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REQUEST FOR INFORMATION: Social Media Spend in Defra and the Rural Payments Agency (RPA)

Thank you for your request for information of 19th January about social media spend in Defra and the RPA. We have handled your request under the Freedom of Information Act 2000 (FOIA).

Your information request and our response are set out below.

This is an information request relating to social media spending.

Please include the information for each of the following periods; 2019-20, 2020-21, 2021-22:

The total spend by the organisation on social media advertising, including a breakdown by year and by form of social media (e.g. Twitter, Facebook, LinkedIn, etc.)

2019-20

Total social media spent: £41,000.00
Facebook, Instagram and Twitter: £41,000.00
LinkedIn: £0

2020-21

Total social media spent: £68,850.00
Facebook and Instagram: £68,850.00
Twitter: £0
LinkedIn: £0

2021-22

Total social media spent: £71,123.91
Facebook and Instagram: £45,779.34
Twitter: £0
LinkedIn: £25,244.57

Information disclosed in response to this FOIA request is releasable to the public. In keeping with the spirit and effect of the FOIA and the government's Transparency Agenda, this letter and the information disclosed to you may be placed on GOV.UK, together with



any related information that will provide a key to its wider context. No information identifying you will be placed on the GOV.UK website.

We attach Annex A, explaining the copyright that applies to the information being released to you, and Annex B giving contact details should you be unhappy with the service you have received.

If you have any queries about this letter please contact me.

Yours sincerely

Information Rights Team

InformationRequests@defra.gov.uk

Annex A

Copyright

The information supplied to you continues to be protected by copyright. You are free to use it for your own purposes, including for private study and non-commercial research, and for any other purpose authorised by an exception in current copyright law. Documents (except photographs or logos) can be also used in the UK without requiring permission for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder.

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Annex B

Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 11 of the EIRs, as applicable, within 40 working days of the date of this letter. Please write to Andrew Mobsby, Head of Information Rights via email at InformationRequests@defra.gov.uk and he will arrange for an internal review of your case. Details of Defra's complaints procedure are on our website.

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner's Office (ICO) for a decision. Please note that generally the ICO cannot make a decision unless you have first exhausted Defra's own complaints procedure.

The ICO can be contacted using the following link:

<https://ico.org.uk/make-a-complaint/official-information-concerns-report/official-information-concern/>