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[Redacted]

By email: j[Redacted]

Our ref: FOI2026/12948  
24 June 2026

Dear [Redacted],

**REQUEST FOR INFORMATION: Social media advertising**

Thank you for your request for information of 11 June 2026 about social media advertising. We have handled your request under the Freedom of Information Act 2000 (FOIA).

Your information request and our response are set out below.

*I would be grateful if you could provide me with the following information relating to your departments use of Social Media Advertising:*

- *Details of each advertising campaign run, on any official departmental social media channel (including but not limited to Facebook, Instagram, X/Twitter, LinkedIn, YouTube, TikTok, Snapchat) since July 2024, including the Campaign name, platforms used, and dates the campaign ran.*
- *The total spend by your department on promoted posts or paid advertisements for each of these campaigns.*
- *Details of audience targeting criteria applied to each of these campaigns.*

In response to this query, details of Defra social media campaigns are set out below:

<b>Campaign</b>	<b>Dates</b>	<b>Social Channels and spend</b>	<b>Audience criteria</b>
Put Down Roots	Nov 2025 to March 2026	Meta + YouTube = £63k	35+ Farmers   East Midlands
Simpler recycling	February to March 2026	Meta = £47k	Households With Children & Young Adults (18-34) In relevant Local Authorities
Farming to the future	26 Jan to 25 March 2026	Meta: £15k	35+ Farmers   East of England



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 us.

Yours sincerely

[Redacted]

**Information Rights Team**

[InformationRequests@defra.gov.uk](mailto: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 <sup>[Redacted]</sup> Head of Information Rights via email at [InformationRequests@defra.gov.uk](mailto:InformationRequests@defra.gov.uk) and they 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/>