

FOI Release
Information released under the Freedom of Information Act

Title: Spend on Social Media within BIS

Date of release: 8 July 2014

Information request

Please state how much has been spent by your department in each of the last two financial years (12/13) and (13/14) on:

- (i) attending training courses or
- (ii) hiring consultants to improve/develop your departments use of social media?

In the last two financial years how much have you paid, and to whom, for any other costs associated with social media?

How many people are employed by your department where their job description means they spend 50% of their time or more monitoring or updating social media for your department? Please provide me with the job titles and the salary bands for that position?

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In 2012/13 the Department for Business, Innovation and Skills spent £940 on social media training.

In 2013/14 the Department spent £2,998 on social media training.

The Department has not spent any money on social media consultancy in the past two years.

In the last two financial years how much have you paid, and to whom, for any other costs associated with social media?

The Department has spent money on Facebook advertising for marketing campaigns, promoting services and information for businesses, students and interns.

Listed below are the campaigns for which we have spent money on Facebook in the last two financial years:

| | | |
|---------|---------------------------|----------|
| 2012/13 | Student Finance | £ 14,013 |
| | Business is GREAT Britain | £ 19,821 |
| 2013/14 | Business is GREAT Britain | £184,467 |
| | Student Finance | £ 59,473 |
| | Intern Campaign | £ 2,037 |

How many people are employed by your department where their job description means they spend 50% of their time or more monitoring or updating social media for your department? Please provide me with the job titles and the salary bands for that position?

One person is employed by the Department, who spends more than 50 per cent of their time monitoring and updating social media. The job title for this post is Digital Communications Officer, which is an Information Officer grade. The pay band for this post is £23,570 - £33,027.

The Department has a policy of encouraging all staff to use social media to monitor key topics, promote their work and talk to their audiences.