

SCS visits Information Services Department (with photos)

The Secretary for the Civil Service, Mrs Ingrid Yeung, visited the Information Services Department (ISD) today (November 6) to know about its latest developments and the challenges it faced in its operations. She encouraged colleagues to continue to do their utmost in the publicity and promotion of the Chief Executive's 2023 Policy Address and the 2023 District Council (DC) Ordinary Election.

Mrs Yeung pointed out that the Policy Address has put forward a series of measures for building a vibrant economy, and it is vitally important to promote the city's unique strengths and opportunities to overseas countries and the Mainland at this moment. She said, "The DC Election on December 10 is the first large-scale territory-wide election being held after the improved district governance structure. It is the key to enhancing the efficacy of district governance and is relevant to the improvement of people's livelihood. The new DCs hold great significance as they will focus their attention on livelihood issues, perform their function of providing district advisories and services, and facilitate the development of district affairs and livelihood. I urge members of the public, including civil service colleagues, to cast their vote on the polling day and work together for an even more stable and prosperous future for Hong Kong. The ISD colleagues, apart from making concerted efforts in the media and publicity work relating to the DC Election, should also spare time to cast their vote on the polling day."

Accompanied by the Permanent Secretary for the Civil Service, Mr Clement Leung, Mrs Yeung met with the Director of Information Services, Mr Fletch Chan, and the directorate staff to learn about how the ISD tells the good stories of the city and the country through diversified measures, including the production of publicity materials in collaboration with major local, Mainland and international media, as well as the use of social media and digital platforms.

Mrs Yeung then visited the News Sub-division, which is responsible for issuing all government press releases, photographs and video clips, to know more about its 24-hour press enquiry service. She also toured the Digital Media Sub-division where she was briefed on means to disseminate correct information on the Internet and social media, including the setting up of a clarifications section on the website of news.gov.hk and making use of the social media pages of "Tamar Talk" and news.gov.hk to provide correct information to netizens.

At the Audio-Visual Section of the Creative Sub-division, Mrs Yeung was shown news and feature videos it produced for the promotion of government policies and events. She also exchanged views with staff of the Media Research Sub-division to understand how the sub-division facilitates review

of the effectiveness of major policy decisions or execution plans so as to improve the policies.

During the visit, Mrs Yeung was also briefed on the department's latest effort in public relations and promotions locally and outside Hong Kong while conversing with staff from the Creative Sub-division, the Local Promotions Sub-division, the International Promotions Sub-division, the Overseas Public Relations Sub-division and the Brand Hong Kong Management Unit.

Before concluding her visit, Mrs Yeung met with staff representatives to exchange views on issues of concern.

