

**Department of Energy & Climate
Change**

3 Whitehall Place,
London SW1A 2AW
www.gov.uk/decc

Your ref: Social media spending

Our ref: FOI2015/01590

16 02 2015

Thank you for your email of 23 January 2015 where you requested information on social media spending at the department for financial years 2012/13, 2013/14 and the current amount spent for the 2014/15 financial year.

You would like to know:

1. What is the number of staff working at the department?
2. How many Twitter accounts is the department responsible for, either directly or indirectly, and what are their @ handles?
3. How many employees in the department have licences for social media products?
4. What was the total amount of money spent by your department on social media in 2012/13, 2013/14 and 2014/15 so far?
5. What were the individual amounts spent on social media products, training courses and consultants?
6. I would like to know how much was paid, and to whom, for any other costs associated with social media, such as promoted posts on Twitter?

Please indicate:

- a. The financial year in which promotion took place
- b. The campaign that was promoted;
- c. The cost of promoting the named campaign;
- d. The number of times promoted posts were seen;
- e. The number of times promoted posts were clicked on;
- f. Details of the number of 'likes' the department Facebook page received as a result, including the starting figure and end figure;
- g. The number of clicks through to the information on www.gov.uk.

7. I wish to know the amount paid for department Twitter accounts to appear in the 'Who to Follow' panel on the Twitter website.

Under the Freedom of Information Act 2000 ('the Act'), you have the right to:

- know whether we hold the information you require
- be provided with that information (subject to any exemptions under the Act which may apply).

I can confirm that the Department holds the information you have requested. The information you requested is as follows:

1. *What is the number of staff working at the department?*

The number of civil servants working the Department of Energy & Climate Change as at 31 December 2014 was 1490.04 (full time equivalents).

The number of civil servants working in each of the previous two financial years is available on the following link:

<https://www.gov.uk/government/collections/decc-annual-reports-and-accounts>

2. *How many Twitter accounts is the department responsible for, either directly or indirectly, and what are their @ handles?*

The Department of Energy and Climate Change (DECC) has one Twitter account that the Department is directly responsible for and the @handle is @DECCgovuk

As funders, DECC is indirectly responsible for The Urban Community Energy Fund (UCEF) account (@urbancef). The account is managed by the fund's administrators.

3. *How many employees in the department have licences for social media products?*

The Department uses Hootsuite to manage its social media, for which it has 24 licences.

4. *What was the total amount of money spent by your department on social media in 2012/13, 2013/14 and 2014/15 so far?*

I can confirm that the Department holds the information you have requested. However, the information is already in the public domain and is therefore exempt under Section 21 of the Act as we are not required to provide information which is already reasonably accessible to you.

The information you requested is available on the following link (in particular via questions 4 & 7):

<https://www.gov.uk/government/publications/social-media-maintenance-spend>

5. *What were the individual amounts spent on social media products, training courses and consultants?*

I can confirm that the Department holds the information you have requested. However, the information is already in the public domain and is therefore exempt under Section 21 of the Act as we are not required to provide information which is already reasonably accessible to you.

The information you requested is available on the following links:

<https://www.gov.uk/government/publications/social-media-maintenance-spend>

<https://www.gov.uk/government/publications/social-media-training--2>

The only additional social media related training for which there is a record is for 2014/15 and is as follows:

| | | | |
|-----------------|---|----------------------------|------|
| Policy Official | Communicating with the Public in the Digital Age. | Emergency Planning College | £845 |
|-----------------|---|----------------------------|------|

6. I would like to know how much was paid, and to whom, for any other costs associated with social media, such as promoted posts on Twitter?

Please indicate:

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- b. The campaign that was promoted;
- c. The cost of promoting the named campaign;
- d. The number of times promoted posts were seen;
- e. The number of times promoted posts were clicked on;
- f. Details of the number of 'likes' the department Facebook page received as a result, including the starting figure and end figure;
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The Department has paid for promoted content on Facebook twice in the last three financial years. Both times the payee was M4C, the Government's media planning and buying agency. In addition the Department paid to promote one vacancy on LinkedIn via Penna, the Civil Service Resourcing provider. The details are as follows:

| FY | Activity | Cost | Number of times promoted posts were seen | Number of times promoted posts were clicked on | Number of likes | Number of clicks through to GOV.UK (Note: clicks-through to GOV.UK were not the desired outcome in all cases). | | | | | | | | | | | | | | | | |
|----------------|--|---------|--|--|-----------------|---|-------------|----------------|------------|-----------|------------|---|----|--------|--------------|--------|----------------|--------|-----------|--------|--|------------|
| 2014 /15 | Keep Warm this Winter/ Vampire Energy (Facebook) | £10,000 | <table border="1"> <thead> <tr> <th>Ad</th> <th>Impressions</th> </tr> </thead> <tbody> <tr> <td>Page like ad</td> <td>1.4 million</td> </tr> <tr> <td>Promoted posts</td> <td>267,000</td> </tr> <tr> <td>Video ads</td> <td>86,000</td> </tr> </tbody> </table> | Ad | Impressions | Page like ad | 1.4 million | Promoted posts | 267,000 | Video ads | 86,000 | <table border="1"> <thead> <tr> <th>Ad</th> <th>Clicks</th> </tr> </thead> <tbody> <tr> <td>Page like ad</td> <td>17.5k</td> </tr> <tr> <td>Promoted posts</td> <td>9900k</td> </tr> <tr> <td>Video ads</td> <td>5500k</td> </tr> </tbody> </table> | Ad | Clicks | Page like ad | 17.5k | Promoted posts | 9900k | Video ads | 5500k | The Facebook Page started with 88 likes and finished with 12,800 at the end of the campaign. | 5700 |
| Ad | Impressions | | | | | | | | | | | | | | | | | | | | | |
| Page like ad | 1.4 million | | | | | | | | | | | | | | | | | | | | | |
| Promoted posts | 267,000 | | | | | | | | | | | | | | | | | | | | | |
| Video ads | 86,000 | | | | | | | | | | | | | | | | | | | | | |
| Ad | Clicks | | | | | | | | | | | | | | | | | | | | | |
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| Video ads | 5500k | | | | | | | | | | | | | | | | | | | | | |
| 2014 /15 | Green Deal Home Improvement Fund (Facebook) | £17,136 | There were three adverts for this campaign. Information is as follows: <table border="1"> <thead> <tr> <th>Ad</th> <th>Impressions</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>18,818,610</td> </tr> <tr> <td>2</td> <td>52,564,244</td> </tr> <tr> <td>3</td> <td>36,587,052</td> </tr> </tbody> </table> | Ad | Impressions | 1 | 18,818,610 | 2 | 52,564,244 | 3 | 36,587,052 | There were three adverts for this campaign. Information is as follows: <table border="1"> <thead> <tr> <th>Ad</th> <th>Clicks</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>10,067</td> </tr> <tr> <td>2</td> <td>21,200</td> </tr> <tr> <td>3</td> <td>19,039</td> </tr> </tbody> </table> | Ad | Clicks | 1 | 10,067 | 2 | 21,200 | 3 | 19,039 | Not applicable | Not known. |
| Ad | Impressions | | | | | | | | | | | | | | | | | | | | | |
| 1 | 18,818,610 | | | | | | | | | | | | | | | | | | | | | |
| 2 | 52,564,244 | | | | | | | | | | | | | | | | | | | | | |
| 3 | 36,587,052 | | | | | | | | | | | | | | | | | | | | | |
| Ad | Clicks | | | | | | | | | | | | | | | | | | | | | |
| 1 | 10,067 | | | | | | | | | | | | | | | | | | | | | |
| 2 | 21,200 | | | | | | | | | | | | | | | | | | | | | |
| 3 | 19,039 | | | | | | | | | | | | | | | | | | | | | |

| | | | | | | | | |
|----------|-----------------------|------|----------|--------------------|----------|--------|----------------|----------------|
| 2014 /15 | Vacancy (LinkedIn) | £600 | | Views /Impressions | | Clicks | Not applicable | Not applicable |
| | | | Job post | 319 views | Job post | 9 | | |
| | | | Ad | 4162 impressions | Ad | 0 | | |

7. I wish to know the amount paid for department Twitter accounts to appear in the 'Who to Follow' panel on the Twitter website.

The Department has not paid for this type of promotion.

Appeals Procedure

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be sent to the Information Rights Unit at:

Information Rights Unit
 Department for Business, Innovation & Skills
 1 Victoria Street
 London
 SW1H 0ET
 E-mail: foi.requests@bis.gsi.gov.uk

Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF