

CONTROLLING OFFICER'S REPLY

EEB(F)099

(Question Serial No. 2895)

Head: (49) Food and Environmental Hygiene Department

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

Programme: (4) Public Education and Community Involvement

Controlling Officer: Director of Food and Environmental Hygiene (Donald NG)

Director of Bureau: Secretary for Environment and Ecology

Question:

With regard to the promotion work of the Food and Environmental Hygiene Department through the mascot Keep Clean Ambassador Ah Tak, please advise this Committee of the following:

- (1) What was the expenditure on the management and operation of various social media accounts (including Facebook page and Instagram account) of the mascot Keep Clean Ambassador Ah Tak in each of the past 3 years?
- (2) What were the number of followers on the Facebook page of the mascot Keep Clean Ambassador Ah Tak, the percentage increase in followers, the number of posts and videos issued, and the average number of "Likes", comments and sharings per post and video in each of the past 3 years?
- (3) What were the number of fans on the Instagram account of the mascot Keep Clean Ambassador Ah Tak, the percentage increase in fans, the number of posts and videos issued, and the average number of "Likes", comments and sharings per post and video in each of the past 3 years?
- (4) Has the Department set any performance indicators for the social media accounts of Keep Clean Ambassador Ah Tak, such as the number of followers on the page or account, number of views of posts and number of interactions with users? If yes, what are the details? If no, what is/are the reason(s)?
- (5) It is noted that the social media accounts of Keep Clean Ambassador Ah Tak are mainly designed and updated by a contract service provider. Will the Department consider passing the relevant work to its in-house staff in order to optimise the use of resources? If yes, what are the details? If no, what is/are the reason(s)?

Asked by: Hon LAM Chun-sing (LegCo internal reference no.: 10)

Reply:

- (1) For each year, the Facebook page and Instagram account of Keep Clean Ambassador Ah Tak are managed under the same service contract and they share the same contents. Therefore, a breakdown of the expenditure is not available. The total expenditure of the Food and Environmental Hygiene Department on the management and operation of the Facebook page and Instagram account in each of the past 3 years is as follows:

Year	Expenditure (\$million)
2022-23	1.50
2023-24	0.78
2024-25	0.92

- (2) The information sought in respect of the Facebook page of Keep Clean Ambassador Ah Tak in the past 3 years is tabulated as follows:

	2022	2023	2024
(a) Number of followers	47 256	47 891	51 335
(b) Percentage increase in followers	0.9%	1.3%	7.2%
(c) Total number of posts	117	126	143
(d) Total number of videos	24	32	29
(e) Number of “Likes”			
I. Average number of “Likes” per post	434	247	272
II. Average number of “Likes” per video	423	85	126
(f) Number of comments			
I. Average number of comments per post	24	13	13
II. Average number of comments per video	44	7	7
(g) Number of sharings			
I. Average number of sharings per post	19	9	27
II. Average number of sharings per video	66	5	7

- (3) The information sought in respect of the Instagram account of Keep Clean Ambassador Ah Tak in the past 3 years is tabulated as follows:

	2022	2023	2024
(a) Number of followers	18 113	21 360	24 623
(b) Percentage increase in followers	19%	18%	15%
(c) Total number of posts	117	126	143
(d) Total number of videos	24	32	29
(e) Number of “Likes”			
I. Average number of “Likes” per post	740	365	574
II. Average number of “Likes” per video	772	1 403	840

	2022	2023	2024
(f) Number of comments			
I. Average number of comments per post	8	4	2
II. Average number of comments per video	14	14	16
(g) Number of sharings			
I. Average number of sharings per post	1	46	147
II. Average number of sharings per video	10	921	609

- (4) The Facebook page and Instagram account of Keep Clean Ambassador Ah Tak were set up to raise public awareness of environmental hygiene and encourage public support to the Department in maintaining the environmental hygiene of Hong Kong. Their effectiveness is difficult to measure by figures. Besides, the public's habit of using social media and their responses to the posts hinge on a number of factors. Overall speaking, the Facebook page and Instagram account of Keep Clean Ambassador Ah Tak are considered as widely known to the community and effective means to disseminate the message of keeping Hong Kong clean. The Department has no plan to set performance indicators for the accounts at the moment.
- (5) The Facebook page and Instagram account of Keep Clean Ambassador Ah Tak are updated by a contract service provider under supervision of the Department. The current mode enables optimal allocation of resources and effective use of the knowledge, creativity and experience of the professional service contractor to step up the dissemination of the message of keeping Hong Kong clean. The Department has no plan to pass the relevant work to its in-house staff at the moment.

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