



## Background:

Contagion is working alongside Te Māngai Pāho and Te Māngai Pāho-funded applicants to improve how public engagement with funded content is measured and reported.

Since Budget 2022, Te Māngai Pāho has been working to deliver more robust data and analysis to demonstrate the impact of its investments and to make a strong case for future government funding.

Contagion's role is to automate and standardise data collection across all participating publishers, producers, and broadcasters—reducing the burden of manual reporting for applicants.

## Process:

Here's how we'll work together to help you report on your Te Māngai Pāho-funded content.

- **We're here to support you:** Contagion is partnering with Te Māngai Pāho to make it easier for you to track how your content connects with audiences across Aotearoa New Zealand. Our goal is to streamline the data collection process, saving you time while ensuring consistent and accurate reporting.
- **Getting set up:** We'll contact you directly to help install the appropriate measurement tools on your social media channels (YouTube, TikTok, Facebook, Instagram).  
**Important: Please ensure everything is fully set up and tested at least two weeks before your content goes live.**
- **Tagging your content:** To help us track only Te Māngai Pāho-funded content, please tag your posts clearly:
  - On social media, tag your posts with @te\_mangai\_paho
- **Collecting data:**
  - For platforms like Facebook, Instagram, YouTube, and TikTok, simply download your monthly data by the 4th of each month. Filter for posts tagged with **@te\_mangai\_paho** and send us the CSV file. We will provide step-by-step instructions to guide you – refer to the [Social Reporting Instructions](#) document.
- **Making sense of the data:** We will collate your information and present it in an easy-to-understand dashboard, giving you ongoing access to performance insights for your content. **Please note: Your dashboard reflects only the data you share with us. Te Māngai Pāho will only be able to view what you provide.**
- **Protecting your data:** We take privacy seriously. All data collection and reporting will follow the Privacy Act 2020 and respect Māori Data Sovereignty. No personal or sensitive info will be shared or reported.
- **Why it matters:** By following this streamlined process, you contribute to a stronger case for sustained Te Māngai Pāho funding – benefiting not just your own projects but the wider sector. Plus, you will gain valuable insights into the reach and audience engagement of your own content, with minimal extra effort.