



Foreign &
Commonwealth
Office

Digital Transformation Unit
Foreign and Commonwealth Office
King Charles Street
London SW1A 2AH

Website: <https://www.gov.uk/fco>

27 March 2015

Dear

FREEDOM OF INFORMATION ACT 2000 REQUEST REF: 1156-14

Thank you for your email of 22 December 2014 asking for a number of pieces of information under the Freedom of Information Act (FOIA) 2000 related to the Foreign and Commonwealth Office's (FCO) spend on social media training and campaigns in London the financial years 2012/13, 2013/14 and 2014/15.

We conducted a search of the paper and electronic records held by the FCO in London, and I can confirm that the FCO does hold information falling within the terms of your request.

Digital and social media platforms are an increasing effective means for the FCO to promote the UK's interests abroad in today's world and we need to ensure our staff have the skills to use it effectively. We keep the courses we provide under review to ensure they are relevant and will help our staff provide a high standard of service to the country at the best value for the taxpayer.

In respect of centrally-held data, since 2010 there has been a marketing and advertising freeze in place at the Foreign and Commonwealth Office. Exceptions can be made when there is a business cases and public interest in spending public money on advertising and campaigns, for example campaigns that provide travel advice to British nationals and home and overseas and our global End Sexual Violence in Conflict campaign.

Each of your questions is addressed below.

- 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.**

You revised this to:

The amount spent by your department in the UK on social media training for the years already listed and in the UK.

We can confirm that we hold information relevant to your request. Please note that social media training is an element of wider training, and it is not possible to break these figures down further.

For the period 2012/13 and until October 2013 in 2013/14, the information relevant to your request can be found at the government website:

<https://www.gov.uk/government/publications/foi-release-fcos-social-media-and-twitter-training>

<https://www.gov.uk/government/publications/expenditure-on-media-training-since-2010>

For the remainder of 2013/14 and 2014/15 until the date of your request

Date	Item	Cost
October 2013 – March 2014	Media Training	£17,511
April 2014 – end of December 2014	Media Training	£40,000

2. I wish to know whether the amount was spent on social media training courses or was paid to social media consultants.

You revised this to:

The amount spent by your department in the UK on social media training courses or on consultancy (break down the figures in Q1 into training courses or consultancy).

All of the costs listed above are for social media training delivered by external training providers, and the FCO can confirm that it has not used social media consultancy.

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;

You later revised this to:

The cost of campaigns run in London will be sufficient and Where I ask about specific campaigns I wish to know about campaigns targeted at people living in the United Kingdom.

For spend from financial years 2012/13 to December 2014, please see the following table.

Please note that the FCO does not hold figures specifically relating to social media paid-for-campaigns spend for 2012/2013.

Date	Amount
2012/2013	n/a
2013/2014	£79.88
2014/2015	£8,010.00

The FCO cannot break down the exact campaign spend on social media, comprising staff and other costs for strategy, planning and content production. However, we do have data specifically covering promoted posts on Facebook during this period.

The FCO can provide data for two paid-for promoted campaigns on social media:

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

This campaign sought to help ensure that British nationals attending the Hajj in 2012 were aware of the FCO's Travel Advice.

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

The promoted post for this campaign, which linked to an advice page, generated 162 likes and 27 shares. We are not able to provide a breakdown of the number of likes between the launch and end of the campaign, or the number of visits to the advice page.

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	CTR	CPC
Facebook	738,105 (total)	26,967 (total)	£800	3.65%	£0.03

g. The number of clicks through to the information on www.gov.uk

All of the FCO's web traffic data is available at: <https://www.gov.uk/performance/site-activity-foreign-commonwealth-office>

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 FCO has not paid for this.

Once an FOI request is answered, it is considered to be in the public domain. To promote transparency, we may now publish the response and any material released on gov.uk in the [FOI releases](#) section. All personal information in the letter will be removed before publishing.

The information supplied to you is protected by the Copyright, Designs and Patents Act 1988. You are free to use it for your own purposes, including any non-commercial research you are doing and for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder. Most documents supplied by the FCO will have been produced by government officials and will be protected by Crown Copyright. To re-use Crown Copyright documents please consult the [Open Government Licence v3](#) on the National Archives website.

Yours sincerely,

Digital Transformation Unit



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.