



Department
for Environment
Food & Rural Affairs

Area 4A, Nobel House
17 Smith Square
London
SW1P 3JR

T: 03459 33 55 77
helpline@defra.gsi.gov.uk
www.gov.uk/defra

██████████
by email: ██████████

Our ref: RFI 9431
21 December 2017

Dear Mr █████,

REQUEST FOR INFORMATION: Spend with social media companies

Thank you for your request for information, which we received 18 October 2017, about the total amount spent by the department on social media campaigns (promoted posts) by channel. As you know, we have handled your request under the Freedom of Information Act 2000 (FOIA).

We have responded to your questions as follows (your questions shown in bold):

1. Can you please detail the amount of money spent with Facebook, Twitter, Snapchat and LinkedIn in each of the past five years?

	Facebook	Twitter	LinkedIn	Snapchat
2015	£0	£0	£0	£0
2016	£0	£0	£0	£0
2017 (to date)	£15,200.00	£43,685.00	£8,800.00	£0

Following a search of our paper and electronic records, we have established the information you have requested for 2013 is not held.

For 2014, the Department did not record information at the level of detail requested though the Defra Annual Report and Accounts set out total spend on publicity, marketing and promotion and can be viewed at the following links (please note that these are recorded for financial years not calendar years):

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/336100/defra-year-end-accounts-2013-14.pdf

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/449323/defra-annual-report-2014-2015-web.pdf



Information disclosed in response to this FOIA request is releasable to the public. In keeping with the spirit and effect of the FOIA and the government's Transparency Agenda, this letter and the information disclosed to you may be placed on [GOV.UK](https://www.gov.uk), together with any related information that will provide a key to its wider context. No information identifying you will be placed on the GOV.UK website.

We attach Annex A, which explains the copyright that applies to the information being released to you.

We also attach Annex B giving contact details should you be unhappy with the service you have received.

If you have any queries about this letter please contact me.

Yours sincerely,

██████████

Information Rights Team

InformationRequests@defra.gsi.gov.uk

Annex A

Copyright

The information supplied to you continues to be protected by copyright. You are free to use it for your own purposes, including for private study and non-commercial research, and for any other purpose authorised by an exception in current copyright law. Documents (except photographs or logos) can be also used in the UK without requiring permission for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder.

Most documents produced by Defra will be protected by Crown Copyright. Most Crown copyright information can be re-used under the [Open Government Licence](#). For information about the OGL and about re-using Crown Copyright information please see [The National Archives website](#).

Copyright in other documents may rest with a third party. For information about obtaining permission from a third party see the [Intellectual Property Office's website](#).

Annex B

Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 18 of the EIRs, as applicable, within 40 working days of the date of this letter. Please write to [REDACTED], Head of Information Rights, Area 4A, Nobel House, 17 Smith Square, London, SW1P 3JR (email: InformationRequests@defra.gsi.gov.uk) and he will arrange for an internal review of your case. Details of Defra's complaints procedure are on our [website](#).

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner's Office (ICO) for a decision. Please note that generally the ICO cannot make a decision unless you have first exhausted Defra's own complaints procedure. The ICO can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF