

**CONTROLLING OFFICER'S REPLY**

**HAB145**

**(Question Serial No. 3023)**

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Will the Government advise this Committee:-

- (1) the operational expenses, staff establishment and annual provision for salaries under this Programme in 2016-17; and
- (2) the respective expenditure on promoting "Appreciate Hong Kong" and the Basic Law in 2016-17?

Asked by: Hon Albert CHAN Wai-yip (Member Question No. 61)

Reply:

- (1) Under Programme 2 "Local Public Relations and Public Information", the financial provision for 2016-17 is \$212.7 million including \$172.7 million for personal emoluments, and the staff establishment is 249.
- (2) No expenditure is expected to incur in 2016-17 on promoting the "Appreciate Hong Kong" campaign which will run till end April 2016, and the Basic Law.

- End -

**CONTROLLING OFFICER'S REPLY****HAB146****(Question Serial No.1479)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (1) Public Relations Outside Hong KongControlling Officer: Director of Information Services (Patrick T K NIP)Director of Bureau: Secretary for Home AffairsQuestion:

The Information Services Department (ISD) aims at projecting a good image of Hong Kong globally and says that it will make use of Facebook, YouTube and Instagram to extend the reach of publicity efforts around the world. For this matter please advise this Council:-

1. “the number of fans”, “the number of posts” and “the number of engagements” in the Facebook, YouTube and Instagram accounts used by the ISD to promote Hong Kong overseas during the past 3 years;

## Facebook

|                     | 2013-14 | 2014-15 | 2015-16 |
|---------------------|---------|---------|---------|
| No. of fans         |         |         |         |
| No. of posts        |         |         |         |
| No. of engagements# |         |         |         |

## YouTube

|                            | 2013-14 | 2014-15 | 2015-16 |
|----------------------------|---------|---------|---------|
| No. of subscriptions       |         |         |         |
| No. of videos in playlists |         |         |         |
| No. of engagements#        |         |         |         |

## Instagram

|                     | 2013-14 | 2014-15 | 2015-16 |
|---------------------|---------|---------|---------|
| No. of followers    |         |         |         |
| No. of posts        |         |         |         |
| No. of engagements# |         |         |         |

2. what regions do the majority of fans in the social media concerned come from and please set out in table form the top 3 regions with the greatest number of fans along with the ratio; and
3. the estimated total expenditure of using social media to promote Hong Kong.

Asked by: Hon Christopher CHEUNG Wah-fung (Member Question No. 33)

Reply:

1. A BrandHK YouTube Channel was set up in January 2015 while a BrandHK Instagram account and a Facebook Fan Page were launched in September and December 2015 respectively to promote Hong Kong. The number of “fans”, “posts” and “engagements” in the Facebook, YouTube and Instagram accounts during the past 3 years are as follows:

Facebook

|                                 | 2013-14 | 2014-15 | 2015-16<br>(up to 7 March 2016) |
|---------------------------------|---------|---------|---------------------------------|
| No. of fans                     | -       | -       | 19 770                          |
| No. of posts                    | -       | -       | 187                             |
| No. of engagements <sup>#</sup> | -       | -       | 31 035                          |

Note: <sup>#</sup>Include: reactions, comments and shares/clicks on posts, such as photo view and video play.

YouTube

|                                 | 2013-14 | 2014-15 | 2015-16<br>(up to 7 March 2016) |
|---------------------------------|---------|---------|---------------------------------|
| No. of subscriptions            | -       | 45      | 210                             |
| No. of videos in playlists      | -       | 221     | 403                             |
| No. of engagements <sup>^</sup> | -       | 14      | 626                             |

Note: <sup>^</sup> Include: no. of likes, dislikes, comments and shares

Instagram

|                                 | 2013-14 | 2014-15 | 2015-16<br>(up to 7 March 2016) |
|---------------------------------|---------|---------|---------------------------------|
| No. of followers                | -       | -       | 126                             |
| No. of posts                    | -       | -       | 76                              |
| No. of engagements <sup>*</sup> | -       | -       | 295                             |

Note:<sup>\*</sup>Include: no. of likes and comments

2. Facebook: The majority of fans in the social media come from the United Arab Emirates, the United States of America and Singapore, accounting for 30%, 20% and 9% of the total fans respectively.

Youtube/Instagram: Not available

3. We have yet to determine the total allocation for using social media to promote Hong Kong.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB147**

**(Question Serial No.1977)**

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Not Specified

Question:

The Government has been frequently criticised for publishing press release late at night. Please advise:

1. in the following table the number of press releases published outside office hours (i.e. after 5 p.m. until 9 a.m. the next morning) for the past 3 years;

| Date of publication | Time of publication | Topic of the press release | Policy bureau concerned |
|---------------------|---------------------|----------------------------|-------------------------|
|                     |                     |                            |                         |
|                     |                     |                            |                         |
|                     |                     |                            |                         |

2. the additional expenditure, staff establishment and hours of overtime involved in publishing press releases outside office hours by the Information Services Department (ISD); and
3. whether the ISD will review the time of publishing press releases in future to avoid making announcement late at night so as to facilitate the public and the media to pick up the news.

Asked by: Hon Gary FAN Kwok-wai (Member Question No. 24)

Reply:

The Government attaches great importance to providing the media and the public with information in a timely manner. With the increasing popularity of electronic media, the news and information cycle is no longer confined to office hours and operates 24 hours a day. The issue of press releases, therefore, cannot be confined to a specific period of time but would be carried out promptly when required to ensure that news and information reach the media and public as quickly as possible. We do not keep statistics on press releases issued during or outside office hours.

All press releases, including photos and videos, are uploaded onto the website of the ISD as and when they are issued to the media ([www.info.gov.hk/gia/general/today.htm](http://www.info.gov.hk/gia/general/today.htm)).

The work of issuing government press releases is handled by the Information Officers in the ISD or different bureaux and departments. Such work is part of their core duties and does not incur additional financial resources or manpower.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB148**

**(Question Serial No. 1980)**

Head: (74) Information Services Department

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

Programme: (2) Local Public Relations and Public Information

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

All along the Information Services Department (ISD) has used social media such as Facebook to disseminate latest news. Please advise:-

- a. ISD's expenditure on operating social media in 2015; and whether the ISD has set up targets on the coverage and reach rate of social media as yardsticks of efficacy;
- b. the total reach rate per month of the Facebook Fan Page of news.gov.hk in 2015; and
- c. up to date the breakdown and ratio of age, nation/region and gender of subscribers of the Facebook Fan Page for news.gov.hk who rated the Fan Page with "like";
- d. or the past 30 days the breakdown and ratio of age, nation/region and gender of subscribers who rated the posts of the Facebook Fan Page for news.gov.hk with "like", commented on the posts, shared the posts or interacted with the Fan Page; and
- e. the areas reached by the latest 5 posts on the Facebook Fan Page for news.gov.hk and the number of subscribers who have been engaged.

Asked by: Hon Gary FAN Kwok-wai (Member Question No. 20)

Reply:

- a. The Information Services Department continued to deploy its existing manpower resources to manage the various social media channels; hence no additional expenditure had been incurred in the past years. The setting up of social media channels is to disseminate government information to promote better public understanding of government work, policies and initiatives, and to garner their views. No coverage targets have been established.

- b. The total reach rate per month of *news.gov.hk* Facebook Fan Page in 2015 <sup>Note</sup> is as follows:

| <b>2015</b> | <b>Total Reach</b> | <b>2015</b> | <b>Total Reach</b> |
|-------------|--------------------|-------------|--------------------|
| January     | 230 501            | July        | 1 177 838          |
| February    | 505 878            | August      | 853 985            |
| March       | 594 502            | September   | 476 660            |
| April       | 1 302 659          | October     | 682 982            |
| May         | 601 706            | November    | 1 239 827          |
| June        | 1 499 856          | December    | 1 669 376          |
|             |                    | Total:      | 10 835 770         |

(Note: The Facebook Fan Page for *news.gov.hk* was created in November 2014.)

- c. As at 9 March 2016, the breakdown and ratio of age, nation/region and gender of subscribers of *news.gov.hk* Facebook Fan Page who rated the Fan Page with “like” are as follows:

| <b>Age</b>   | <b>Ratio</b> |
|--------------|--------------|
| 13-17        | 3%           |
| 18-24        | 26%          |
| 25-34        | 37%          |
| 35-44        | 17%          |
| 45-54        | 7%           |
| 55-64        | 3%           |
| 65 and above | 3%           |
| others       | 4%           |

| <b>Country/Region</b> | <b>No of fans</b> | <b>Ratio</b> |
|-----------------------|-------------------|--------------|
| Hong Kong             | 25 733            | 88.62%       |
| Malaysia              | 413               | 1.42%        |
| Taiwan                | 379               | 1.31%        |
| Macau                 | 360               | 1.24%        |
| China                 | 318               | 1.10%        |
| United Kingdom        | 317               | 1.09%        |
| U.S.A.                | 248               | 0.85%        |
| Australia             | 188               | 0.65%        |
| Canada                | 164               | 0.56%        |
| Singapore             | 134               | 0.46%        |
| Others                | 783               | 2.70%        |
| Total                 | 29 037            | 100%         |

| <b>Gender</b>                          | <b>Ratio</b> |
|--|--------------|
| Female                                 | 43%          |
| Male                                   | 55%          |
| Not Specified/<br>Non-personal account | 2%           |

- d. The Facebook Insights provides relevant figures for the past 28 days only. The breakdown and ratio of age, nation/region and gender of subscribers who rated the posts of news.gov.hk Facebook Fan Page with “like”, commented on the posts, shared the posts or interacted with the Fan Page are as follows:

11 February – 8 March 2016

| <b>Age</b>  | <b>Ratio</b> |
|-------------|--------------|
| 13-17       | 3%           |
| 18-24       | 19%          |
| 25-34       | 29%          |
| 35-44       | 20%          |
| 45-54       | 12%          |
| 55-64       | 8%           |
| 65 or above | 6%           |
| Others      | 3%           |

| <b>Country/Region</b> | <b>No. of people</b> | <b>Ratio</b> |
|-----------------------|----------------------|--------------|
| Hong Kong             | 40 572               | 89.60%       |
| Macau                 | 848                  | 1.87%        |
| Taiwan                | 629                  | 1.39%        |
| U.S.A.                | 568                  | 1.25%        |
| Canada                | 465                  | 1.03%        |
| United Kingdom        | 435                  | 0.96%        |
| Malaysia              | 426                  | 0.94%        |
| Australia             | 331                  | 0.73%        |
| China                 | 206                  | 0.45%        |
| Singapore             | 203                  | 0.45%        |
| Japan                 | 75                   | 0.17%        |
| Others                | 522                  | 1.15%        |
| Total                 | 45 280               | 100%         |

| <b>Gender</b>                          | <b>Ratio</b> |
|--|--------------|
| Female                                 | 42%          |
| Male                                   | 56%          |
| Not Specified/<br>Non-personal account | 2%           |

- e. As at 9 March 2016, the total reach by the latest 5 posts on news.gov.hk Facebook Fan Page and the number of people who have been engaged are 129 471 and 21 486 respectively.

- End -



**CONTROLLING OFFICER'S REPLY****HAB149****(Question Serial No.0990)**Head: (74) Information Services DepartmentSubhead (No. & title): (-) Not SpecifiedProgramme: (2) Local Public Relations and Public InformationControlling Officer: Director of Information Services (Patrick T K NIP)Director of Bureau: Secretary for Home AffairsQuestion:

Please advise the number of speeches delivered by the Secretaries of various bureaux, the number of interviews by the media, the number of articles put on respective website of various bureaux, the number of closed-door briefings (commonly called "informal briefings") held by various bureaux, the number of press conferences, the expenditure involved and the manpower arrangement made since the inauguration of the present government as well as the plan for future work in these respects.

Asked by: Dr Hon LAM Tai-fai (Member Question No. 59)Reply:

The number of media interviews given by bureau secretaries and closed-door briefings and press conferences organised by government bureaux in this term of the Government from 1 July 2012 to 31 December 2015 are set out below:

|  | Number of media interviews given by bureau secretaries | Number of closed-door briefings held by bureaux | Number of press conferences held by bureaux |
|--|--|---|---|
| Civil Service Bureau                       | 22   | 2   | 7   |
| Commerce and Economic Development Bureau   | 67   | 2   | 237   |
| Constitutional and Mainland Affairs Bureau | 30   | 2   | 156   |
| Development Bureau                         | 68   | 1   | 163   |
| Education Bureau                           | 55   | 2   | 233   |
| Environment Bureau                         | 65   | 0   | 252   |
| Food and Health Bureau                     | 285  | 0   | 505   |
| Financial Services and the Treasury Bureau | 104  | 0   | 138   |

|                                  | Number of media interviews given by bureau secretaries | Number of closed-door briefings held by bureaux | Number of press conferences held by bureaux |
|----------------------------------|--|---|---|
| Home Affairs Bureau              | 15   | 0   | 47  |
| Innovation and Technology Bureau | 0  | 0   | 4   |
| Labour and Welfare Bureau        | 85   | 0   | 305   |
| Security Bureau                  | 20   | 0   | 157   |
| Transport and Housing Bureau     | 109  | 5   | 244   |

The work of arranging these press conferences and interviews is handled by the Information Officers posted from the Information Services Department (ISD) to government bureaux. No extra financial or manpower resources are incurred.

The ISD does not keep information on the number of speeches delivered by bureau secretaries at public events or the number of articles published by them on bureaux websites. Speeches delivered by bureau secretaries are normally uploaded to the websites of their respective bureau for public browsing.

All bureaux will continue to adhere to the principles of openness and transparency, and will endeavour to disseminate information on policies and measures to the community through various channels.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB150**

**(Question Serial No. 2774)**

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Under Programme (1) Public Relations Outside Hong Kong, the financial provision for 2016-17 is \$100.6 million, which aims to promote a favourable image of Hong Kong internationally. And under the heading "Matters Requiring Special Attention in 2016-17", it is said that the Information Services Department (ISD) will continue to support promotional campaigns in conjunction with government offices around the world. However, the Government has cut back provision and reduced a number of promotional activities. How will the Government ensure a good relation with the media?

Asked by: Hon Andrew LEUNG Kwan-yuen (Member Question No. 22)

Reply:

A one-off additional funding of \$26 million was allocated to the Information Services Department (ISD) in the 2015-16 financial year to enhance the Department's promotion and publicity efforts on a time-limited basis.

In 2016-17, the ISD will continue to actively promote Hong Kong through various channels, including advertising, publications and social media, and will support events and activities staged by the HKSARG offices overseas and in the Mainland. The ISD will continue to assist visiting journalists and film crews in the same way as before.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB151**

**(Question Serial No. 3228)**

Head: (74) Information Services Department

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

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

1. Regarding its work to promote Hong Kong, will the Information Services Department (ISD) give a breakdown of its work programme, subhead expenditure and allocation of manpower for the past 3 years?
2. The number of video produced by the ISD had decreased from 70 in 2014 to 40 in 2016. What are the reasons?
3. Has ISD substantially allocated any expenditure and made any plan in 2016-17 to strengthen promotional work on Hong Kong history and culture?

Asked by: Hon MA Fung-kwok (Member Question No. 50)

Reply:

1. The work of the Information Services Department (ISD) in promoting Hong Kong in the past 3 years include providing assistance to locally-based overseas media organisations as well as visiting journalists and film crews; producing and distributing publications; producing videos; providing assistance to sponsored visitors and visiting guests; arranging speaking engagements outside Hong Kong; co-ordinating high-level outward missions; and co-ordinating and assisting the implementation of public relations projects outside Hong Kong. The above tasks were shared among staff of relevant divisions of the Department.

ISD's expenditure under Programme 1 "Public Relations Outside Hong Kong" in 2013-14, 2014-15 and 2015-16 was \$79.7 million, \$83.6 million and \$104 million (Revised Estimate) respectively, which includes staff costs.

2. In 2014-15 and 2015-16, the ISD produced a series of videos featuring foreigners from a range of nationalities living in Hong Kong to support the promotional work of Hong Kong Economic and Trade Offices. There are currently no plans to add any more videos to this series. Thus, we estimate that fewer videos will be produced in 2016-17.
3. In 2016-17, the ISD will continue to promote various strengths of Hong Kong, in particular its positioning as "Asia's world city". We have yet to determine allocations for individual plans and projects.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB152**

**(Question Serial No.0874)**

Head: (74) Information Services Department

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

Programme: (-) Not Specified

Controlling Officer: Director of Information Services (Patrick T K NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Please advise the social media Information Services Department used to communicate with the public, as well as the manpower and financial resources involved.

Asked by: Hon WONG Ting-kwong (Member Question No. 26)

Reply:

The Information Services Department set up a YouTube Channel in May 2010 for the department, and Twitter and Weibo accounts for news.gov.hk in July 2010. A Facebook Fan Page for news.gov.hk was launched in November 2014, followed by the setting up of Instagram and WeChat accounts in November 2015. A BrandHK YouTube Channel was set up in January 2015 while a BrandHK Instagram account and a Facebook Fan Page were launched in September and December 2015 respectively.

The workload is absorbed by existing manpower and resources.

- End -

**CONTROLLING OFFICER'S REPLY**

**HAB153**

**(Question Serial No.0875)**

Head: (74) Information Services Department

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

Programme: (3) Public Opinion

Controlling Officer: Director of Information Services (Patrick TK NIP)

Director of Bureau: Secretary for Home Affairs

Question:

Please advise the names of the newspapers, magazines, periodicals, television broadcasts, radio broadcasts, online media, special reports and media reviews that the Information Services Department regularly monitors; the fees for subscription and other expenses.

Asked by: Hon WONG Ting-kwong (Member Question No. 27)

Reply:

The number of newspapers, magazines, periodicals, television channels, radio channels, online platforms, special reports and media reviews being regularly monitored by the Information Services Department, with the relevant subscription fees and other expenses involved, are provided in the table below:

| Category            | Number of subscription /<br>Number of channels | Relevant subscription fees<br>and other expenses |
|---------------------|--|--|
| Newspapers          | 23   | \$171,606  |
| Magazines           | 22   | \$29,753   |
| Periodicals         | -  | -  |
| Television channels | 10   | \$21,598   |
| Radio channels      | 7  | \$529  |
| Online media        | -  | -  |
| Special reports     | 4  | \$9,516  |
| Media reviews       | -  | -  |
|                     |  | \$233,002 (Total)                                |

- End -