

**Food Standards Agency: Information released under the Freedom of Information Act**

Date released: 21 February 2018

**Request**

- 1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?**
- 2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?**
- 3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?**
- 4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?**
- 5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?**
- 6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?**
- 7. Is there an official policy for the use of organisational Facebook or Twitter Accounts (ie how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?**

**Response**

- 1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?**

The FSA has four Facebook pages:

<https://www.facebook.com/FSAINI/> (2012)

<https://www.facebook.com/FoodStandardsAgency/> (2012)

<https://www.facebook.com/AsiantaethSafonauBwyd> (2012)

<https://www.facebook.com/FoodHygieneRatingScheme/> (2011)

- 2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?**

The FSA uses Facebook to reach various audiences with campaigns through promoted posts.

2013/14	£5,001.38
2014/15	£6,399.27
2015/16	£16,826.07
2016/17	£5,171.72
2017/18	£105.02

**3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?**

The FSA has four Twitter accounts:

@foodgov (2009)  
@FSAinNI (2009)  
@FSAWales (2013)  
@FSACymru (2013)

**4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?**

The FSA uses Twitter to reach various audiences with campaigns through promoted posts.

*\*Includes costs converted from \$USD using exchange rate at time*

2013/14	£5,001.38*
2014/15	£6,399.27*
2015/16	£16,826.07
2016/17	£2,873.66
2017/18	£0

**5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?**

The Communications team has one gmail account which was set up to create accounts for various platforms with subscription requirements.

- 6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?**

No, not according to our records which date back to 2010.

- 7. Is there an official policy for the use of organisational Facebook or Twitter Accounts (ie how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?"**

Yes, please see the FSA's social media policy document attached to the email.