

Annex

Your request:

1. Please could you tell me the amount of money your department has spent on social media for the past 3 years.
2. Could you provide this information broken down year by year?
3. Please could you outline what the money was spent on (E.G Facebook post boosts, ads, etc.)

Our response:

1. Please could you tell me the amount of money your department has spent on social media for the past 3 years.

Between 1 April 2013 and 31 March 2016 we spent:

- £84,714.81*

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

2. Could you provide this information broken down year by year?

For 2013/14:

- £5,644.44*

For 2014/15:

- £14,513.10*

For 2015/16

- £66,557.27*

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

3. Please could you outline what the money was spent on (E.G Facebook post boosts, ads, etc.)

	Twitter promoted	Facebook promoted posts (£)	Instagram promoted ads (£)	Subscriptions
2013/14	5,001.38	643.0	-	-
2014/15	6,399.27	8,113.8	-	-
2015/16	16,826.0	36,612.3	12,424.7	694.14

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