

Reference: 513627

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9 February 2018

### **Freedom of Information: Right to know request**

Thank you for your request for information, where you asked about Ofcom's social media advertising.

This was received by Ofcom on 25 January and it has been considered under the Freedom of Information Act 2000 (the Act).

Please see below our response:

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

Yes. Ofcom has one Facebook page, which we have used since April 2010. You can find it at: <https://www.facebook.com/ofcom>.

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?*

Since setting up the page in 2010, Ofcom has spent a total of £8,196.45 on Facebook advertisements. These were all used to raise awareness of Ofcom's Mobile Research app for smartphones and tablets. This app is part of our work to improve mobile phone services across the UK. This breakdown is £1,030.65 in 2016, and £7,165.80 in 2017.

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

We have two Ofcom Twitter accounts:

- @Ofcom, set up in January 2009: <https://twitter.com/Ofcom>
- @OfcomCymraeg, a service for Welsh speakers set up in August 2017: <https://twitter.com/OfcomCymraeg>

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?*

Our total expenditure on Twitter has been US \$139, in Q3-4 of 2016, which was used to promote the launch of the free Ofcom Mobile Research app, described above. No other expenditures have been carried out on Twitter since or prior to this.

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 only such service is Google Play, the app store for Android devices. In 2015 we spent US \$25 to register a Google Play account, which allowed us to make available a free Wi-Fi checker app for people to check the quality of their home broadband.

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?*

We don't advertise or spend any money on Google.

By way of background, social media is an important communications channel for Ofcom. We have legal duties to understand public opinion about communications services, to provide information and advice to consumers, and to be transparent. Social media and digital channels help us achieve those duties, and they provide an increasingly popular means for people to contact Ofcom for help or advice.

Our digital apps, which are free to download, allow users to check their telecoms services and contribute towards our research on UK mobile networks.

I hope that information is helpful. If you have any queries, then please contact [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk). Please remember to quote the reference number above in any future communications.

Yours sincerely,

Jerin John

If you are unhappy with the response or level of service you have received in relation to your request from Ofcom, you may ask for an internal review. If you ask us for an internal review of our decision, it will be treated as a formal complaint and will be subject to an independent review within Ofcom. We will acknowledge the complaint and inform you of the date by which you might expect to be told the outcome.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

#### Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Steve Gettings  
The Secretary to the Corporation

Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF