

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

Thank you for your request for information about social media spending, which was received on 10 May and has been considered under the Freedom of Information Act 2000 (the Act).

You asked for:

“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.)”

We have understood your request to refer to Ofcom’s spend on advertising in relation to the following ‘social media’ channels, namely Twitter, Facebook, YouTube and LinkedIn.

Social media is of growing importance to Ofcom. It enables us to provide support and advice on the communications sectors directly to people and businesses in the UK. We have a successful following on social media, which we are seeking to build on in the future.

In response to your questions, Ofcom’s audited spend on social media for the relevant years are:

2012/13 - £0

2013/14 - £0

2014/15 £10.21 (Sponsored Facebook post).

We do not hold audited figures for the 2015/16 year. These figures will be available later in the year. I hope this information is helpful. Please quote the reference number above in any future correspondence as this will help us to deal with your query more quickly.

Yours sincerely

Julia Snape

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