



Ministry of Defence

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

Our Ref: FOI2019/05412

Telephone [MOD]: 020 7218 9000

E-mail: DDC-
SecretariatParliamentary@mod.gov.uk

[REDACTED]

E-mail: [REDACTED]

[REDACTED]

24 May 2019

Dear [REDACTED]

Thank you for your e-mail of 7 May 2019 requesting the following information:

“Departmental expenditure on social media marketing campaigns during the 2018/2019 financial year. Please provide figures broken down by social media platform”.

Thank you for your clarification e-mail of 8 May 2019 confirming that you are content for your request to be limited to expenditure by the Directorate of Defence Communications (DDC) in order to avoid a disproportionate cost response.

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

A search for the information you requested has been carried out and I can confirm that the Ministry of Defence does hold information within the scope of your request which is shown in the table below for Financial Year 2018/2019.

Date of invoice	Subject	Platform *	Total (excl. VAT)
10 August 2018	Berlin Airlift	Facebook/Instagram	900.23
10 July 2018	Armed Forces Day	Facebook/Instagram	2,000.00
10 July 2018	Berlin Airlift	Facebook/Instagram	599.64
27 February 2019	Small Business Saturday	Facebook/Instagram	742.59
8 March 2019	Armistice 100	Facebook/Instagram	2,499.96
28 March 2019	Apprenticeship week International Women's Day British Science Week	Facebook/Instagram	4,473.90
Total			11,216.32

* Social media activity took place on Ministry of Defence (MOD) Facebook and Instagram channels mainly the HM Armed Forces, MOD, and Armed Forces Day Facebook pages, and the MOD Instagram page.

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). 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 www.ico.org.uk

Yours sincerely,

DDC Secretariat Parliamentary