on same day?
- Are close contacts allowed to travel home e.g., from Wellington to Auck.
- Is Tauranga a place of interest?
- Just wondering how the case got to the airport?

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Questions to MOH channels increased by 92% this week. Vaccine-related questions made up 53% of the total 137 questions. The public were focused on the logistics of making a vaccine appointment. There were questions about the safety of the vaccine and why certain groups are being prioritized.

OTHER

- **VIRUS (5%)** (How does COVID-19 spread / what are the symptoms / define outbreaks / what % of people without comorbidities gets seriously ill)
- **HEALTH (GENERAL) (4%)**
- **TRAVEL (3%)** (Why didn't you stop flights from Sydney last week / is return travel to Aus from NZ also suspended)



No questions within this period

— Note: TPK posted two COVID-19 related pieces of content to their Facebook wall. These posts generated zero comments.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted 11 COVID-19 related pieces of content to their Facebook wall which resulted in zero comments.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.



Organic conversation public social media NZ

- Vaccine effectiveness (18%)
- Cases (16%)
- Travel (15%)
- Testing (9%)
- International (8%)
- Vaccine roll-out (policy) (4%)
- Vaccine misinformation (4%)
- Others: Vaccine side-effects, Alert Levels, vaccine roll-out (progress)

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.

SUMMARY: Partner and organic FAQ

This week there continues to be a lack of conversation on COVID-related posts to the TPK and MPP pages.

This week questions on organic social media focused on the effectiveness of the vaccine, information about the Wellington case and travel between New Zealand and Australia.



Thank you

Proactively Released

Contact



Unite Against COVID-19: Campaign-focused commentary on owned channels

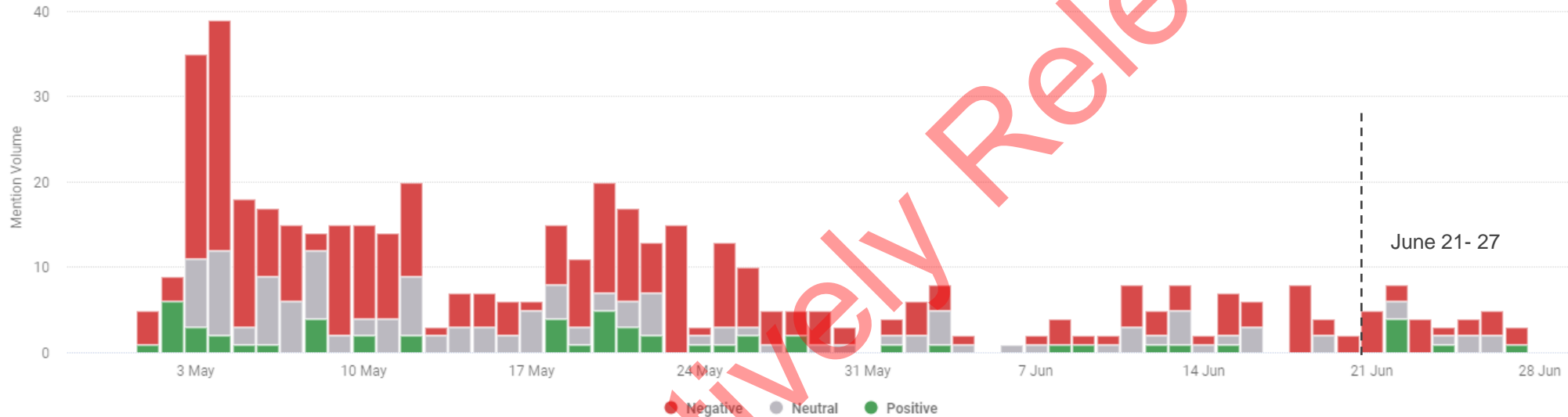
June 21 - 27

New Zealand

Proactively Released

Conversation focused on the UAC19 campaign material for this week is low and relatively consistent.

Campaign-focused conversation UAC19 & MOH Facebook, UAC Instagram May 1 – June 27



Campaign-related conversation defined as mentions of:

(ad OR "advertising campaign" OR advertisement OR advertising OR advertise OR "ad campaign" OR "seeing this" OR "my feed" OR myfeed OR ads OR advert OR "stop showing me this" OR "targeting me" OR "keep seeing" OR (tv NEAR/3 ad) OR "promoted by you" OR "sports people" OR celebrities OR "this filmed" OR "this add is" OR "this ad." OR promote) NOT (maldys OR "Tv announcement" OR "announced on" OR .tv)

Total dataset: 53,822

Campaign focused: 427 posts

Source: BCR

Comments about UAC19 advertising material are diverse. Themes observed this week (June 21 – 27) include:



Jun 26, 2021 02:48:40 AM

Should have a weekly lottery. Cheaper than advertising put money into the pockets of people who scan... go Unite against COVID-19 think outside the box! 🤔

— Comment from someone who is finding it hard to find out necessary information from the ad campaign



Still waiting to hear from my GP practice re vaccination (72 and health issues). yesterday I found out by conversation that there is a site in town. Why is the advertising so bad. Nothing on the radio, have seen nothing in the newspapers.

— Commentary from those who are expressing frustration and the belief that the advertising is misleading e.g. advertising telling people to get the vaccine but vaccines aren't available



Jun 24, 2021 03:34:59 AM

Unite against COVID-19 Wellington received a brochure in our letterboxes saying group 3 would begin in May. Now we are told July AND told we are 7% ahead on vaccinated numbers. Those 2 events don't match unless the goal posts are being constantly moved! Also don't advertise telling us to get vaccinated when we can't as we are still waiting for our group 3 invite !!!



I believe the GPs in Christchurch don't even know when the vaccines are going to arrive in Christchurch for Group 3...and yet you are advertising that the general population will commence from the end of July.

Jun 23, 2021 01:05:34 AM

do you like the waffle answer you got to your very valid question? The real answer is that we are being treated like fools whilst the government pretends to be on top of things whilst in reality they are absolutely not. Waffle about being ahead of (unpublished) targets, advertising saying "get the jab" when there are none available. smoke, mirrors, waffle. Fact. Almost the last Country in the World to get the vaccine, this is very likely to come back and bite NZ in the butt (but the government will still blame someone else). 🤔

— Anti-vaxxers (or those wanting to agitate) are labelling the advertising/campaign false or propaganda.



Jun 21, 2021 06:24:25 AM

Unite against COVID-19 It is not a vaccine. Stop your false advertising.

Jun 20, 2021 08:47:15 AM

Check out <https://www.medsafe.govt.nz/> all the information is there. "Just a reminder & something to consider a genuinely deadly pandemic doesn't require 24/7 advertising to remind you it exists. Real pandemics don't need marketing campaigns & endless propaganda but, psychological operations do"

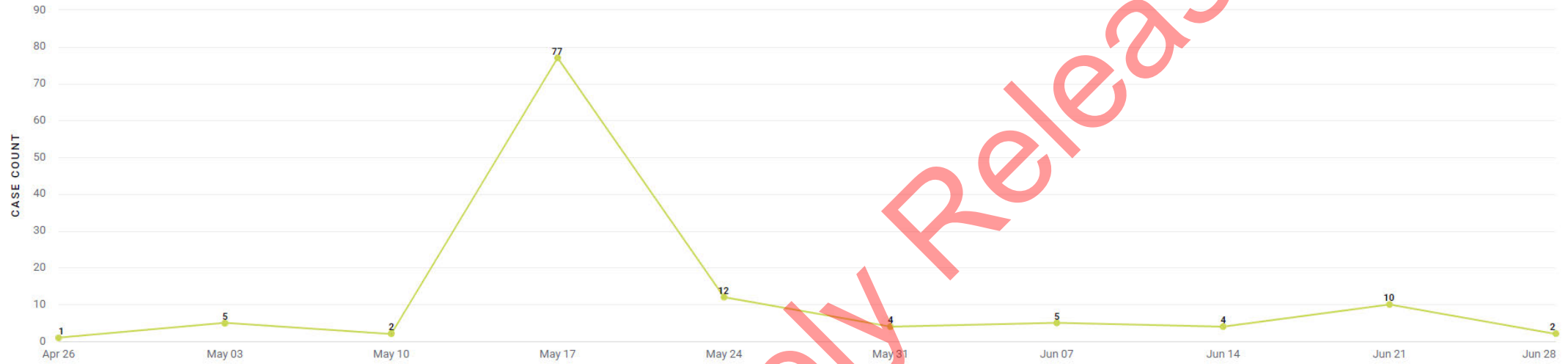
Jun 23, 2021 06:10:21:08 AM

Unite against COVID-19 understand all that but promoting a future of what if's before the present goals have been achieved is false advertising for the govt by the govt

Jun 22, 2021 01:02:43 AM

Unite against COVID-19 Hi, I'm just listening to a radio advert from you guys. It states "millions of people around the world have received the vaccine successfully". What does "successfully" mean in the context of this statement?

Number of cases tagged as advertising campaign (May 1– June 27) UAC Facebook, Instagram Twitter & LinkedIn



With Sprinklr we can log the number of cases tagged as 'Advertising Campaign'. June 21 – 27 shows a dropping off of number of tagged cases.

Source: Sprinklr

Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

June 28 – July 4, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

The number of questions to the UAC channels decreased by 31% this week. Forty-three percent of questions were regarding the travel bubble with Australia. Vaccine-related questions were 23% of the total, focusing on accessing appointments, safety and approval and effectiveness of the vaccine.

Ministry of Health

Vaccine-related queries made up 57% of the total questions we categorized and included questions around the vaccine's effectiveness towards different COVID variants and what being fully vaccinated could mean for travel.

Partners Te Puni Kōkiri & Ministry for Pacific Peoples

There were no COVID-related questions to these channels this week.

Organic

Questions focused on what the COVID vaccine would achieve for the individual e.g., more freedom with travel, and for the community e.g., loosening border restrictions. Testing was another topic of discussion with public asking if/where & why they should get a test.

Campaign focused commentary

Comments about the advertising campaign on owned media remained low this week.

FAQs UAC – 468 questions (total posts 5,480)

June 28 – July 4, 2021

TRAVEL (43%)

- When will the travel bubble open with xyz state?
- Is travel paused from xyz?
- Does the testing need to be from a lab authorized by NZ?
- How long before flying to NZ do I need a test?
- Do I need a pre-departure test travelling from xyz?
- Can I transit through xyz?

VACCINE (23%) see subthemes below

- **Vaccine access (logistics) 30/109** (When am I / how do I book / can't get through to 0800 number / will we get notification for second vaccine)
- **Vaccine effectiveness 16/109** (Are there plans to revise MIQ requirements for fully vaccinated / is there still a chance of catching covid)
- **Vaccine safety & approval 14/109** (Where is info about vaccine / is vaccine fully approved / note: several questions were from agitators/anti-vaxxers about how many NZ deaths have occurred)
- **Vaccine access (group) 13/109** (What is categorized as group x / why hasn't xyz got the text for group x)
- **Vaccine roll-out (policy) 12/109** (Can I get vaccinated earlier / vaccine certificate / is it just Pfizer available in NZ / is 2nd dose same as first)
- **Vaccine roll-out (progress) 11/109** (How many shots administered weekly / where is NZ ranked globally / are they vaccinating yet in xyz town)

- **Vaccine side-effects 7/109** (How many cases of blood clots / does ACC cover adverse reactions)
- **Vaccine misinformation 5/109**
- **Vaccine risk (medical) 1/109** (Can I still have the vaccine if I am taking x medication)

OTHER CATEGORIES

- **TESTING (13%)** (Can you get antibodies test / how many tests processed in last xyz / what is PCR / how can you have a test if you must stay at home/isolate)
- **CASES (5%)** (Where are returnees testing positive from / is there going to be an update / how did case travel around Wellington)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Questions to UAC channels decreased by 31% this week. Forty-three percent of the total 468 questions were travel-related with people asking specific questions about the Australian travel bubble. Vaccine-related questions were 23% of the total, focusing on accessing appointments, safety and approval and effectiveness of the vaccine.

FAQs MoH – 35 questions (total posts 978)

June 28 – July 4, 2021

VACCINE (57%) see subthemes below

- **Vaccine effectiveness 4/20** (Does the vaccine offer protection from x variant? Do I need to go through MIQ if I am fully vaccinated?)
- **Vaccine roll-out (progress) 4/20** (I'm group 2/3 in x area, why haven't I heard anything, when can general population get theirs in x area?)
- **Vaccine access (65+) 3/20** (I'm 65+ why haven't I heard anything?)
- **Vaccine access (logistics) 3/20** (I couldn't get an appointment for my second vaccine for x weeks – will that affect vaccine effectiveness?)
- **Vaccine misinformation 2/20**
- **Vaccine access (group) 1/20**
- **Vaccine risk (medical) 1/20**
- **Vaccine safety & approval 1/20**
- **Vaccine side-effects 1/20**

TRAVEL (11%)

- Can I travel to x in NZ from x in Australia?

TESTING (11%)

- How/where (NZ & AUS)
- I have x symptoms, should I get a test?

OTHER

- **CASES (5%)** (how many cases AUS)
- **VIRUS (3%)** (what are the symptoms?)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: The total questions decreased by 651 to MoH channels. With only 35 total questions, sub-themes within the dataset were thin. Vaccine-related queries made up 57% of the total questions we categorized with questions around the vaccines effectiveness towards different COVID variants and what being fully vaccinated could mean for travel.

Proactively Released



Organic conversation public social media NZ

Vaccine related (38%) – vaxx subthemes below:

- Vaccine Effectiveness 17%
- Vaccine roll-out (progress) 7%
- Vaccine side-effects 5%
- Vaccine safety & approval 3%
- Vaccine misinformation 2.5%
- Vaccine access (logistics) 1.5%
- Vaccine access (65+) 1.5%
- Vaccine roll-out (policy) 1%

- **Testing (21%)**
- **Travel (10%)**
- **Immigration & border controls (7.2%)**
- **Masks (5.5%)**
- **#NZPOL (5%)**

— Others: Virus misinformation, MIQ, Virus, Gatherings, Financial impact, Cases, Virus (symptoms), Advertising Campaign.

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.



No questions within this period

— Note: TPK did not post any COVID-related posts this week.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

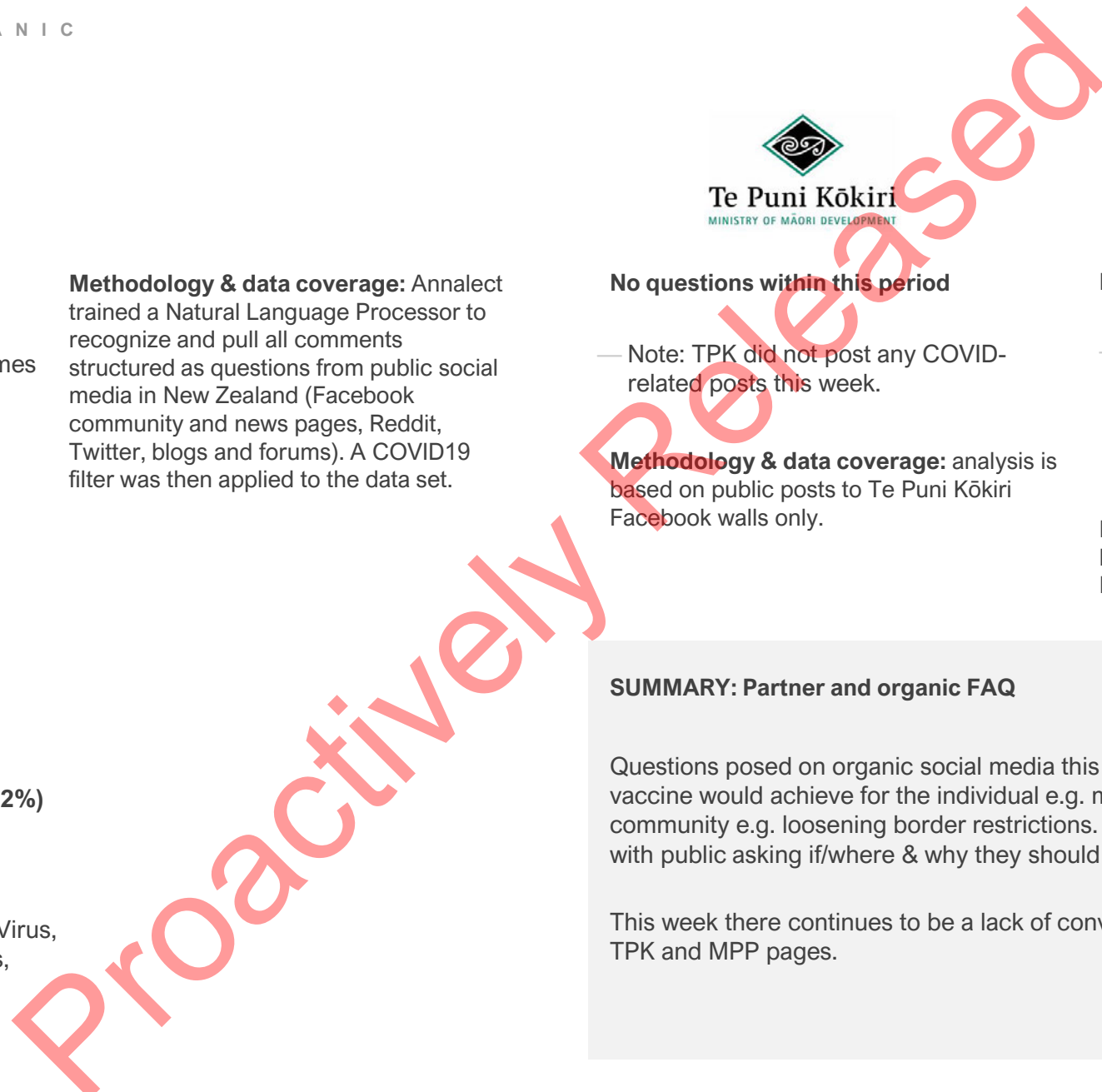
— Note: MPP posted 7 COVID-19 related pieces of content to their Facebook wall (inc. Wellington alert-level change notices) which resulted in zero comments.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.

SUMMARY: Partner and organic FAQ

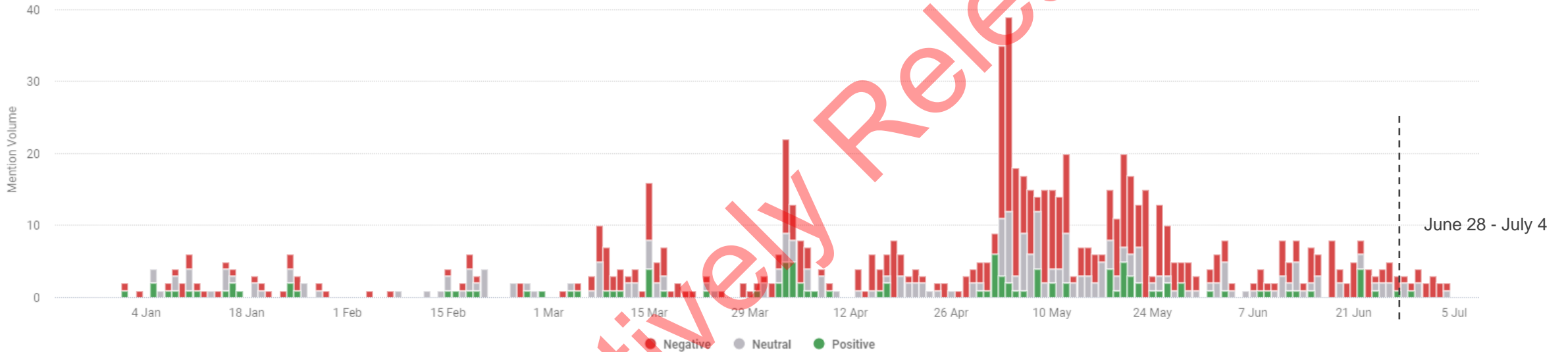
Questions posed on organic social media this week focused on what the COVID vaccine would achieve for the individual e.g. more freedom with travel and for the community e.g. loosening border restrictions. Testing was another topic of discussion with public asking if/where & why they should get a test.

This week there continues to be a lack of conversation on COVID-related posts to the TPK and MPP pages.



Campaign focused commentary remained low across the week.

Campaign-focused conversation UAC19 & MOH Facebook, UAC Instagram 1 Jan – July 4



Campaign-related conversation defined as mentions of:

(ad OR "advertising campaign" OR advertisement OR advertising OR advertise OR "ad campaign" OR "seeing this" OR "my feed" OR myfeed OR ads OR advert OR "stop showing me this" OR "targeting me" OR "keep seeing" OR (tv NEAR/3 ad) OR "promoted by you" OR "sports people" OR celebrities OR "this filmed" OR "this add is" OR "this ad." OR promote) NOT (maldys OR "Tv announcement" OR "announced on" OR .tv)

June 28 – July 4
Total dataset: 6,416
Campaign focused: 18 posts

Source: BCR

Campaign-focused conversation remained very low this week (total 18 posts). Topics observed this week (June 28 – July 4) include positive comments referring to the advertising material as reference. There were a few comments alluding to the frequency or exposure to advertising, as well as general comments in response to the specific content of the campaign posts.



Jul 03, 2021 11:09:18 PM

this just came up on my feed, has all timeframes/testing requirements and locations x



Jun 27, 2021 10:32:24 PM

there was a huge advert in the press the other week about what to do - dates have been brought forward also radio and social media campaigns. If you've not heard check out this link <https://vaccinatecanterburywestcoast.nz>



Jun 30, 2021 09:03:31 PM

I have. They don't say anything contradictory. What is it in the ads that you don't understand?



Jul 03, 2021 12:56:46 PM

I got on Facebook to avoid covid ads since I don't leave my room anyways but here I am



Jun 28, 2021 04:59:50 AM

Sick of these [redacted] ads, [redacted] off



Jul 02, 2021 09:20:40 AM

So basically NZ is saying don't bother getting vaccinated because it's not going to help you, what even is the point of the "travel bubble" 🤔 Hundreds of ads saying come to NZ ... but the fine print is that it will cost you big time, not just on flights now but unrealistic pre travel testing.

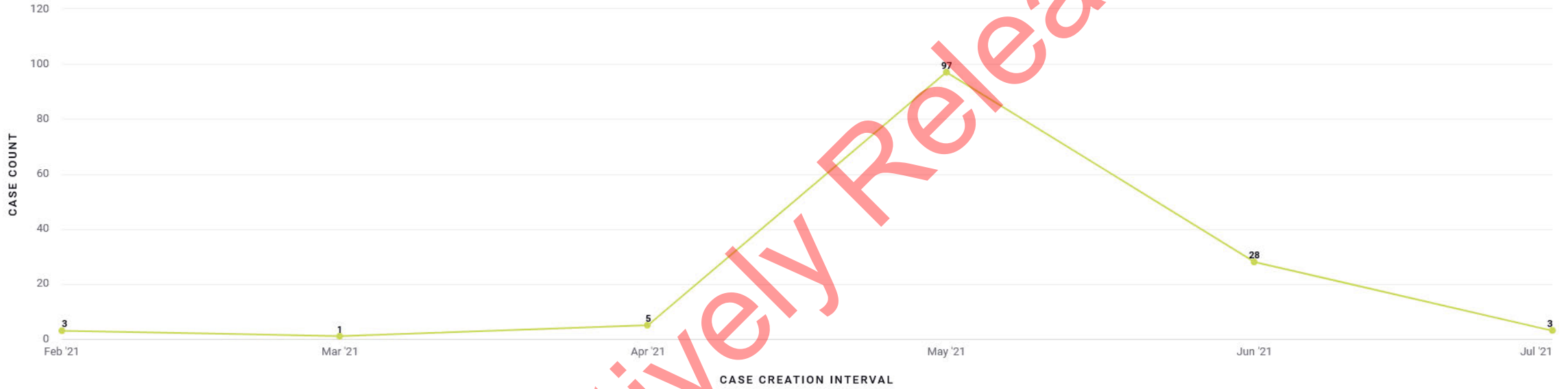


Jul 03, 2021 10:12:09 AM

Unite against COVID-19 why are replies hidden from being viewed... I would like to know why deaths aren't being talked about? Is it because we are expected to believe the ads that say it's safe and effective?

Proactively Released

Number of cases tagged as advertising campaign (Jan 1– July 4) UAC Facebook, Instagram Twitter & LinkedIn



With Sprinklr we can log the number of cases tagged as 'Advertising Campaign'.

Source: Sprinklr

Thank you

Proactively Released

Contact



**Unite Against COVID-19:
FAQs Analysis**
July 5 - 11, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

Questions to UAC channels doubled this week from 468 to 937. Seventy-four percent of questions were travel-related with people asking specific questions about the Australian travel bubble. Vaccine-related questions were 9.6% of the total, focusing on roll-out policy e.g., if New Zealanders can choose which vaccine they have or what is the wait time between doses, the effectiveness of the vaccine and accessing appointments.

Ministry of Health

The total number of questions to MoH increased by 12 to 47. Vaccine-related queries made up 55% of the total questions categorized with focus on accessing appointments, vaccine side-effects and the progress of the roll-out.

Partners Te Puni Kōkiri & Ministry for Pacific Peoples

This week there were zero COVID-19 related questions on these channels.

Organic

The Fijian rugby team's last-minute decision to remove 'Vaccinate Fiji' from their jersey and the story of American woman Tricia Jones who died from COVID-19 after declining to have the vaccine propelled conversation about vaccine safety e.g., why Fijian players protested or why an individual would turn down the vaccine.

Campaign-focused commentary

This week commentary was low with 13 mentions.

FAQs UAC – 937 questions (total posts 7,189)

July 5 - 11, 2021

TRAVEL (74%)

- New Zealanders had specific questions about the Australian travel bubble e.g., testing procedures required before departure, updates/announcements on pauses, availabilities of green/managed return flights, MIQ spaces.

VACCINE (9.6%) see subthemes below

- **Vaccine roll-out (policy) 27/90** (Why do we need other vaccines if have enough Pfizer / can we choose which vaccine we get / how long between 1st and 2nd shot / will Moderna/AstraZeneca be considered / vaccine passport)
- **Vaccine effectiveness 19/90** (Why do those vaccinated need to do MIQ / if I get vaccine will I be immune from contracting or passing on / will boosters be required)
- **Vaccine access (logistics) 18/90** (Where is the vaccination center in xyz / can I get it at same time as my xyz / when does xyz get to have)
- **Vaccine safety & approval 9/90** (Where is academic research for safety of vaccine / has anyone died in NZ / do people know about CARM / where are Pfizer manufactured / does extra booster have to be approved by MedSafe / is it approved for 12 – 18-year-olds in NZ)
- **Vaccine misinformation 6/90**

- **Vaccine access (group) 5/90** (What group am I in / what is process for eligibility / why only vaccinating groups 1&2 in xyz / why haven't I received txt/email)
- **Vaccine side-effects 3/90** (What % of people are having side-effects / are reports of reactions available to public)
- **Vaccine roll-out (progress) 3/90** (Why so slow / how many have been)

OTHER CATEGORIES

- **TESTING (4%)** (How long wait for results / who do I contact about results / how many people are being tested daily / what is cost)
- **CASES (4%)** (Why did mariners not have to do MIQ / where did they come from / did they arrive via plane or boat)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: Seventy-four percent of the total 937 questions were travel-related with people requesting specific information about the Australian travel bubble. Vaccine-related questions were 9.6% of the total, focusing on roll-out policy, effectiveness of the vaccine and accessing appointments.

FAQs MoH – 47 questions (total posts 896)

July 5 - 11, 2021

VACCINE (55%) see subthemes below

- **Vaccine access (logistics) 7/26** (How do I get the vaccine / who do I contact / Can I have the vaccine / how do you contact those without mobiles or email)
- **Vaccine side-effects 3/26** (Where can you find info on NZ side-effects / are there instructions to avoid xyz post-vaccine / have people with xyz disease had any side-effects)
- **Vaccine roll-out (progress) 3/26** (What % of elderly people have had both / break down the 500,000 by age/border worker / why haven't the other 4.5million being contacted)
- **Vaccine access (group) 3/26** (Which group is xyz in / haven't been contacted despite being in Group 3)
- **Vaccine misinformation 3/26**
- **Vaccine safety & approval 3/26** (Who were the other regulators involved / who do I contact to find out if companies have applied to use xyz for treatment of COVID-19)

- **Vaccine effectiveness 2/26** (What is survival rate of vaccinated vs unvaccinated / why do those fully vaccinated have to do MIQ)
- **Vaccine roll-out (policy) 2/26** (When will 12 plus be vaccinated / why have Maori/those of Pacific origin got precedence)

TRAVEL (8%)

- Why is Fiji not part of predeparture testing?
- Specific questions about Australian travel bubble

OTHER

- **CASES (8%)** (Which port did they embark / when did we last have community cases / what does “related to recent returnees” mean)
- **TESTING (6%)** (Will NZ be bringing in mouth swabs / how many cycles are used in PCR tests)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: The total number of questions to MoH increased by 12 to 47 this week. Vaccine-related queries made up 55% of the total questions we categorized with focus on accessing appointments, vaccine side-effects and the progress of the roll-out.



Organic conversation public social media NZ

Vaccine related (38%) – vaxx subthemes below % of total dataset:

- Vaccine safety & approval 14%
- Vaccine effectiveness 10%
- Vaccine roll-out (progress) 9%
- Vaccine access (logistics) 6%

- **Travel (16%)**
- **Virus general (9%)**
- **International (9%)** e.g., questions about case numbers in Fiji or Australia
- **#NZPOL (5%)**
- **Testing (5%)**
- **Masks (5%)**
- Others: Immigration and Border control, Virus Misinformation, COVID Tracer app, MIQ, Financial Impact and Gatherings.

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID-19 filter was then applied to the data set.



No questions within this period

— Note: TPK posted two COVID-related posts this week which resulted in zero comments.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted four COVID-19 related pieces of content to their Facebook wall which resulted in zero comments.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.

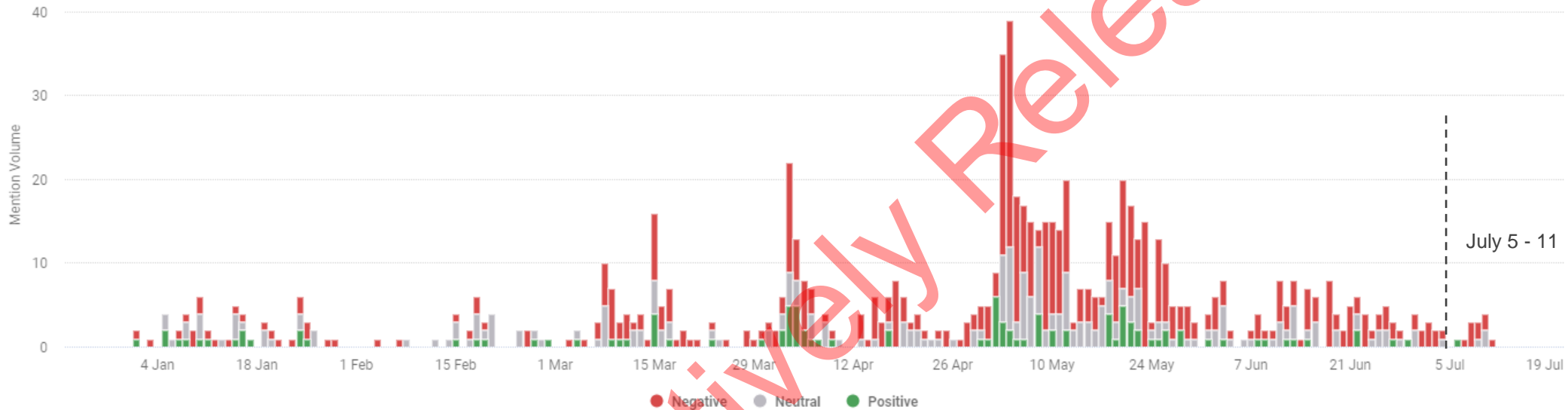
SUMMARY: Partner and organic FAQ

Questions observed on organic social media this week were linked to a few prominent news stories. The Fijian rugby team’s last-minute decision to remove ‘Vaccinate Fiji’ from their jersey and the story of American woman Tricia Jones who died from COVID-19 after declining to have the vaccine propelled conversation about vaccine safety e.g. Why the Fijian players protested or why an individual would turn down the vaccine. Elsewhere, questions about travel were prominent due to travel bubble changes with Australia.

This week there were zero questions on COVID-19 related posts on the TPK and MPP pages.

This week campaign focused conversation is low with 13 related mentions.

Campaign focused conversation UAC19 & MOH Facebook, UAC Instagram January 1 – July 11.



Campaign-related conversation defined as mentions of:

(ad OR "advertising campaign" OR advertisement OR advertising OR advertise OR "ad campaign" OR "seeing this" OR "my feed" OR myfeed OR ads OR advert OR "stop showing me this" OR "targeting me" OR "keep seeing" OR (tv NEAR/3 ad) OR "promoted by you" OR "sports people" OR celebrities OR "this filmed" OR "this add is" OR "this ad." OR promote) NOT (maldys OR "Tv announcement" OR "announced on" OR .tv)

July 5 - 11
Total dataset: 6,784
Campaign-focused: 13 posts

Source: BCR

Campaign-focused conversation remained very low this week (total 13 posts). This week (July 5 - 11) included commentary from agitators/anti-vaxxers who are railing against the 'safety and efficiency' of the vaccine shown in advertisements versus showcasing the purported risks/side-effects.



Jul 10, 2021 05:38:03 AM

It's not actually 95% effective, that doesn't take into account the TINY probability of actually catching the virus, 95% would be the relative risk reduction, but if you take into account the above, the absolute risk reduction is in fact 0.84% for the pfizer jab, wonder why they don't use that in their ads? Maybe John could help advertise that fact too? Great read-> [https://www.thelancet.com/journals/lanmic/article/PIIS2666-5247\(21\)00069-0/fulltext](https://www.thelancet.com/journals/lanmic/article/PIIS2666-5247(21)00069-0/fulltext)



Jul 10, 2021 05:13:37 AM

Unite against COVID-19 you say it's available to the general public but unlike the supposed 'safety & efficacy' of said jab, you don't seem to promote the dangers of it in the same way. Don't you think that you should be highlighting these to the general public in the same way, so people can make an informed decision?



I have seen and heard of reactions that have not been disclosed so people can be more informed whether this is the right choice for immunity or not... When will the ministry show some of these reactions alongside the advertising? To give a more honest representation of risks both sides...?

Proactively Released

Number of cases tagged as advertising campaign (January 1 - July 11) UAC Facebook, Instagram Twitter & LinkedIn



With Sprinklr we can log the number of cases tagged as 'Advertising Campaign'.

Source: Sprinklr

Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

July 12 - 18, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

The total number of questions on UAC channels dropped by 459 this week to 478. Fifty-six percent of total questions categorized were specific to the trans-Tasman bubble/quarantine-free travel. Nineteen percent were vaccine-related, with a focus on vaccine effectiveness, safety and approval and accessing appointments.

Ministry of Health

This week the number of questions rose slightly by 25 questions to 72 questions total. Vaccine-related questions made up 68% with a focus on accessing appointments and policy roll-out e.g., accessing vaccinations early.

Partners Te Puni Kōkiri & Ministry for Pacific Peoples

There were no COVID-19 related questions to either Te Puni Kōkiri or Ministry for Pacific Peoples' Facebook walls.

Organic

Forty-five percent of questions categorized focused on vaccines with vaccine effectiveness and vaccine safety and approval questions most prominent. The arrival of fishing vessels with crew who have COVID-19 prompted questions about New Zealand's border controls. There continues to be interest in case numbers in Australia.

Campaign focused commentary

Campaign focused conversation increased this week to a total 64 comments (1.1% of total conversation). Dr Rangi Matamua talking about Matariki drew some negative commentary about whether COVID-19 and Matariki should be connected, however resulting discussion was mixed in sentiment and included people both for and against.

FAQs UAC – 478 questions (total posts 5,283)

July 12 - 18, 2021

TRAVEL (56%)

- New Zealanders had specific questions about the trans-Tasman bubble/quarantine-free travel e.g., updates/announcements on pauses, predeparture testing procedures, availability/allocation of green or managed return flights, transiting through other cities, MIQ spaces.

VACCINE (19%) see subthemes below

- **Vaccine effectiveness 27/91** (Does vaccine protect against Delta strain / if fully vaccinated do you still have to do MIQ / does vaccine prevent transmission / how many people testing positive at border are vaccinated / were any mariners vaccinated / do we still have to scan in if vaccinated)
- **Vaccine safety & approval 16/91** (When will cabinet decide 16 years and under can have vaccine / what's in the vaccine / is vaccine safe / links to safety research)
- **Vaccine access (logistics) 10/91** (How do I/we register / where can I do a walk in / how do I find out what needle size was/is used / what is 0800 number for all DHBs)
- **Vaccine roll-out (policy) 9/91** (Do they/I qualify for early vaccine / vaccine card/passport / what are the other sites / why has timeframe between jabs doubled to six weeks)
- **Vaccine misinformation 8/91**
- **Vaccine roll-out progress 8/91** (When will vaccines be available / why has it taken so long / when are the remainder of deliveries being made to NZ / are they running out again)

- **Vaccine side effects 7/91** (What are the long-term side-effects / are you asked to report any side-effects/ what support is available for those who have suffered side-effects / how many side-effects have been reported since xyz date)
- **Vaccine access (group) 6/91** (What Group would xyz be in / is a person with xyz qualified to be in Group 2/3 / if I am in Group 2/3 when will I hear about booking)

OTHER CATEGORIES

- **CASES (8%)** (Do mariners have Delta strain / where did new cases arrive from / why do cases need to come ashore / how do historical cases appear)
- **MANAGED ISOLATION (3%)** (When will MIQ bookings be open for xyz month / when are rooms released / what days do MIQ do tests / who is paying for mariners MIQ stay)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: This week 56% of the total 478 questions were travel-related with people requesting specific information about the trans-Tasman travel bubble/quarantine free travel. Vaccine-related questions were 19% of the total, focusing on the effectiveness of the vaccine, safety and approval and accessing appointments.

FAQs MoH – 72 questions (total posts 1,101)

July 12 - 18, 2021

VACCINE (68%) see subthemes below

- **Vaccine access (logistics) 16/49** (What is the 0800 number / what number do I call / are you going to be vaccinating in xyz town / how/when do we contact DHB / when is DBH going to contact me / what if we don't use computers / online booking system)
- **Vaccine roll-out (policy) (8/49)** (Can I/someone access early vaccination / how come xyz have had vaccines before others / does it matter if time frame between vaccines is longer than MoH recommendation of 3 weeks / do xyz need to be vaccinated by new date / who is controlling the roll-out)
- **Vaccine misinformation 6/49**
- **Vaccine safety & approval 5/49** (Can you confirm how many/if anyone has died after getting vaccine in NZ / link to safety study / what is the conditional approval process)
- **Vaccine effectiveness 5/49** (How long will it give protection / how many people in MIQ that have tested positive have been vaccinated / even if fully vaccinated can you still get COVID and pass it on)
- **Vaccine access (group) 5/49** (Why are Group 4 being done before Group 3, Am in Group 3, why can't I get mine till August/why still waiting to hear)
- **Vaccine side-effects 4/49** (have you had any side-effects / how are adverse events being monitored / who compensates in serious adverse event)

TRAVEL (13%)

- Specific questions about trans-Tasman travel bubble/quarantine-free travel e.g., pauses for different states, managed return flights, predeparture testing requirements.

OTHER

- **HEALTH (GENERAL) (6%)** (Non COVID-19 related questions)
- **VIRUS (4%)** (What are the symptoms / what is COVID-19 death rate compared to natural death rates)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: The total number of questions to MoH channels increased this week by 25 to 72. Vaccine-related queries made up 68% of the total questions categorized with focus on accessing appointments and roll-out policy e.g., accessing early vaccination. Thirteen percent were specific questions about the trans-Tasman travel bubble/quarantine-free travel.



Organic conversation public social media NZ

Vaccine related (45%) – vaccine subthemes below % of total dataset:

- Vaccine effectiveness 16%
- Vaccine safety & approval 10%
- Vaccine misinformation 8% (misinformation posed as medical questions)
- Vaccine roll-out (progress) 5%
- Vaccine rollout (policy) 4%
- Vaccine access (logistics) 2.5%
- Vaccine side-effects 2%

— **Immigration & border controls (17%)**

— **International (10%)** questions about Australia

— **Masks (6%)**

— Others: Travel, #NZPOL, Testing, Virus, Misinformation, MIQ, Gatherings, Enforcement

Methodology & data coverage: Annalect trained a Natural Language Processor to recognize and pull all comments structured as questions from public social media in New Zealand (Facebook community and news pages, Reddit, Twitter, blogs and forums). A COVID19 filter was then applied to the data set.



No questions within this period

— Note: TPK posted no COVID-related posts this week.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted three COVID-19 related pieces of content to their Facebook wall which resulted in zero comments.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.

SUMMARY: Partner and organic FAQs

Forty-five percent of organic questions categorized focused on vaccines with effectiveness (related to what the vaccine will/should provide athletes at the Olympic Games) and safety and approval questions most prominent. The arrival of fishing vessels with crew who have COVID-19 prompted questions about New Zealand’s border controls. There continues to be interest in case numbers in Australia.

There were no COVID-related questions to Te Puni Kōkiri or Ministry for Pacific Peoples’ walls.

There was an increase in campaign-focused conversation. Total volume is low at 64 posts (1.1%). Sentiment is mixed due to conversation about connecting Matariki with COVID-19 with people both in support and against.

Campaign focused conversation UAC19 & MOH Facebook, UAC Instagram January 1 – July 18.



Campaign-related conversation defined as mentions of:

(ad OR "advertising campaign" OR advertisement OR advertising OR advertise OR "ad campaign" OR "seeing this" OR "my feed" OR myfeed OR ads OR advert OR "stop showing me this" OR "targeting me" OR "keep seeing" OR (tv NEAR/3 ad) OR "promoted by you" OR "this filmed" OR "this add is" OR "this ad." OR promote) NOT (maldys OR "Tv announcement" OR "announced on" OR .tv)

July 12 - 18
Total dataset: 5,575
Campaign-focused: 64 posts

Source: BCR

NOTE: Query updated this week to remove mentions of sports people due to conversation about the Olympics and included "Matariki" due to conversation about the Matariki post.

July 12 – 18: Campaign focused conversation increased this week to a total 64 comments (1.1% of total conversation). Dr Rangi Matamua talking about Matariki drew some negative commentary about whether COVID-19 and Matariki should be connected, however resulting discussion was mixed in sentiment and included people both for and against.



- facebook.com Likes: 1
Scanning protects what you love
 "Cool ad"

- facebook.com 14 Jul
Scanning protects what you love
 "The Easter Egg hidden in this ad is pretty cool...if you point the scanner at the ad and capture the QR code...haha"

facebook.com 15 Jul
Matariki
 there are lots of awesome videos on Living by The Stars with Professor Rangi Matamua that will help you to learn about **Matariki** 😊 Everyone is different in how they connect to things. For me, maramatāka is very much part of my life and **Matariki** was a very important time to reflect on the past year, which was unprecedented in my lifetime, in terms...

facebook.com Likes: 5 Comments: 6 15 Jul
Watch Sir John Kirwan and Dr. Nikki Turner, GP and the Director of the Immunisation Advisory Centre talk about how the COVID-19 vaccine is 95% effective
 "Using celebrities to promote vaccines never gives me confidence. Why not get a dr to speak on the subject!"

facebook.com Likes: 1 17 Jul
Scanning protects what you love
 "...an open book out for everyone to see (if you don't have a smartphone or forget to bring it, or the QR code won't scan because so many shops stick it behind a window so reflections get in the way) you can't expect it to be enforced because you can't make people advertise their details to everyone else like that. If shops found a better way of doing..."

facebook.com 15 Jul
Photos from Ministry of Health - Manatū Hauora's post
 the government has been putting full page ads in the paper telling them that they will be notified and to be patient. That age group always do the proper thing and wait meanwhile all the pushy people have pushed ahead of them. I am in the SDHB area and have discovered lots of people (mainly those without cellphones and computers) in..."

facebook.com Likes: 1 15 Jul
Matariki
 "What if has covid have anything to do with matariki 🤔 ?? Total horse sh*t **advertising** if you ask me"

facebook.com Likes: 10 Comments: 7 12 Jul
facebook.com
 "This advert is misleading propoganda and these jabs are experimental and technically cannot be called vaccines... The relentless bombardment of **advertising** to shoot up everyone continues at an accelerating pace... If u haven't had it yet, it's not too late too wake up and investigate, think critically, use your own mind 🙏"

facebook.com Likes: 3 Comments: 2 14 Jul
Matariki
 "His series on Matariki were awesome. Although after this "ad" probably not going to watch any of his mani again. 🙏"



facebook.com Likes: 44 Comments: 6 12 Jul
Matariki
 "Is it possible to reallocate some of your marketing budget to actual health care? ICU beds, Middlemore Hospital, Starship, nurse wages, Mike King's charity... tangible care, anyone? Your ads are really cool, and this one is fabulous..... But there are a lot 'ambulances at the bottom of the cliff' which could really use some funds. Thank you. 🙏"

- facebook.com 13 Jul
Watch Sir John Kirwan and Dr. Nikki Turner, GP and the Director of the Immunisation Advisory C
 why don't you advertise the adverse reactions and deaths on your ad's

Number of cases tagged as advertising campaign (January 1 - July 18) UAC Facebook, Instagram Twitter & LinkedIn



With Sprinklr we can log the number of cases tagged as 'Advertising Campaign'.

Source: Sprinklr

Thank you

Proactively Released

Contact



Unite Against COVID-19: FAQs Analysis

July 19 - 25, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

This week the number of questions rose by 84 questions to 562. Sixty-eight percent of the total 562 questions to UAC channels were travel-related with people requesting specific information about the trans-Tasman travel bubble/quarantine free travel. Vaccine-related questions were 17% of the total, focusing on accessing appointments in general, safety and approval and the progress of the national roll-out.

Ministry of Health

The total number of questions to MoH channels increased this week from 72 to 148. Vaccine-related queries made up 78% of the total questions categorized with focus on accessing appointments, group-related queries, and safety and approval.

Partners Te Puni Kōkiri & Ministry for Pacific Peoples

This week there were no COVID-19 related questions to either Te Puni Kōkiri or Ministry for Pacific Peoples' Facebook walls.

0800 Vaccine Healthline commentary

On both owned and public social media conversation about the 0800 number is low. There is high neutral sentiment which reflects a matter-of-fact tone in people voicing their personal experiences and circumstances. Other themes of conversation include both positive and negative experiences of the 0800 number, some frustration about wait times.

FAQs UAC – 562 questions (total posts 6,150)

July 19 - 25, 2021

TRAVEL (68%)

- New Zealanders had specific questions about the trans-Tasman bubble/quarantine-free travel e.g., predeparture testing procedures, review of pauses, availability/allocation of green or managed return flights, arrival declarations (Nau Mai Ra), isolating on arrival, MIQ spaces.

VACCINE (17%) see subthemes below

- **Vaccine access (logistics) 28/95** (How do I get a code / how do I organize for xyz / how do I get second shot / will GPs be able to give / who do I contact about / how do we book in xyz town / will a center open in xyz town)
- **Vaccine safety & approval 17/95** (Will there be a Medsafe alert about xyz / what are the long-term effects / how does the vaccine work / why do ads say there is no trace of virus in the vaccine)
- **Vaccine roll-out (progress) 15/95** (Why is it taking so long / weekly updates / how long is it estimated for majority of population to be vaccinated / what percentage are we now)
- **Vaccine effectiveness 13/95** (Will it protect me / when do booster shots need to start / why can't we have open border with vaccinations / do fully vaccinated people have to do MIQ / does vaccine only reduce symptoms)

- **Vaccine roll-out (policy) 11/95** (Can we get vaccine on work visa / can you donate blood after vaccine / vaccine passport / will under 16s get vaccinated / why are xyz not considered frontline workers / is vaccine mandatory)
- **Vaccine access (group) 6/95** (How do I know which Group I'm in / who is in Group 3 / What Group does xyz fall into / I'm in Group 2, why received nothing)
- **Vaccine side-effects 5/95** (Where do we report / who can we call / does UAC keep public record of adverse reactions)

OTHER CATEGORIES

- **CASES (3%)** (How many are Delta variant / when is today's update / how many in hospital / how many days since community transmission)
- **MANAGED ISOLATION (3%)** (Why do ratepayers have to pay for their MIQ / will there be available slots for xyz month / are there still emergency allocations / can I isolate at home)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: This week 68% of the total 562 questions were travel-related with people requesting specific information about the trans-Tasman travel bubble/quarantine free travel. Vaccine-related questions were 17% of the total, focusing on accessing appointments, safety and approval and the progress of the national roll-out.

FAQs MoH – 148 questions (total posts 2,439)

July 19 - 25, 2021

VACCINE (78%) see subthemes below

- **Vaccine access (logistics) 32/115** (Is 0800 valid across all DHBs / what is the 0800 number / why have I not received an invite / when will my xyz receive an invite / will MoH be opening facilities in xyz town / what time is MIT event / can I reschedule my appointment / are there walk-ins)
- **Vaccine access (group) 20/115** (What's Group 3 / what's happened to Group 2 / if in Group 3 do we need to be invited or just turn up / how do you know what Group you are in / why did I receive an invite for Group 3)
- **Vaccine safety & approval 18/115** (Is there safety data / what ingredients are in the vaccine / how many New Zealanders have died following the vaccine / what risk does Pfizer have / will you share Medsafe update regarding xyz)
- **Vaccine side effects 16/115** (How to report to CARM / how many adverse reactions / what are the side-effects / is there an allergy test / what is MoH doing to follow up and monitor adverse reactions)
- **Vaccine roll-out policy 10/115** (Can we get other types of vaccine / is xyz vaccine going to be available / when is there going to be vaccinations for children under 16)
- **Vaccine misinformation 8/115**
- **Vaccine effectiveness 7/115** (How does vaccine reduce chances of getting covid / prevent transmission / can I bypass MIQ if fully vaccinated)
- **Vaccine roll-out (progress) 3/115** (Why is it taking so long / why can't we do it in 5 months / how many people over 60 are still to be vaccinated)
- **Vaccine risk (medical) 1/115** (will this vaccine affect those who have xyz)

TRAVEL (6%)

- Specific questions about trans-Tasman travel bubble/quarantine-free travel e.g., MIQ, specifics regarding Australian states, predeparture testing requirements.

OTHER

- **TESTING (6%)** (Will there be pop-ups / would it be detectable if just one person was shedding / how sensitive is the wastewater testing)
- **HEALTH GENERAL (2%)** (Non COVID-19 related questions)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: The total number of questions to MoH channels increased this week from 72 to 148. Vaccine-related queries made up 78% of the total questions categorized with focus on accessing appointments, group accessibility and safety and approval. Six percent were specific questions about the trans-Tasman travel bubble/quarantine-free travel.



No questions within this period

— Note: TPK posted no COVID-related posts this week.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted three COVID-19 related pieces of content to their Facebook wall which resulted in two comments/statements.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.

SUMMARY: Partner FAQs

There were no COVID-related questions to Te Puni Kōkiri or Ministry for Pacific Peoples' walls.

Proactively Released

Comments in response to the Facebook post were mostly neutral 50%, with 31% negative and 19% positive.

The volume of conversation in response to owned media is generally low with just under 950 comments on both channels in total. Sentiment is mainly neutral.

Responses run from positive experiences of the 0800 line to negative. Some have suggested that finding a walk-in clinic is a faster way to access vaccines. Some negative sentiment is connected to anti-vaxx comments on the post (predominantly on MoH page) and not related to a user experience.

Perception that the roll-out has been “a bit messy”.

facebook.com
COVID Vaccination Healthline
 "Linny Chu people in group 4 aren't being booked yet...but I agree it has been a bit of a mess!"

Here is the reality -- My husband & I are in our late 60's, early 70's, [Group 3]. After calling that number every day for three weeks and not getting through, I finally found one of the centres in Richmond and went in. This was in mid-May. Not one person was in there waiting for a vaccination. The earliest appointment we could have was Aug.16th. REALLY!!! I am tired of the excuses. The government knew what would be required. There are too many hands in the pie, making a mess of what should be a neat slice.

Like · Reply · 2 d

Sentiment of responses on 'The new COVID-19 Vaccination Healthline' posts UAC & MOH Facebook 25 July (total comments 950)



Positive user experience with the 0800 line

facebook.com
COVID Vaccination Healthline
 same easy to use and dadal appts made and email confirmation soon after :) maybe i guess it depends where you are"

Difficult user experience with the 0800 line

I have received email to book appt. I'm in group 3, I tried phoning last Monday and got told because of volume to use email, I emailed last Monday with all my details and was told response in 5 working days. Still nothing! Tried number again today, wai... See more

Like · Reply · 2 d

Some are voicing frustrations that some groups are still experiencing barriers.

@uniteagainstcovid19 you are failing to mention that people in group 2 or 3 cannot get an appointment at any of the far flung (no central) vaccination centres, with invitation & code, until the 22nd September in Canterbury. Please address this in comments.

3d · 2 likes · Reply

Suggesting walk-in clinics are the easier/faster way to access vaccines

facebook.com
COVID Vaccination Healthline
 Ask around I'm sure you will a walk in clinic much easier to deal with

Conversation about the 0800 number on public (non-owned) channels is predominantly neutral in tone.

High-level of neutral sentiment reflects a 'matter-of-fact' tone of users detailing their experiences.

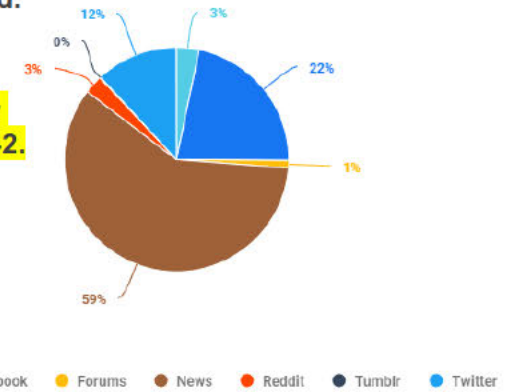
Conversation is generally low and 59% of content is articles and not comments from individual users.

Frustration is generally connected to wait-times.

Sentiment of responses mentions of 0800 + COVID related terms on public social media in New Zealand.



NOTE: dataset represents mentions of "0800" with other COVID terms. Total dataset 742.



People are sharing information about their personal experience of the 0800 line, and circumstance.

23 Jul
Oh yes, an **0800** number to phone to "book in" for a vaccine. Nice joke. The standard "high call volumes" message; call back again later. They don't have the nerve to add "you are number nn,nnn in the queue..." #NotHoldingMyBreath

23 Jul
New 0800 number to mop up outstanding Group 3 Covid-19 vaccinations
Even then they're still telling CCDHB people you need to have an access code to book. I just got off a call with the 0800 number. I'm group 3 and hadn't yet been contacted. As soon as I said I was in CCDHB she asked for my access code and I had to be quite insistent I hadn't been contacted yet so didn't have one. She spoke to her manager for a...

Some are caught in overlapping vaccine access processes.

23 Jul
I'm torn between waiting for my medical centre to call me, now that they sent an email saying they will be doing shots, or call the **0800** number and make my own appointment.

23 Jul
New 0800 number to mop up outstanding Group 3 Covid-19 vaccinations
I'm in group 3 (not sure why as I don't fit the age bracket) and am in Wellington but was told I would be invited to book. So far no invitation. Should I call the **0800** number?

Some are voicing frustrations about the wait for an appointment.

23 Jul
facebook.com Likes: 2
'It's designed to ramp up': PM Ardern responds to criticism over COVID-19 vaccine rollout speed
"Told today when ringing the **0800** number that I can make an appointment from December for a feb March vaccine"

23 Jul
100% agree. When I called the earliest group 3 appointment was SEPTEMBER in Christchurch. Like what the fuck?

Unite Against COVID-19: Social sentiment snapshot

0800 28 29 26 & BookMyVaccine.nz:
30 July 2021
New Zealand

Proactively Released

Sentiment in response to owned content 0800 line & BookMyVaccine.nz announcements 22 – 29 July: 29% negative, 49% neutral, 22% positive.

Volume remains moderate in response to these posts. Facebook MOH & UAC total dataset 1,665 (+715).

Total sentiment of dataset has become slightly more positive (+2%) and less negative (-2%).

Neutral content is conversational in tone with people asking for information relating experiences and making suggestions to each other.

- facebook.com

17h

Everybody aged 60 and over can now book their COVID-19 vaccine. Go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.

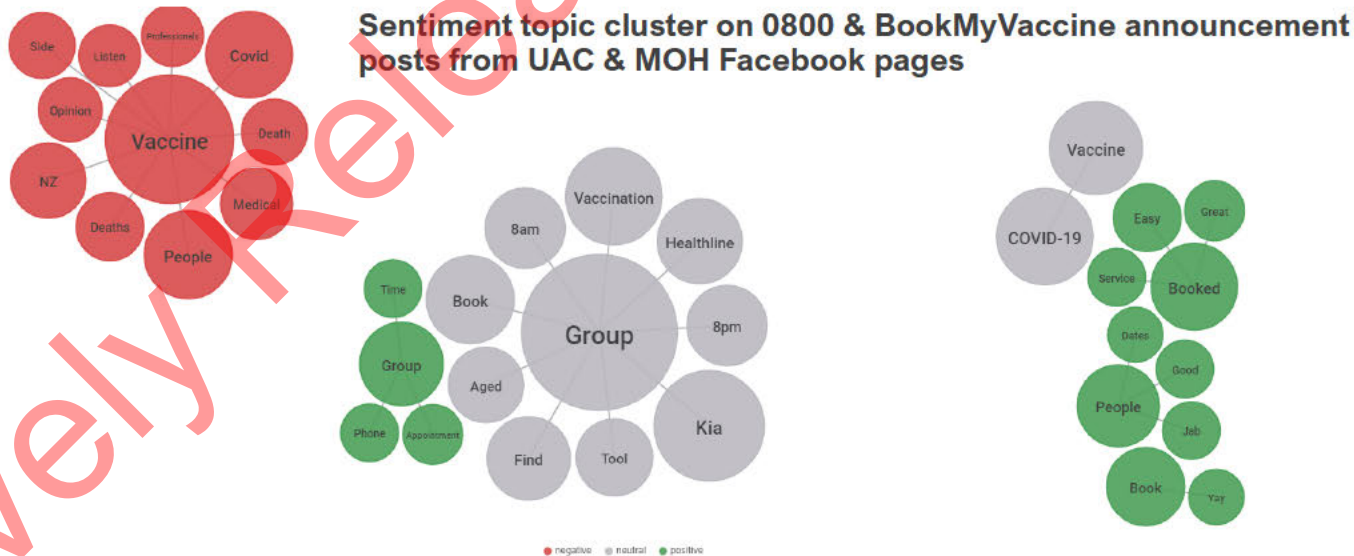
" the vaccination centre in the Bakertilly Rodway staples building is vaccinating until 8pm at least they were earlier in the month. I'd suggest just rocking up and seeing if you can get a jab or book in."

- facebook.com Likes: 1

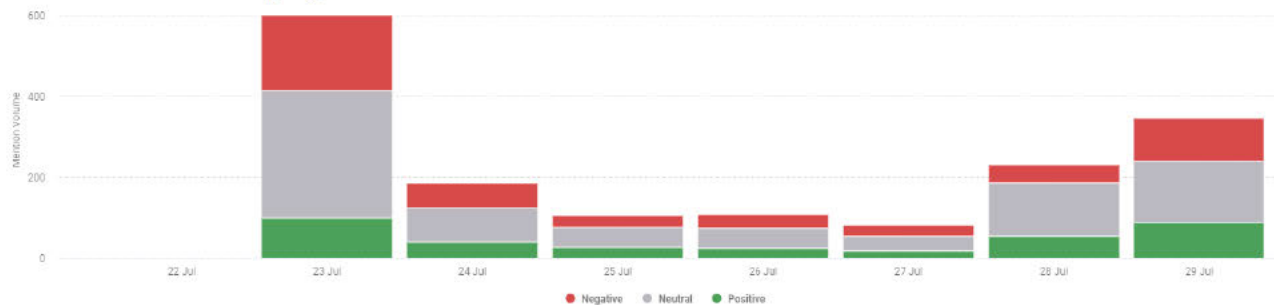
17h

Everybody aged 60 and over can now book their COVID-19 vaccine. Go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.

"Had my first one this morning"



Sentiment over time on 0800 & BookMyVaccine announcement posts from UAC & MOH Facebook pages



Positive sentiment (22% of total) includes people relaying good experiences of accessing/booking vaccines for themselves or family members. This isn't exclusively though the 0800 line or BookMyVaccine.nz

facebook.com

15h

Vaccinating against COVID-19 reduces the risk of the virus to you, your whānau, and your community. If you're in Group 3 and haven't booked your vaccination already you can call the COVID Vaccination Healthline on 0800 28 29 26 between 8am and 8pm, daily.

That's simply not right. We have both been for our first and booked for our second. Found it very simple and very easy 😊"

- facebook.com

13h

Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.

"Got my first shot today. Had to go to Thames though. All good, except my head is fuzzy and I seem to have two sets of feet! Nah, scratch that. I've just discovered an empty wine bottle on the floor."

- facebook.com

15h

Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.

"all ready booked."

- facebook.com Likes: 1

Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.

she already has, I did it in the weekend for her 😊"

- facebook.com Likes: 1

16h

Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.

"I just booked my vaccinations online for Sept/Oct. Took about ten minutes, on my phone, on the bus. So glad I didn't have to ring a call centre!"

- facebook.com Likes: 1 Comments: 1

15h

Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.

"We are over 65 and personally booked at one of the Covid centres in New Plymouth and offered to go on the wait list in case of any cancellations or now shows... we got called up at 3pm the following day. 🙌 Lovely kind caring friendly staff.. Thanks NP Tui Ora team 🙌🌸"

Negative sentiment (29% to total) includes expressions of frustration around user experience e.g. technical issues, some confusion towards messaging and sometimes disappointment at wait times.

- facebook.com Likes: 1 16h
Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.
 "I got an email a while ago to say I'm good to go then you change your minds and now saying over 60s make up your mind good grief"

- facebook.com 28 Jul
COVID Vaccination Healthline
 "Cancel that query - it seems that 50K people in group 4 were pinged before the vulnerable in group 3 by mistake. I do hope vaccinators can read labels in bottles better than DOBs"

facebook.com Likes: 3 Comments: 18 22h
Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.
 "Good luck with booking on-line. We received 4 emails and none of the links worked.....go figure! Spent at least 20-30 minutes on phone getting our bookings sorted. Waste of \$resources setting up emails/links that don't work nor does anybody bother taking responsibility to ensure follow up emails are answered effectively but instead pass you from pill..."

- facebook.com Likes: 2 Comments: 4 17h
Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.
 "On the news just now it said group 4 general public can book. Is this correct as I was told today only over 60's...confusion and mixed messages!!"

Kirsty Grant - facebook.com Comments: 2 23 Jul
COVID Vaccination Healthline
 "Tried and was told to call back at the end of the month"

facebook.com Comments: 1 23 Jul
Vaccinating against COVID-19 reduces the risk of the virus to you, your whānau, and your community. If you're in Group 3 and haven't booked your vaccination already you can call the COVID Vaccination Healthline on 0800 28 29 26 between 8am and 8pm, daily.
 "I called wanting to book but wasn't allowed to book? Even though I told them I work in pharmacy and that I am vulnerable due to health issues. 🙄"

Some negative sentiment reflects frustration with the situation, or at other commentators on the page - and not directly at campaign content.

- facebook.com 17h
Are you aged 60+? If so, go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.
 some people in group 3 are seriously ill, might be house bound, have transport issues, don't have family and are vulnerable. It's not black and white for all. A little sensitivity would go a long way. Personally I think the GP's should be chasing them up... but they're probably under pressure too 🙄"

- facebook.com Likes: 1 13h
Everybody aged 60 and over can now book their COVID-19 vaccine. Go to www.BookMyVaccine.nz now to reserve your spot to get the COVID-19 vaccination.
 r exactly! It's so annoying that people moan instead of doing something about it"

Conversation about the 0800 number and BookMyVaccine is low and has high neutral sentiment.

Conversation is predominately neutral (70%) and overall low. 54% is from news articles and not commentary from individuals.

Neutral commentary includes people encouraging others to proactively book or sharing their personal experiences with accessing appointments.

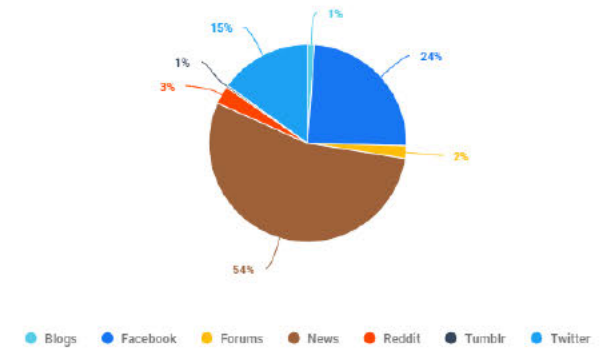
Negative sentiment (24%) is generally related to wait-times or people not being able to book through the website.

A few people (6%) are sharing their positive experiences of making bookings.

Sentiment of responses mentions of 0800 or Book My Vaccine + COVID related terms on public social media in New Zealand, July 23 – 29.



Data sources



People are expressing frustrations about difficulties making appointments.

facebook.com 14h
 A total of 1,059,685 people have received their first doses of the vaccine, and increases. The book my vaccine site is saying there are no vaccination sites within 75km of Now Plymouth which is obviously wrong. What's going wrong with the website?

facebook.com 23 Jul
 COVID Vaccination Healthline
 We have received a txt for someone called [redacted] in Southland Health area! Tried to phone 0800 number but such a long wait got fed up! Can you please advise me who I can contact! Thanks

There are New Zealanders encouraging others be proactive or are sharing their experiences.

Twitter
 Don't leave it too long to book your Covid jab.
 Available spots are filling mega-quickly. (I think 'Bookmyvaccine' becomes available online tomorrow? If it crashes, or the ph is a better option for you, the number to ring is 0800 282926) 😊
 5:23 PM · Jul 23, 2021

facebook.com 25 Jul
 COVID-19 can be easily mistaken for the common cold. Symptoms can include a head. I rang the 0800 number and had my first vaccine next day. If you're worried just ring that number. Take it into your own hands instead of waiting to be invited.

There are people sharing positive experiences of dealing with the 0800 number or bookmyvaccine.

Twitter
 Couldn't get (v easy) website for Covid vax booking to work so rang the 0800 at 7.40pm, answered by a person in about 30 seconds, who then helped me as turned out the mass vax this weekend already booked out, so now I have both appointments sorted for closer spot to me yay!
 9:50 PM · Jul 26, 2021

facebook.com
 No problem on bookmyvaccine.nz today. It us on each of us to be proactive and get on the programme.

Like · Reply · 17 h

NOTE: Dataset represents mentions of "0800" OR "Book my vaccine" OR bookmyvaccine with other COVID terms. Total dataset 887

Conversation about Group 4 rose following the announcement those 60+ in that group were eligible for the vaccine.

Conversation rose sharply on July 28 following the announcement those 60+ in Group 4 could make a booking to be vaccinated.

There are some Group 3 New Zealanders who are expressing annoyance that Group 4 people are able to get an appointment before them.

Some eligible Group 4 people are discussing making their appointments.

Some are voicing frustrations about being in Group 3 and not having yet had an appointment but Group 4 are now able to.

facebook.com
 Watch live: PM's second Covid jab, nearly 700,000 fully vaccinated
 Rollout to group 4 and yet I'm in group 3 and can't get my 1st vaccine until the very end of September what a shambles but she makes sure she gets hers

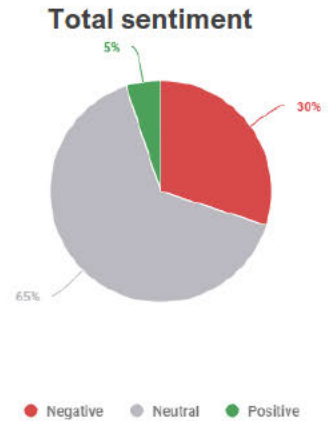
28th Jul
 Bemused by the New Zealand government's notification 'COVID-19 vaccine rollout hits Group 4 milestone'. If you're 60+ you can now book a vaccination. Okay, but I'm Group 3 and only got my invite on Monday 26th July. The earliest available appointment was early September. 🙄nz🙄

People in Group 4 who are now able to get vaccine talking about their experiences booking.

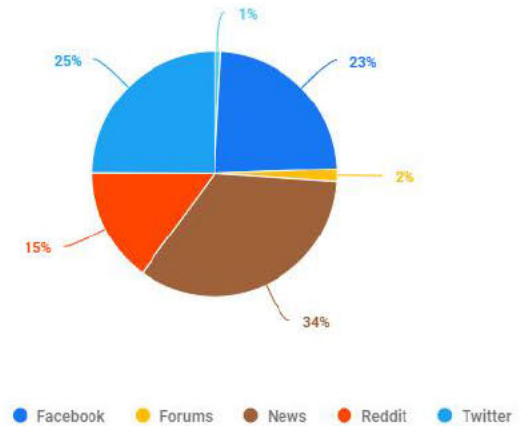
11:13 AM · Jul 26, 2021
 First day of Group 4 booking and my first jab is booked next week. Simple & easy. I'm in Canterbury DHB area.

7:59 PM · Jul 26, 2021
 Just booked my Group 4 Covid jabs - lots if availability and took 2 minutes via the website!

Sentiment of responses mentions of "Group 4" + COVID related terms on public social media in New Zealand.



Data sources



NOTE: Dataset represents mentions of "Group 4" with other COVID terms. Total dataset 365

Unite Against COVID-19: FAQs Analysis

July 26 – August 1, 2021
New Zealand

Proactively Released

FAQs Summary:

Unite Against COVID-19

The number of questions to the UAC channels dropped from 562 to 437 this week. Vaccine-related questions made up 48.5% of the total, focusing on accessing appointments, roll-out policy e.g., if people can choose which vaccine they receive or how long is the recommended time between doses, and safety and approval. Twenty-nine percent of questions were travel related, specifically regarding the trans-Tasman bubble.

Ministry of Health

This week the number of questions decreased from 148 to 82. Vaccine-related queries made up 57% of the total questions categorized with focus on roll-out policy e.g., vaccine passports or getting an early vaccine, and accessing appointments. Eleven percent were specific questions about the trans-Tasman travel bubble.

Partners Te Puni Kōkiri & Ministry for Pacific Peoples

There were no COVID-19 related questions to either Te Puni Kōkiri or Ministry for Pacific Peoples' Facebook walls.

Proactively Released

FAQs UAC – 437 questions (total posts 3,878)

July 26 – August 1, 2021

VACCINE (48.5%) see subthemes below

- **Vaccine access (logistics) 66/212** (Where do you go / how do I get contacted / who do I contact / when is it scheduled for xyz town / will there be a mass vaccination center in xyz town / do chemists/GPs give / can I get one if xyz has already/qualifies / how to get NHI number)
- **Vaccine roll-out (policy) 58/212** (Can we choose which vaccine / do we need a mask when getting / how to obtain proof of vaccination / recommended gap between xyz and Pfizer / can we wait until x days to get 2nd dose / how long between doses / when is vaccine other than Pfizer going to be offered / what % of pop need to be vaccinated before border restrictions relaxed)
- **Vaccine safety & approval 21/212** (What's in vaccine / where are safety resources / how many New Zealanders have died following vaccine / what is provisional approval / why Medsafe approve AstraZeneca)
- **Vaccine effectiveness 20/212** (How long does vaccine protect for / do fully vaccinated still need to scan QR codes or wear masks / will we have a 3rd vaccine / when will fully vaccinated be allowed to quarantine at home)
- **Vaccine access (group) 19/212** (Who/what is Group 3 / does xyz condition mean I am in Group 3 / how come doing Group 4 in age bands /)
- **Vaccine misinformation 11/212** (Where to report misinformation / is it experimental / why need vaccine as 97% recovery)
- **Vaccine side-effects 8/212** (How long monitored after / where to share side-effects / who is liable for adverse reactions)
- **Vaccine roll-out (progress) 5/212** (Any groups fully vaccinated / how is measuring up against other countries / what % North vs South Island / so long)
- **Vaccine international 2/212** (Is vaccine free in Samoa)
- **Vaccine risk (medical) 1/212**
- **Vaccine & flu shot 1/212** (How long between flu shot & vaccine)

TRAVEL (29%)

- New Zealanders had specific questions about the trans-Tasman bubble/quarantine-free travel e.g., allocation of green or managed return flights, predeparture testing procedures, isolating on arrival, MIQ spaces, Day 3 test.

OTHER CATEGORIES

- **TESTING (5%)** (Is NZ going to move away from PCR / why results taking so long / has rest of Taranaki wastewater being tested)
- **CASES (4%)** (How many days community COVID free / updates / are border cases from NSW / is UN case included in NZ case numbers)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: This week 48.5% of the total 437 questions were vaccine-related, focusing on accessing appointments, vaccine roll-out policy, and safety and approval. Twenty-nine percent of questions were travel-related with people requesting specific information about the trans-Tasman travel bubble.

FAQs MoH – 82 questions (total posts 1,098)

July 26 – August 1, 2021

VACCINE (57%) see subthemes below

- **Vaccine roll-out (policy) 14/47** (Will there be a vaccine passport/certificate/digital copy / waiting time after vaccine / can I get early vaccine / time between jabs / does MoH follow up those who don't get vaccinated)
- **Vaccine access (logistics) 10/47** (When do you book second vaccine / how do I make appointment if I have xyz condition / how to get NHI number / why have under 50s received texts / why is xyz location not listed as an option / where is link to bookmyvaccine URL)
- **Vaccine misinformation 5/47** (Where to report misinformation / censored information / what is xyz doing in vaccine)
- **Vaccine side effects 4/47** (Why has MoH stopped weekly Medsafe reports / what % of vaccinated people are getting blood clots)
- **Vaccine safety & approval 4/47** (What's in the vaccine / want to see safety studies)
- **Vaccine roll-out (progress) 4/47** (Can you report % of each age group vaccinated / is there a document outlining NZ vaccine roll-out plan / have they completed Group 3)
- **Vaccine effectiveness 3/47** (Why lockdown people who are vaccinated / do we have to get it every year / does vaccine prevent getting COVID)
- **Vaccine access (group) 3/47** (We are in Group 3, can we book together / what group for xyz condition / why did x get invitation and I'm in Group 3 still waiting)

TRAVEL (11%)

- Specific questions about trans-Tasman travel bubble/quarantine-free travel e.g., MIQ, suspension of trans-Tasman bubble, dates of managed flights availability,

OTHER

- **TESTING (7%)** (Sewage testing results / PCR tests)
- **VIRUS (2%)** (How does COVID-19 spread)

Methodology & data coverage: Data is pulled from community management tools and includes private and public posts.

SUMMARY: The total number of questions to MoH channels decreased from 148 to 82. Vaccine-related queries made up 57% of the total questions categorized with focus on roll-out policy and accessing appointments. Eleven percent were specific questions about the trans-Tasman travel bubble/quarantine-free travel.



No questions within this period

— Note: TPK posted zero COVID-19 related posts this week.

Methodology & data coverage: analysis is based on public posts to Te Puni Kōkiri Facebook walls only.



No questions within this period

— Note: MPP posted 10 COVID-19 related pieces of content to their Facebook wall which resulted in no comments/statements.

Methodology & data coverage: analysis is based on public posts to Ministry for Pacific Peoples Facebook wall only.

SUMMARY: Partner FAQs

There were no COVID-19 related questions to Te Puni Kōkiri or Ministry for Pacific Peoples' walls.

Proactively Released

**Unite Against COVID-19:
Social Conversation Analysis**
Tuesday August 17, 2021
New Zealand

Proactively Released

Update Summary:

FAQs - UAC owned channels: Analysts looked at questions asked during the period 12pm – 11:59pm August 17. New Zealanders have questions about rules for travel (26%) and the alert level change (25%). There are questions about vaccine appointments (20%) and people are asking about the current case, his locations of interest and the variant (14%).

Conversation analysis – organic, public social channels:

With the move in Alert Levels New Zealanders are discussing Alert Level 4. Some are encouraging others to remain positive and to comply with the necessary restrictions. There are others who are expressing frustration about the move and concern about what the change will mean for them personally.

Measuring categories of conversation: Analysts have established a baseline of volume and sentiment in each category to be monitored going forward.

What's in this report:

- 1. FAQs (pg. 4)**
Identifying frequently asked questions and conversation from users on Unite Against COVID19's owned pages.
- 2. Social Conversation Analysis (pg. 5)**
How New Zealanders are talking about Alert Level 4 on organic, public social channels.
- 3. Measuring Categories of Conversation (pgs 6 – 11)**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

FAQs UAC – 200 questions (total posts 7,063)

August 17, 2021 (12pm – 11:59pm)

TRAVEL (26%)

- I am travelling from x to y. Am I still able to get home?
- So, flights will still operate on Thursday?
- Are domestic and international flights being cancelled across the country?
- If you can't get home in the 48-hour grace period what happens if the Level 4 lockdown is extended?

ALERT LEVEL (25%)

- What about my xyz appointment?
- Can people still work at x during Alert Level 4?
- Is there a map showing the outline of the Auckland/Coromandel border?
- Why is the whole country in lockdown?

VACCINE (20%)

- In Level 4 can one still get the vaccine?
- I was due for my vaccine on Thursday. Will we be contacted to rearrange the appointment?
- Why are vaccinated people locked down too?
- Do I rebook my vaccine?

CASES (14%)

- What are the Auckland locations of interest?
- How did he get the virus?
- Did he stop between leaving Auckland and entering the Coromandel?
- Was it confirmed as the Delta variant or are we still waiting for test results?

Methodology & data coverage: Data is pulled from Sprinklr and includes private and public posts. Analysis only covers comments that are identifiable as questions.

SUMMARY: There were 200 questions to UAC owned channels in the 12 hours between 12pm August 17 – 12am August 18. New Zealanders have questions about rules for travel (26%) and the alert level change (25%). There are questions about vaccine appointments (20%) and people are asking about the current case, his locations of interest and the variant (14%).

Exploring how New Zealanders are talking about Alert Level 4?

Analysts noted there were diverse expressions that represent a variety of perspectives and situations from happy to stay at home to those worried about the impact of the lockdown on their livelihoods.

The largest sentiment category was neutral at 61%. This included businesses and New Zealanders sharing information about Alert Level 4 and what the changes will mean. There are also news articles about the Alert Level change.

Negative sentiment was at 22%. In this category some New Zealanders were expressing frustrations and concerns about what the change will mean for them personally. There was conversation about why the South Island was in lockdown while the case/s are in the North Island.

Positive conversation (17%) included some New Zealanders encouraging others to stay positive/comply with the alert level change rules. There were also some expressing gratitude for the quick and decisive move.

People expressing concerns/frustrations about what being in Alert Level 4 means

Level 4 for everyone else : damn, I can't work. Level 4, for me :damn, I still have to work. 🤔
10:00 PM · Aug 17, 2021

I've never been able to handle lockdowns well, especially level 4.

The last time we had a level 4 was for months upon months, and the entire time I was on the verge of mental breakdown.

And now we're being plunged into another level 4 for 3 days.

I need help.
7:47 PM · Aug 17, 2021

Encouraging others to comply with Level 4 rules / happy the decision was made

Level 4 lockdown for three days, honestly thankful to live somewhere that takes covid this seriously so quickly.
7:10 PM · Aug 17, 2021

👏 Mask up and stay safe for Level 4, everyone! We've done it before, we can do it again. Let's do this! Kia kaha ❤️

Asking why the South Island in Alert Level 4 when cases are in North Island

The poor South Island in Level 4 for what? Coromandel a long way from Picton.
Like · Reply · 13 h

What a joke - Labours own criteria is that **level 4** is for "sustained and intensive community transmission" !!!! How does **1 person** constitute that 🤔🤔🤔 South Island **businesses** must be ropable !!

Businesses/people passing on/sharing information

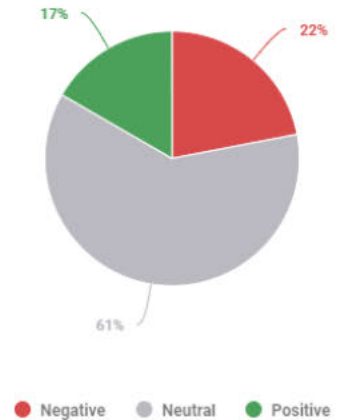
As we move to alert level 4 our office in Riccarton will be closed, however contact and support services will be operational following alert level 4 guidelines. Call 0800 726 724 or email support@sorch.co.nz - we will get back to you as soon as possible!

Author
Hamilton City Council
Hi [redacted] voting is being extended until Wednesday 25 August. When the Government announces it is safe to exit Alert Level 4 we will organise an appropriate option for voters to return their voting packs. Thanks.
Like · Reply · 13 h · Edited

Equestrian Sports NZ
13h · 📷

UPDATE 17/08/2021
From 11:59pm tonight Tuesday 17 August, all of New Zealand will move to Alert Level 4. This measure will remain in place for 3 days from 11:59pm Tuesday 17 August for all of New Zealand, with the exception of Auckland and the Coromandel Peninsula with both staying in Level 4 likely for the next 7 days.
A reminder that under Level 4 only ride your horse within the boundaries of the property where it's kept. Don't transport your horse by float to ride somewhere else.
Make sure you know the rules and what to do at Alert Level 4: https://www.nzequestrian.org.nz/_/Covid-19-Alert-Plan...
Please ensure you play your part by staying home and following government instructions.

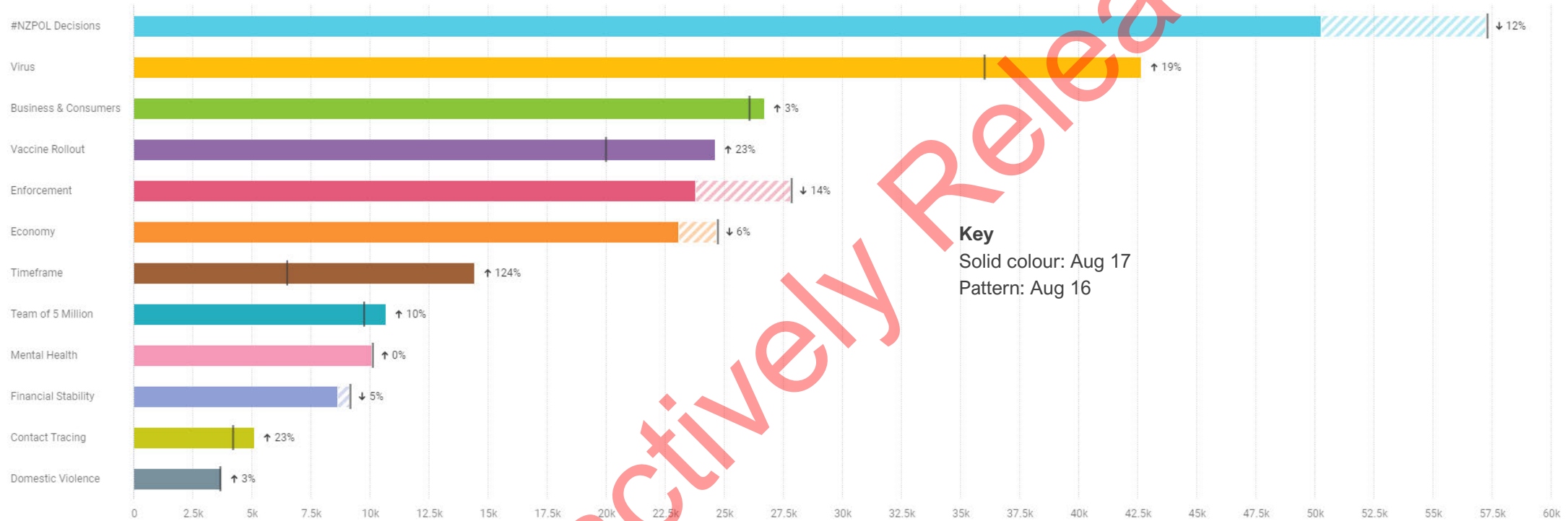
Sentiment of conversation about Alert level 4, August 17



On August 17 there were 3,731 mentions of Alert Level 4.

Category change:

Categories current time period (August 17) benchmarked against previous time period (August 16)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 17: 49,783 (+ 125%)
August 16: 22,101

Net sentiment of each category

As many of these categories become meaningful when New Zealand shifts up Alert levels, the '% (+/-)' values will become more accurate moving forward.

Sentiment in the #NZPOL Decisions category became slightly more positive on Tuesday as did Vaccine Rollout.

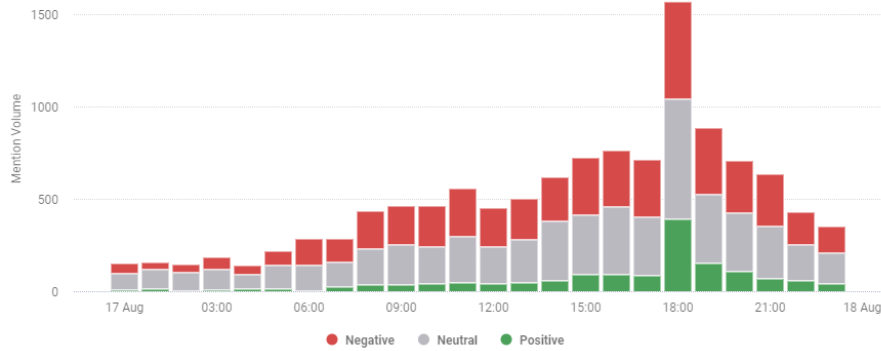
Timeframe category was 57% neutral on Tuesday.

Comparing current period (Aug 17) with shift from previous period (Aug 16)

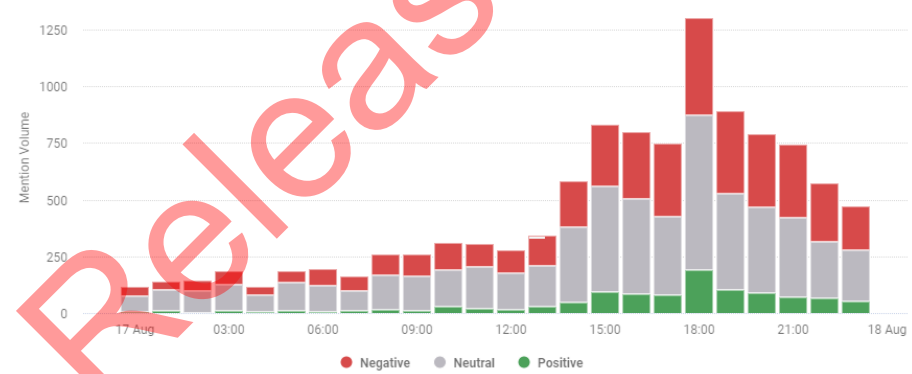
Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	33	0	57	-1	10	+1
Enforcement	41	0	51	+2	8	-2
Virus	37	-5	52	+4	11	+1
#NZPOL decisions	41	-3	46	+1	13	+2
Economy	32	-2	60	+3	8	-1
Mental Health	48	+1	47	-1	5	0
Financial Stability	32	-5	61	+4	7	+1
Team of 5 Million	24	-8	48	+7	24	-3
Contact Tracing	29	-1	62	-1	9	+2
Timeframe	25	-4	57	-5	18	+8
Domestic Violence	53	-7	45	+9	2	-2
Vaccine Rollout	43	0	42	-3	15	+3

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

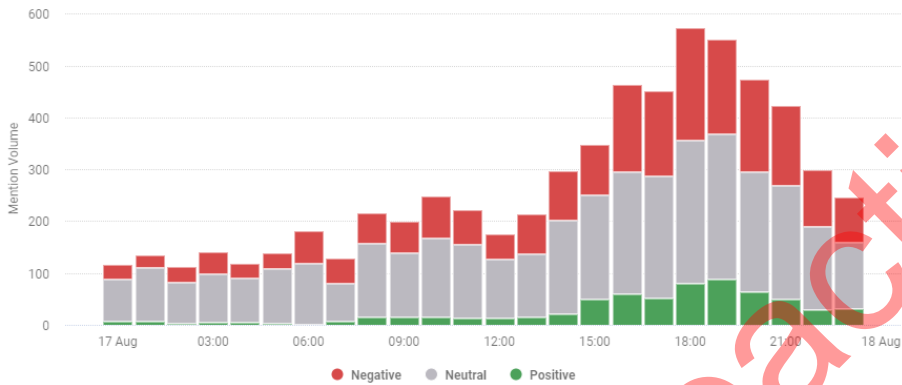
#NZPOL



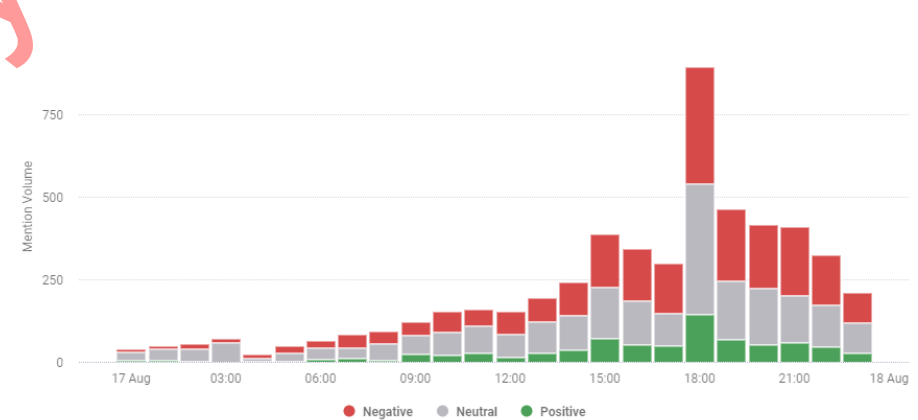
Virus



Business and Consumers



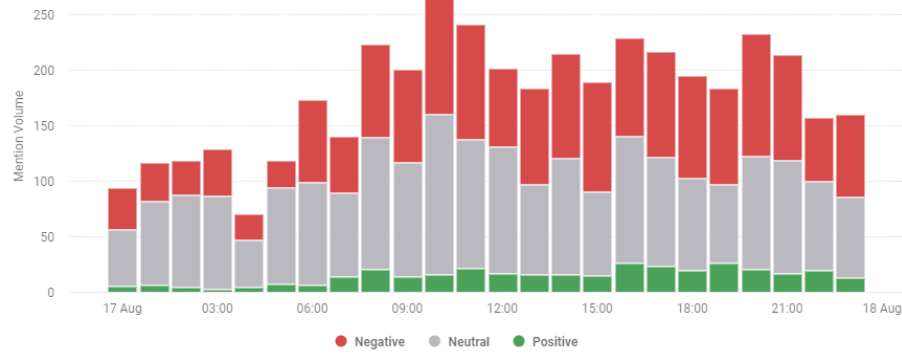
Vaccine



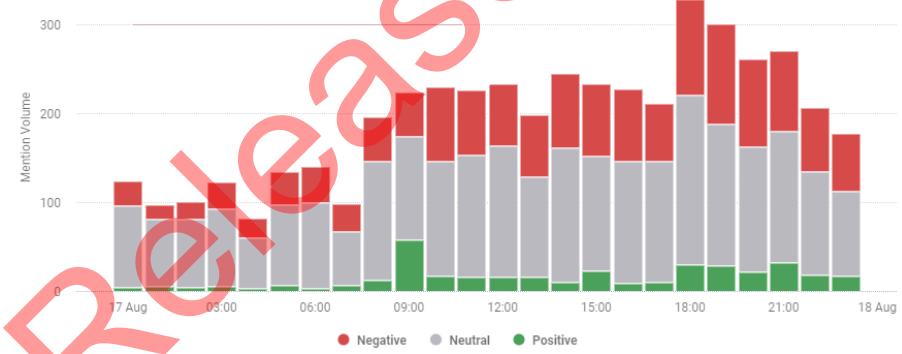
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

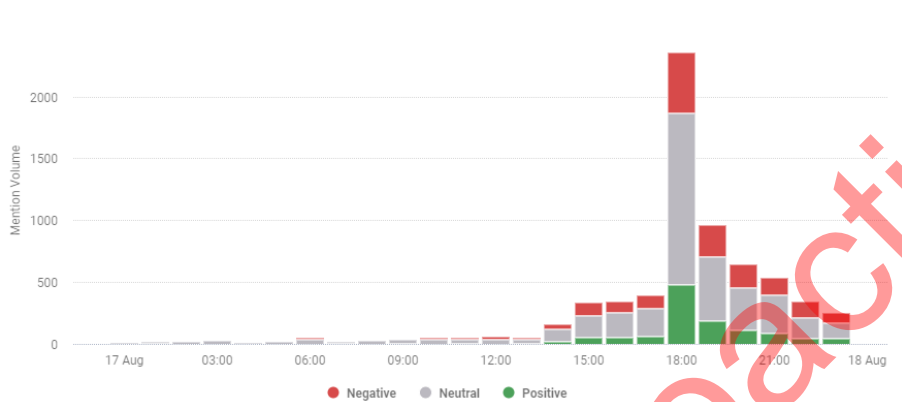
Enforcement



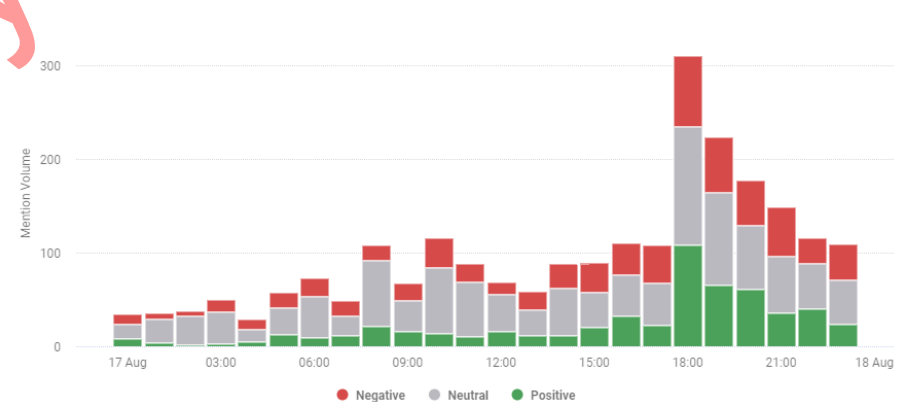
Economy



Timeframe



Team of 5 Million

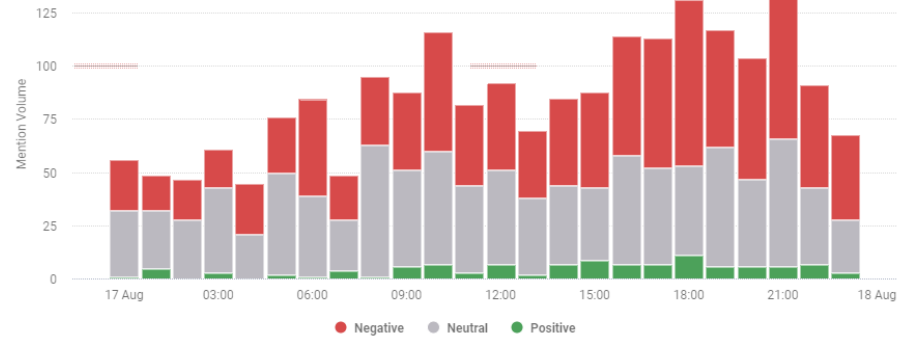


Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/scale (Y axis). See page 6 for total volume values.

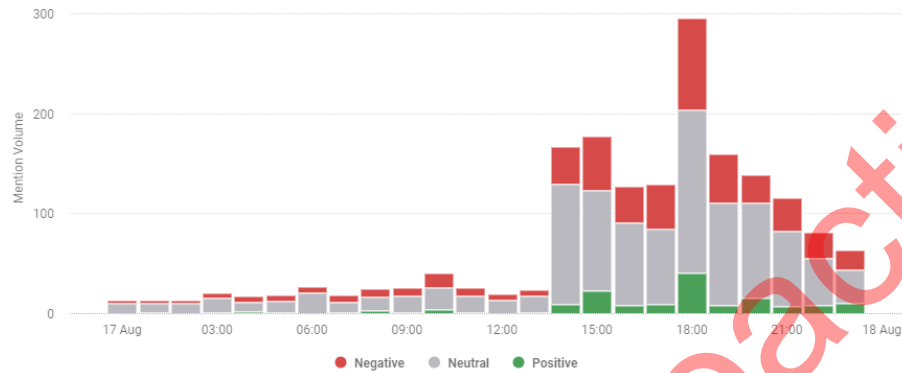
Mental Health



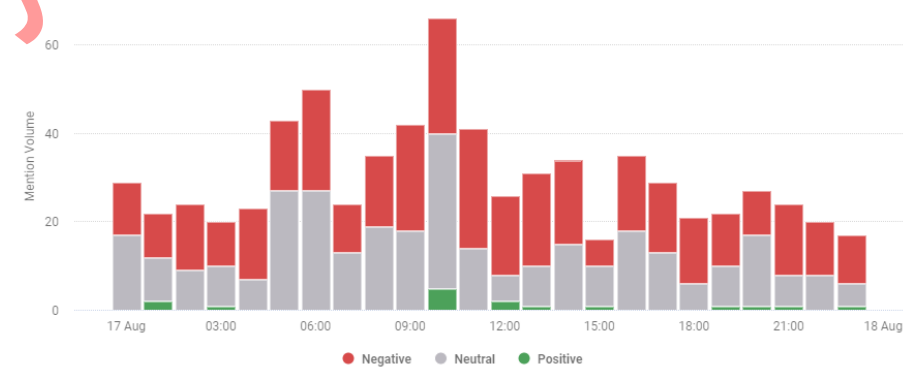
Financial Stability



Contact Tracing



Domestic Violence



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

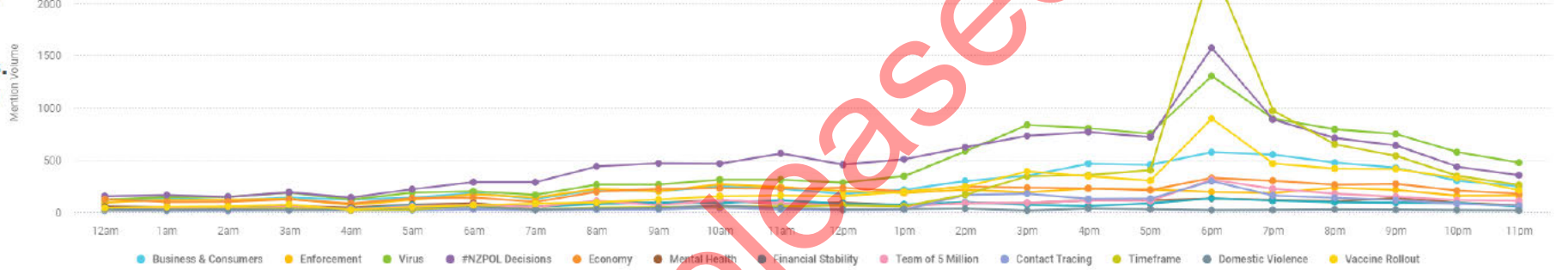
Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

SOCIAL CONVERSATION CATEGORIES 24 HOURS



Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

Contact



**Unite Against COVID-19:
Social Conversation Analysis**
Wednesday August 18, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts looked into conversation around **masks and face coverings** following the move to make mask wearing mandatory at essential services locations. Some were questioning if mask wearing should be necessary if you were vaccinated while others were highlighting the importance of both forms of protection.

The category of conversation **Vaccination Rollout** increased by 71%. New Zealanders are discussing what getting a vaccination will achieve for themselves and the community.

Measuring categories of conversation: Total volume of conversation increased by 22%. Virus, #NZPOL Decisions and Vaccine Rollout had the highest volume. Almost all categories became marginally less neutral in sentiment (more polarized). Team of 5 Million category had the largest increase of positive sentiment at 7%.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
How New Zealanders are talking about mask wearing and the Vaccine Rollout.
- 2. Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Exploring how New Zealanders are talking about masks/face coverings.

The NZ Government made it mandatory on August 17 for people to wear masks while visiting essential services. The volume of conversation about masks/face coverings jumped 126% from August 17 to 18.

There were people talking passionately both for and against mask wearing. A theme analysts noted was connecting mask-wearing with vaccines/vaccination (7% of mentions) with discussion including asking why the need for masks if vaccinated or reiterating the importance of vaccination as well as mask wearing.

There were a few comments (1%) about mental health/illness e.g. ADHD and the ability to wear a mask.

Another theme noted was discussion about compliance (both positive and negative in tone) at essential service locations such as on buses and at supermarkets (14%).

People/businesses are also discussing masks in a matter-of-fact tone e.g. sharing the news or giving advice/reminders of what is required.

People discussing vaccines/vaccination and mask wearing

Totally agree, I have been **vaccinated**. I believe I don't need to **wear a mask** public, other than that, what a waste of time to **get vaccination**.

I think everybody should start getting a little **more** serious. Masks and vaccinations are the best protection!!!! There are clearly not enough **vaccinated** citizens so better **get** yr masks on fast and start taking this a little **more** seriously now that **Delta** is here (it's a whole different scenario!)

I **had** a bone biopsy on the 26th July, and **NONE** of the **staff** on the ward, and who treated me wore masks. Whether you're fully **vaccinated** or not, this lack of care that I observed, no wonder a nurse **has** been infected. The DHB are concerned with an outbreak? They need to **enforce** frontline **staff** to wear masks at all times.

Expressing frustration towards others not wearing a mask at essential service locations

There are loads of people that refuse to wear mask on public transport still. They get on my bus everyday. A total disrespect for others that follow the rules.

My partner was in Countdown Mt Wellington today and saw many of the customers weren't wearing masks! WTH...are they ignorant, or just plain selfish! Can't the supermarkets bar anyone not wearing a mask from entering! 🤬🤬 Come on supermarkets do your bit!

Tell that to supermarket lady Karen. No mask, and zero f**** given by the staff. 🤢 Welcome to Christchurch, where Covid is optional.

People sharing positive examples of compliance at essential service locations

In Taupō PaknSave mask today use was pretty close to 100%.
5:30 PM · Aug 18, 2021 from Taupo District, New Zealand

Countdown St Lukes was great today - all customers and staff **wearing** masks. Except for the (young, female) security guard outside who was very much the odd one out not wearing a mask...
10:03 PM · Aug 18, 2021

Went to **Countdown** Milford Mall this afternoon no queues and a very well organised process. Everyone, **staff** and customers wearing masks.

Discussion about mental health and mask wearing

says right there that mental health is a legit reason to not **wear a mask**. I have ADHD and I find the masks distracting.

So if I have ADHD I don't have to wear a mask? 🤔👉

I **yes**. Asthma is included in the disabilities and autism would come under both disability and mental illness! If you struggle to **wear a mask** you can not wear **one**.

Mask conversation matter-of-fact

- 1d
Jacinda said we can expect an update on further mask requirements today at 1pm. This was said in her press conference last night.

People have to eat and some need medication. Follow the guidelines - masks, social distancing, hygiene and scanning - and you'll be fine.
10:48 PM · Aug 18, 2021

Maybe masks could be supplied on entrance into essential work places and transport for those who don't have any?
Like · Reply · 10 h

Taranaki Civil Defence Emergency Management @TaranakiCD
FYI folks - please wear a face covering when you are going to the shops, medical centres, and public transport. More info as always at [covid19.govt.nz](https://www.covid19.govt.nz)

Conversation in the Vaccine Rollout category increased by 71% on Wednesday. How are New Zealanders discussing the COVID Vaccine and what it means for them and the community?

A prominent theme analysts observed in this category was around “getting” which largely includes conversation about what the vaccine will achieve.

Anti-vaxers tend to focus the perceived risk of the vaccine and weigh that up against how effective it is. Vax-advocates are using the flu vaccine as an example of vaccines reducing the risk of severe illness.

In other conversation people are discussing how herd immunity (or NZ approaching herd immunity) would mean lock-down restrictions could be reduced and the need to prioritise essential workers to be vaccinated.

Focus on lessening the severity of COVID & therefore reducing the risk.

facebook.com Likes: 3 21h
Vaccinated Auckland Hospital nurse one of four new community Covid-19 cases
 "Misleading headline 🙄 of course the dummies jump all over it too 😬 the vaccine never claimed to stop you from getting covid. But nah, go listen to someone that done their "research" on YouTube and Facebook 😬"

facebook.com Likes: 7 21h
LIVE: Seven Covid-19 cases; Delta strain confirmed
 It's like any vaccination, the flu jab doesn't make you immune to getting the flu just helps you to combat it and not get too sick. Thats the reason why people are choosing to get it, so it lowers their chance of getting sick, **reducing** their risk of dying from it. Which is the point of all vaccinations."

Arguing the point of getting the vaccine if you can still catch and spread the virus.

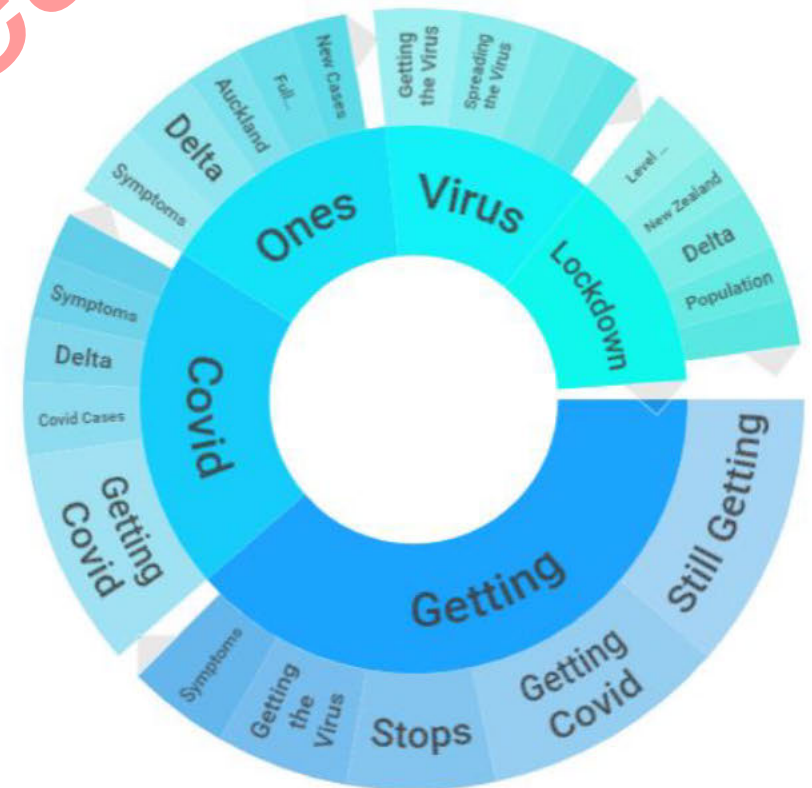
#LIVE !!!
 FACT is you can still **get covid** being fully **vaccinated**, you now need to ask yourself why the **vaccine**? I mean, surely people are wondering that? right? Nobody is allowed to ask real questions anymore, anywhere in the world. We get insulted, mocked and abused for asking genuine questions. I suggest you head over to telegram,uncensored..."

"Why rush to **get vaccinated** if you can still **get and spread the virus**? Very weird! The **Delta variant** has been proven to be weaker and milder by British Scientist researchers as well. The whole world has gone mad for political power."

Vaccinating more of the community achieves more freedoms

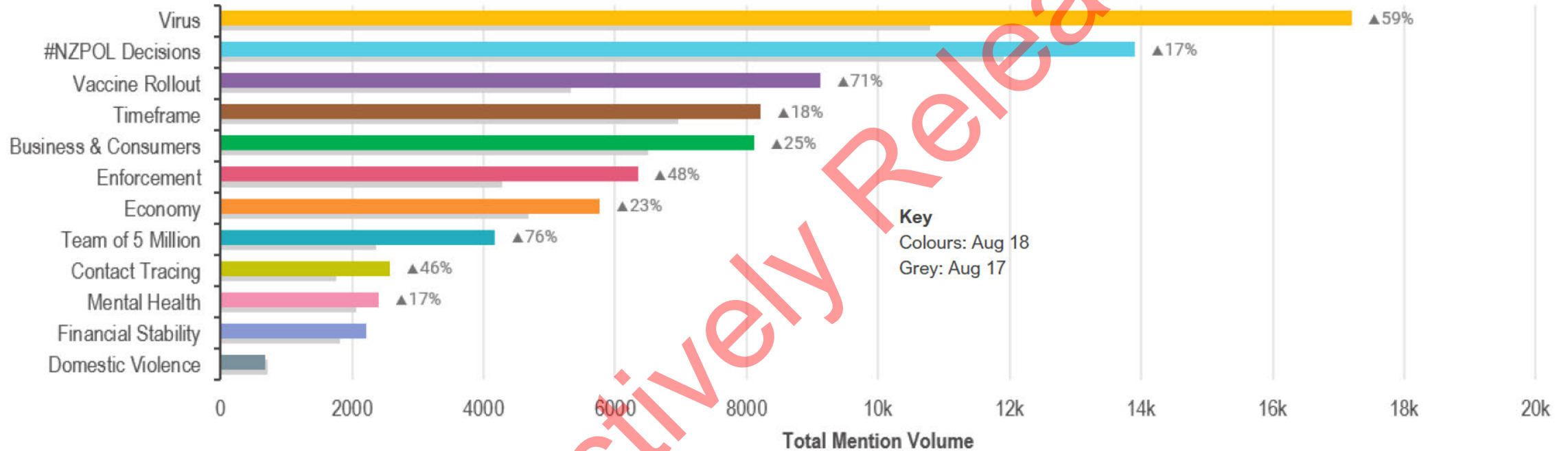
🐦 14h
 "If we can get to 80% of the community through the **vaccination** programme, then we can have different rules..." h

Topic analysis – Vaccine Rollout category Aug 18, 2021



Category change: Benchmark

Categories current time period (August 18) benchmarked against previous time period (August 17)



Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 18: 60,475 (+ 22%)
August 17: 49,783 (+ 125%)
August 16: 22,101

Net sentiment of each category

All categories became less neutral (more polarized) apart from Business & Consumers, Mental Health & Timeframe that stayed stable or became fractionally more neutral.

Vaccine Rollout increased in negativity by 4%, while Team of 5 Million had the biggest increase of positive sentiment at 7%.

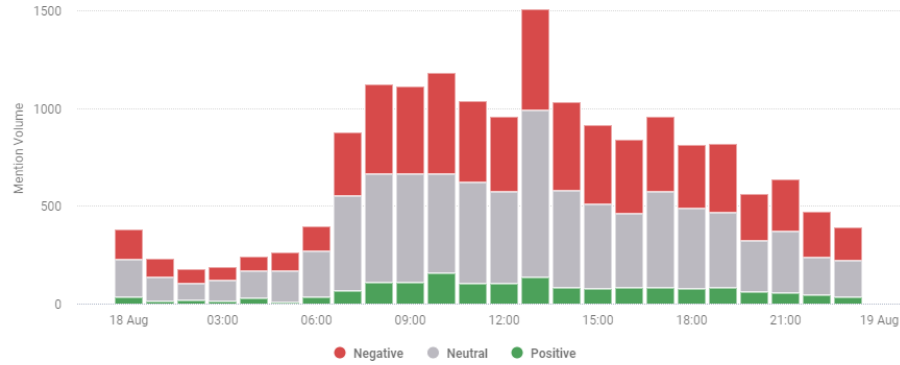
Comparing current period (Aug 18) with shift from previous day (Aug 17)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	33	0	57	0	10	0
Enforcement	41	0	47	-4	12	4
Virus	40	3	50	-2	10	-1
#NZPOL decisions	37	-4	44	-2	19	6
Economy	32	0	59	-1	9	1
Mental Health	47	-1	48	1	5	0
Financial Stability	32	0	58	-3	10	3
Team of 5 Million	28	4	41	-7	31	7
Contact Tracing	31	2	61	-1	8	-1
Timeframe	28	3	57	0	15	-3
Domestic Violence	60	7	36	-9	4	2
Vaccine Rollout	47	4	40	-2	13	-2

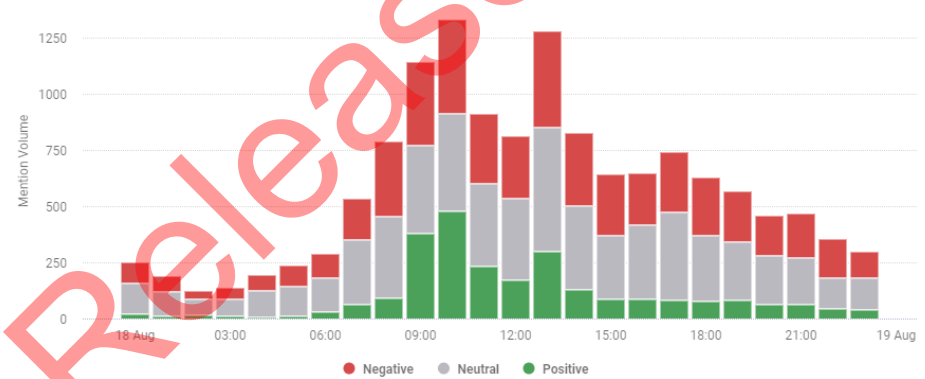
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

• Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

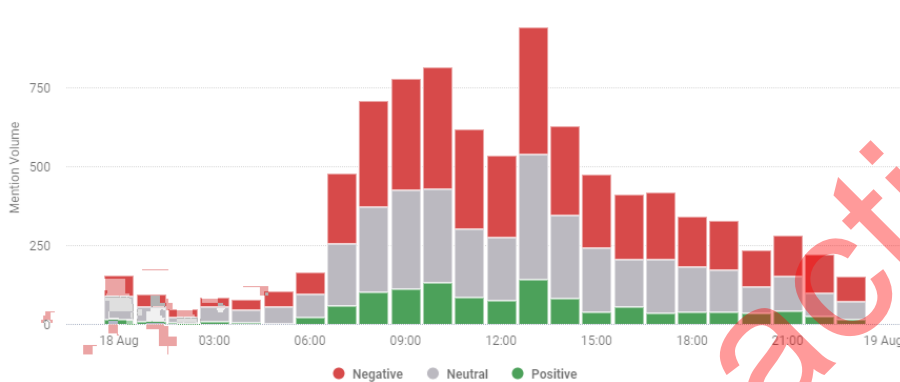
Virus



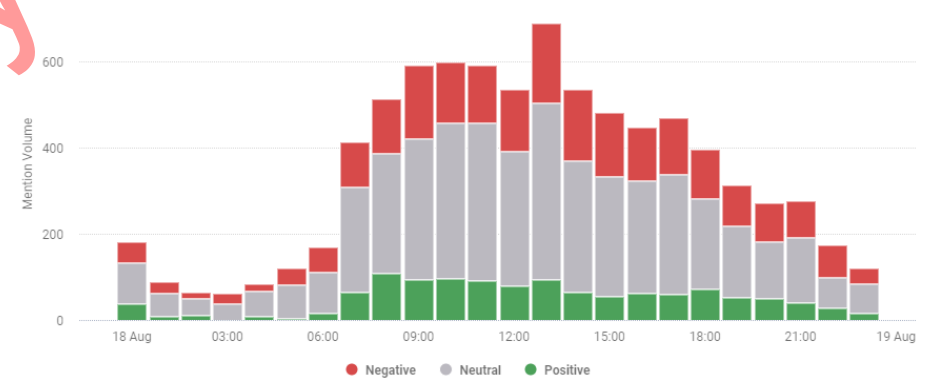
#NZPOL Decisions



Vaccine Rollout



Timeframe

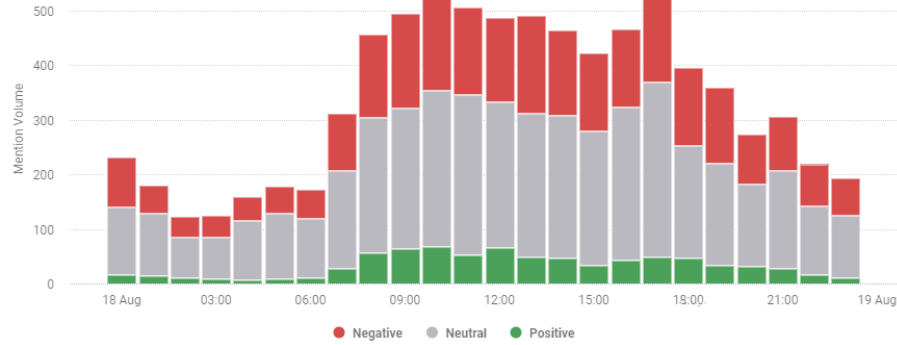


Proactively Released

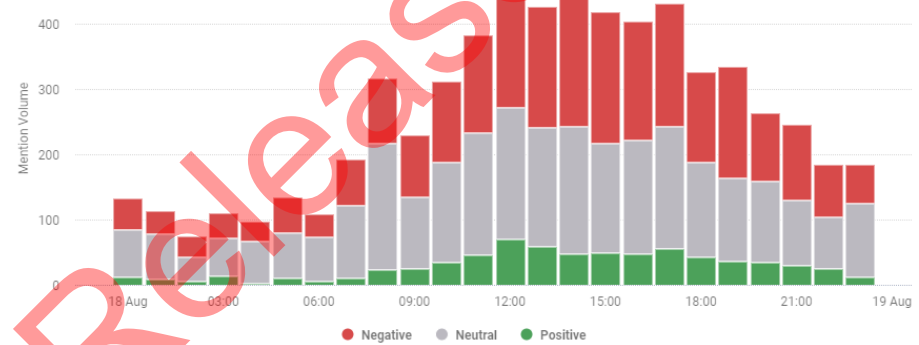
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/scale (Y axis). See page 6 for total volume values.

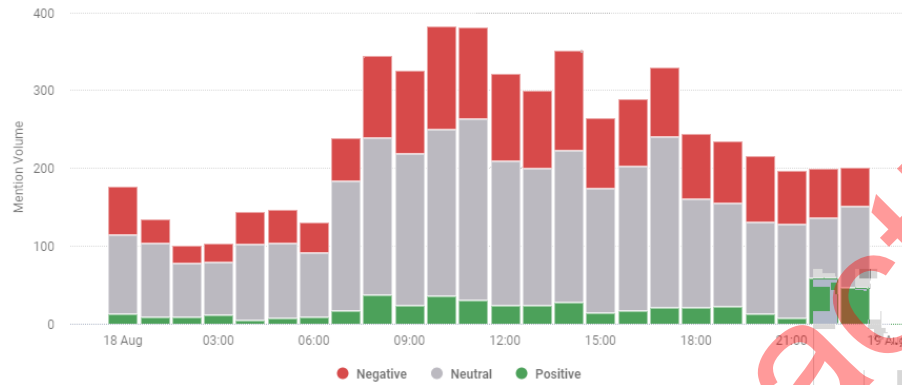
Business & Consumers



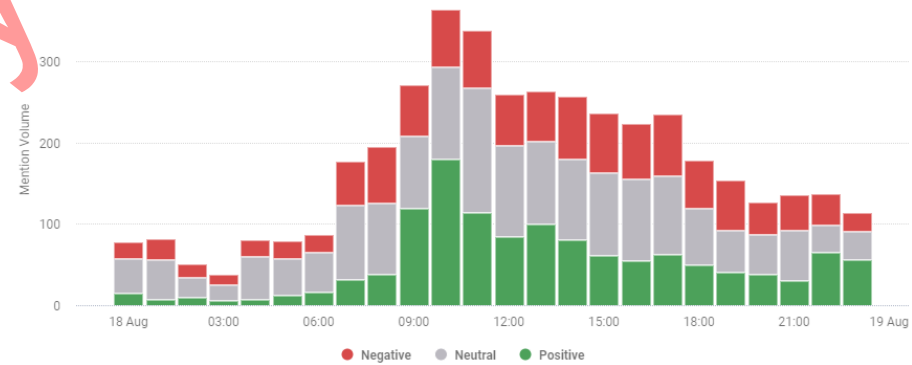
Enforcement



Economy



Team of 5 Million

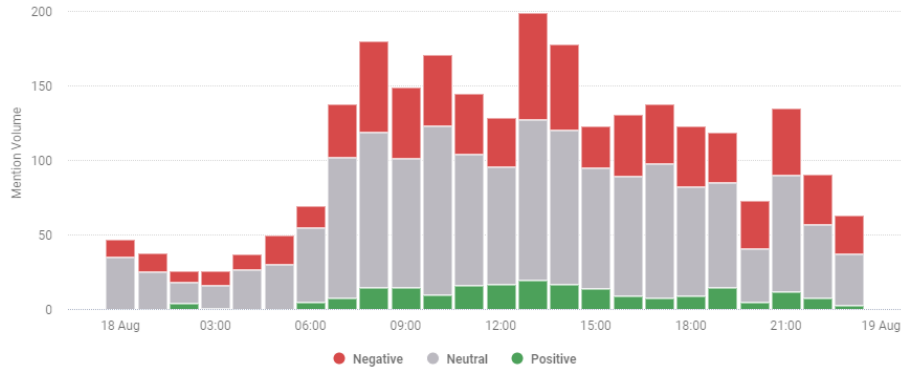


Proactively Released

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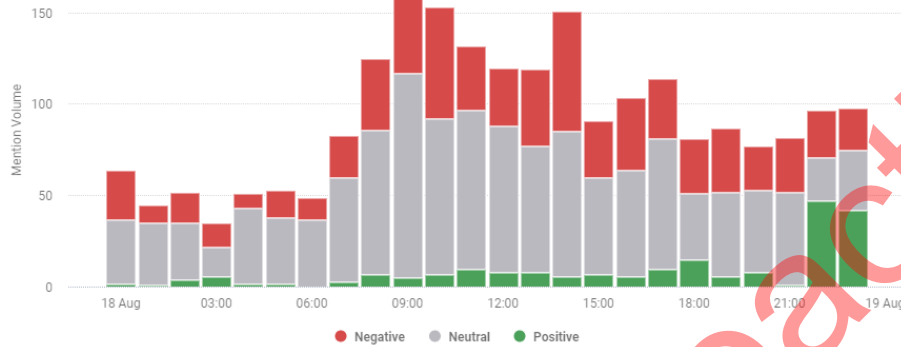
Contact Tracing



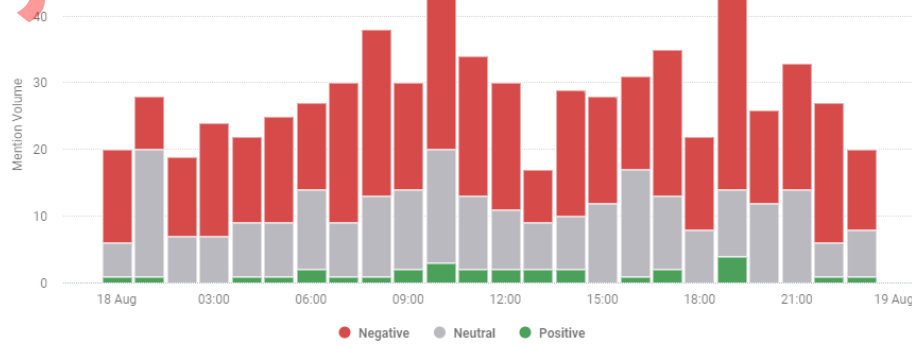
Mental Health



Financial Stability



Domestic Violence



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

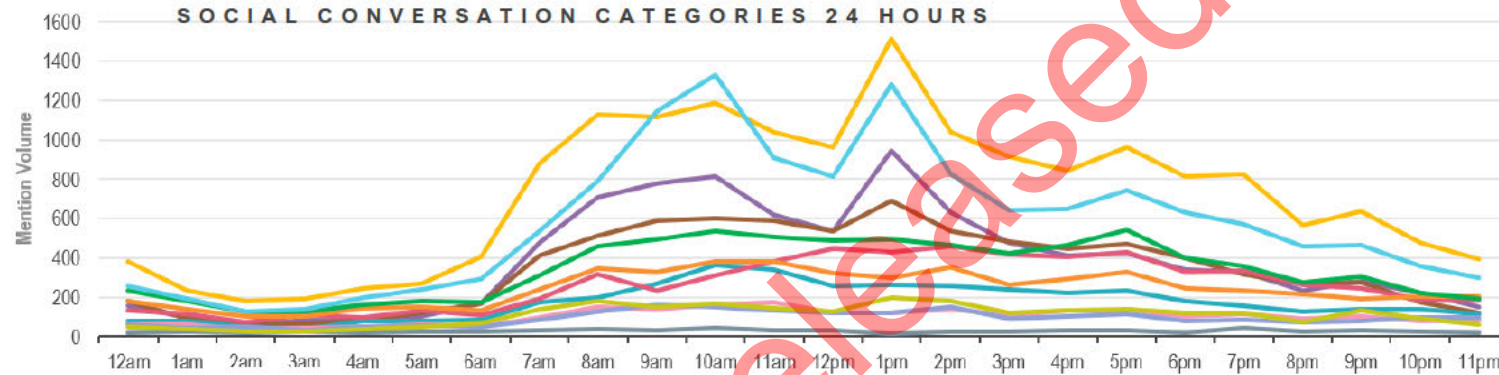
The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.



Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Thursday August 19, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation around tests and testing. Some have had a straight-forward experience getting a test while there are frustrated commentators who have had long waits at testing stations. A barrier for some to getting tested is access to a car.

We looked into how people are discussing locations of interest.

Commenters are keenly aware of the growing list of locations.

Discussions include how to access information, the potential impact of a type of location (e.g. playground or nightclub) and the extent of the spread of the virus.

Measuring categories of conversation: The total volume of conversation decreased by 10% with conversation falling across all categories. The topics of Virus, #NZPOL Decisions and Business & Consumers/Vaccine roll-out have the highest volume of conversation.

From a sentiment perspective, we did not see any significant shifts. Slight shifts include: 3% increase in negative sentiment in #NZPOL Decisions and Business and Consumers.

What's in this report:

- 1. Social Conversation Analysis p.g. 4 - 5**
How New Zealanders are talking about tests and testing, as well as locations of interest.
- 2. Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

Getting a test has been a simple process for some, while others have dealt with long waits before being tested or have been turned away from testing sites.

Conversation on August 19 has shown a variety of user experiences in getting a test. For some, obtaining a test has been stress-free and quick. Others have been frustrated at long wait-times despite trying to do the right thing by getting tested.

Analysts noted a barrier to getting tested for some New Zealanders was not having access to, or owning, a car. There has also been several comments from those in the disabled community regarding inaccessibility at testing centres.

Regarding test results, there are some expressions of anxiety about the lengthy wait to hear back.

A few commentors are asking questions about households needing to isolate post-tests and what is the required expectation.

In other conversation some are glad that wastewater testing is being used as another layer to detect COVID-19 in New Zealand.

Getting a test was easy and straight-forward

Rung my GP and got a test within 30 mins!

Many clinics are testing folk who aren't registered there as well. Made booking over [redacted] at 0930 for 1500, arrived at 1455, left by 1510. On foot as well! Good job

In the testing Q at my GPs in #Torbay (due to being in gen vicinity of AUT case) - been done, just waiting for car of a family in front to be finished. Q slow but short. 🙌👍

to Torbay Medical Centre #CovidNZ

Wondering if the right people are getting tested

It would be good to see some data around around how many turn up that were in actual locations of interest vs those who hear there is community transmission and turn up in a panic... hypochondriacs are the ones that stuff this...

For some a barrier to accessing testing sites is not having a car

Sadly it isn't. My friend went to get tested for a cough and they refused to test her because she wasn't in a car.

Looking forward to once again confusing and upsetting the COVID testing system by living in Auckland and not having a car. 🙄

my mom is also sick and I am getting sick, but trying to get tested without a car is not easy, i'll try and call my gp to organize one tomorrow

Frustrated at the long waits/bring turned away at testing stations

Hi Jacinda, I took my daughter and a mate to get a covid test today, Arrived 12pm Waited in line for nearly 8hrs,....finally got them tested at 7.50pm, ...🙄

Thanks Jacinda! Hoping to have more covid pop up testing sites. We drove around today but we were turned away 🙄

What's the point putting this up when you can't get tested in Auckland? 10 hours sitting in a que @ Albany North Shore and still not tested. 🙄 what a joke!!

After waiting/turned away they will not be returning to get tested

Here a story. Went at 830am to get a test at Albany stadium. Fast forward 10hours of waiting in line. We get turn away as it was closing at 7pm. A long with hundreds of others. I can bet that a lot of these people who waited that long must have thought they needed to be tested. I for one will not be getting tested now as I am guessing most of the other 100+ people who waited 6hr+ for nothing won't get tested either.

Finding testing centres inaccessible for disabled community

There are several disabled I know trying to get tested but finding the centres aren't accessible, is there any process for supporting disabled in testing? Who would know

Anxiety about lengthy wait for test results

I am surprised that test results take more than 48 hours to come back in NZ. In Australia it is less than 24 hrs for 99% of tests.

bit concerning that the test results take so long to come back. Given how fast delta spreads.

Nothing like three members of your fam attending one of the key locations of interest and waiting for test results and time goes ridiculously slowly and waiting begins to poke at anxiety

Wanting to know the rules around testing and self-isolating for households

Could you please clarify something for me? Our household is isolating while we await the return of my daughter's covid test result. What are the rules regarding having a trusted person pick up groceries for us and drop them outside our house?

Hi @covid19nz - I'm a household contact of someone who has been at Auckland Hospital since 10 August and she has been told by uni she is required to be tested. Auckland Hospital isn't currently listed as a location of interest though. Do I need to self iso til her day 5 test?

Feeling encouraged by use of the wastewater testing

I am taking great comfort in the negative wastewater testing results in the rest of the country

As the list of locations grow how are New Zealanders discussing locations of interest?

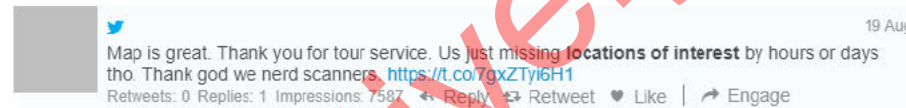
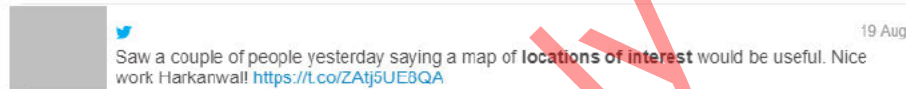
With a growing list of locations of interest New Zealanders are discussing:

- Accessing the list/active information seeking
- The large number of locations/information to be aware of.
- The impact of different types of location.

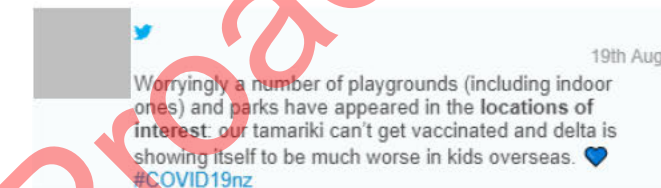
Refreshing for updated information.



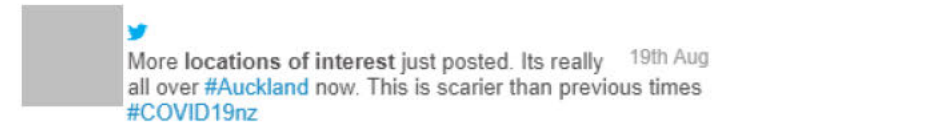
Several interactive maps have been created and shared. Commentators are noting the lack of time stamps for each location.



Concern about playground locations and children being exposed to Delta.



The long list of locations of interest have some feeling anxious. Others are pointing out that we have more information during this Level 4 compared to 2020.

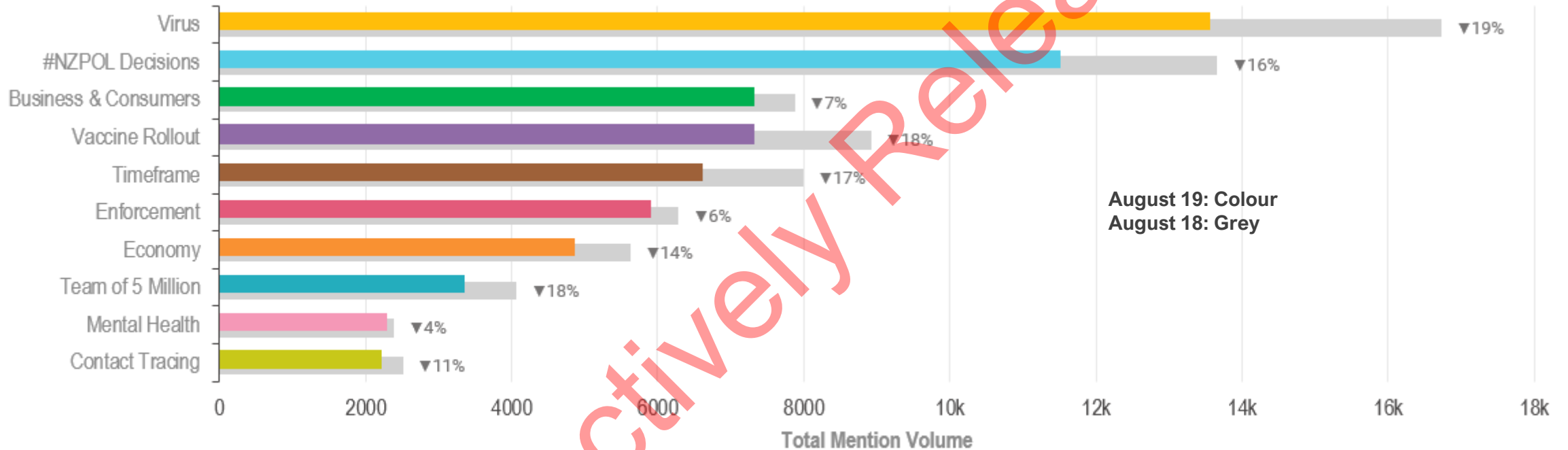


Postulating on the # of locations of interest vs the severity of the breakout.



Category change: Benchmark

Categories current time period (August 19) benchmarked against previous time period (August 18)



Financial stability: 1844 (-16%) Domestic Violence: 631 (-5%)

Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 19: 51,807 (-10%)
August 18: 60,475 (+ 22%)
August 17: 49,783 (+ 125%)

Net sentiment of each category

We continue to see the majority of sentiment as neutral across our categories.

Sentiment towards Business & Consumers and #NZPOL Decisions has increased negatively by 3%, however neutral conversation remains the most common.

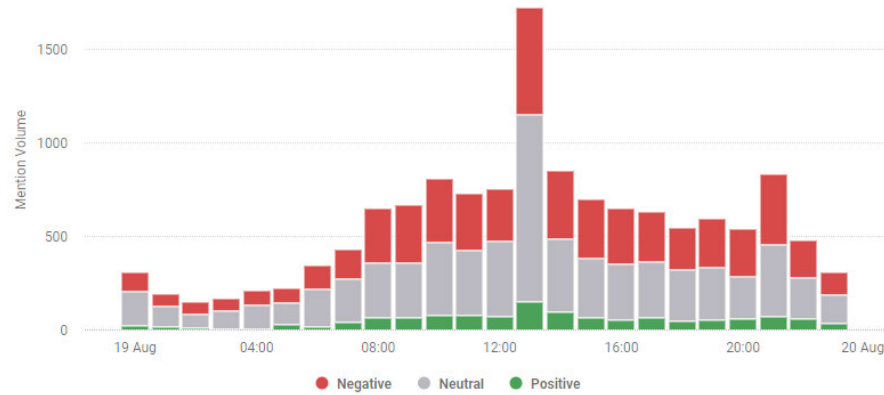
Comparing current period (Aug 19) with shift from previous day (Aug 18)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	36	3	54	-3	10	0
Enforcement	42	1	46	-1	12	0
Virus	41	1	49	-1	10	0
#NZPOL decisions	40	3	45	1	15	-4
Economy	34	2	57	-2	9	0
Mental Health	46	-1	47	-1	7	2
Financial Stability	34	2	57	-1	9	-1
Team of 5 Million	28	0	43	2	29	-2
Contact Tracing	31	0	61	0	8	0
Timeframe	28	0	57	0	15	0
Domestic Violence	55	-5	39	3	6	2
Vaccine Rollout	44	-3	42	2	14	1

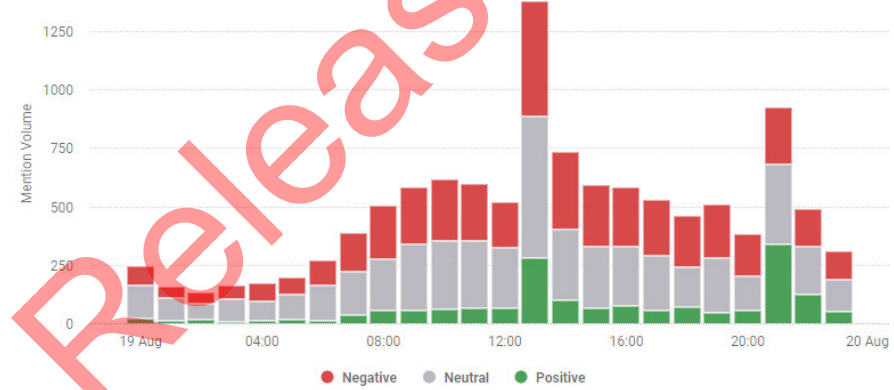
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- Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

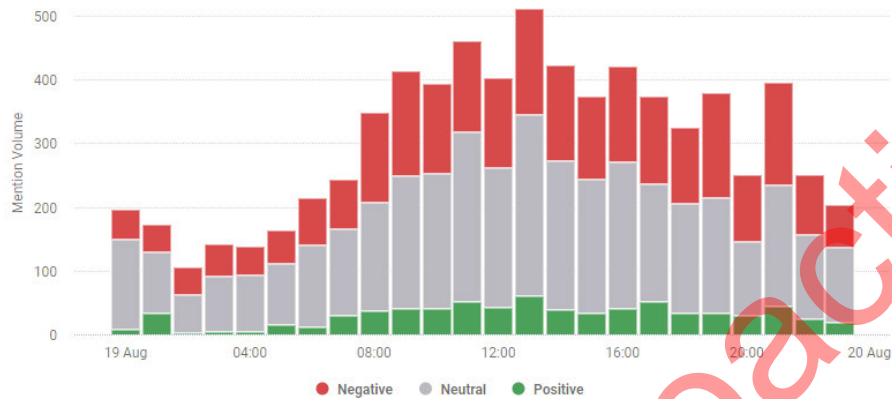
Virus



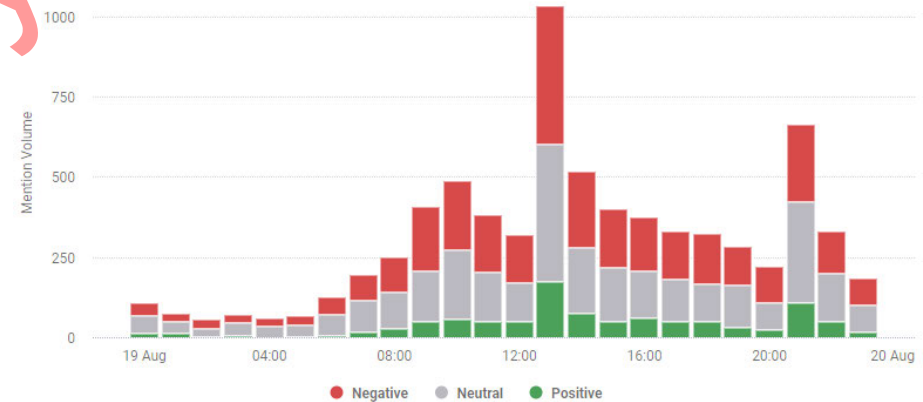
#NZPOL Decisions



Business & Consumers



Vaccine Rollout

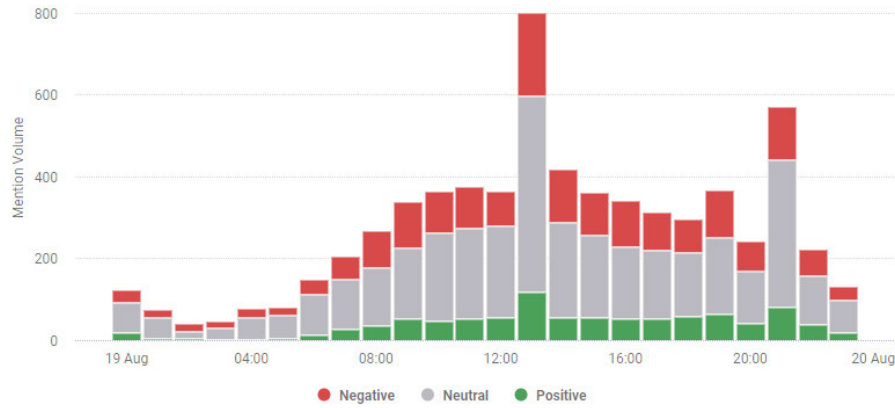


Proactively Released

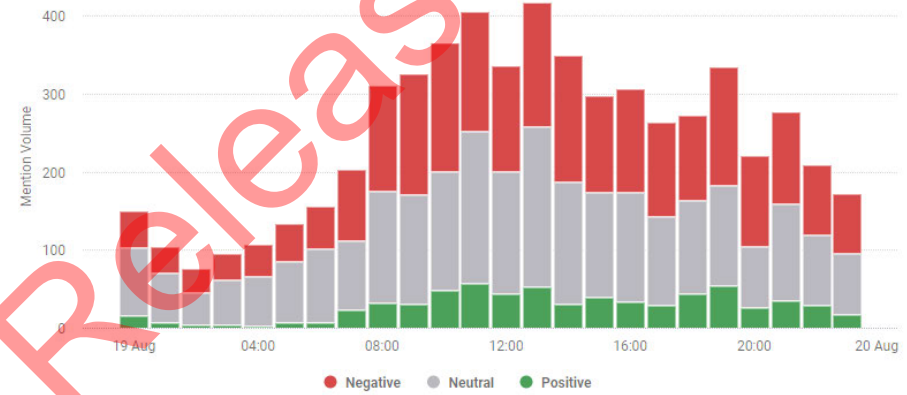
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/scale (Y axis). See page 6 for total volume values.

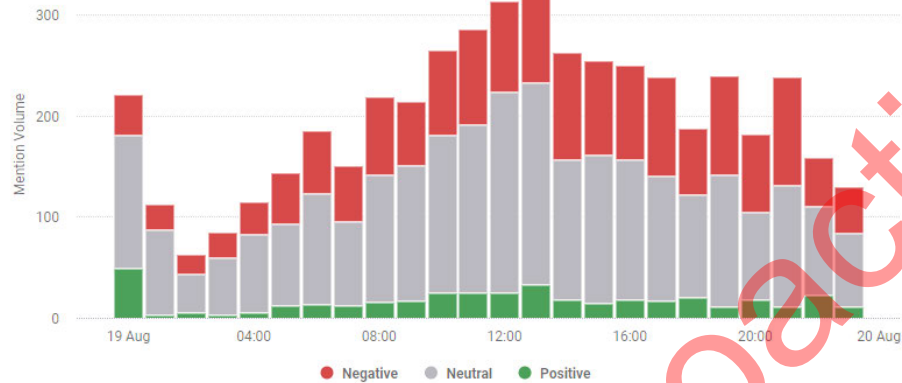
Timeframe



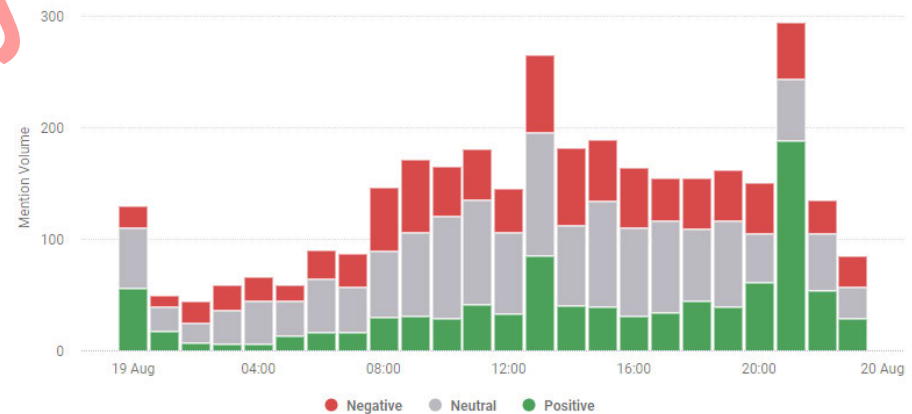
Enforcement



Economy



Team of 5 Million

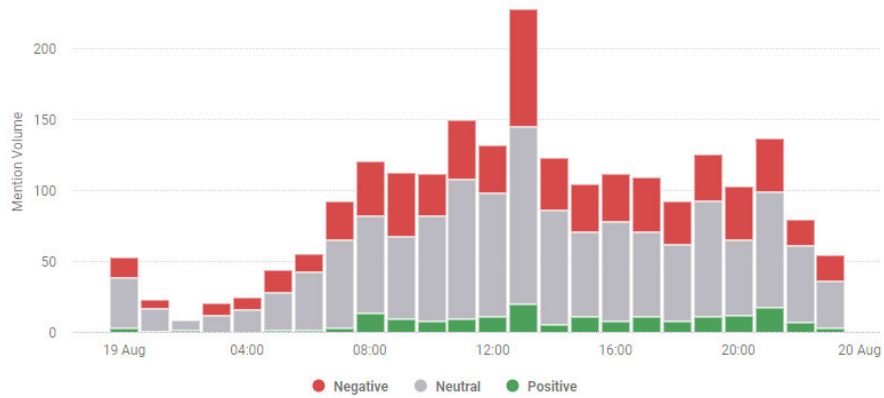


Proactively Released

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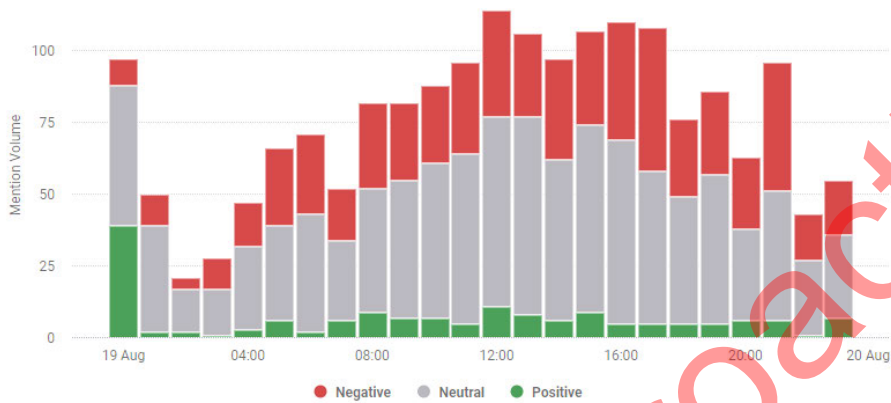
Contact Tracing



Mental Health



Financial Stability



Domestic Violence



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/scale (Y axis). See page 6 for total volume values.

Category Definitions

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This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

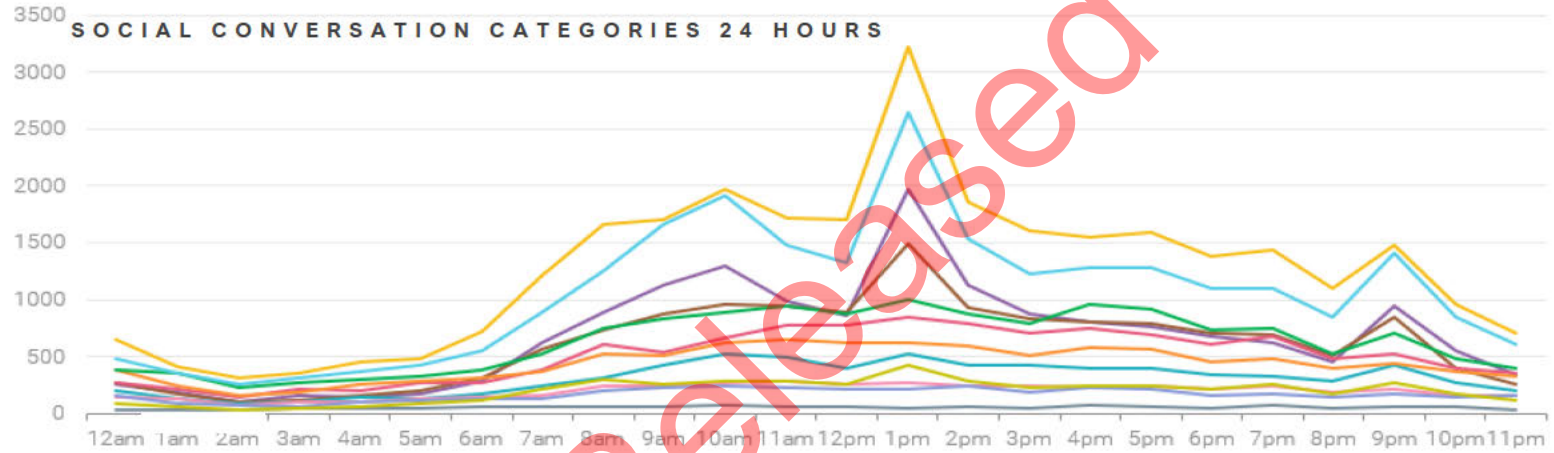
Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021



Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

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What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Friday August 20, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation around the vaccine roll-out. Some people have had a stress-free experience receiving the vaccine while others are frustrated at having their appointments cancelled or are turning up to closed sites.

Measuring categories of conversation: The total volume of conversation decreased by 1%. The topics of Virus, #NZPOL Decisions and Timeframe had the highest volumes of conversation. From a sentiment perspective, all categories saw a decrease in negative sentiment with conversation shifting to neutral.

Proactively Released

What's in this report:

1. **Social Conversation Analysis p.g. 4**
How New Zealanders are talking about the vaccine roll-out.
2. **Measuring Categories of Conversation p.g. 5 - 10**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

Proactively Released

As the vaccine roll-out resumes, some are sharing good experiences while others have had appointments cancelled or arrived to closed vaccination sites.

The national vaccination roll-out has resumed after a 48-hour pause. On August 20, some people are sharing that they had their appointments cancelled or vaccination sites were closed. Other commenters were pleased with their vaccination experience.

With the announcement that the vaccination programme is now extended to 12 – 15-year-olds, a few people are asking for clarification around how this works.

Discussion includes the progress of the roll-out. Some are happy with how it is going currently while others are concerned how far it is behind schedule.

An efficient and enjoyable vaccination experience

Just had my second jab this afternoon. Big shout out to the staff concerned. Excellent job, very well organized, very smooth operation. Well done to the lovely nurses. They were working flat out. Well done Tairāwhiti Hospital.

Like · Reply · 18 h

First Covid vaccination done! Thank you @thefonohealth for making it such a joyous experience with music and cheerful staff. Was a loooong wait but worth it 😊

2:42 PM · Aug 20, 2021

Wanting clarification around 12 – 15-year-olds getting vaccinated

Can someone please explain the **rules** around **vaccinating** 12-15 yr olds?? My husband is due for his first **jab** tomorrow all booked in. Does he take our 14 year old with him in the hope she can **get** a **vaccine** too?? This hasn't been made very clear or maybe I'm missing something??

Concern younger people now able to get vaccine before those older

... and why exactly should 12-15 year olds be able to rock up with a parent anytime now when there are still thousands of **60+** people who haven't yet **had** their **vaccine** cos they can't **get** an appointment! Also there are all the people (like me) from Weds and Thurs this **week** who **had** appt cancelled and now can't **get** one for **weeks**. 😞

Expressing frustration at finding the vaccination site closed / having their vaccination cancelled

I went to **get** my **vaccination** this morning, **got** the reminder text and everything last night. Turned up to the place and it was **closed** as apparently not compliant. Tried to call the 0800 **number** and **got** cut off twice.

Damn. They cancelled my vaccine due today. Have rebooked for 2 weeks time.

8:35 AM · Aug 20, 2021

Why is the Epsom centre closed when you advised that vaccinations were going ahead. Turned up for my booked vaccination only to be told go away.

Like · Reply · 22 h

Belief that roll-out programme is behind schedule

My family based in holland, England and Denmark are all fully vaccinated and able to travel through Europe. We are so far behind the vaccination roll out its a disgrace.

Like · Reply · 1 d

Yes NZ vaccine program is way behind. Yes I have had both shots. They are not incompatible statements because >50% have not had either shot.

8:35 AM · Aug 20, 2021

Happy with progress / aware roll-out is happening as quickly as is possible

In NZ, we are vaccinating exactly as fast as the vaccine arrives on our shores. We can argue about why it took so long but the problem isn't vaccine hesitancy. We've seen what has unfortunately happened to you up north and are very eager to get vaccinated.

7:42 PM · Aug 20, 2021

You haven't been listening, have you? There are enough doses to even start vaccinating 12-15 year olds, from today if their parents are getting theirs done. Plenty in the country & orders coming in regularly. From 1 Sept everyone able to book - that's ramping up nicely.

11:06 AM · Aug 20, 2021

Sharing information/links to help others book their vaccine

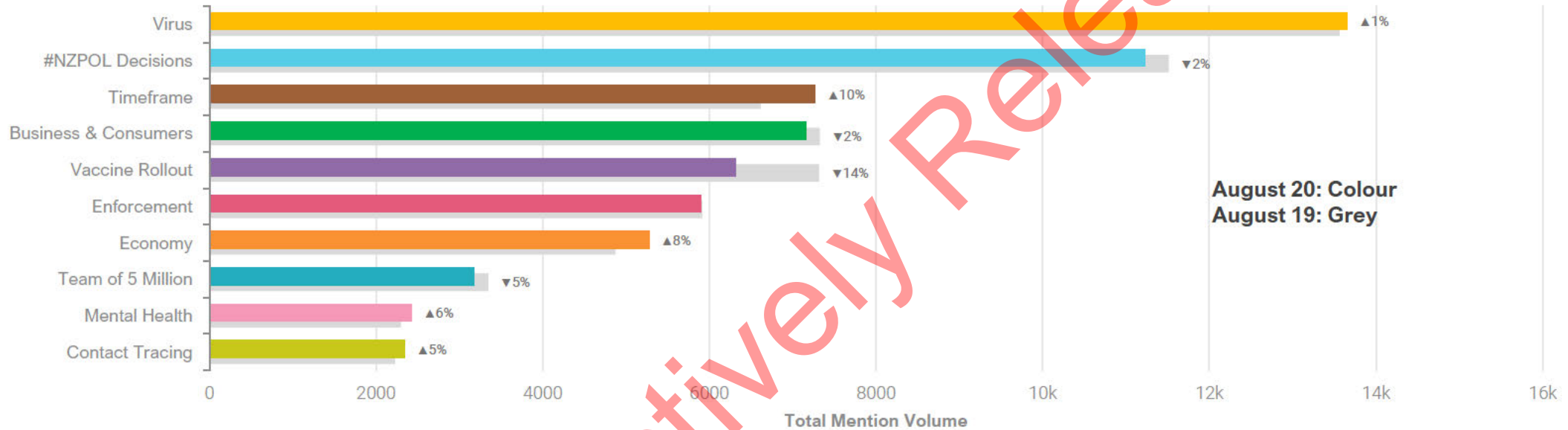
Some family members have failed to find the **#BookMyVaccine** site, and had no luck on 0800 282 926, so here's the link. Easy-as booking system in my experience... app.bookmyvaccine.covid19.health.nz

11:04 AM · Aug 20, 2021

Category change: Benchmark

Categories current time period (August 20) benchmarked against previous time period (August 19)

Benchmark



August 20: Colour
August 19: Grey

Financial stability: 2,061 (12%) Domestic Violence: 702 (11%)

Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 20: 51,325 (-1%)
August 19: 51,807 (-10%)
August 18: 60,475 (+ 22%)

Net sentiment of each category

Negative conversation has decreased across all categories shifting toward neutral. The largest dataset - Virus - decreased 4% in negative sentiment.

Financial Stability was the largest positive shift (4%). This shift indicates less negativity surrounding the financial impacts of the outbreak.

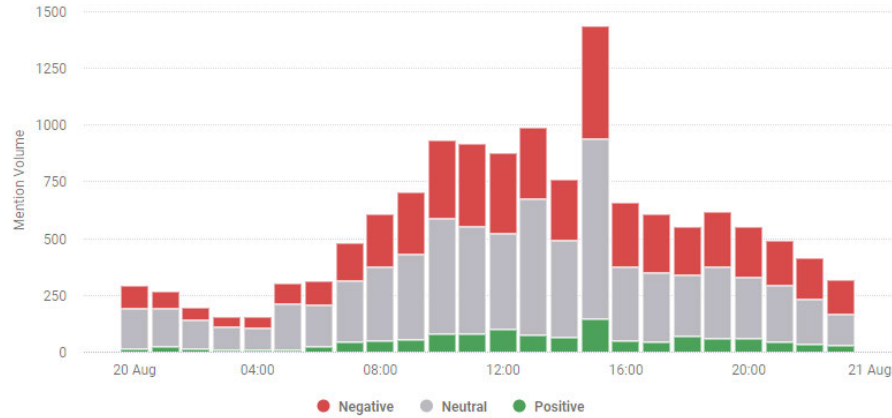
Comparing current period (Aug 20) with shift from previous day (Aug 19)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	33	-3	57	3	10	0
Enforcement	39	-3	48	2	13	1
Virus	37	-4	54	5	9	-1
#NZPOL decisions	38	-2	48	3	14	-1
Economy	30	-4	62	5	8	-1
Mental Health	44	-2	51	4	5	-2
Financial Stability	30	-4	57	0	13	4
Team of 5 Million	27	-1	46	3	27	-2
Contact Tracing	27	-4	65	4	8	0
Timeframe	27	-1	58	1	15	0
Domestic Violence	47	-8	50	11	3	-3
Vaccine Rollout	43	-1	44	2	13	-1

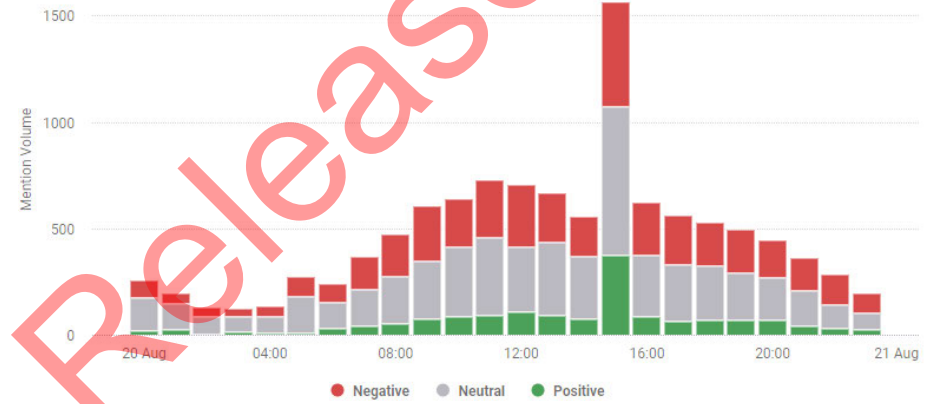
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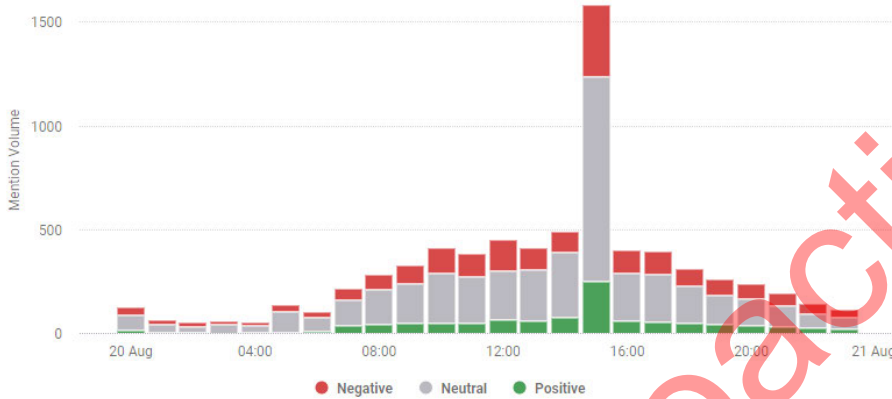
Virus



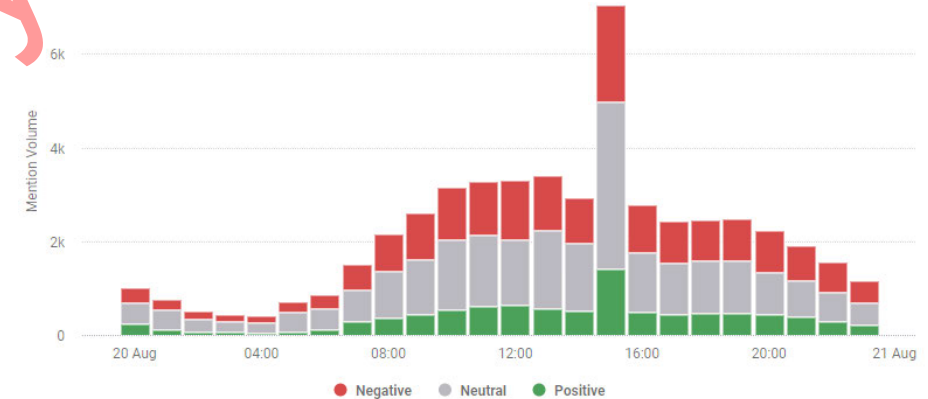
#NZPOL Decisions



Timeframe



Business & Consumers

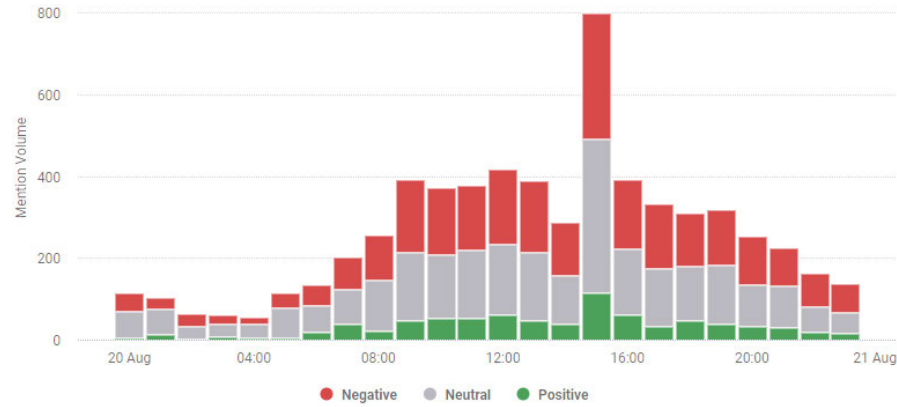


Proactively Released

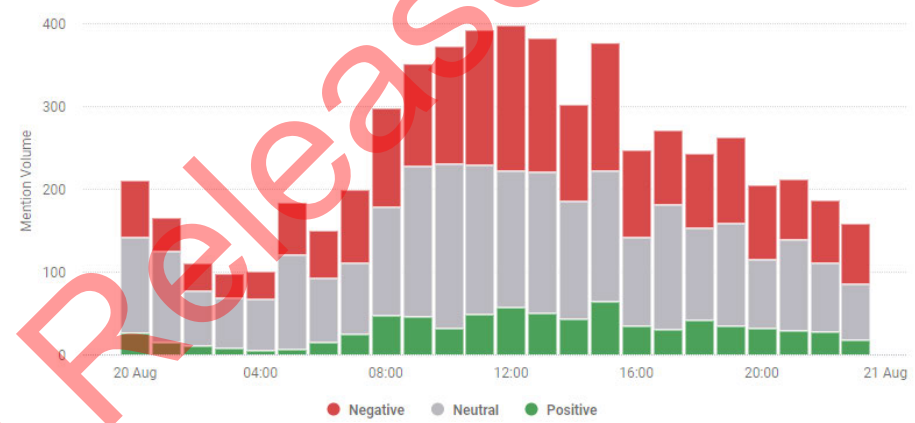
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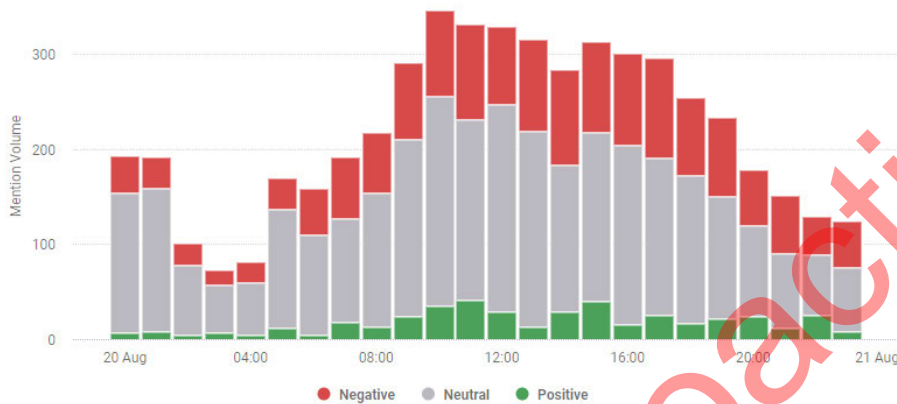
Vaccine Rollout



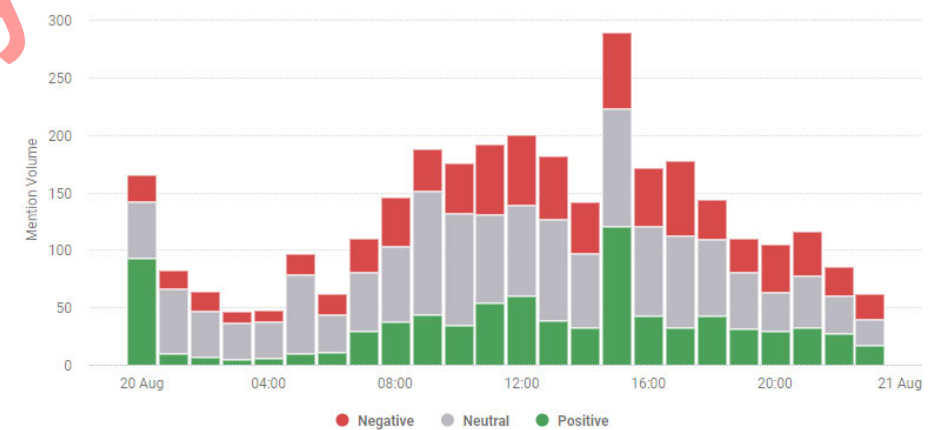
Enforcement



Economy



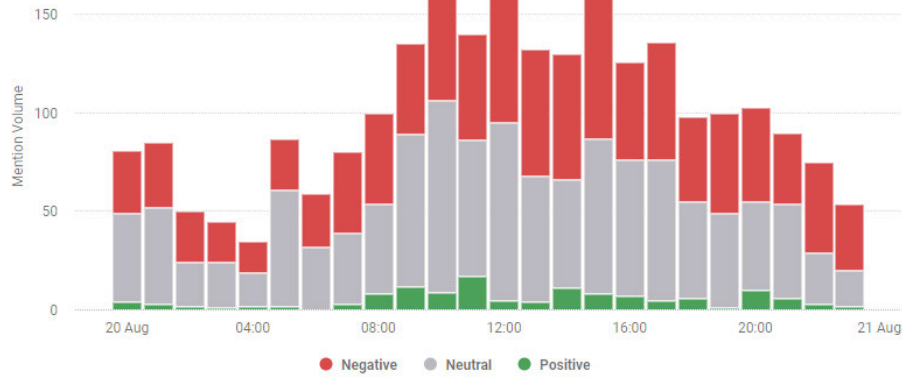
Team of 5 Million



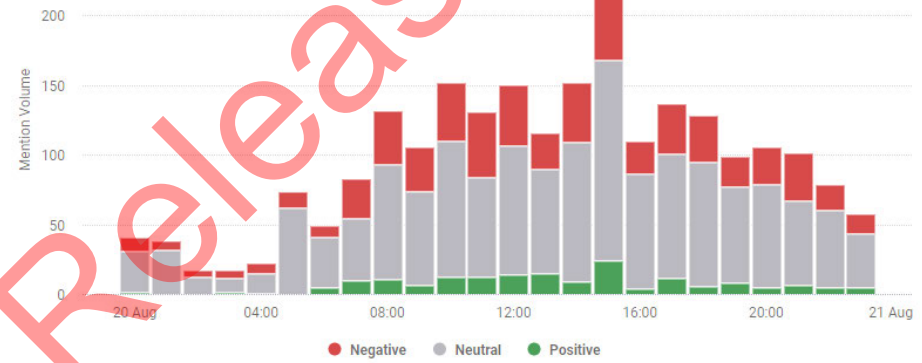
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

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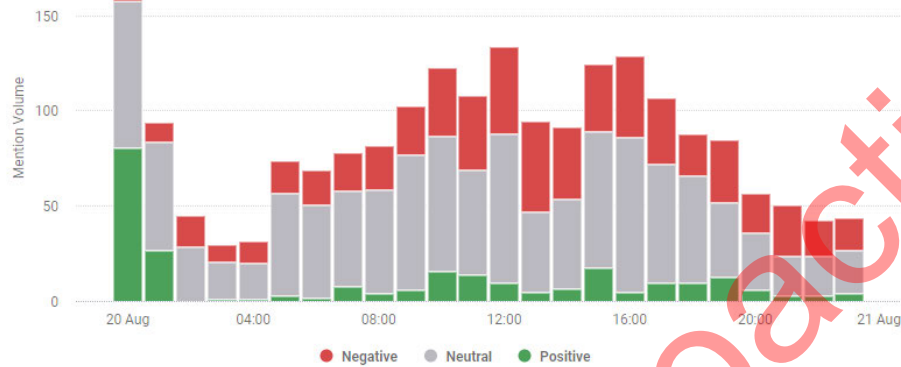
Mental Health



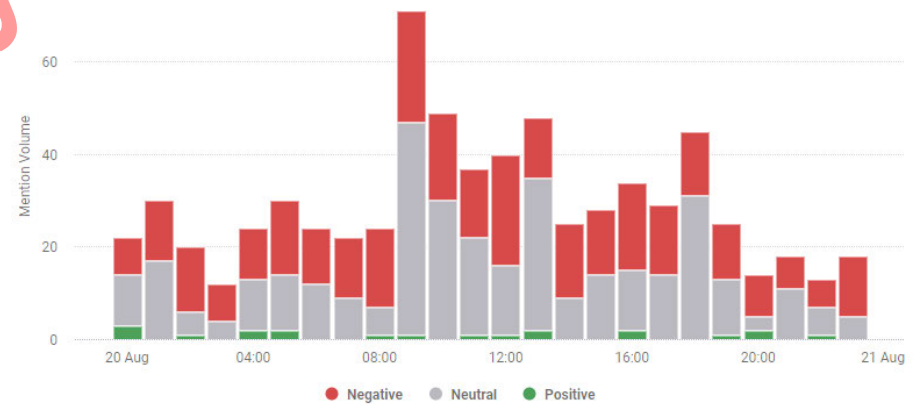
Contract Tracing



Financial Stability



Domestic Violence



Proactively Released

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

How are New Zealanders' discussing vaccines. Including access to vaccines and logistics of appointments, any hesitancy/advocacy and what vaccines would enable for the individual or the community.

Timeframe

Discussion about how long it will take before Alert Level restrictions are lifted or when life returns to normal.

COVID-19 Awareness Study / Confidential / Annalect 2021

Business & consumers

The impact COVID-19 restrictions has had on how businesses operate and how consumers' behaviour has adjusted to ensure retail / hospitality / workplaces run safely.

Enforcement

Responses to the role of official enforcement and stories about how infringement is dealt with.

Economy

Conversations New Zealanders are having about the economy, economic decisions and upcoming recession and recovery.

Team of five million / Unite against virus

Encouraging the nation to rally together, comply with the rules and cheerleading the cause.

Contact tracing

What conversations are New Zealanders having about contact tracing and the use of apps and other contact tracing methods including accessing COVID tests.

Mental health

What conversations are New Zealanders having about their own mental health and that of their families and communities. What support is being offered and how are people coping and what are their stresses/anxieties.

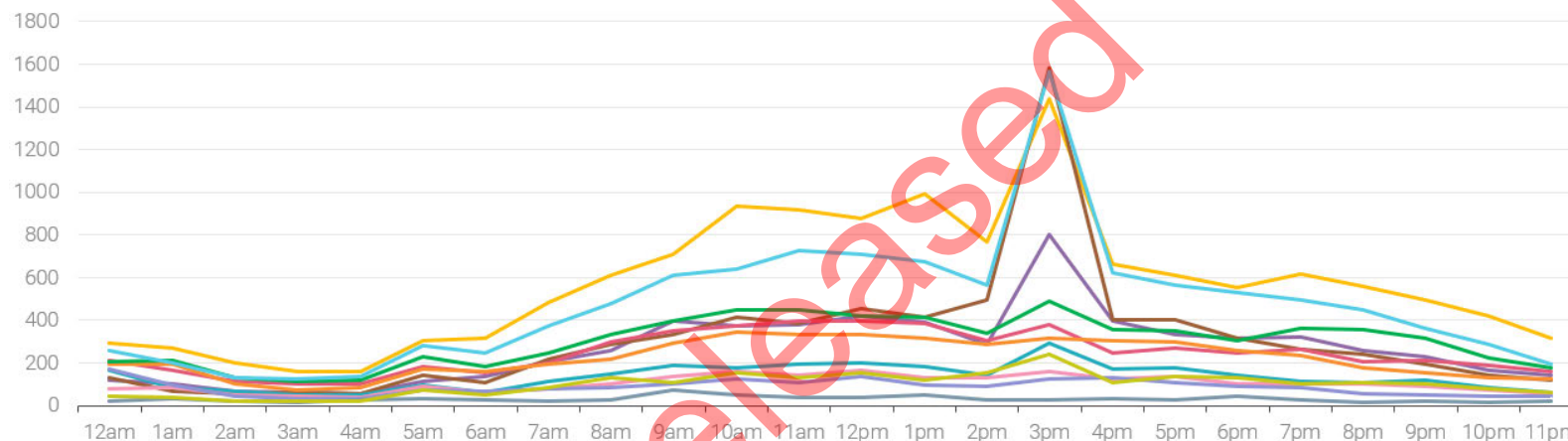
Financial stability

The impact COVID-19 is having personally on New Zealanders in relation to their employment situations and personal and/or business finances.

Domestic violence

How are we discussing family violence and abuse. How are the domestic violence services, agencies and wider community responding during this period.

SOCIAL CONVERSATION CATEGORIES 24 HOURS



Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Thank you

Proactively Released

Contact



Unite Against COVID-19: Social Conversation Analysis

Saturday August 21, 2021
New Zealand

Proactively Released

Update Summary:

Conversation analysis – organic, public social channels:

Analysts explored conversation in the Team of 5 Million category to check in on how News Zealanders are talking about motivation to comply and rule following.

Comments are largely supportive of compliance however the tone of conversation can be charged due some arguing with conspiracy theorists, fed up about “community policing” on social media and a feeling/concern that there are people flouting the rules.

Measuring categories of conversation: The total volume of conversation fell by 22%, this can be typical on a weekend due to less news media published.

Over-all sentiment became slightly more negative, however Vaccine Rollout and Contact Tracing categories remained stable.

What's in this report:

1. **Social Conversation Analysis p.g. 4 -5**
How New Zealanders are talking about following the rules.
2. **Measuring Categories of Conversation p.g. 6 - 11**
Identifying New Zealanders' key concerns and monitoring shifts in sentiment and emotion on public social channels.

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Tension can be charged, as some individuals are taking it upon themselves to challenge conspiracy theorists, some are tired of seeing so much “community policing” on social media even if they are themselves on board with the lockdown, and some are relating experiences of witnessing people around them flouting.

There is some discussion calling out that our perception of the issue is currently filtered through press coverage, media and what we see on our walks and is not the full picture.

Arguing with conspiracy theorists

facebook.com Likes: 3 15h
Covid cases could rise to between 50 and 100 in next few days, says modeller
"The Delta variant is here now so just **stay home** unless your needing to visit the supermarket because this **delta variant** is wiping out countries. leave the country if you don't want to obey the rules because you think it's a hoax or conspiracy you are the problem too and don't deserve medical care if you **get** the covid variant."

Proactively informing on rule-breakers.

reddit.com 8h
My flatmates invited some friends over despite the lock
Sorry to hear. Call the cops next time

18h
Feeling super narc-y right now after calling **Police** 😡 but there are TONS of people on this field in Khandallah, loads without masks, and I'm pretty sure @WgtnCC closed sports fields under **level 4**? No way is this within the rules right? #covid19 #level4 #lockdown #wellington <https://t.co/sK7uiZeEfx>

Fatigue around so much “community policing” online

11h
I'm all for following the rules, but the community **policing** that's going on is sparking my rebellious teen vibe. And I'm a boring middle aged middle class rugby club suburban mum. I don't think telling people off on Facebook is a great strategy tbh

Negotiating certain pressure points such as visiting the supermarket are causing some frustration.

Countdown Supermarkets follow the rules. People are not aloud in without a mask in your stores throughout the country ! The **rules** are if they are Mentally and physically not well under 12 , have disabilities and feel that wearing a mask may cause **more** harm You must not decline them entering your store !

Pity the store I went to 30 minutes ago allowed the lady in front of me in the queue to go in without a mask! Countdown Supermarkets @ Howick Countdown Howick Villaget!

Discussions about our perception of how we're going.

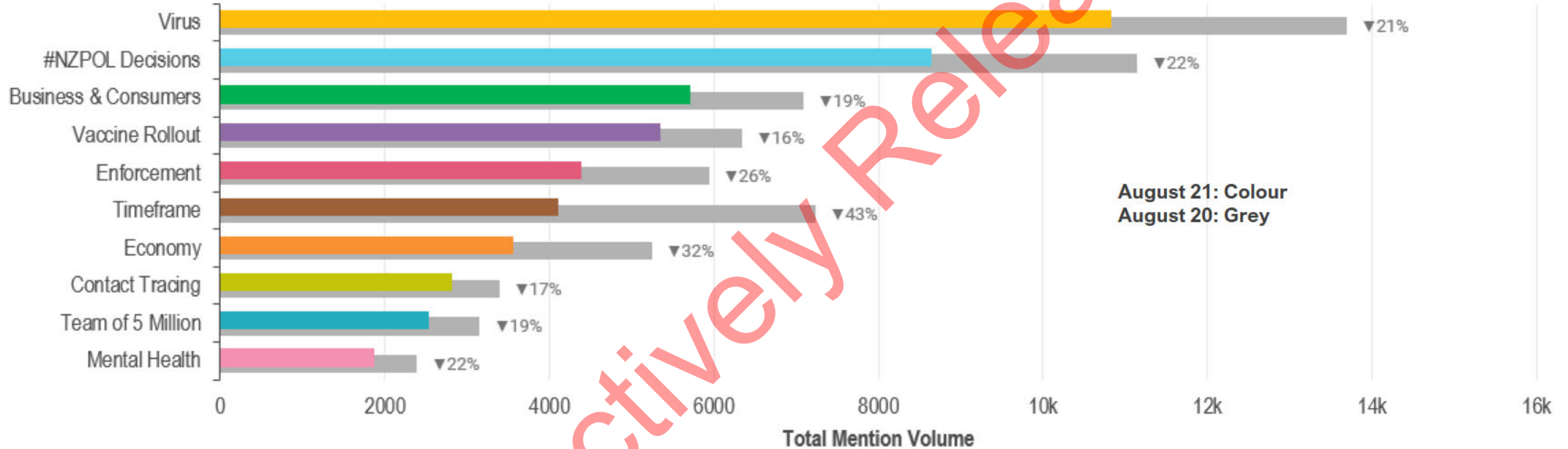
14h
To the Wellingtonians who decided to go to Oriental Bay while in the midst of Level 4
"Have you actually seen any noncompliance though? I was driving all around town today (**essential services** worker) and from my perspective it sure looked like everyone was following the rules. The media is presenting a biased picture to try and get us outraged at each other!"

11h
My flatmates invited some friends over despite the lockdown
"I never claimed that's what put us in **lockdown** but people breaking the rules is what will keep us here. Stop excusing the behaviour and just **follow the rules**. This country is woefully underprepared for a full on **pandemic** like we've seen overseas. Sure it seems OTT right now while things are relatively under control but behaviour like OP's..."
rules. You don't need to **wear a mask** outside (though it..."

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Category change: Benchmark

Categories current time period (August 21) benchmarked against previous time period (August 20)



Financial stability: 1,251 (-39%) Domestic Violence: 603 (-11%)

Category breakdown excludes data that has not been classified. This data contains posts and comments outside our key word query for example tagging friends, one-word responses and so on.

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Total volume of conversation:
August 21: 40,015 (-22%)
August 20: 51,325 (-1%)
August 19: 51,807 (-10%)

Net sentiment of each category

Most categories increased in negativity on Saturday.

Financial Stability category increased in negative sentiment by 9% (-4% positive sentiment).

Contact Tracing and Vaccine Rollout categories stayed mostly stable.

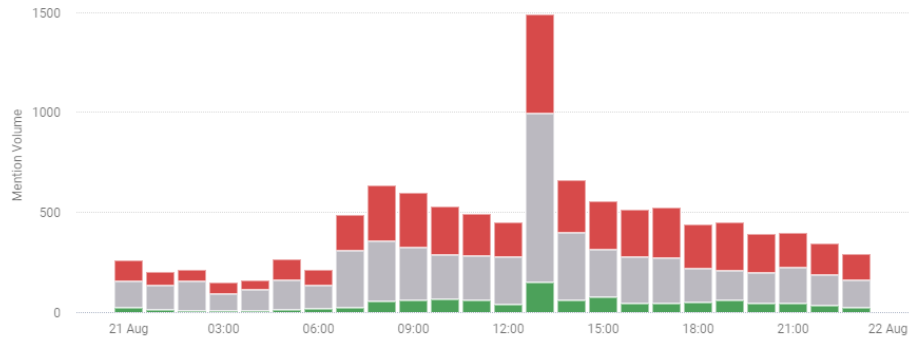
Comparing current period (Aug 21) with shift from previous day (Aug 20)

Category	% NEG	% (+/-)	% NEU	% (+/-)	% POS	% (+/-)
Business & Consumers	38	5	52	-5	10	0
Enforcement	44	5	45	-3	11	-2
Virus	42	5	48	-6	10	1
#NZPOL decisions	45	7	42	-6	13	-1
Economy	36	6	54	-8	10	2
Mental Health	47	3	47	-4	6	1
Financial Stability	39	9	52	-5	9	-4
Team of 5 Million	30	3	41	-5	29	2
Contact Tracing	28	1	63	-2	9	1
Timeframe	32	5	51	-7	17	2
Domestic Violence	54	7	42	-8	4	1
Vaccine Rollout	45	2	40	-4	15	2

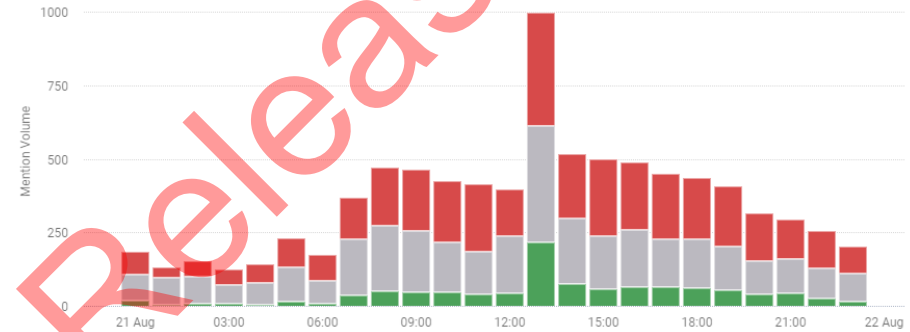
Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

• Note this table reflects % of sentiment change relative to the volume of each category and therefore smaller datasets will have more exaggerated sentiment shifts. See previous page for volume.

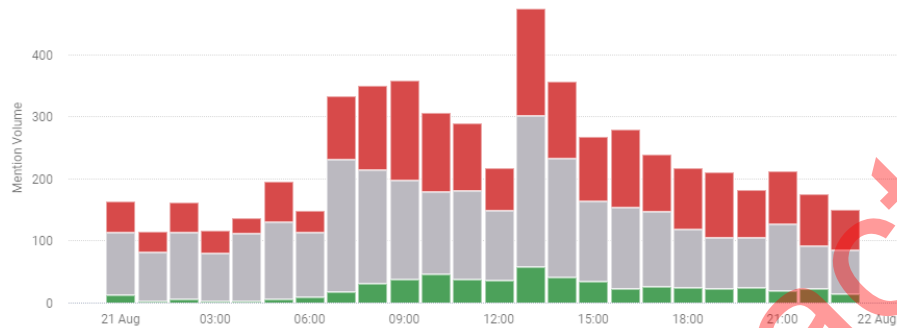
Virus



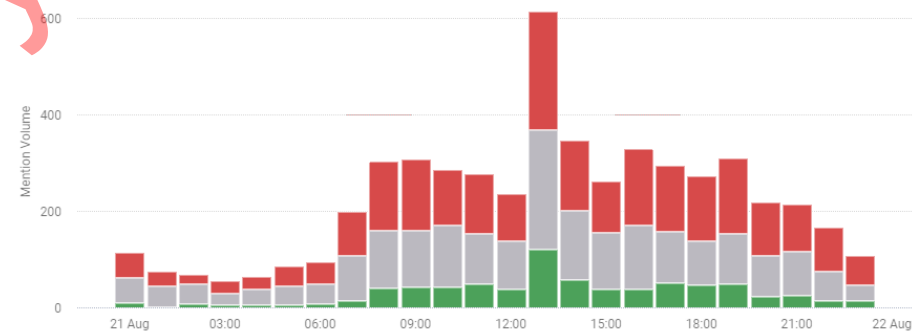
#NZPOL Decisions



Business & Consumers



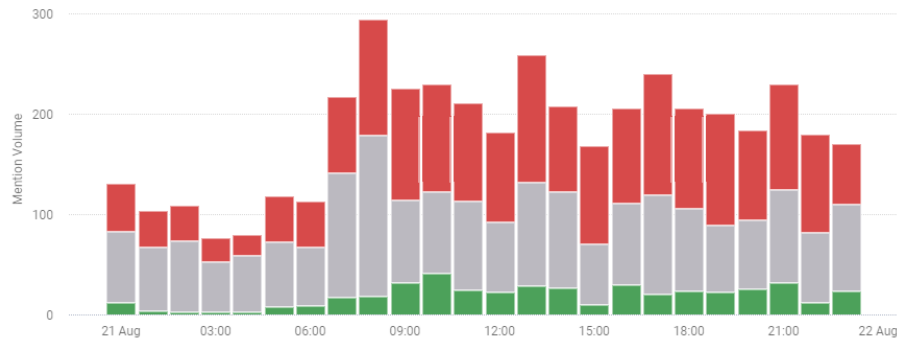
Vaccine Rollout



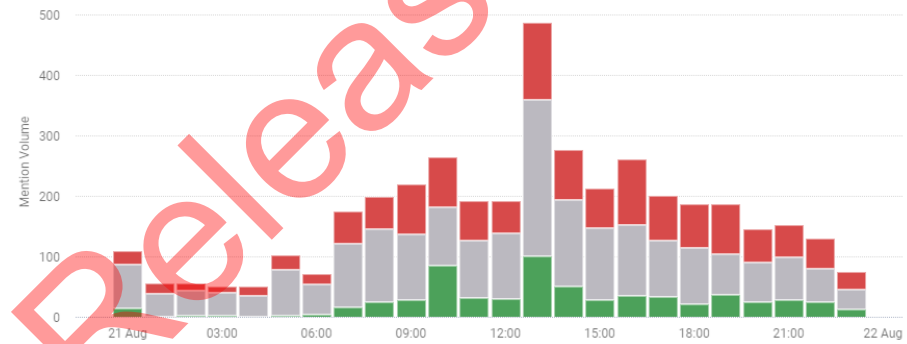
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Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

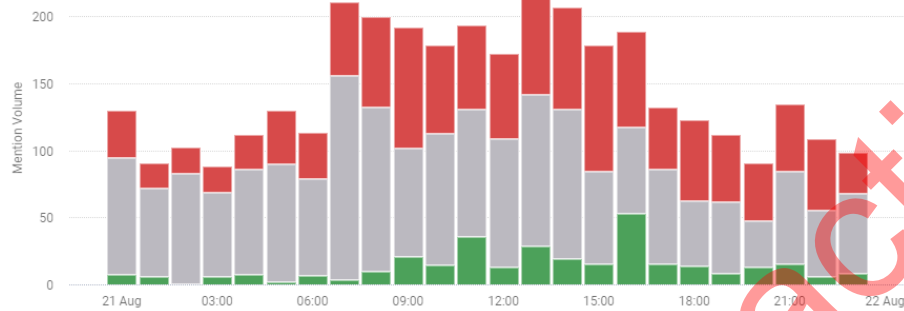
Enforcement



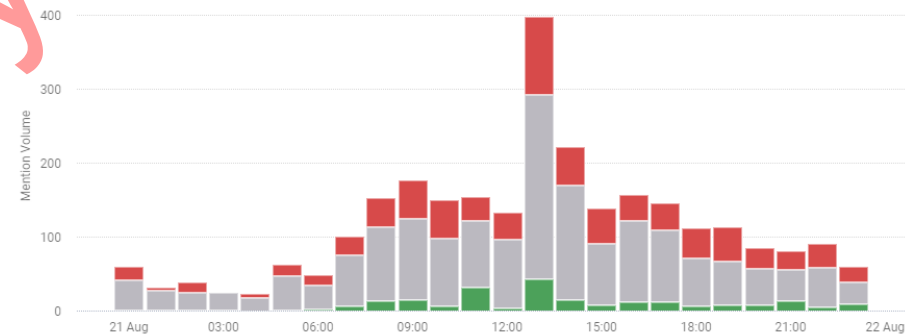
Timeframe



Economy



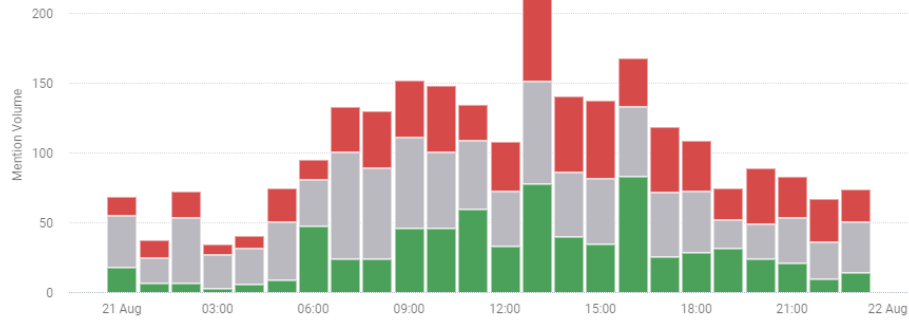
Contact Tracing



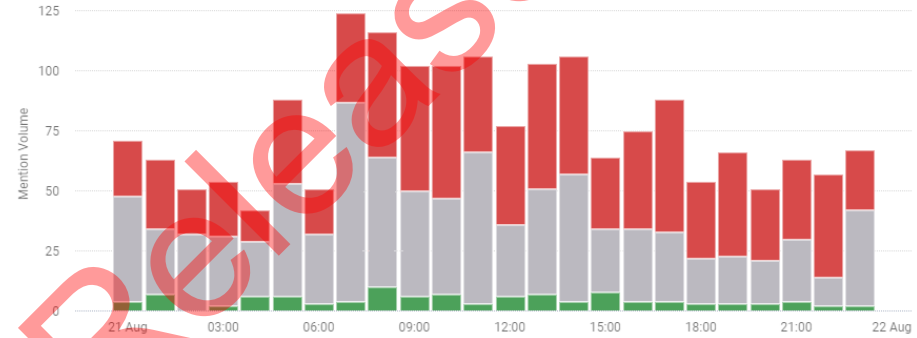
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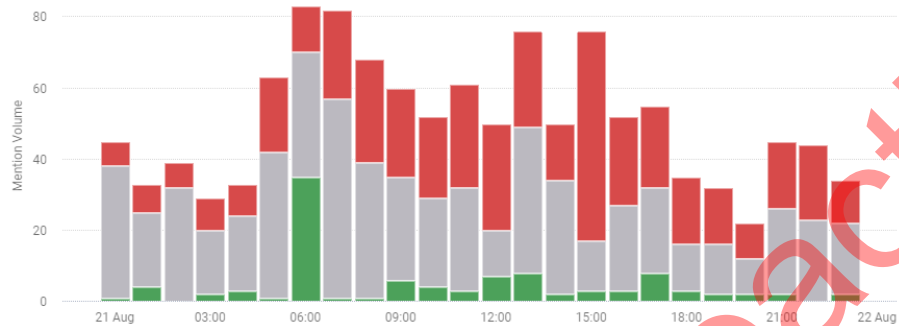
Team of 5 Million



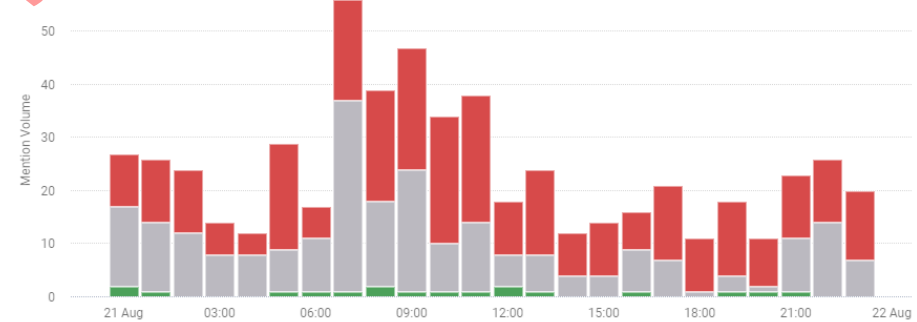
Mental Health



Financial Stability



Domestic Violence



Proactively Reviewed

Data source: public Facebook pages, Twitter, blogs, forums, Reddit in New Zealand.

Please note the differences in volume/ scale (Y axis). See page 6 for total volume values.

Category Definitions

We access data through keyword queries. We update these queries as the language used to describe a topic or theme evolves. In this report, keywords have been updated to align with changes in conversation we've observed.

Virus

This conversation looks at the virus itself. This may include discussion about medical response, health advice, symptoms of COVID-19 and number of cases/deaths in New Zealand and globally.

#NZPOL Decisions

The nation's response to and perception of New Zealand's leadership and decisions surrounding the response to COVID-19.

Vaccine Rollout

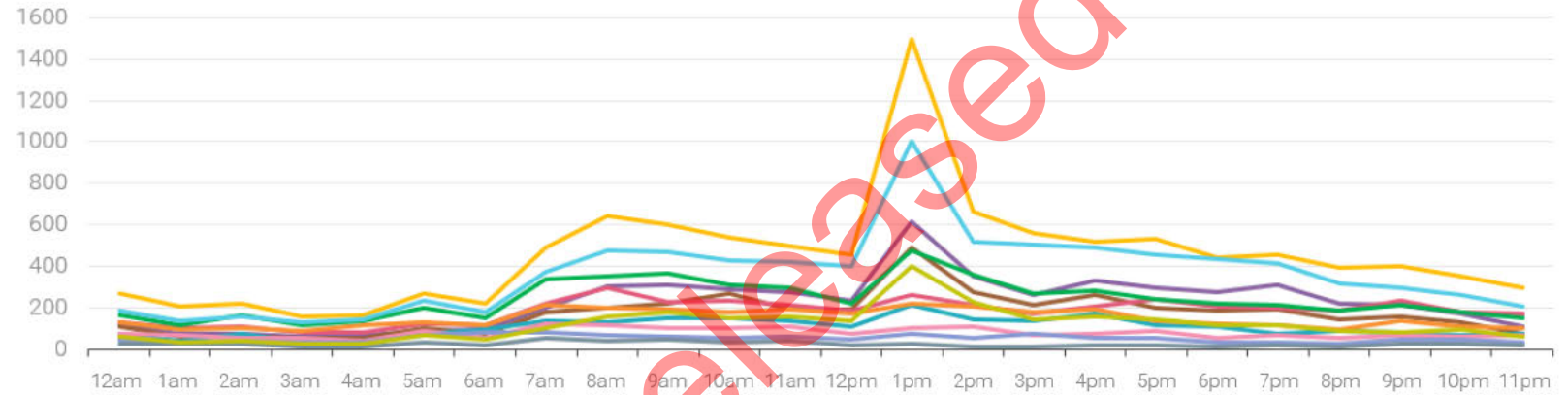
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