



Ministry
of Defence

Our Ref: FOI2021/06228

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8 July 2021

Dear [REDACTED]

Thank you for your e-mail of 11 June requesting the following information:

"1) What is the departments total spend on social media marketing between January 2021 and May 2021?"

(a) What is the breakdown of this spend per channel?

- i) LinkedIn,*
- ii) Facebook,*
- iii) Twitter,*
- iv) Instagram,*
- v) YouTube,*
- vi) TikTok,*
- vii) Snapchat*

2) What is the departments total spend on influencer marketing between January 2021 and May 2021?"

3) What is the department's policy on employee social media use, if any?"

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. I will answer each of your question in turn.

Question 1 please see the information in the table below for the period requested.

Social Media Platform	Amount in £
LinkedIn	7,472
Facebook	30,181
Twitter	105,675
Instagram	2,754
You Tube	0
TikTok	0
Snapchat	353,362
Facebook/Instagram *	740,525
TOTAL	1,239,969

* Information for the Army Navy and RAF spend on Facebook/Instagram is not held by individual platforms so combined totals have been included.

The vast majority of social media advertising spend within the Ministry of Defence is to aid recruitment into our Armed Forces, including paid for adverts on national broadcast, radio and print.

Question 2 No information held.

In respect of question 3 information is exempt under Section 21 of the FOIA (Information reasonably accessible to the applicant by other means). Section 21 is an absolute exemption and is therefore not subject to a public interest test.

Under Section 16 (Advice and Assistance) you will find information within scope of this part of your request online via the UK Government website, as listed below:

A link to the MOD's Social Media Use policy page can be found below. This page also has a list of the main MOD departmental social media accounts including for recruitment purposes and is located here:

<https://www.gov.uk/government/organisations/ministry-of-defence/about/social-media-use>

The MOD has produced the following social media guidance to defence personnel:

<https://www.gov.uk/guidance/think-before-you-share>

The Single Services have their own social media policies, located below.

Royal Navy: <https://www.royalnavy.mod.uk/community-and-support/community/social-media>

British Army: <https://www.army.mod.uk/digital-communications/social-media-guidance/>

Royal Air Force: <https://www.raf.mod.uk/our-organisation/units/social-media-house-rules/>

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