

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Additional Estimates 2014 - 2015**

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000051

Senator Rhiannon, Lee asked on 25 February 2015, Hansard page 43.

Higher Education advertising campaign

Question

Ms Paul: That is just the figure to date on people reached through Facebook, which is 3,800,000.

Senator RHIANNON: When you say 'reached', we know there are Facebook likes and such. I assume you would have a breakdown of that 3.8 million with regard to how far people went into it.

Ms Paul: I am not sure how these metrics are done, so we can take them on notice for you.

Senator O'NEILL: And time on site.

Ms Paul: We will take that on notice.

Answer

At 25 February 2015 the campaign Facebook page www.facebook.com/higheredgovau had a total reach of 6,280,031. Reach is defined as the number of people who have seen any content associated with the Facebook page.

Facebook does not provide insights into the time spent on the page.