



Ministry of Defence Police

Freedom of Information Manager

Ministry of Defence Police

Palmer Pavilion,

Building 666,

RAF Wyton, Huntingdon,

Cambs, PE28 2EA

E-mail: MDP-FOI-DP@mod.gov.uk

Our Ref: eCase: FOI 2024/03838

RFI: 046/24

Date: 28 March 2024

Dear [REDACTED]

FREEDOM OF INFORMATION ACT 2000: MINISTRY OF DEFENCE POLICE: SOCIAL MEDIA AND PR SPEND

We refer to your email dated 04 March 2024 to the Ministry of Defence Police (MDP), which was acknowledged on 04 March 2024.

We are treating your email as a request for information in accordance with the Freedom of Information Act 2000 (FOIA 2000).

In your email you requested the following information:

Under the Freedom of Information Act 2000 I would like to request some information relating to the social media and PR spend of your police force.

I would like to request all the following numbers for these years: 2019, 2020, 2021, 2022, 2023.

1) Total spend on social media (including staff costs, software, paid ads etc)

- Staff costs (full time SM)
- Staff costs (part of roll SM)
- Software costs (please indicate what software you use)
- Advertising costs
- Then any other relevant category breakdowns you can provide

2) Number of staff employed to work on social media (full time equivalent)

- the number of people who work full time on social media (full time equivalent)
- the number of people who have social media as part of their roles (full time equivalent) and what % of their time they spend on social media related activities (can be an estimate).

3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc)

4) Number of staff employed in the PR and communications team (full time equivalent)

Please also limit the data to the team that deals the most with PR and Communications, for example the Comms team or the Media team. I don't need data collated from several team across the police force, unless you don't have a central teams that deals with social media / PR / Comms

Regarding parts 1 and 3 ideally I would like this broken down into categories such as:

Staff costs (e.g salaries, training, travel expenses) Software costs (e.g monitoring and scheduling tools) Advertising costs (e.g paid facebook ads, printed materials) Then any other relevant category breakdowns you can provide.

If this is not practical then under your section 16 duty to advise and assist I would expect you to contact me to discuss how you record this financial data so that I can narrow my request in a way that works for both of us.

If you cannot provide all the data within the specified time and budget constraints, then you can focus on the years 2021, 2022, 2023.

My preferred format to receive this information is by electronic means. For both parts I would prefer the format to be an excel sheet, but if this is not possible within the time any money constraints of a FOI request then you can provide the answer in a different format.

If you need any clarification of this request or if it is too broad in any way please feel free to email me. If some parts of this request are more difficult to answer than others please release the answerable material as it is available rather than hold up the entire request for the contested data.

If FOI requests of a similar nature have already been asked could you please include your responses to those requests.

A search for information has now been completed and I can confirm that the MDP does hold information in scope of your request.

1) Total spend on social media (including staff costs, software, paid ads etc)

- Staff costs (full time SM)**
- Staff costs (part of roll SM)**
- Software costs (please indicate what software you use)**
- Advertising costs**
- Then any other relevant category breakdowns you can provide**

Year	Full time Social Media Staff Costs	Part of role Social Media Staff Costs	Software costs	Advertising and other costs
2019	None	1 x EO £25,967 1 x HEO £32,425	Nil	No information held
2020	None	1 x EO £26,350 1 x HEO £33,000	Nil	No information held
2021	None	1 x EO £26,350 1 x HEO £33,000	Nil	FY 2021/22: Advertising and Recruitment = £28,220 Promotional Items = £2,159 Outreach events = £8,180
2022	None	1 x EO £27,950 1 x HEO £33,830	Nil	FY 2022/23: Advertising and Recruitment = £33,232 Promotional Items = £11,828 Outreach events = £23,425
2023	None	1 x HEO £35,290	Nil	FY 2022/23 (to date) Advertising and Recruitment = £60,154 Promotional Items = £1,116.79 Outreach events = £10,317 Social media = £323.27

EO = Executive Officer
HEO = Higher Executive Officer

Advertising and other costs are recorded per Financial Year (FY)

We have no software costs as our channels and monitoring and scheduling tools are available through Defence.

2) Number of staff employed to work on social media (full time equivalent)

- the number of people who work full time on social media (full time equivalent)
- the number of people who have social media as part of their roles (full time equivalent) and what % of their time they spend on social media related activities (can be an estimate).

In the periods requested, we had no staff employed solely to work on social media.

The number of people who had social media as part of their roles are as follows:

2019 = 2
2020 = 2
2021 = 2
2022 = 2
2023 = 1

We have no information regarding the percentage of time spent on social media related activities as there is no set percentage.

3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc)

Please see the information provided for Question 1.

4) Number of staff employed in the PR and communications team (full time equivalent)

2019 = 2

2020 = 2

2021 = 2

2022 = 2

2023 = 1

If FOI requests of a similar nature have already been asked could you please include your responses to those requests.

This information is exempt under Section 21 (Information accessible by other means) of the FOIA 2000 as all previous responses can be accessed at the following link:

https://www.gov.uk/search/transparency-and-freedom-of-information-releases?content_store_document_type=foi_release&organisations%5B%5D=ministry-of-defence

If you are not satisfied with 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.gov.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

MDP Secretariat and Freedom of Information Office