



Foreign &  
Commonwealth  
Office

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3 March 2016

**FREEDOM OF INFORMATION ACT 2000 - REQUEST REF: 1027-15**

Thank you for your email of 26 October 2016 asking for information under the Freedom of Information Act (FOIA) 2000. You asked:

*For the financial years i) 2012-13, ii) 2013-14, iii) 2014-15 please provide the following information:*

*1) What is the departments total spend on social media advertising?*

*Of which, what is the total spent with:*

*a) Facebook*

*b) Twitter*

*2) Please provide the following for the 5 largest social media advertising campaigns in each year:*

*a) the name of the campaign*

*b) the purpose of the campaign*

*c) the total spend on social media advertising*

*d) where available, a breakdown of the social media spending by platform*

*e) the metric (if any) which was used to measure the success of the campaign*

*f) how the campaign measured against the chosen metric.*

I apologise for the time it has taken to respond to your request.

I am writing to confirm that the FCO holds information on the subject you have requested. However, the FCO does not have a single Marketing and Advertising department and so does not collate social media spend in a way that would able us to fully answer your request without exceeding the appropriate cost limit as specified in Section 12 of the FOI Act. The FCO operates a complex worldwide network and FCO departments with devolved budgets for essential social media communications work, for example the Consular Department for essential travel advice messaging and Human Resources department for recruitment are not required to clear their metrics or spend by platform with a central point. In addition some aspects of our campaign work are overseen by commercial entities who purchase social media as one element in a broader campaign strategy. It would therefore require a local search within each specific FCO department and overseas post to obtain the detailed information requested.

Nonetheless within the costs limits set out in Section 12 we have been able to obtain the following data on social media spend for the years requested:

	2012/13	2013/14	2014/15
Facebook	No centrally held data discovered		
Twitter	No centrally held data discovered		
Linkedin	7,088.07	36,366.72	18,113.46

The FCO can also provide data for three central paid for promoted campaigns on Facebook which are below:

***Campaign: FCO Travel Advice for Hajj in Saudi Arabia for 24-29 October 2012***

This campaign aimed to ensure that British nationals attending the Hajj 2012 were aware of the FCO's travel advice for visiting Saudi Arabia including advice on visa requirements, health and financial matters. The British Hajj delegation, [www.britishhajjdelegation.org.uk](http://www.britishhajjdelegation.org.uk), estimate approximately 25,000 UK nationals annually travel for the Hajj.

The FCO spent £100 on social media promoting this campaign, which linked to an advice page on GOV.UK. The promoted post achieved 22,826 impressions [the number of times the post was seen] on social media, generating 162 'likes' and 189 other engagements.

Engine	Impressions	Clicks/Views	Cost
Facebook	22,826 (total)	189	£100

***Campaign: Global Summit to End Sexual Violence in Conflict, 10–13 June 2014***

The objectives for the digital campaign including activity on Facebook were to:

- 1) challenge the perception that sexual violence in conflict is inevitable and Unpreventable
- 2) increase attendance at and virtual participation in the Global Summit to End Sexual Violence in Conflict, June 2014

Between February 2014 and June 2014 (FY 2014/15), the FCO spent £800 on Facebook advertising related to the Global Summit to End Sexual Violence in Conflict.

Promoted content was seen by 616,806 people, attracting 26,967 clicks and generating 1,676 page likes as a direct result of the advertising. Between the launch of the page on 14 April and the conclusion of the Summit on 13 June, the page attracted a total of 10,000 likes (including from promoted content).

Engine	Impressions	Clicks	Cost
Facebook	738,105 (total)	26,967 (total)	£800

### **Campaign: Chevening Scholarships**

The Chevening campaigns ran during the August to November 2014 application window for 2015/2016 academic year Chevening Scholarships. There were four in total, to target Europe and the Middle East; Asia; Americas and Africa.

In that August to November 2014 application period the FCO spent £2,986.40 on Facebook advertising which was designed to increase awareness of the opportunity to study in the UK on a Chevening Scholarship and, in turn, drive traffic from Facebook to the apply page of the Chevening website. The messaging was consistent across the four campaigns but different imagery was used to appeal to the respective target demographics.

As a result of this and other promotional campaigns, eligible Chevening application numbers increased from around 9000 in 2014 to over 28,000 in 2015.

The average cost per click across these campaigns was £0.04.

Engine	Campaign	Clicks	Reach	Total cost
Facebook	Apply for Chevening: Europe and Middle East	15,442	369,131	£2,986.40 (for all four campaigns)
Facebook	Apply for Chevening: Asia	24,162	668,058	
Facebook	Apply for Chevening: Americas	10,615	480,699	
Facebook	Apply for Chevening: Africa	15,613	296,704	

Section 12 of the Freedom of Information Act makes provision for public authorities to refuse requests for information where the cost of dealing with them would exceed the appropriate

limit. The limit has been specified in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004. For central government the appropriate limit is set at £600. This represents the estimated cost of one or more persons spending 3 ½ working days in determining whether the Department holds the information, and locating, retrieving and extracting it. Your request as presently formulated is widely-framed and I estimate that it will take more than 3 ½ working days to locate, retrieve and extract this information. In these circumstances we are not obliged under the Act to comply with your request.

Yours sincerely,

Digital Transformation Department



We keep and use information in line with the Data Protection Act 1998. We may release this personal information to other UK government departments and public authorities.