

CONTROLLING OFFICER'S REPLY

HYAB167

(Question Serial No. 2894)

Head: (74) Information Services Department

Subhead (No. & title): (000) Operational expenses

Programme: (1) Public Relations Outside Hong Kong, (4) Civic Responsibility

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Programme (1) Provision for 2023-24 is 8.7 million lower than the revised estimates for 2022-23. This is mainly due to the lapse of a time-limited provision to support the publicity work for the 25th Anniversary of the Establishment of HKSAR, partly offset by the implementation of the initiatives to “tell the good stories of Hong Kong”. Programme (4) Provision for 2023-24 is \$32.7 million lower than the revised estimates for 2022-23. This is mainly due to the completion of the publicity activities for the 25th Anniversary of the Establishment of HKSAR. Please provide:

1. the breakdown of expenditure for the publicity work for the 25th Anniversary of the Establishment of HKSAR;
2. the breakdown of expenditure for initiatives to “tell the good stories of Hong Kong” in the past year and the coming year.

Asked by: Hon CHAN Chun-ying (LegCo internal reference no.: 44)

Reply:

1. The Information Services Department (ISD) spent about \$106 million in 2022-23 to promote the 25th anniversary of the establishment of the Hong Kong Special Administrative Region locally as well as in the Mainland and overseas. Major publicity work include production of promotional content for TV, radio, video, online and social media platforms; production of a commemorative book; print, digital and outdoor advertising; promotion via social media and digital platforms; photo competition, online exhibition and city dress-up etc.
2. On telling good stories of Hong Kong, the ISD has been promoting the city's advantages and opportunities through various means, including collaborating with major local, Mainland and international media to produce publicity content, advertising and promotion via social media and digital platforms. In 2023-24, publicity efforts to showcase the strengths of Hong Kong will be made in a more multi-faceted and comprehensive manner via extensive multimedia channels and networks. Tailor-made

arrangements will be made for prominent political, business and media leaders from the Mainland and overseas visiting Hong Kong on sponsorship. These visitors can see for themselves the latest developments in the city, and bring home the good stories of Hong Kong. The ISD will also sponsor influential international conferences to be held in Hong Kong so as to attract prominent guests to come for these events. Besides, as the secretariat of the Task Force on Promoting and Branding Hong Kong, the ISD will support Government departments and related units to promote Hong Kong's new advantages in concerted efforts under the direction of the Task Force. The Financial Secretary has granted \$50 million for supporting the relevant work.

The expenditure relevant to the initiatives to tell good stories of Hong Kong falls under Programme (1) Public Relations Outside Hong Kong, and the relevant expenditure has been included in the provision for Programme (1). The revised estimate under Programme (1) for 2022-23 is \$191.1 million and the estimate for 2023-24 is \$182.4 million, both including personal emoluments.

- End -

CONTROLLING OFFICER'S REPLY

HYAB168

(Question Serial No. 2968)

Head: (74) Information Services Department

Subhead (No. & title): (000) Operational expenses

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It is mentioned in Matters Requiring Special Attention in 2023-24 that “tailor-made arrangements will be made for prominent political, business and media leaders from the Mainland and overseas visiting Hong Kong on sponsorship. These visitors can see for themselves the latest developments in the city, and bring home the good stories of Hong Kong.” In this connection, will the Government inform this Committee of its details, target and the estimated expenditure involved?

Asked by: Hon CHAN Wing-kwong (LegCo internal reference no.: 46)

Reply:

Under the Information Services Department (ISD)’s visitor programmes, the department will invite and sponsor prominent guests from the Mainland and overseas to come to Hong Kong in 2023-24. These sponsored visitors, including government officials, political leaders, academics, think-tank members, top businessmen and financial executives, as well as media representatives, can see for themselves the latest development in the city, and bring home the good stories of Hong Kong. The ISD will design tailor-made itineraries for the sponsored visitors, having regard to their background and areas of interest, and arrange relevant briefing sessions and visits hosted by different departments and institutions for their better understanding of the advantages, potentials and opportunities of the city. Besides, the ISD will also sponsor influential international conferences to be held in Hong Kong so as to attract prominent guests to come for these events. The estimated expenditure of these measures under ISD in 2023-24 is about \$16.5 million.

- End -

CONTROLLING OFFICER'S REPLY

HYAB169

(Question Serial No. 2969)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Monitoring public opinion expressed in the mass news media and popular social media platforms to help policy bureaux and departments to stay abreast of public views on subjects under their purview is one of the Information Services Department (ISD)'s duties. In this connection, will the Government inform this Committee of the following:

- (1) the establishment, ranks and personal emoluments in respect of monitoring the mass news media and social media platforms in 2022-23;
- (2) the number of rumours and fake news in news media and social media platforms as identified by ISD and the measures taken in 2022-23; and
- (3) are there further measures for a more comprehensive grasp of public sentiments and thus make response in view of the increasingly complicated public opinion landscape?

Asked by: Hon CHAN Wing-kwong (LegCo internal reference no.: 47)

Reply:

- (1) The Information Services Department (ISD) has been monitoring media reports and messages posted on major social media platforms at the headquarters level and through Information Officers stationed at various bureaux and departments. Social media listening services using advanced tools such as big data analytics are also procured from the market to grasp public opinions and sentiments expressed online in a timely manner. When there are rumours or false information relating to the work of the Government going viral while causing misunderstanding or negative sentiments in the community, the ISD, with inputs from the concerned bureau or department as appropriate, makes clarifications through various channels as soon as possible to alleviate public concerns and curb the spread of rumours. This is part of the day-to-day work of staff concerned and we are not able to single out the exact manpower involved and expenses incurred.
- (2) and (3) Monitoring media reports and messages posted on major social media platforms requires the concerted effort of the ISD and various bureaux and departments. The ISD does not keep statistics relating to the monitoring and clarifications of rumours and false information.

The ISD's channels for making clarifications against rumours or false information include issuing press releases, arranging relevant officials to explain to the media, and disseminating widely correct information on the Internet and social media through the following means: setting up a clarifications section on the website of news.gov.hk (www.news.gov.hk/eng/categories/clarification/index.html) to facilitate the public to access the clarifications; and making use of the "Tamar Talk" Facebook page (www.facebook.com/TamarTalk.hk) and news.gov.hk Facebook page (www.facebook.com/govnews.hk/) to provide correct information to netizens and set the record straight. In addition, the ISD collaborates with different print and electronic media to disseminate accurate information to the public. It also arranges broadcast of television and radio Announcements in the Public Interest, and produces one-minute video clips for broadcast on social media platforms such as Facebook, Instagram and YouTube, as well as on TV32 of Radio Television Hong Kong to disseminate correct information to the public.

In 2023-24, the ISD will continue to keep a close watch on reports on mass media and views expressed on major social media platforms to help bureaux and departments grasp public sentiments, and disseminate accurate information and swiftly respond to false information and rumours relating to the work of the Government through various channels, including major social media platforms. We will also continue to monitor closely the latest market developments and international trends with a view to making the best use of various communication platforms and means to widely publicise government messages.

- End -

CONTROLLING OFFICER'S REPLY**HYAB170****(Question Serial No. 2973)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (1) Public Relations Outside Hong KongControlling Officer: Director of Information Services (Fletcher CHAN)Director of Bureau: Secretary for Home and Youth AffairsQuestion:

One of the aims of the Information Services Department (ISD) is to promote a favourable image of Hong Kong internationally and in the Mainland. In this connection, will the Government inform this Committee of the following:

- (1) the number of followers of the Brand Hong Kong thematic website on various social media platforms, including but not limited to Facebook, Instagram, LinkedIn, Twitter, YouTube, Weibo and Youku, in 2022-23;
- (2) the main work and activities of the ISD to promote a favourable image of Hong Kong internationally and in the Mainland and the expenditure involved in 2022-23; and
- (3) the details of the work plan, target, resources required and manpower arrangement for the ISD to promote a favourable image of Hong Kong internationally and in the Mainland in 2023-24.

Asked by: Hon CHAN Wing-kwong (LegCo internal reference no.: 45)Reply:

- (1) The number of followers of Brand Hong Kong social media platforms as at the end of 2022:

	Followers
Facebook	128 315
Instagram	12 302
LinkedIn	16 909
Twitter	8 387
YouTube	6 099
Weibo(微博)	74 200
WeChat(微信)	93 785
Youku(優酷)	518

- (2) In 2022-23, the Information Services Department (ISD) promoted Hong Kong's strengths and opportunities, and the 25th anniversary of the establishment of the Hong Kong Special Administrative Region through various means in the Mainland and overseas regions. The measures to publicise Hong Kong and provide the latest information of the city to the international community included partnership with major local, Mainland and international media organisations to produce TV, online and social media promotional content; print and digital advertising; and promotion via social media and digital platforms. The ISD also maintained contact with overseas media and stakeholders, including foreign chambers of commerce, consulates and think tanks etc. and updated them on Hong Kong's latest developments. Besides, the ISD worked closely with the Economic and Trade Offices outside Hong Kong to enhance the city's international image through their networks. With Hong Kong's return to normalcy, the HKSAR Government launched a global promotional campaign "Hello Hong Kong" in February 2023 to showcase Hong Kong's new attractions, new developments and new opportunities to the global audience.

Under Programme (1) Public Relations Outside Hong Kong, the revised estimate for 2022-23 is \$191.1 million, including personal emoluments.

- (3) The ISD will continue to adopt the above measures in 2023-24 to promote Hong Kong in the Mainland and overseas regions. As the secretariat of the Task Force on Promoting and Branding Hong Kong, the ISD will also support Government departments and related units to promote Hong Kong's new advantages in concerted efforts under the direction of the Task Force. On promotion of Hong Kong, the HKSAR Government will invite prominent guests to visit Hong Kong and go out to tell good stories of Hong Kong. Under its visitor programmes, the ISD will invite and sponsor prominent guests from the Mainland and overseas to come to Hong Kong. These sponsored visitors, including government officials, political leaders, academics, think-tank members, top businessmen and financial executives, as well as media representatives, can see for themselves the latest development in the city, and bring home the good stories of Hong Kong. The ISD will design tailor-made itineraries for the sponsored visitors, having regard to their background and areas of interest, and arrange relevant briefing sessions and visits hosted by different departments and institutions for their better understanding of the advantages, potentials and opportunities of the city. The ISD will also sponsor influential international conferences to be held in Hong Kong so as to attract prominent guests to come for these events. Besides, to tie in with the Chief Executive and Principal Officials' travel plans to enhance publicity impact, the ISD will step up advertisement placement at the visit destinations.

Under Programme (1) Public Relations Outside Hong Kong, the estimate for 2023-24 is \$182.4 million, including personal emoluments.

- End -

CONTROLLING OFFICER'S REPLY

HYAB171

(Question Serial No. 2334)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The Financial Secretary mentioned in the Budget Speech that \$50 million would be allocated to set up the Task Force on Promoting and Branding Hong Kong with a view to exploring novel ways to promote Hong Kong to the world. In this connection, will the Government inform this Committee of:

- 1) the details of the organisation, the scope of work and establishment of the Task Force on Promoting and Branding Hong Kong; and
- 2) whether the Government will devise a series of key performance indicators to evaluate and assess the performance of the Task Force on Promoting and Branding Hong Kong?

Asked by: Hon CHAN Wing-yan, Joseph (LegCo internal reference no.: 19)

Reply:

- 1) The Government set up the Task Force on Promoting and Branding Hong Kong (Task Force) in January this year. Led by the Financial Secretary (FS), the Task Force comprises prominent individuals with diverse background, representatives of Hong Kong Inc. partner organisations as well as government officials. The Task Force focuses on devising narratives for the new situation, new potentials and new opportunities in Hong Kong under its new development stage. Through appropriately tapping the views of the market and stakeholders, as well as direct communication and public relations promotion, it aims to allow friends and stakeholders in Hong Kong, the Mainland and overseas regions to have a more comprehensive understanding of Hong Kong's advantages and opportunities so that the city's edges can be fully known, understood and recognised. Under the direction of the Task Force, Government departments and related units will make concerted efforts to promote Hong Kong's new advantages. The FS in his 2023-24 Budget has provided a grant of \$50 million for supporting the relevant work.
- 2) The external promotion measures are expected to enhance the positive perception of Hong Kong worldwide and raise Hong Kong's international profile, bringing intangible benefits to Hong Kong's economy. With the concerted efforts of Government departments and related units to promote Hong Kong's new advantages, there will be

better understanding of Hong Kong's advantages, potentials and opportunities. More business travellers and tourists will visit Hong Kong, and more mega events, international conferences and exhibitions will be held in Hong Kong.

- End -

CONTROLLING OFFICER'S REPLY**HYAB172****(Question Serial No. 1911)**Head: (74) Information Services DepartmentSubhead (No. & title): (000) Operational expensesProgramme: (2) Local Public Relations and Public Information, (4) Civic ResponsibilityControlling Officer: Director of Information Services (Fletcher CHAN)Director of Bureau: Secretary for Home and Youth AffairsQuestion:

1. Please list out the Announcements in the Public Interest (APIs), as well as the production expenditure, platforms of release and the number of views online in the past 5 years.
2. Please list out the TV and radio APIs produced by the Information Services Department, as well as the production cost and number of views in the past 5 financial years.

Asked by: Hon CHEN Chung-nin, Rock (LegCo internal reference no.: 21)Reply:

Government Television (TV) Announcements in the Public Interest (APIs) are produced and funded by bureaux/departments (B/Ds), with technical assistance provided by the Information Services Department (ISD). The ISD does not keep a centralised record of the details of the TV APIs produced by other B/Ds.

Generally speaking, TV APIs are mainly broadcast on the channels of local TV stations. We have also uploaded TV APIs to ISD YouTube channel and website. The ISD also makes use of social media platforms including those under news.gov.hk and Tamar Talk to enhance publicity as appropriate.

In the past 5 financial years (2018-19, 2019-20, 2020-21, 2021-22 and 2022-23), the TV and radio APIs produced by the ISD, the production cost, and the number of views of TV APIs on ISD YouTube channel are set out in the following table:

2018-19

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
Public Consultation for the 2018 Policy Address	568,000	6 951
The Chief Executive's 2018 Policy Address (Collection of Copies)	350,000	3 374

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
The Chief Executive's 2018 Policy Address (TV API lasted for 60 seconds)	900,000	329 276
2019-20 Budget Public Consultation	318,000	7 624
2019-20 Budget (Collection of Copies)	240,000	3 047

2019-20

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
2019 Policy Address Public Consultation	450,000	2 862
Treasure Hong Kong, our home (I) (Two TV API versions lasted for 60 seconds and 30 seconds respectively)	610,000	134 358
Celebrating the 70 th Anniversary of the Founding of The People's Republic of China (TV API only)	450,000	2 497
The Chief Executive's 2019 Policy Address (Collection of Copies)	340,400	4 143
The Chief Executive's 2019 Policy Address (TV API lasted for 60 seconds)	1,369,072	272 350
The Chief Executive's 2019 Policy Address (Land and Housing) (TV API lasted for 60 seconds)		365 215
Treasure Hong Kong, our home (II)	455,000	696 495
Say NO to VIOLENCE (TV API only, lasted for 15 seconds)	Not applicable (in-house production)	559 038
Check facts to keep fake news in check	498,000	146 582
2020-21 Budget Public Consultation	850,000	5 097
2020-21 Budget (Collection of copies)		5 741
Stop violence Think rationally	499,470	331 584
Say "no" to violence Give peace a chance (TV API only, lasted for 15 seconds)	19,750 (post production)	505 435

2020-21

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
Stop Violence (Think of the Consequences)	249,735	412 011
Have Faith, Together We Fight the Virus (TV API lasted for 60 seconds)	240,000	597 791

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
Upholding national security (TV API only, 15-second)	19,750 (post production)	420 204
Legislation on national security in Hong Kong	43,100 (post production)	500 813
The Chief Executive's appeal to public in fight against COVID-19 (TV API only)	Not applicable (In-house production)	5 346
Universal Community Testing Programme (1)	887,000	397 354 (Up to 14 September 2020) (Note 1)
Universal Community Testing Programme (2)		415 369 (Up to 14 September 2020) (Note 1)
2020 Policy Address Public Consultation	50,000	2 825
The Chief Executive's remarks on national security legislation in Hong Kong (TV API only)	Not applicable (in-house production)	16 759
The Chief Executive's 2020 Policy Address (Live broadcast and viewing online)	307,050	2 946
The Chief Executive's 2020 Policy Address (TV API lasted for 60 seconds)	1,330,975	299 159
2021-22 Budget Public Consultation	724,830	238 669
2021-22 Budget (Announcement)		2 560

Note 1: The APIs were removed after the completion of the programme.

2021-22

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
2021 Policy Address Public Consultation	90,000	2 962
The Chief Executive's 2021 Policy Address (Collection of Copies)	415,000	2 295
The Chief Executive's 2021 Policy Address (TV API lasted for 60 seconds)	1,150,000	238 969
2021 Legislative Council General Election - Casting your vote for Hong Kong (TV API lasted for 15 seconds)	Not applicable (in-house production)	2 047
2022-23 Budget Public Consultation	499,328	6 432

2022-23

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
A New Era – Stability. Prosperity. Opportunity (TV API lasted for 60 seconds)	1,380,000	4 137
HKSAR 25th Anniversary celebration events	495,000	3 760
2022 Policy Address Public Consultation	408,000	892 565
Young children should get vaccinated (TV API lasted for 60 seconds)	26,000 (post production)	992
Young children can safely receive Sinovac vaccine (TV API lasted for 60 seconds)	26,000 (post production)	1 121
The Chief Executive's 2022 Policy Address (Collection of Copies)	448,000	1 644
The Chief Executive's 2022 Policy Address (TV API lasted for 60 seconds)	1,400,000	804 952
2023-24 Budget Public Consultation	502,000	4 469
The Chief Executive's Lunar New Year message 2023 (TV API lasted for 60 seconds)	500,000	Not applicable (Uploaded to website)

- End -

CONTROLLING OFFICER'S REPLY**HYAB173****(Question Serial No. 2098)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (1) Public Relations Outside Hong Kong , (2) Local Public Relations and Public InformationControlling Officer: Director of Information Services (Fletch CHAN)Director of Bureau: Secretary for Home and Youth AffairsQuestion:

The Information Services Department (ISD) disseminates government information via the user accounts on various social media platforms. Will the Government inform the Committee of the following -

1. the number of followers for the social media platform accounts under ISD at present; the average rate of increase in the past 3 years;
2. the age and district distribution of the followers in the above social media platform accounts under ISD at present; and
3. whether ISD has any plan to further promote its social media platforms, so that members of the public across a wider range of age groups could directly receive accurate information disseminated by the Government?

Asked by: Hon CHU Kwok-keung (LegCo internal reference no.: 33)Reply:

1. The number of followers and the average rate of increase in the past 3 years for *news.gov.hk* social media platforms and Tamar Talk Facebook are as follows:

	Followers (2022)	Average Rate of Increase (2020-2022)
Facebook	166 370	14.1%
Instagram (Chinese)	76 810	49.7%
Instagram (English)	10 451	72.6%
Twitter (Chinese)	68 800	32.6%
Twitter (English)	46 000	36.4%
YouTube	71 820	19.5%
WeChat (微信)	59 130	10.4%
Weibo (微博)	1 220 300	2.6%
Tamar Talk Facebook	51 500	22.1%

The number of followers and the average rate of increase in the past 3 years for Brand Hong Kong social media platforms are as follows:

	Followers (2022)	Average Rate of Increase (2020-2022)
Facebook	128 315	15%
Instagram	12 302	23%
LinkedIn	16 909	127%
Twitter	8 387	37%
YouTube	6 099	94%
WeChat (微信)	93 785	132%
Weibo (微博)	74 200	721%
Youku (優酷)	518	36%

2. The age and country/region distribution of the followers of *news.gov.hk* social media platforms and Tamar Talk Facebook is as follows:

Facebook

Age of audience	18-24 years old:	5.2%
	25-34 years old:	30.6%
	35-44 years old:	30.8%
	45-54 years old:	16.5%
	55-64 years old:	8.1%
	65 years old or above:	8.8%
Origin of audience	Hong Kong	(81.6%)
	Mainland China	(3.1%)
	Malaysia	(3.1%)
	United Kingdom	(2%)
	Taiwan	(1.9%)
	Macao	(1.3%)
	Canada	(1.1%)
	United States	(1%)
	Singapore	(0.9%)
	Australia	(0.8%)
	Others	(3.2%)

Instagram (Chinese)

Age of audience	18-24 years old:	13.7%
	25-34 years old:	40.2%
	35-44 years old:	26.1%
	45-54 years old:	11.1%
	55-64 years old:	4.9%
	65 years old or above:	4%
Origin of audience	Hong Kong	(51.5%)
	Mainland China	(20.6%)
	Nigeria	(1.8%)
	United States	(1.3%)
	United Kingdom	(1.2%)
	Others	(23.6%)

Instagram (English)

Age of audience	18-24 years old:	17.1%
	25-34 years old:	39.9%
	35-44 years old:	24.6%
	45-54 years old:	10.6%
	55-64 years old:	4.6%
	65 years old or above:	3.2%
Origin of audience	Hong Kong	(65.3%)
	Mainland China	(8%)
	Nigeria	(4.8%)
	United Kingdom	(2.2%)
	United States	(1.9%)
	Others	(17.8%)

WeChat (微信)

Age of audience	35 years old or below:	50%
	36 years old or above:	49%
	Unknown:	around 1%
Origin of audience	Hong Kong	(14.8%)
	Guangdong	(43.3%)
	Fujian	(4.5%)
	Beijing	(4.1%)
	Shanghai	(3.1%)
	Others	(30.2%)

Note: Relevant information on Twitter and Weibo is not available

Tamar Talk Facebook

Age of audience	18-24 years old:	4.3%
	25-34 years old:	23.8%
	35-44 years old:	33.0%
	45-54 years old:	19.6%
	55-64 years old:	10.1%
	65 years old or above:	9.2%
Origin of audience	Hong Kong	(91.3%)
	Mainland China	(1.4%)
	United Kingdom	(1.3%)
	Canada	(0.8%)
	Taiwan	(0.6%)
	Macao	(0.6%)
	Malaysia	(0.6%)
	Australia	(0.5%)
	United States	(0.5%)
	Singapore	(0.3%)
	Others	(2.1%)

The age and country/region distribution of the followers of Brand Hong Kong social media platforms is as follows:

Facebook

Age of audience	13–17 years old	(1%)
	18–24 years old	(14%)
	25–34 years old	(45%)
	35–44 years old	(26%)
	45–54 years old	(10%)
	55–64 years old	(3%)
	65 years old or above	(1%)
Origin of audience	Indonesia	(13%)
	Hong Kong	(10%)
	Thailand	(8%)
	Vietnam	(8%)
	Malaysia	(8%)
	United States	(7%)
	United Arab Emirates	(7%)
	India	(5%)
	Singapore	(3%)
	Philippines	(3%)
	Others	(28%)

Instagram

Age of audience	13–17 years old	(1%)
	18–24 years old	(12%)
	25–34 years old	(40%)
	35–44 years old	(29%)
	45–54 years old	(12%)
	55–64 years old	(4%)
	65 years old or above	(2%)
Origin of audience	Hong Kong	(29%)
	Indonesia	(12%)
	Mainland China	(5%)
	United States	(5%)
	United Kingdom	(3%)
	Singapore	(2%)
	Others	(44%)

LinkedIn

Age of audience	No relevant data is available on the platform	
Origin of audience	United Kingdom	(3%)
	France	(1%)
	Sydney	(1%)
	Indonesia	(1%)
	Toronto	(1%)
	Vietnam	(1%)
	Melbourne	(1%)
	Malaysia	(1%)
	New York City	(1%)
	Italy	(1%)

	Others (88%) (Note: LinkedIn only displays up to 100 countries/ regions and the first 10 are listed above)
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YouTube

Age of audience	13–17 years old (6%) 18–24 years old (10%) 25–34 years old (29%) 35–44 years old (23%) 45–54 years old (10%) 55–64 years old (11%) 65 years old or above (11%)
Origin of audience	No relevant data is available on the platform

WeChat (微信)

Age of audience	Below 18 years old (2%) 18–25 years old (4%) 26–35 years old (30%) 36–45 years old (23%) 46–60 years old (12%) Above 60 years old (15%) Unknown (14%) - Followers do not provide relevant data
Origin of audience	Guangdong (21%) Hebei (6%) Shanghai (6%) Sichuan (5%) Hubei (4%) Shandong (4%) Jiangsu (4%) Hunan (4%) Henan (4%) Zhejiang (3%) Beijing (3%) Others (36%)

Weibo (微博)

Age of audience	0–17 years old (4%) 18–24 years old (17%) 25–29 years old (22%) 30–34 years old (23%) 35–39 years old (17%) 40–49 years old (12%) 50–59 years old (3%) 60 years old or above (2%)
Origin of audience	Hong Kong (24%) Guangdong (16%) Beijing (10%) Shanghai (5%)

	Jiangsu	(4%)
	Zhejiang	(4%)
	Shandong	(4%)
	Sichuan	(3%)
	Hubei	(3%)
	Henan	(3%)
	Others	(24%)

Note: Relevant information on Twitter and Youku is not available

3. The Information Services Department will continue to monitor the latest market developments and world trends, and make good use of different communication platforms and channels to widely publicise government messages.

- End -

CONTROLLING OFFICER'S REPLY

HYAB174

(Question Serial No. 3131)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Regarding the Task Force on Promoting and Branding Hong Kong, will the Government inform this Committee of the following:

- 1) the formation of the Task Force, its terms of reference and work;
- 2) the areas where the expenditure of \$50 million would be spent; and
- 3) the Government's definition of Hong Kong's "new advantages", and besides the Task Force, the number of staff to be tasked by the policy bureaux and departments to promote Hong Kong's "new advantages"?

Asked by: Hon KAN Wai-mun, Carmen (LegCo internal reference no.: 47)

Reply:

- 1) The Government set up the Task Force on Promoting and Branding Hong Kong (Task Force) in January this year. Led by the Financial Secretary (FS), the Task Force comprises prominent individuals with diverse background, representatives of Hong Kong Inc. partner organisations as well as government officials. The Task Force focuses on devising narratives for the new situation, new potentials and new opportunities in Hong Kong under its new development stage. Through appropriately tapping the views of the market and stakeholders, as well as direct communication and public relations promotion, it aims to allow friends and stakeholders in Hong Kong, the Mainland and overseas regions to have a more comprehensive understanding of Hong Kong's advantages and opportunities so that the city's edges can be fully known, understood and recognised. The Task Force advises the Government on the overall strategy of promoting Hong Kong's advantages, and a series of promotional plans and activities overseas and in the Mainland. With concerted efforts of Hong Kong Inc. partner organisations and members, the Task Force would tell good stories of Hong Kong to raise the city's international profile and enhance its branding and image so that all parties can better understand Hong Kong's advantages, potential and opportunities.
- 2) On promotion of Hong Kong, the HKSAR Government will invite prominent guests to visit Hong Kong and go out to tell good stories of Hong Kong. The Task Force held

its first meeting in January this year focusing on discussing ways to step up external promotion as well as the overall publicity strategy and plans. The grant of \$50 million will be used to support the relevant work.

- 3) With the development in the past few years, Hong Kong has embraced many positive changes, and its positioning has become clearer. These changes have brought new advantages, potentials and opportunities to the city under its new development stage. Government departments and related units will promote Hong Kong's new advantages in concerted efforts under the direction of the Task Force.

- End -

CONTROLLING OFFICER'S REPLY

HYAB175

(Question Serial No. 2648)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

In recent years, rumours and fake news have been prevalent on the internet and social media platforms. Will the government inform this Committee of the following:

- 1) Please list the respective number of rumours and fake news on news media and social media platforms by bureau/departments as identified by the Information Services Department in the past 2 years.
- 2) Clarifications and the contents made by bureaux/departments in the past year. What is the number of actions taken by Radio Television Hong Kong, being a government department, to assist in clarifying fake news, and the specific policies?
- 3) The number of staff on the establishment of the Government, and their ranks, responsible for monitoring social media platforms. What is the daily work flow? What are the measures of clarification and response?
- 4) Under the current media landscape, does the Government has any further measures to enhance the gauging of public sentiments and thus make response, such as comprehensively review popular social media platforms, including Baby Kingdom, Discuss and LIHKG and gathering misinformation more promptly, making clarification and response as soon as possible, making use of more channels to disseminate accurate information to the public effectively?

Asked by: Hon LAM Kin-fung, Jeffrey (LegCo internal reference no.: 5)

Reply:

- 1) and 2) The Information Services Department (ISD) has been monitoring media reports and messages posted on major social media platforms at the headquarters level and through Information Officers stationed at various bureaux and departments. Social media listening services using advanced tools such as big data analytics are also procured from the market to grasp public opinions and sentiments expressed online in a timely manner. When there are rumours or false information relating to the work of the Government going viral while causing misunderstanding or negative sentiments in the community, the ISD, with inputs from the concerned bureau or department as appropriate, makes clarifications through various channels

as soon as possible to alleviate public concerns and curb the spread of rumours. The ISD does not keep statistics relating to the monitoring and clarifications of rumours and false information by individual bureaux and departments.

As a government department and the public service broadcaster of Hong Kong, Radio Television Hong Kong (RTHK) proactively assists in strengthening the dissemination of government information, including positioning “RTHK TV32” as an “Information Channel” to provide the public with the most comprehensive and accurate information about the Government and the community. RTHK will immediately report the clarifications on false messages and announcements made by government bureaux and departments. In addition, relevant officials of the Government will be invited by RTHK from time to time to appear on various current affairs programmes (such as “Talk About”, “Open Line Open View” and “Accountability”) that offer platforms for them to explain the Government’s position and directly answer questions from the public, as well as making clarifications on false information. For more effective dissemination of accurate government messages, RTHK also produces short informative videos for cross-platform broadcasting on television, the RTHK website and social media platforms.

- 3) and 4) Monitoring media reports and messages posted on major social media platforms requires the concerted effort of the ISD and various bureaux and departments. This is part of the day-to-day work of staff concerned and we are not able to single out the exact manpower involved. The ISD monitors public opinions expressed online and on major social media platforms in light of circumstances and actual needs so there are no fixed targets for monitoring.

The ISD’s channels for making clarifications against rumours or false information include issuing press releases, arranging relevant officials to explain to the media, and disseminating widely correct information on the Internet and social media through the following means: setting up a clarifications section on the website of news.gov.hk (www.news.gov.hk/eng/categories/clarification/index.html) to facilitate the public to access the clarifications; and making use of the “Tamar Talk” Facebook page (www.facebook.com/TamarTalk.hk) and news.gov.hk Facebook page (www.facebook.com/govnews.hk/) to provide correct information to netizens and set the record straight. In addition, the ISD collaborates with different print and electronic media to disseminate accurate information to the public. It also arranges broadcast of television and radio Announcements in the Public Interest, and produces one-minute video clips for broadcast on social media platforms such as Facebook, Instagram and YouTube, as well as on RTHK TV32 to disseminate correct information to the public.

In 2023-24, the ISD will continue to keep a close watch on reports on mass media and views expressed on major social media platforms to help bureaux and departments grasp public sentiments, and disseminate accurate information and swiftly respond to false information and rumours relating to the work of the Government through various channels, including major social media platforms. We will also continue to monitor closely the latest market developments and

international trends with a view to making the best use of various communication platforms and means to widely publicise government messages.

- End -

CONTROLLING OFFICER'S REPLY

HYAB176

(Question Serial No. 0245)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Regarding the promotion of a favourable image of Hong Kong internationally and in the Mainland, will the Government inform this Committee:

1. Apart from "Hello Hong Kong", does the Government have any new policy on telling good stories of Hong Kong to the world via different channels? If so, what are the details of the plan and estimated expenditure? If not, what are the reasons; and
2. The Information Services Department assisted 41 delegations of visiting journalists and film crews last year. Amongst them, how many were sponsored to visit Hong Kong? If so, what are the details of the plan and estimated expenditure? If not, what are the reasons?

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 4)

Reply:

1. As Hong Kong returns to normalcy, it is now time for us to go all out to promote Hong Kong's new potentials and opportunities at full steam. The HKSAR Government tells good stories of Hong Kong by inviting visitors to come here, and, at the same time, raises our city's profile around the world. Apart from inviting business leaders, political dignitaries, media representatives and influential figures to come and experience the real Hong Kong, understand the latest developments, unlimited opportunities and new tourist attractions on offer in Asia's world city, the HKSAR Government also leads and organises different delegations to the Mainland and overseas countries to introduce the unparalleled strengths of the city under "One Country, Two Systems", and to promote business, tourism and cultural exchanges. Led by the Financial Secretary, the Task Force on Promoting and Branding Hong Kong deliberates on ways to step up the promotion of Hong Kong and discusses the overall publicity strategy and plans. Government departments and related units will make concerted efforts to promote Hong Kong's new advantages under the direction of the Task Force. The Financial Secretary has granted \$50 million for supporting the relevant work.

2. The Information Services Department assisted 41 journalists (including reporters and film crews) to visit Hong Kong last year to learn and report on the latest developments in the city. Among them, 35 journalists were sponsored on their expenses in transportation, etc., amounting to about \$45,000.

- End -

CONTROLLING OFFICER'S REPLY

HYAB177

(Question Serial No. 0246)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Rumours and fake news are prevalent on the Internet and social media platforms, affecting the Government's governance and the image of Hong Kong. In this connection, will the Government inform this Committee of the following:

1. the provisions for Public Opinion in this year's Budget has increased by 7.3%. What are the reasons; and list in details the specific work targeting on public opinion;
2. the number of staff on establishment, and their ranks, responsible for monitoring social media platforms;
3. the number of rumours and fake news identified by the Information Services Department (ISD) in the past 3 years, categorised by policy bureaux; and
4. in view of the prevalence of misinformation on the Internet, does the ISD have any further measures to enhance the gauging of public sentiments and to make response; what is the daily work flow?

Asked by: Hon LAM Siu-lo, Andrew (LegCo internal reference no.: 5)

Reply:

1. and 2. The Information Services Department (ISD) has been monitoring media reports and messages posted on major social media platforms at the headquarters level and through Information Officers stationed at various bureaux and departments. Social media listening services using advanced tools such as big data analytics are also procured from the market to grasp public opinions and sentiments expressed online in a timely manner. When there are rumours or false information relating to the work of the Government going viral while causing misunderstanding or negative sentiments in the community, the ISD, with inputs from the concerned bureau or department as appropriate, makes clarifications through various channels as soon as possible to alleviate public concerns and curb the spread of rumours. This is part of the day-to-day work of staff concerned and we are not able to single out the exact manpower involved.

The revised estimate for 2022-23 under Programme (3) Public Opinion is 7.3% higher than the original estimate of the year. This is mainly due to the increased provision for salaries and related expenses attributable to the civil service pay adjustment in the year.

3. Monitoring media reports and messages posted on major social media platforms requires the concerted effort of the ISD and various bureaux and departments. The ISD does not keep statistics relating to the monitoring and clarifications of rumours and false information by individual bureaux and departments.
4. The ISD's channels for making clarifications against rumours or false information include issuing press releases, arranging relevant officials to explain to the media, and disseminating widely correct information on the Internet and social media through the following means: setting up a clarifications section on the website of news.gov.hk (www.news.gov.hk/eng/categories/clarification/index.html) to facilitate the public to access the clarifications; and making use of the "Tamar Talk" Facebook page (www.facebook.com/TamarTalk.hk) and news.gov.hk Facebook page (www.facebook.com/govnews.hk/) to provide correct information to netizens and set the record straight. In addition, the ISD collaborates with different print and electronic media to disseminate accurate information to the public. It also arranges broadcast of television and radio Announcements in the Public Interest, and produces one-minute video clips for broadcast on social media platforms such as Facebook, Instagram and YouTube, as well as on TV32 of Radio Television Hong Kong to disseminate correct information to the public.

In 2023-24, the ISD will continue to keep a close watch on reports on mass media and views expressed on major social media platforms to help bureaux and departments grasp public sentiments, and disseminate accurate information and swiftly respond to false information and rumours relating to the work of the Government through various channels, including major social media platforms. We will also continue to monitor closely the latest market developments and international trends with a view to making the best use of various communication platforms and means to widely publicise government messages.

- End -

CONTROLLING OFFICER'S REPLY

HYAB178

(Question Serial No. 0617)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong , (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The Information Services Department (ISD) of Hong Kong disseminates up-to-date news stories, feature stories, photos, infographics and video to various sections of the community via social media platforms such as Facebook, Instagram, Twitter, WeChat, Weibo and YouTube. In this connection, will the Government inform this Committee of the following:

1. the breakdown of the establishment, ranks and number of staff, as well as the expenses on the operation and advertisement, arising from various social media platforms under the ISD in the past year;
2. the breakdown of the total number of reach, followers/likes, as well as age and country/district distribution of users, in respect of various social media platforms in the past year;
3. the posts or videos on various social media platforms with the highest and lowest rankings, as well as the highest and lowest interaction rates;
4. whether ISD had any developed Key Performance Indicators relating to the coverage and number of reach, etc. of social media platforms with a view to evaluating the effectiveness?

Asked by: Hon LAU Ip-keung, Kenneth (LegCo internal reference no.: 15)

Reply:

1. The Information Services Department (ISD) has been making use of various social media platforms, including Facebook, Instagram, Twitter, WeChat, Weibo, LinkedIn, Youku and YouTube, to disseminate major government news and information locally and outside Hong Kong, and to promote the advantages and opportunities of Hong Kong as Asia's world city.

These social media platforms are managed with existing resources and manpower of the ISD. The *news.gov.hk* website and its social media platforms as well as Tamar Talk are managed by 42 editors, reporters and technical staff, comprising civil servants, non-civil service contract staff and hire-of-services staff.

The manpower of *news.gov.hk* (website and its social media platforms) and Tamar Talk is as follows:

Information Officers: 16

Non-civil service contract staff: 10

Hire-of-services staff: 16

In the financial year of 2022-23, the operating expenditure of *news.gov.hk* (website and its social media platforms) and Tamar Talk is approximately \$36.51 million and the advertising expenditure is around \$3.89 million. As the staff managing the social media platforms also undertake other duties, including the editorial duties of the *news.gov.hk* website, we are not able to provide a specific breakdown of the operating expenses of the social media platforms.

Brand Hong Kong's social media platforms are managed by 10 staff members of ISD's Brand Hong Kong Management Unit, including civil servants, non-civil service contract staff and hire-of-services staff as follows:

Information Officers: 4

Non-civil service contract staff: 4

Hire-of-services staff: 2

In the financial year of 2022-23, the operating expenditure of the Brand Hong Kong Management Unit is approximately \$8.25 million. As the staff managing social media channels also undertake other duties, we are not able to provide a specific breakdown of resources for operating the social media platforms. The expenditure on social media advertising is around \$20.18 million.

2. Statistics about reach, followers/fans, age and origin of audience of *news.gov.hk* social media platforms, Tamar Talk Facebook and Brand Hong Kong social media platforms are as follows:

news.gov.hk social media platforms

Facebook (launched in November 2014)

Reach	126 870 880
Followers	166 370
Likes	143 830
Age of audience	18-24 years old: 5.2% 25-34 years old: 30.6% 35-44 years old: 30.8% 45-54 years old: 16.5% 55-64 years old: 8.1% 65 years old or above: 8.8%
Origin of audience	Hong Kong (81.6%) Mainland China (3.1%) Malaysia (3.1%) United Kingdom (2%) Taiwan (1.9%)

	Macao	(1.3%)
	Canada	(1.1%)
	United States	(1%)
	Singapore	(0.9%)
	Australia	(0.8%)
	Others	(3.2%)

Instagram (launched in November 2015) (Chinese)

Reach	21 769 600	
Followers	76 810	
Age of audience	18-24 years old:	13.7%
	25-34 years old:	40.2%
	35-44 years old:	26.1%
	45-54 years old:	11.1%
	55-64 years old:	4.9%
	65 years old or above:	4%
Origin of audience	Hong Kong	(51.5%)
	Mainland China	(20.6%)
	Nigeria	(1.8%)
	United States	(1.3%)
	United Kingdom	(1.2%)
	Others	(23.6%)

Note: Instagram does not provide statistics on the number of “likes”

Instagram (English)

Reach	760 100	
Followers	10 451	
Age of audience	18-24 years old:	17.1%
	25-34 years old:	39.9%
	35-44 years old:	24.6%
	45-54 years old:	10.6%
	55-64 years old:	4.6%
	65 years old or above:	3.2%
Origin of audience	Hong Kong	(65.3%)
	Mainland China	(8%)
	Nigeria	(4.8%)
	United Kingdom	(2.2%)
	United States	(1.9%)
	Others	(17.8%)

Note: Instagram does not provide statistics on the number of “likes”

Twitter (launched in July 2010) (Chinese)

Followers	68 800
Total Impressions	5 792 000
Age of audience	No relevant data is available on the platform
Origin of audience	

Note: Twitter does not provide statistics on the number of “likes”

Twitter (launched in July 2010) (English)

Followers	46 000
Total Impressions	2 036 000
Age of audience	No relevant data is available on the platform
Origin of audience	

Note: Twitter does not provide statistics on the number of “likes”

WeChat (launched in November 2015)

Fans	59 130
Age of audience	35 years old or below: 50% 36 years old or above: 49% Unknown: around 1%
Origin of audience	Hong Kong (14.8%) Guangdong (43.3%) Fujian (4.5%) Beijing (4.1%) Shanghai (3.1%) Others (30.2%)
Page viewers	315 000

Weibo (launched in July 2010)

Fans	1 220 300
Page views (latest 30 days)	2 953 500
Age of audience	No relevant data is available as subscription to the platform’s data package has not been made
Origin of audience	

Tamar Talk Facebook (launched in December 2019)

Reach	109 729 212
Followers	51 832
Age of audience	18-24 years old: 4.3% 25-34 years old: 23.8% 35-44 years old: 33.0% 45-54 years old: 19.6% 55-64 years old: 10.1% 65 years old or above: 9.2%

Origin of audience	Hong Kong	(91.3%)
	Mainland China	(1.4%)
	United Kingdom	(1.3%)
	Canada	(0.8%)
	Taiwan	(0.6%)
	Macao	(0.6%)
	Malaysia	(0.6%)
	Australia	(0.5%)
	United States	(0.5%)
	Singapore	(0.3%)
	Others	(2.1%)

News videos and features of *news.gov.hk* are uploaded onto ISD's YouTube channel, which also displays other videos such as TV Announcements in the Public Interest, Radio Announcements in the Public Interest and other publicity videos. The statistics of ISD's YouTube channel is as follows:

YouTube (launched in May 2010)

Subscribers/Likes	71 820
Age of audience	34 years old or below: 26%
	35 years old or above: 74%
Origin of audience	Hong Kong (94%)
	Others (6%)
Views	17 235 700

Brand Hong Kong social media platforms

Facebook (launched in December 2015)

Reach	96 998 515	
Followers	128 315	
Age of audience	13–17 years old	(1%)
	18–24 years old	(14%)
	25–34 years old	(45%)
	35–44 years old	(26%)
	45–54 years old	(10%)
	55–64 years old	(3%)
	65 years old or above	(1%)
Origin of audience	Indonesia	(13%)
	Hong Kong	(10%)
	Thailand	(8%)
	Vietnam	(8%)
	Malaysia	(8%)
	United States	(7%)
	United Arab Emirates	(7%)
	India	(5%)
	Singapore	(3%)
	Philippines	(3%)
Others	(28%)	

Instagram (launched in September 2015)

Reach	70 865 689
Followers	12 302
Age of audience	13–17 years old (1%) 18–24 years old (12%) 25–34 years old (40%) 35–44 years old (29%) 45–54 years old (12%) 55–64 years old (4%) 65 years old or above (2%)
Origin of audience	Hong Kong (29%) Indonesia (12%) Mainland China (5%) United States (5%) United Kingdom (3%) Singapore (2%) Others (44%)

Note: Instagram does not provide statistics on the number of “likes”

LinkedIn (launched in April 2019)

Reach	107 204 372
Followers	16 909
Age of audience	No relevant data available on the platform
Origin of audience	United Kingdom (3%) France (1%) Sydney (1%) Indonesia (1%) Toronto (1%) Vietnam (1%) Melbourne (1%) Malaysia (1%) New York City (1%) Italy (1%) Others (88%) Note: LinkedIn only displays data of up to 100 countries/regions and the first 10 are listed above

Note: LinkedIn does not provide statistics on the number of “likes”

Twitter (launched in January 2019)

Reach	74 718
Followers	8 287
Age of audience	No relevant data is available on the platform
Origin of audience	

YouTube (launched in January 2015)

Total video views	2 035 349
Followers	6 099
Age of audience	13–17 years old (6%) 18–24 years old (10%) 25–34 years old (29%) 35–44 years old (23%) 45–54 years old (10%) 55–64 years old (11%) 65 years old or above (11%)
Origin of audience	No relevant data is available on the platform

Note: Twitter does not provide statistics on the number of “likes”

WeChat (微信) (launched in July 2020)

Reach	281 566 020
Followers	93 785
Age of audience	Below 18 years old (2%) 18–25 years old (4%) 26–35 years old (30%) 36–45 years old (23%) 46–60 years old (12%) Above 60 years old (15%) Unknown (14%) – Followers have not provided relevant information
Origin of audience	Guangdong (21%) Hebei (6%) Shanghai (6%) Sichuan (5%) Hubei (4%) Shandong (4%) Jiangsu (4%) Hunan (4%) Henan (4%) Zhejiang (3%) Beijing (3%) Others (36%)

Weibo (微博) (launched in July 2019)

Reach	227 820 000
Followers	74 200
Age of audience	0–17 years old (4%) 18–24 years old (17%) 25–29 years old (22%) 30–34 years old (23%) 35–39 years old (17%) 40–49 years old (12%) 50–59 years old (3%) 60 years old or above (2%)

Origin of audience	Hong Kong	(24%)
	Guangdong	(16%)
	Beijing	(10%)
	Shanghai	(5%)
	Jiangsu	(4%)
	Zhejiang	(4%)
	Shandong	(4%)
	Sichuan	(3%)
	Hubei	(3%)
	Henan	(3%)
	Others	(24%)

Youku (優酷) (launched in January 2018)

Total video views	10 841
Followers	518
Age of audience	No relevant data is available on the platform
Origin of audience	

3. The posts or videos on *news.gov.hk* social media platforms with the highest and lowest reaches, as well as the highest and lowest engagement rates in 2022:

Facebook

Post with the highest reach:

Post content	Date	Reach
【同心抗疫】政府更新疫苗通行證對新冠康復者接種要求 (Chinese only)	29 March 2022	797 297

Post with the highest engagement:

Post content	Date	Engagement
【新班子登場】中央人民政府根據候任行政長官李家超提名，任命第 6 屆特區政府主要官員 (Chinese only)	19 June 2022	33 600

Post with the lowest reach:

Post content	Date	Reach
【行動總結】政府相關部門完成香港仔鴻福苑鴻澤閣嘅強制檢測行動 (Chinese only)	10 June 2022	436

Post with the lowest engagement:

Post content	Date	Engagement
【實現碳中和】極端天氣已經喺我哋身邊啦，大家要努力減低碳排放，達至碳中和 (Chinese only)	16 May 2022	49

Instagram (Chinese)

Post with the highest reach:

Post content	Date	Reach
【同心抗疫】疫苗通行證更新接種要求 (Chinese only)	25 March 2022	344 864

Post with the lowest reach:

Post content	Date	Reach
【就業數據】本港最新失業率跌至3.8% (Chinese only)	17 November 2022	2 421

Note: news.gov.hk does not keep relevant statistics on engagement.

Instagram (English)

Post with the highest reach:

Post content	Date	Reach
What to do if test positive for Covid-19	11 March 2022	330 773

Post with the lowest reach:

Post content	Date	Reach
Lin Fa Temple in Tai Hang, which was likely constructed in 1863 for the worship of Kwun Yam, was declared a monument in 2014.	5 July 2022	441

Note: news.gov.hk does not keep relevant statistics on engagement.

Twitter (Chinese)

Tweet with the highest reach:

Post content	Date	Reach
明起無須掃描安心出行二維碼 (Chinese only)	13 December 2022	62 288

Tweet with the lowest reach:

Tweet content	Date	Reach
在囚青少年參與文憑試 (Chinese only)	20 July 2022	573

Twitter (English)

Tweet with the highest reach:

Post content	Date	Reach
No change on quarantine policies	2 June 2022	54 325

Tweet with the lowest reach:

Tweet content	Date	Reach
Transport infrastructure drives growth	19 October 2022	377

WeChat

Post with the highest reaches:

Post content	Date	Views
李家超：機遇盡在香港 (Chinese only)	2 November 2022	26 828

Post with the lowest reach:

Post content	Date	Views
統籌法治教育 鞏固核心價值 (Chinese only)	26 October 2022	65

Weibo

Post with the highest reach:

Post content	Date	Reach
確保慶回歸活動安全有序進行 (Chinese only)	28 June 2022	1 130 000

Post with the lowest reach:

Post content	Date	Reach
政府促外國停止借港干預國家內政 (Chinese only)	1 April 2022	4 153

ISD's YouTube

Video with the highest views:

Video content	Date	Views
2022年(第二階段)消費券計劃6月23日開始接受登記 (Chinese only)	13 June 2022	1 036 335

Video with the lowest views:

Video content	Date	Views
個案增 794宗 連續兩天三位數 (sign language version)(Chinese only)	29 April 2022	27

The posts on Tamar Talk Facebook with the highest and lowest reaches, as well as the highest and lowest interaction rates in 2022:

Post with the highest reach:

Post content	Date	Reach
新冠康復人士接種疫苗建議 (Chinese only)	16 March 2022	650 824

Post with the lowest reach:

Post content	Date	Reach
小學及幼稚園暫停面授課堂 (Chinese only)	11 January 2022	70 782

Post with the highest interaction:

Post content	Date	Interaction
新冠康復人士接種疫苗建議 (Chinese only)	16 March 2022	43 157

Post with the lowest interaction:

Post content	Date	Interaction
呼籲兒童接種疫苗 (Chinese only)	9 October 2022	127

The posts or videos on Brand Hong Kong social media platforms with the highest and lowest reaches in 2022 are set out as follows:

	Post or Video with Highest Reach	Post or Video with Lowest Reach
Facebook	“Vienna Philharmonic to start Asia tour in HK!” (1 380 597)	“Relaxing flight ban rules” (125)
Instagram	“Ready to ride! HK Cyclothon returns this month” (5 226 153)	“Sea carnival at Victoria Harbour” (398)
LinkedIn	“Art Basel & Art Central” (3 469 405)	“Stock Connect Programme” (468)
Twitter	“HK to suspend in-bound passenger flights from 8 countries due to COVID-19” (39 054)	“Policy Address - \$30 billion Co-Investment Fund” (311)
YouTube((including English, Cantonese and Putonghua channels)	“Snappy Lunar New Year Décor” (video views 396 295)	“Explore a Hakka village” (video views 2 271)
Weibo (Chinese only)	「投入單車狂熱！」 (6 463 573)	「香港特區成立二十五周年 邁步《前》行」 (1 210)
WeChat (Chinese only)	「香港放寬防疫措施新安排」 (10 123 263)	「社交距離措施進一步放寬」 (71 443)
Youku	No relevant data is available on the platform	

The posts or videos on Brand Hong Kong social media platforms with the highest and lowest engagement rates in 2022 are set out as follows:

	Post or Video with Highest Engagement Rate	Post or Video with Lowest Engagement Rate
Facebook	“The epic Asian music spectacle of the year, in HK!” (57.27%)	“COVID vaccination for recovered persons” (0%)
Instagram	“Music Fest on the Harbourfront to debut on Dec 26” (11%)	“HK Innovations win global acclaim” (0.02%)
LinkedIn	“Awesome Aussies in HK Sevens heaven” (28.12%)	“Newly renovated Oil Street Space Oi!” (10%)
Twitter	“Music Fest on the Harbourfront to debut on Dec 26” (20.6%)	“Policy Address – New \$30 billion Co-Investment Fund” (1.3%)
YouTube(including English, Cantonese and Putonghua channels)	No relevant data is available on the platform	
Weibo (Chinese only)	「山頂纜車重拾太平山下美景」 (7.11%)	「WeLab創辦人：突破區域界限創商機」 (0.0029%)
WeChat (Chinese only)	「細賞香港各區如何慶祝中秋」 (5.30%)	「踏上古代藝術『竹路』」 (0.01%)
Youku	No relevant data is available on the platform	

4. Social media platforms established by the ISD are one of the means to disseminate government information and carry out publicity and promotion work. No specific evaluation indicators are set due to the varied contents, markets and target audiences.

- End -

CONTROLLING OFFICER'S REPLY

HYAB179

(Question Serial No. 1033)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

One of the roles of the Information Services Department is to promote a favourable image of Hong Kong internationally and in the Mainland through events, websites and social media platforms, namely, Facebook, Instagram, LinkedIn, Twitter, WeChat, Weibo, TikTok, Youku and YouTube. In this connection, will the Government inform this Committee of the following:

- 1) the breakdown of the contents and number of views in respect of posts or videos posted on the above-mentioned social media platforms during the past year;
- 2) whether the Government had engaged outsourced service providers to manage and operate the concerned social media platforms? If so, what was the expenditure? How about the estimated expenditure for the coming year; and
- 3) what is the estimated expenditure for promotion through events, websites and social media?

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 3)

Reply:

- 1) On Programme (1) Public Relations Outside Hong Kong, the Brand Hong Kong of the Information Services Department (ISD) has been making use of various social media platforms, including Facebook, Instagram, LinkedIn, Twitter, YouTube, WeChat (微信), Weibo (微博) and Youku (優酷), to promote Hong Kong's advantages, potentials and opportunities as Asia's world city.

Statistics of Brand Hong Kong social media platforms for 2022:

	Number of Posts	Reach	Video Views
Facebook	474	96 998 515	-
Instagram	425	70 865 689	-
LinkedIn	292	107 204 372	-
Twitter	23	74 718	-
YouTube	394	-	2 035 349
Weibo	246	227 820 000	-
WeChat	238	281 566 020	-
Youku	58	-	10 841

- 2) Brand Hong Kong's social media platforms are mainly managed by 10 staff members of the Brand Hong Kong Management Unit. As the staff managing social media channels also undertake other duties, relevant operating expenses cannot be separately identified.
- 3) Under Programme (1) Public Relations Outside Hong Kong, the estimate for 2023-24 is \$182.4 million, including personal emoluments.

- End -

CONTROLLING OFFICER'S REPLY

HYAB180

(Question Serial No. 1034)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It is mentioned in Matters Requiring Special Attention in 2023-24 that “tailor-made arrangements will be made for prominent political, business and media leaders from the Mainland and overseas visiting Hong Kong on sponsorship. These visitors can see for themselves the latest developments in the city, and bring home the good stories of Hong Kong.” In this connection, will the Government inform this Committee of the following:

- 1) the expenditure and manpower required for the above initiative; and
- 2) the details of “leaders visiting Hong Kong on sponsorship” and “tailor-made arrangements”.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 4)

Reply:

Under the Information Services Department (ISD)’s visitor programmes, the department will invite and sponsor prominent guests from the Mainland and overseas to come to Hong Kong in 2023-24. These sponsored visitors, including government officials, political leaders, academics, think-tank members, top businessmen and financial executives, as well as media representatives, can see for themselves the latest development in the city, and bring home the good stories of Hong Kong. The ISD will design tailor-made itineraries for the sponsored visitors, having regard to their background and areas of interest, and arrange relevant briefing sessions and visits hosted by different departments and institutions for their better understanding of the advantages, potentials and opportunities of the city. The ISD will also sponsor influential international conferences to be held in Hong Kong so as to attract prominent guests to come for these events. The Visits Sub-division, the Overseas Public Relations Sub-division and the Brand Hong Kong Management Unit of the ISD are responsible for implementing the above measures. They will allocate manpower to handle the relevant work according to the needs, and the estimated expenditure in 2023-24 is about \$16.5 million.

- End -

CONTROLLING OFFICER'S REPLY**HYAB181****(Question Serial No. 1035)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (2) Local Public Relations and Public InformationControlling Officer: Director of Information Services (Fletcher CHAN)Director of Bureau: Secretary for Home and Youth AffairsQuestion:

Please list out the projects, production cost, broadcasting platforms, and number of views online in respect of government Announcements in the Public Interest in the past 3 years; and advise the estimated manpower and expenditure for this year.

Asked by: Hon LUK Chung-hung (LegCo internal reference no.: 5)Reply:

Government Television (TV) Announcements in the Public Interest (APIs) are produced and funded by bureaux/departments (B/Ds), with technical assistance provided by the Information Services Department (ISD). The ISD does not keep a centralised record of the details of the TV APIs produced by other B/Ds.

Generally speaking, TV APIs are mainly broadcast on the channels of local TV stations. We have also uploaded TV APIs to ISD YouTube channel and website. The ISD also makes use of social media platforms including those under news.gov.hk and Tamar Talk to enhance publicity as appropriate.

In the past 3 financial years (2020-21, 2021-22 and 2022-23), the TV and radio APIs produced by the ISD, the production cost, and the number of views of TV APIs on ISD YouTube channel are set out in the following table:

2020-21

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
Stop Violence (Think of the Consequences)	249,735	412 011
Have Faith, Together We Fight the Virus (TV API lasted for 60 seconds)	240,000	597 791

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
Upholding national security (TV API only, 15-second)	19,750 (post production)	420 204
Legislation on national security in Hong Kong	43,100 (post production)	500 813
The Chief Executive's appeal to public in fight against COVID-19 (TV API only)	Not applicable (In-house production)	5 346
Universal Community Testing Programme (1)	887,000	397 354 (Up to 14 September 2020) (Note 1)
Universal Community Testing Programme (2)		415 369 (Up to 14 September 2020) (Note 1)
2020 Policy Address Public Consultation	50,000	2 825
The Chief Executive's remarks on national security legislation in Hong Kong (TV API only)	Not applicable (in-house production)	16 759
The Chief Executive's 2020 Policy Address (Live broadcast and viewing online)	307,050	2 946
The Chief Executive's 2020 Policy Address (TV API lasted for 60 seconds)	1,330,975	299 159
2021-22 Budget Public Consultation	724,830	238 669
2021-22 Budget (Announcement)		2 560

Note 1: The APIs were removed after the completion of the programme.

2021-22

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
2021 Policy Address Public Consultation	90,000	2 962
The Chief Executive's 2021 Policy Address (Collection of Copies)	415,000	2 295
The Chief Executive's 2021 Policy Address (TV API lasted for 60 seconds)	1,150,000	238 969
2021 Legislative Council General Election - Casting your vote for Hong Kong (TV API lasted for 15 seconds)	Not applicable (in-house production)	2 047
2022-23 Budget Public Consultation	499,328	6 432

2022-23

Titles of TV and radio APIs	Production cost (\$)	No. of views of TV APIs on ISD YouTube channel (Up to 6 March 2023)
A New Era – Stability. Prosperity. Opportunity (TV API lasted for 60 seconds)	1,380,000	4 137
HKSAR 25th Anniversary celebration events	495,000	3 760
2022 Policy Address Public Consultation	408,000	892 565
Young children should get vaccinated (TV API lasted for 60 seconds)	26,000 (post production)	992
Young children can safely receive Sinovac vaccine (TV API lasted for 60 seconds)	26,000 (post production)	1 121
The Chief Executive's 2022 Policy Address (Collection of Copies)	448,000	1 644
The Chief Executive's 2022 Policy Address (TV API lasted for 60 seconds)	1,400,000	804 952
2023-24 Budget Public Consultation	502,000	4 469
The Chief Executive's Lunar New Year message 2023 (TV API lasted for 60 seconds)	500,000	Not applicable (Uploaded to website)

In 2023-24, the ISD will continue to produce TV APIs as necessary and provide technical assistance to B/Ds. As the staff involved also undertake other duties, the related manpower and expenses cannot be separately identified.

- End -

CONTROLLING OFFICER'S REPLY

HYAB182

(Question Serial No. 3040)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (2) Local Public Relations and Public Information, (3) Public Opinion

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

In recent years, a lot of media deliberately made up rumours and fake news, the purpose of which is to incite members of the public to hate Hong Kong Government and divide the society. However, it is difficult for Hong Kong's existing legislation to combat them effectively. Many countries around the world have combated fake information via enactment, with strong enforcement to curb the spread of fake news online. In this connection, will the Government inform this Committee of the following:

1. Whether the Government will make reference of the successful practices of other countries and instantly instigate legal procedures to enact "law against fake news" in order to vigorously combat fake information?
2. The French Government enacted the "Law Against the Manipulation of Information" and the "Law Against False Information" in November 2018 to combat fake news. Will the Government follow the practices of the country concerned?
3. Please tabulate the publicity expenses of the Government in response to fake information arising from the "the movement of opposition to the proposed legislative amendments" in the past.
4. Although the spread of fake information is not necessarily related to or constitutes such crimes at the moment, it will have a detrimental effect. To defend against the online fake information, will the Government pledge to strive clarifying and defending as soon as possible via different channels in the future?

Asked by: Hon SHANG Hailong (LegCo internal reference no.: 21)

Reply:

1. and 2. The spread of false information is not a phenomenon exclusive to Hong Kong. Governments around the world have been adopting different measures to tackle the problem in recent years. As the subject covers a wide range of issues and has certain sensitivity, the Government has commissioned a consultancy to study the practice and experience of various overseas jurisdictions, the difficulties and controversies that they face, with a view to working out the way forward having regard to the local situation.

3. In response to the fake information issue in 2019-20, the Information Services Department (ISD) launched a set of television and radio Announcements in the Public Interest (APIs) and an online publicity video in the year to appeal to members of the public to fact-check online news and distinguish between right and wrong. The production cost was \$888,000 and publicity cost on social media platforms was \$230,000. The ISD also produced a series of one-minute videos to drive home the Government's clarifications and important messages. The series was broadcast on the ISD's social media platforms including Facebook, Instagram and YouTube, and screened on TV32 of Radio Television Hong Kong. The production cost was about \$400,000.
4. The ISD has been monitoring media reports and messages posted on major social media platforms at the headquarters level and through Information Officers stationed at various bureaux and departments. Social media listening services using advanced tools such as big data analytics are also procured from the market to grasp public opinions and sentiments expressed online in a timely manner. When there are rumours or false information relating to the work of the Government going viral while causing misunderstanding or negative sentiments in the community, the ISD, with inputs from the concerned bureau or department as appropriate, makes clarifications through various channels as soon as possible to alleviate public concerns and curb the spread of rumours.

The ISD's channels for making clarifications against rumours or false information include issuing press releases, arranging relevant officials to explain to the media, and disseminating widely correct information on the Internet and social media through the following means: setting up a clarifications section on the website of news.gov.hk (www.news.gov.hk/eng/categories/clarification/index.html) to facilitate the public to access the clarifications; and making use of the "Tamar Talk" Facebook page (www.facebook.com/TamarTalk.hk) and news.gov.hk Facebook page (www.facebook.com/govnews.hk/) to provide correct information to netizens and set the record straight. In addition, the ISD collaborates with different print and electronic media to disseminate accurate information to the public. It also arranges broadcast of television and radio APIs, and produces one-minute video clips for broadcast on social media platforms such as Facebook, Instagram and YouTube, as well as on TV32 of Radio Television Hong Kong to disseminate correct information to the public.

In 2023-24, the ISD will continue to keep a close watch on reports on mass media and views expressed on major social media platforms to help bureaux and departments grasp public sentiments, and disseminate accurate information and swiftly respond to false information and rumours relating to the work of the Government through various channels, including major social media platforms. We will also continue to monitor closely the latest market developments and international trends with a view to making the best use of various communication platforms and means to widely publicise government messages.

- End -

CONTROLLING OFFICER'S REPLY

HYAB183

(Question Serial No. 1862)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

In the face of increasingly complicated international landscape, some foreign forces still from time to time make false allegations towards Hong Kong affairs via various channels and attempt to interfere with the internal affairs of China through interfering in Hong Kong affairs. The Programme points out that the Information Services Department monitors public opinion expressed in the mass news media and popular social media platforms to help policy bureaux and departments to stay abreast of public views on subjects under their purview. In this connection, will the Government inform this Committee of the following:

1. Are there new policies to monitor and clarify false allegations towards Hong Kong affairs during the year? If so, what are the details? If not, what are the reasons?
2. Are there measures by the Government to deal with untruthful remarks made by less popular news media and social media platforms? If so, what are the details? If not, what are the reasons?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 33)

Reply:

The Information Services Department (ISD) has been monitoring media reports and messages posted on major social media platforms at the headquarters level and through Information Officers stationed at various bureaux and departments. Social media listening services using advanced tools such as big data analytics are also procured from the market to grasp public opinions and sentiments expressed online in a timely manner. When there are rumours or false information relating to the work of the Government going viral while causing misunderstanding or negative sentiments in the community, the ISD, with inputs from the concerned bureau or department as appropriate, makes clarifications through various channels as soon as possible to alleviate public concerns and curb the spread of rumours.

The ISD's channels for making clarifications against rumours or false information include issuing press releases, arranging relevant officials to explain to the media, and disseminating widely correct information on the Internet and social media through the following means: setting up a clarifications section on the website of news.gov.hk (www.news.gov.hk/)

eng/categories/clarification/index.html) to facilitate the public to access the clarifications; and making use of the “Tamar Talk” Facebook page (www.facebook.com/TamarTalk.hk) and news.gov.hk Facebook page (www.facebook.com/govnews.hk/) to provide correct information to netizens and set the record straight. In addition, the ISD collaborates with different print and electronic media to disseminate accurate information to the public. It also arranges broadcast of television and radio Announcements in the Public Interest, and produces one-minute video clips for broadcast on social media platforms such as Facebook, Instagram and YouTube, as well as on TV32 of Radio Television Hong Kong to disseminate correct information to the public.

In 2023-24, the ISD will continue to keep a close watch on reports on mass media and views expressed on major social media platforms to help bureaux and departments grasp public sentiments, and disseminate accurate information and swiftly respond to false information and rumours relating to the work of the Government through various channels, including major social media platforms. We will also continue to monitor closely the latest market developments and international trends with a view to making the best use of various communication platforms and means to widely publicise government messages.

- End -

CONTROLLING OFFICER'S REPLY

HYAB184

(Question Serial No. 1863)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

President Xi Jinping stresses that telling good stories of Hong Kong, broadcasting good voice of China, showcasing true, comprehensive and all-round China are important missions to boost China's international influence. The Aim under the Programme is to promote a favourable image of Hong Kong internationally and in the Mainland. In this connection, will the Government inform this Committee of the following:

1. What are the Government's publicity projects to promote Hong Kong as Asia's world city, and as a two-way platform for international firms seeking access to the mainland market, and for Mainland companies reaching out to the world during the year? If so, what are the details? If not, what are the reasons for that?
2. In order to showcase the strengths of Hong Kong in a more comprehensive manner, what are the Government's future plans for tailor-made arrangements to be made for prominent political, business and media leaders from the Mainland and overseas visiting Hong Kong on sponsorship, so that these visitors can see for themselves the latest developments in the city, and bring home the good stories of Hong Kong? If so, what are the details? If not, what are the reasons for that?
3. Are there Government's policies to offer opinions to bureaux and departments to enable officials of Hong Kong Special Administrative Region to promote successful stories of China, introduce the glorious history of a hundred years of struggle made by the Communist Party of China, the successful implementation of the "One Country, Two Systems" principle, the enormous effect of the Hong Kong National Security Law to various areas, countries and groups, supplemented by various publicity strategies when facing the international media, overseas visitors and attending international conferences, so that the world can understand the history, culture and achievement of China and the circle of friends can be enlarged and strengthened? If so, what are the details? If not, what are the reasons for that?

Asked by: Hon TAN Sunny (LegCo internal reference no.: 32)

Reply:

1. As Hong Kong returns to normalcy, it is now time for us to go all out to promote Hong Kong's new potentials and opportunities at full steam. The SAR Government tells good stories of Hong Kong by inviting visitors to come here, and, at the same time, raises our city's profile around the world. Apart from inviting business leaders, political dignitaries, media representatives and influential figures to come and experience the real Hong Kong, understand the latest developments, unlimited opportunities and new tourist attractions on offer in Asia's world city, the SAR Government also leads and organises different delegations to the Mainland and overseas countries to introduce the unparalleled strengths of the city under "one country, two systems", and to promote business, tourism and cultural exchanges, showcasing that Hong Kong is the priority platform for international firms seeking access to the mainland market, and for Mainland companies reaching out to the world.

The SAR Government is going all out to promote the new potentials and opportunities of Hong Kong at full steam, and has planned a series of promotional activities, one after another, with a view to enhancing promotion of Hong Kong in the Mainland. The Task Force on Promoting and Branding Hong Kong (the Task Force), led by the Financial Secretary, has commenced the relevant work. With the focus on telling good stories of Hong Kong for the new situation, new potentials and new opportunities in Hong Kong under its new development stage, and through direct communication and public relations promotion, the Task Force will facilitate a more comprehensive understanding of Hong Kong's advantages and opportunities by people in the Mainland and overseas regions. With members comprising prominent individuals in diverse sectors, representatives of Hong Kong Inc. partner organisations and Government officials, the Task Force will provide valuable advice on the Government's overall promotional strategy and a series of promotional plans and activities in the Mainland and overseas regions. It is believed that with concerted efforts, the promotional work in the Mainland and overseas regions will be more targeted, more in line with the actual objectives and more impactful in terms of further enhancing the branding and image of Hong Kong.

Since the implementation of the gradual resumption of normal travel between Hong Kong and the Mainland on January 8 this year, the Chief Executive and the principal officials of the SAR Government have actively planned to visit various provinces and municipalities in the Mainland for high-level visits and exchanges, hosting and attending bilateral and multilateral co-operation meetings with provinces and municipalities in the Mainland, and participating in meetings and activities organised by the SAR Government Mainland Offices (Mainland Offices) and the relevant Mainland organisations in areas of business and trade, culture, art, tourism, sports, etc., so as to strengthen the co-operation with the provinces and municipalities in the Mainland comprehensively. The Mainland Offices will also take advantage of the opportunity when senior SAR Government officials visit the Mainland to arrange for officials to attend promotional activities, give speeches and accept media interviews in order to enhance the effectiveness of publicity and tell good stories of Hong Kong in the Mainland. In addition, the Mainland Offices and relevant organisations will also promote Hong Kong's advantages through diversified activities, encourage and support representatives of different professions and sectors to visit the Mainland, and deepen exchanges with various places.

The Mainland Offices will continue to play the bridging role, to organise visits to Mainland authorities and bodies, to attend speaking occasions, to conduct media interviews and briefings, as well as to participate in business and trade meetings. They will also make good use of the online and offline platforms, including digital and multimedia platforms, and mass media platforms such as television, radio, newspapers, etc. These platforms will also be used for disseminating information, short videos, interview programmes, etc., for promoting Hong Kong's advantages and opportunities in the Mainland.

In addition, this year, Invest Hong Kong will continue to work closely with the relevant ministries and commissions of the Central Government, commerce bureaux of Mainland provinces and municipalities, Mainland commercial and industrial organisations in organising a variety of investment promotion events of different scale, so as to assist Mainland enterprises to understand the distinctive advantages of Hong Kong enjoying strong support of the Motherland and being closely connected to the world under "one country, two systems", and encourage more potential Mainland enterprises to set up in Hong Kong, or to make use of Hong Kong as a platform to go global and open up overseas markets.

2. Under the Information Services Department (ISD)'s visitor programmes, the department will invite and sponsor prominent guests from the Mainland and overseas to come to Hong Kong in 2023-24. These sponsored visitors, including government officials, political leaders, academics, think-tank members, top businessmen and financial executives, as well as media representatives, can see for themselves the latest development in the city, and bring home the good stories of Hong Kong. The ISD will design tailor-made itineraries for the sponsored visitors, having regard to their background and areas of interest, and arrange relevant briefing sessions and visits hosted by different departments and institutions for their better understanding of the advantages, potentials and opportunities of the city.
3. The ISD publishes and regularly updates fact sheets on major issues, such as "one country, two systems", the Hong Kong National Security Law, and improvement of the electoral system. The department also consolidates and provides information on Hong Kong's advantages, potentials and opportunities on all fronts to bureaux and departments enabling the SAR Government officials to promote the successful stories of the country and Hong Kong to different regions, countries and groups when speaking to the international media and overseas visitors, as well as attending international conferences.

- End -

CONTROLLING OFFICER'S REPLY**HYAB185****(Question Serial No. 1235)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (3) Public OpinionControlling Officer: Director of Information Services (Fletcher CHAN)Director of Bureau: Secretary for Home and Youth AffairsQuestion:

The prevalence of untrue information on social media platforms has created anti-government public opinions, which seriously affects the governance, anti-epidemic work and international image. The Government must expand its resources to tackle online public opinions. The provision for Public Opinion in this year's Budget has increased by 9.9% to about 35 million as compared with the provision for 2022-23. In this connection, will the Government inform this Committee of the following:

- (a) the respective number of staff employed by the Information Services Department (ISD) in the past 3 years who are responsible for media coverage and information for major social media platforms; and the respective expenditure by year;
- (b) the number of posts on anti-epidemic and anti-government-related disinformation reported by the monitoring staff over the past 5 years;
- (c) the number of cases reported and successful prosecution conducted for disseminating and circulating disinformation over the past 5 years.

Asked by: Hon TIEN Puk-sun, Michael (LegCo internal reference no.: 16)Reply:

- (a) The Information Services Department (ISD) has been monitoring media reports and messages posted on major social media platforms at the headquarters level and through Information Officers stationed at various bureaux and departments. Social media listening services using advanced tools such as big data analytics are also procured from the market to grasp public opinions and sentiments expressed online in a timely manner. When there are rumours or false information relating to the work of the Government going viral while causing misunderstanding or negative sentiments in the community, the ISD, with inputs from the concerned bureau or department as appropriate, makes clarifications through various channels as soon as possible to alleviate public concerns and curb the spread of rumours. This is part of the day-to-day work of staff concerned and we are not able to single out the exact manpower involved and expenses incurred.

- (b) and (c) Monitoring media reports and messages posted on major social media platforms requires the concerted effort of the ISD and various bureaux and departments. The ISD does not keep statistics on disinformation.

The ISD's channels for making clarifications against rumours or false information include issuing press releases, arranging relevant officials to explain to the media, and disseminating widely correct information on the Internet and social media through the following means: setting up a clarifications section on the website of news.gov.hk (www.news.gov.hk/eng/categories/clarification/index.html) to facilitate the public to access the clarifications; and making use of the "Tamar Talk" Facebook page (www.facebook.com/TamarTalk.hk) and news.gov.hk Facebook page (www.facebook.com/govnews.hk/) to provide correct information to netizens and set the record straight. In addition, the ISD collaborates with different print and electronic media to disseminate accurate information to the public. It also arranges broadcast of television and radio Announcements in the Public Interest, and produces one-minute video clips for broadcast on social media platforms such as Facebook, Instagram and YouTube, as well as on TV32 of Radio Television Hong Kong to disseminate correct information to the public.

- End -

CONTROLLING OFFICER'S REPLY

HYAB186

(Question Serial No. 0565)

Head: (74) Information Services Department

Subhead (No. & title): (-) Not Specified

Programme: (2) Local Public Relations and Public Information,
(3) Public Opinion
(4) Civic Responsibility

Controlling Officer: Director of Information Services (Fletcher CHAN)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

1. Regarding the two indicators of “responding to public criticism or misconception of government policies within the same day” and issuing of press releases within 45 minutes, the department could meet and even exceeded the targets in the past 2 years, though members of public could not feel it. What measures will be in place to enhance the performance of relevant work, including enhancing the readability and dissemination of Government responses and press releases?
2. “Hours of monitoring popular social media platforms” is included as a new indicator in 2022. Please list out the manpower and expenditure for the monitoring work, the monitoring targets (social media platforms) and methods, as well as how the relevant monitoring results will be analysed and utilised;
3. Will the department regularly review the monitoring targets and methods in view of the ever-changing technology and Internet activities, such as using artificial intelligence to facilitate monitoring, analysing and making suggestions?
4. The department has fully met the targets of “production of posters upon requests within two months” and “production of Announcements in the Public Interest (API) upon request within two months” for some consecutive years. Will the Government consider enhancing the indicators through enhancing speed, efficiency and quantity in producing publicity materials for the Government? Will the Government consider contracting out some of the relevant work so as to centralise the manpower and resources to handle core and sensitive publicity work of the Government?

Asked by: Hon TSE Wai-chuen, Tony (LegCo internal reference no.: 24)

Reply:

1. The Hong Kong Special Administrative Region Government has been releasing information to the public in accordance with the principles of openness, transparency, accuracy and efficiency, so that members of the public can receive accurate information from the Government as early as possible. The issuance of

press releases is one of the many ways to disseminate government information. In general, press releases are drafted and approved by policy bureaux, departments and their respective press office (composed of staff from the Information Services Department (ISD)), and then disseminated to all registered media organisations via the Government News and Media Information System.

Press releases are comprehensive and precise and usually as succinct as possible. The press office of policy bureaux and departments also respond actively to media enquiries on press releases with a view to letting members of the public know about related information as soon as possible. A small number of press releases involve more complicated issues, and sometimes it is inevitable to include some proper nouns or technical terms in full, and list out major data, scientific rationale, legal basis and background information in details to facilitate the media to select relevant content for more detailed and multiple-angle reporting. Through media reports, members of the public can understand the background, considerations, implementation details of government policies and impact on society and the public in a more accurate and comprehensive way with a view to gaining the support and co-operation of the public and improving the effectiveness of governance.

The ISD has also been using different communication platforms to extend the reach and enhance the dissemination of government information to the public. The ISD's news website news.gov.hk rewrites and packages important government press releases and events in simple and easy-to-understand text, supplemented by pictures or short videos, to convey government information in a vivid way.

In addition, in view of the latest development of social media, the ISD has opened a series of social media accounts, including news.gov.hk Facebook, "Tamar Talk" Facebook, Brand Hong Kong Facebook, Instagram and WeChat for news.gov.hk, Weibo, Twitter, ISD YouTube channel, LinkedIn and Youku accounts. By using simple text, informative charts, news clips, vivid short videos and animations, as well as photo albums etc., these social media channels convey government messages and information to audience within and outside Hong Kong.

The ISD will continue to maintain close liaison with policy bureaux, departments and their respective press office in information dissemination. We will also monitor market developments and world trends and make good use of different communication platforms and channels to step up publicising government policies and disseminating information effectively.

2. and 3. The ISD has been monitoring media reports and messages posted on major social media platforms at the headquarters level and through Information Officers stationed at various bureaux and departments. Social media listening services using advanced tools such as big data analytics are also procured from the market to grasp public opinions and sentiments expressed online in a timely manner, and for informing relevant bureaux and departments promptly to assist their policy formulation and implementation. When there are rumours or false information relating to the work of the Government going viral while causing misunderstanding or negative sentiments in the community, the ISD, with inputs from the concerned

bureau or department as appropriate, makes clarifications through various channels as soon as possible to alleviate public concerns and curb the spread of rumours.

Monitoring media reports and messages posted on major social media platforms requires the concerted effort of the ISD and various bureaux and departments. This is part of the day-to-day work of staff concerned and we are not able to single out the exact manpower involved. The ISD monitors public opinions expressed online and on major social media platforms in light of circumstances and actual needs so there are no fixed targets for monitoring.

To make the best use of the latest technological development (such as artificial intelligence and big data analytics) and keep pace with public opinions, the ISD procures social media listening services from the market where necessary to collect views using big data and produce summaries with a view to grasping public opinions and sentiments more accurately and timely.

In 2023-24, the ISD will continue to keep a close watch on views expressed on major social media platforms to help bureaux and departments grasp public sentiments, and disseminate accurate information and swiftly respond to false information and rumours relating to the work of the Government through various channels, including major social media platforms. We will also continue to monitor closely the latest market developments and international trends with a view to making the best use of various communication platforms and means to widely publicise government messages.

4. Lead time for the production of posters varies according to the scale and complexity of individual publicity campaigns. For very significant and urgent campaigns, the production of posters can be completed within a few days to less than two weeks. However, production of posters for large-scale publicity campaigns may still require longer preparation and production time. On the other hand, the production of Announcements in the Public Interest (APIs) is generally contracted out. We have to allow sufficient time to ensure that the procurement procedures comply with the Government's Stores and Procurement Regulations for openness and fairness. Production of APIs also has to go through the internal approval process to ensure their compliance with certain professional standards. We will review the indicators from time to time in light of operational needs.

We have been contracting out part of the work concerning production of publicity materials as appropriate and required, in order to fully tap on the market resources to enhance efficiency. However, as some work involves confidential information, it is more appropriate to be handled internally in the Government.

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