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**REFERENCE: 15FOI 169**

You requested the following information:-

**“the spending on social media advertising campaigns in your department.**

**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.**

We have handled your request under the Freedom of Information Act 2000.

**The Wales Office has accounts on both Facebook and Twitter, but has spent nothing on promotions on those media from in 2012-13, 2013-14 or 2014-15. The Wales Office has not conducted any social media advertising campaigns.**