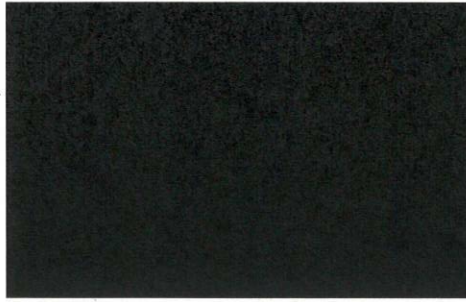




Ministry  
of Defence



FOI2020/10056

E-mail: [Navysec-foimailbox@mod.gov.uk](mailto:Navysec-foimailbox@mod.gov.uk)



6 October 2020

Dear [REDACTED],

Release of Information

Thank you for your correspondence of 8 September 2020 in which you requested the following information:

'I'm writing to you under the Freedom of Information Act 2000 to request the following information relating to Royal Navy recruitment advertising:

- a) The actual spend by the Royal Navy on above the line/traditional advertising for the financial year 2019/20.

In addition, if held:

- c) The actual spend by the Royal Navy on advertising for the financial year 2019/20 on each of the following social media platforms:

- Facebook/Instagram
- Snapchat
- Twitter
- TikTok

I would like the above information to be provided to me by email at this address. If this request is too wide or unclear, I would be grateful if you could contact me. Additionally, if any of this information is already in the public domain, please direct me to it, with page references and URLs if necessary.'

Your enquiry has been considered to be a request for information in accordance with the Freedom of Information Act 2000 (the Act).

A search has been completed within the Ministry of Defence and I can confirm that information in scope of your request is held. Please see the table at Annex A to this letter where each part of your request is addressed in order.

Under Section 16 (Duty to Provide Advice and Assistance) of the Act, 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 Royal Navy (RN) advertising spend, including Facebook, is on RN Recruitment.

If you have any queries regarding the content of this letter, please contact this office in the first instance.

If you wish to complain about the handling of your request, or the content of this response, you can request 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.uk](mailto:CIO-FOI-IR@mod.uk)). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely

Navy Command Secretariat - FOI Section

**FOI2020/10056**

**Royal Navy (RN) Traditional Media and Social Media Spend on Advertising for the Financial Year (FY) 2019/20:**

RN Traditional Media Spend:

<b>Area of Spend by RN</b>	<b>FY 2019/20 (Total)</b>
Above the Line Advertising (Cinema/Print/OOH/Radio/TV)	£9,350,583.02

RN Social Media Spend:

<b>Social Platform</b>	<b>FY 2019/20 (Totals)</b>
Facebook/Instagram	£1,247,197
Snapchat	£259,953
Twitter	£ 77,349
TikTok	£0
<b>Total</b>	<b>£1,584,499.00</b>

