



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: 0086-15

Thank you for your emails of 23-29 January 2015 asking for 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 since 2012.

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 increasingly 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 case 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 the UK's global End Sexual Violence in Conflict campaign.

Your questions have been addressed below.

1. What is the number of staff working at the department?

In 2014, the total number of staff working for the FCO was 4609 UK based staff, and approximately 9,200 local staff.

These figures can be found at the workforce management link below and pages 43-46 of the Annual Reports and Accounts 2013-14.

<https://www.gov.uk/government/publications/fco-workforce-management-information-november-2014>

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/325896/FCO_Annual_Report_2013-14.pdf

2. How many Twitter accounts is the department responsible for, either directly or indirectly, and what are their @ handles?

Details of all official FCO social media accounts are available at the following link, which is regularly maintained: <https://www.gov.uk/government/organisations/foreign-commonwealth-office/about/social-media-use>

3. How many employees in the department have licences for social media products?

The FCO has licenses for 300 Hootsuite seats and 18 Ripjar seats.

4. What was the total amount of money spent by your department on social media in 2012/13, 2013/14 and 2014/15 so far?

Please see response to question 6.

5. What were the individual amounts spent on social media products, training courses and consultants?

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, please see the following table:

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

6. I would like to know how much was paid, and to whom, for any other costs associated with social media, such as promoted posts on Twitter?

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;**

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>

7. I wish to know the amount paid for department Twitter accounts to appear in the 'Who to Follow' panel on 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

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I hope you are satisfied with this reply. However, if you wish to make a complaint or if you would like a review of our decision, please write to the FOI and DPA Team at the Foreign and Commonwealth Office, Room K4.144, King Charles Street, London, SW1A 2AH. E-mail: foi-dpa.imd@fco.gov.uk. You have 40 working days to do so from the date of this letter.

If you are not content with the outcome of your complaint, you may then apply directly to the Information Commissioner for a decision. Generally, the Information Commissioner cannot make a decision unless you have exhausted the complaints procedure provided by the FCO. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours sincerely,

Digital Transformation Unit



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