



# Ministry of Defence

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

Our Ref: FOI2018/05821

Telephone [MOD]: 020 7218 [REDACTED]

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

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

22 May 2018

Dear [REDACTED],

Thank you for your e-mail of 27 April 2018 requesting the following information:

*Thank you for your response to my recent enquiry. As suggested, please could I revise my request as follows:*

*Total expenditure by the Directorate of Defence Communications department on social media marketing campaigns during the 2017/18 financial year. Please provide figures broken down by social media platform.*

I am treating your correspondence as a request for information under the Freedom of Information Act 2000 (FOIA). A search for the information you have requested has been carried out and I can confirm that all the information in scope of your request is held in the table below.

Invoice Date	Subject	Social Media Platform	Total (excl. VAT)
23 June 2017	Armed Forces Day	Snapchat	£111.64
26 June 2017	Armed Forces Day	Snapchat	£178.98
26 June 2017	Armed Forces Day	Snapchat	£112.09
26 June 2017	Armed Forces Day	Snapchat	£116.55
21 August 2017	Armed Forces Day and Reserves Day	Facebook	£5,049.71
25 September 2017	Armed Forces Day	Facebook	£2,500.01
10 October 2017	Invictus	Facebook	£997.96

15 December 2017	Cambrai 100	Facebook	£2,500.01
15 December 2017	Remembrance	Facebook	£2,500.01
26 March 2018	National Apprenticeship Week	Facebook and Instagram	£2,997.49
26 March 2018	International Women's Day	Facebook	£88.90
			TOTAL: £17,153.35

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.gov.uk](mailto:CIO-FOI-IR@mod.gov.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 <https://ico.org.uk/>.

Yours sincerely,

DDC Secretariat Parliamentary