



Department
for Environment
Food & Rural Affairs

T: 03459 33 55 77 or
08459 33 55 77
helpline@defra.gsi.gov.uk
www.gov.uk/defra

Our ref: RFI 7131

Date: 20 January 2015

Dear [REDACTED]

REQUEST FOR INFORMATION: The Department's Spend on Social Media between the Financial Years 2012/13 and 2014/15

Thank you for your request for information, which we received on 23 December 2014, about The Department's spend on social media between the financial years 2012/13 and 2014/15. As you know, we have handled your request under the Freedom of Information Act 2000 (FOIA).

You asked for:

1. The amount of money spent by your department on social media in each of the last two financial years (2012/2013) and (2013/2014) as well as the current amount spent for the 2014/2015 financial year.
2. I wish to know whether the amount was spent on social media training courses or was paid to social media consultants.
3. I also wish to know how much was paid, and to whom, for any other costs associated with social media. For example, promoted posts on Facebook. 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.
4. I also wish to know the amount paid for department Twitter accounts to appear in the 'Who to Follow' panel of the Twitter website.



The total amount spent by the department in each of the financial years requested is shown in the table below:

Financial Year	Spend £
2012/13	0.00
2013/14	17,280.00
2014/15 (To date)	17,280.00

This spend was on Hootsuite, which is the social content management system used by the Department. No money was spent on social media training courses, nor paid to social media consultants.

Defra has not made any payments to any other associated media or for the Department's twitter accounts to appear in the "Who to Follow" panel in the financial years 2012/13, 2013/14 or the current financial year.

In keeping with the spirit and effect of the FOIA, and in keeping with the government's Transparency Agenda, all information is assumed to be releasable to the public unless exempt. Therefore, the information released to you will now be published on www.gov.uk together with any related information that will provide a key to its wider context. Please note that this will not include your personal data.

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

I 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 the address below.

Yours sincerely,


Defra FOIA and EIRs Team
InformationRequests@defra.gsi.gov.uk

Annex A

Copyright

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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 Standards, Area 4D, Nobel House, 17 Smith Square, London, SW1P 3JR (email: requestforinfo@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 for a decision. Please note that generally the Information Commissioner cannot make a decision unless you have first exhausted Defra's own complaints procedure. The Information Commissioner can be contacted at:

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