



Ministry  
of Defence

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Our Ref: FOI2019/11704

[REDACTED]

E-mail: [REDACTED]

12 November 2019

Dear [REDACTED]

Thank you for your e-mail of 15 October 2019 requesting the following information:

*“The amount of money spent by the Department on advertising on Facebook per year from 2015 to present.*

*Please differentiate between the amount of money spent on promoting sponsored posts and adverts themselves and third party services related to the Department's use of Facebook for advertising (ie: consultants, copywriters, photographers and PR services).*

*Please also break this information down per quarter and provide in a spreadsheet”.*

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

I can confirm that the Ministry of Defence does hold some information within the scope of your request.

The total recorded spend on Facebook advertising held by the Department from November 2018 to date is £1,195,092.

Please note that one item of expenditure within this total amounting to £4,473.90 contains some expenditure on Instagram advertising as well as Facebook but it has not been possible to extract the amounts relating to Facebook only.

It is not possible to break down the information into quarterly figures nor differentiate between the amount spent on promoted sponsored posts and adverts as the information you have requested is not held centrally.

Under Section 16 of the FOI Act (advice and assistance) you should be advised that the supplier responsible for the Department's paid for media buying changed in November 2018 therefore information is not held back as far as 2015.

You may find it useful to know that Government advertising is used to support the Government's priorities and helps deliver its programmes. The vast majority of our advertising spend, including Facebook, is on Armed Forces Recruitment

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 [www.ico.org.uk](http://www.ico.org.uk)

Yours sincerely,

DDC Secretariat Parliamentary