



Ministry of Defence

Our Ref: FOI2017/09201

Ministry of Defence
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United Kingdom

Telephone [MOD]: 020 7218 [REDACTED]

E-mail: [REDACTED]
[REDACTED]

[REDACTED]

E-mail: [REDACTED]

20 October 2017

Dear [REDACTED],

Thank you for your e-mail of 25 September 2017 requesting the following information:

Amount spent on social media campaigns (e.g. promoted posts) by the department by channel (e.g. Facebook, Instagram, Twitter) and by month for the following years: 2014, 2015, 2016, 2017(- to date)

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

I am writing to confirm that MOD holds the information on the subject you have requested. However, I have to advise you that we will not be able to answer your request without exceeding the appropriate limit. This is because to locate, retrieve and extract information in scope of your request would involve at least some 6 man days of effort.

Section 12 of the Act makes provision for public authorities to refuse requests for information where the cost of dealing with them would exceed the appropriate limit, which for central government is set at £600. This represents the estimated cost of one person spending 3.5 working days in determining whether the department holds the information, and locating, retrieving and extracting it.

The MOD may be able to provide some information in scope of your request if you reduce or refine your request to bring the cost of compliance under the limit. For example you may wish to refine your request to a specific area of MOD or a specific social media campaign. Please contact me if you would like to refine your request or require advice on doing so.

Under Section 16 of the Act (Advice and Assistance), you may wish to note that total social media advertising spend since January 2016 has been provided as an answer to a Parliamentary Question at the following link -

<http://www.parliament.uk/business/publications/written-questions-answers-statements/written-question/Commons/2017-07-06/3404/>

If you have any queries regarding the content of this letter, please contact this office in the first instance.

If you wish to complain about the handling of your request, or the content of this response, you can request 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 should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely,

DDC Secretariat Parliamentary