





United Kingdom Hydrographic Office

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REF: FOI2018/01367

13 February 2018

Dear ,

Thank you for your email of 25 January 2018 requesting the following information:

1. *Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?*
2. *Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?*
3. *Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?*
4. *Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?*
5. *Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?*
6. *Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?*

I am treating your correspondence as a request for information under the Freedom of Information Act 2000 (FOIA).

A search for the information has now been completed within the UKHO, and I can confirm that all the information in scope of your request is held.

The information you have requested can be found below annex A.

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act.

Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <http://www.ico.org.uk>.

Yours sincerely,

UKHO Secretariat

Annex A

1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?

Yes. <https://www.facebook.com/AdmiraltyOnline> (Joined March 2012)

2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?

Yes. See table below for spend.

3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?

Yes.

- i. https://twitter.com/UKHO_Online (Joined April 2016)
 ii. <https://twitter.com/admiraltyonline> (Joined April 2010)

4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?

Yes. See table below for spend.

5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?

We use various Google services to help with website optimisation and marketing, but the only paid-for service is AdWords.

6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?

We use Adwords. See table below for spend.

	2013	2014	2015	2016	2017	2018
Twitter https://twitter.com/admiraltyonline			£1,505	£1,373	£966	£200
Facebook https://www.facebook.com/AdmiraltyOnline	£676	£795	£2,097	£1,400	£700	
Google Adwords for ADMIRALTY commercial events and campaigns	£4,229	£3,233	£4,554	£5,069	£2,865	£958