



# Ministry of Defence

Ministry of Defence  
Main Building  
Whitehall  
London SW1A 2HB  
United Kingdom

Our Ref: FOI2018/02947

Telephone [MOD]: 020 7218 [REDACTED]

E-mail: [REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
E-mail: [REDACTED]

28 March 2018

Dear [REDACTED],

Thank you for your original e-mail of 25 January 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?*

After our response (Ref FOI2018/01268) you refined your request, following an email exchange where I clarified information DDC would be likely to be able to provide, as below on 27 February:

*Happy to narrow it to the primary departmental accounts.*

I am treating your correspondence as a request for information under the Freedom of Information Act 2000 (FOIA). A search for the information has been conducted and I can confirm that some of the information in scope of your request is held.

I will answer each of your questions in turn.

Q1&3) The department has three cross-departmental Facebook pages.

- Ministry of Defence – Established 2009
- UK Armed Forces – Established 2009
- Armed Forces Day – Established 2010

The department has one cross-departmental Twitter page.

- @DefenceHQ – Established 2008

Regarding the URLs for these pages, the information is exempt under Section 21 of the Freedom of Information Act (FOIA), because it is reasonably accessible to you by other means. It is already in the public domain:  
<https://www.gov.uk/government/organisations/ministry-of-defence/about/social-media-use>.  
Section 21 is an absolute exemption and is not subject to a public interest test.

Q2&4) Directorate of Defence Communications (DDC) spend on both social media platforms is only held in financial rather than calendar years therefore I have provided the completed data going back to when social media advertising began in FY14/15.

	FY14/15	FY15/16	FY16/17
Facebook	£1260.97	£18,125.08	£54,995.65
Twitter	£0	£1699.20	£0

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.gov.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