

FOI Release

Information released under the Freedom of Information Act

Title: Social media promotion between 2010 and 2015

Date of release: 17 July 2015

Information request

1. How much money has the department spent on Twitter promotion in each of the financial years from 2010/11 to 2014/15?
2. How much money has the department spent on Twitter promotion since the beginning of the current financial year until the send date of this request (25 June 2015)?
3. How much money has the department spent on Facebook promotion in each of the financial years from 2010/11 to 2014/15?
4. How much money has the department spent on Facebook promotion since the beginning of the current financial year until the send date of this request (25 June 2015)?
5. Which other social media tools does the department use and how much has been spent on promotion through these tools since the beginning of the current financial year until the send date of this request (25 June 2015)?

Information released

- 1) Information for the Department's social media spending on Twitter for the financial years 2010/11, 2011/12, 2012/13 and 2013/14 was £0. Spend for the period 2014/15 was £174,838.
- 2) The Department has spent £174.57 on Twitter promotion since the beginning of the 2015 financial year until the date of this request, 25 June 2015.
- 3) The Department spent £0 on Facebook promotion in the period 2010/11. The following amounts were spent on Facebook promotion for the succeeding financial years:

2011/12 - £67,350
2012/13 - £33,834
2013/14 - £254,587
2014/15 - £181,318

4) The department has spent £0 on Facebook promotion since the beginning of the 2015 financial year until the date of this request, 25 June 2015.

5) The Department holds the information you have requested on other social media tools used. However, this 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 GOV.UK via the following link: <https://www.gov.uk/government/publications/social-media-management-platforms>.

The department has spent £174.89 on social media promotion since the beginning of the financial year until the date of this request on 25 June 2015.