

Social Media Management for the Department of Finance

Objective

The objective of the study is to generate buy-in and support from the general public on the proposed comprehensive tax reform program:

- Is simpler/fairer
- A more efficient tax system
- With lower rates and a broader base
- Encourage investment, job creation, and poverty reduction



Change in target adopters' (e.g., influencers, specific demographics) behaviour and mindset is the main framework used to steer the course of the study.

Subjects of the Study



General Public



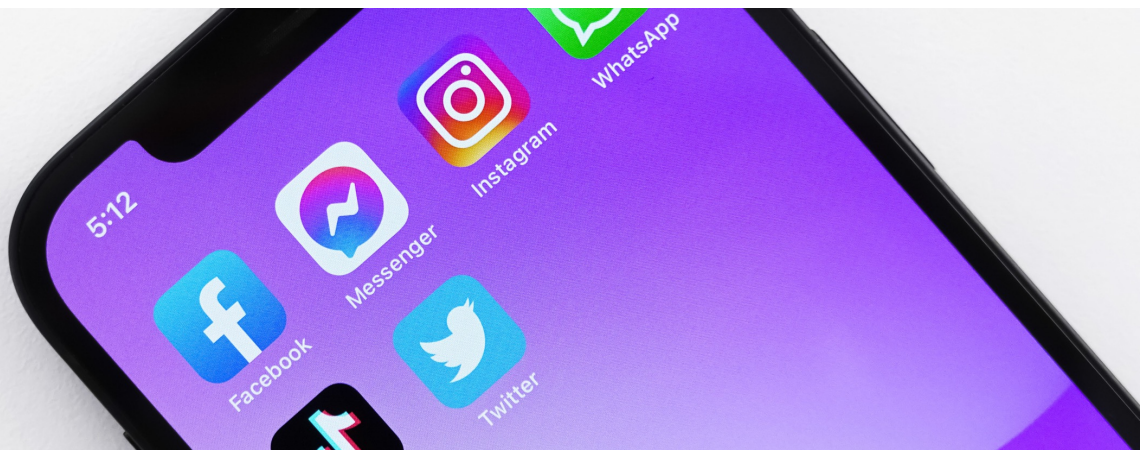
Active Social Media Users

Engagement Method

- Development of social media content
- Postings
- Monitoring and Evaluation

Results

The study focused in high engagements of target individuals, 18-24 years old and 25-34 year old, indicating significant difference in interests



Interests by age group:

18-24 years old

- Nuances of new taxes — excise tax
- Increase in take-home pay (TRAIN law)

25-34 years old

- Infrastructure projects (TRAIN law)
- Potential personal investments
- Health funding