

CONTROLLING OFFICER'S REPLY

DEVB(W)094

(Question Serial No. 2899)

Head: (39) Drainage Services Department

Subhead (No. & title): (000) Operational Expenses

Programme: (1) Stormwater Drainage

Controlling Officer: Director of Drainage Services (MOK Wing-cheong)

Director of Bureau: Secretary for Development

Question:

Regarding the promotion work of Drainy, the mascot of the Drainage Services Department (DSD), would the Government inform this Committee:

1. of the respective expenditures on the management and operation of different social media accounts (including Facebook page and Instagram account) of Drainy in each of the past 3 years;
2. of the number and percentage increase of followers, the number of posts and videos, as well as the average number of likes, comments and shares of each post and video on the Facebook page of Drainy in each of the past 3 years;
3. of the number and percentage increase of followers, the number of posts and videos, as well as the average number of likes, comments and shares of each post and video on the Instagram account of Drainy in each of the past 3 years;
4. whether performance indicators have been set for the social media accounts of Drainy, such as requirements on the number of followers for Facebook page or Instagram account, the number of views of posts and the number of interactions; if yes, of the details; if no, of the reason(s);
5. of the expenditure on producing peripheral gifts or souvenirs featuring Drainy in each of the past 3 years; and
6. of the expenditure involved in placing 75 art installations of Drainy with various themes along the riverbank of the King Yip Street section of the Tsui Ping River earlier on by the DSD?

Asked by: Hon LAM Chun-sing (LegCo internal reference no.: 11)

Reply:

1, 5 & 6.:

The Drainage Services Department (DSD) has been striving to provide world-class wastewater and stormwater drainage services enabling the sustainable development of Hong Kong. As the DSD's services are closely related to the daily life of the public, Drainy, the mascot of the DSD, was introduced in 2021 to act as the department's KOL. Social media pages including Facebook and Instagram with the account name “下水水Drainy” have been

launched to introduce the DSD's services, share latest information and knowledge, respond to issues of public concern, report the handling of flooding incidents during heavy rainstorms, etc. through videos and posts. Since the expenditure involved in Drainy including the art installations placed along the riverbank of the Tsui Ping River forms part of the overall expenditure on publicity and promotion, a separate breakdown of the expenditure involved solely for Drainy is not available.

2 & 3.:

Details of “下水水Drainy” Facebook and Instagram pages in the past 3 years are tabulated below:

Year		2022	2023	2024
No. of page followers (percentage increase)	Facebook	13 204	15 339 (+16%)	19 331 (+26%)
	Instagram	3 455	5 439 (+57%)	7 548 (+39%)
No. of posts and videos posted	Facebook	138	150	185
	Instagram	127	120	138
Average no. of interactions (i.e. likes, comments, shares and clicks)	Facebook	611	586	636
	Instagram	225	352	395

4.

The DSD has established the following performance indicators for social media accounts of “下水水Drainy”:

- (i) an increase in the number of followers by 1 500 each year for Facebook and Instagram pages respectively;
- (ii) among posts and videos posted on Facebook and Instagram pages each month, 4 of them need to reach 10 000 views; and
- (iii) among posts and videos posted on Facebook and Instagram pages each month, 4 of them need to have a total of 400 interactions (i.e. likes, comments, shares and clicks).

Since the launch of “下水水Drainy” Facebook and Instagram pages, the performance indicators set by the DSD have been met as expected.

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