

Monday, 17 March 2014

Dear Mr Bunyan,

Thank you for your Freedom of Information request received on 17 February 2014. You asked for the following :-

**How many twitter followers did @DWPgovuk have for each on the past 10 weeks? (A week being Monday to Sunday)**

**For all of your Twitter use how much money has been paid to Twitter, over past 12 months?**

**What other Third Party Twitter services and applications does @DWPgovuk and @dwppressoffice use? Such as Hootsuite and Tweetdeck**

**What are all of the key word search terms like "UKJCP" the DWP have purchased as a part of Twitter paid for adverts and search results, in use over past 10 weeks?**

**Target by keywords**

<https://business.twitter.com/targeting>

**Twitter Launches Keyword Targeting for Ads** <http://mashable.com/2013/04/17/twitter-keyword-ads/>

Response:

Twitter growth over the last 10 weeks:

16/12/2013	23/12/2013	30/12/2013	06/01/2014	13/01/2014
7,020	7,131	7,194	7,286	7,595

20/01/2014	27/01/2014	3/02/2014	10/02/2014	17/02/2014
7,787	8,023	10,238	11,900	13,700

DWP does not routinely pay for promoting Twitter accounts. We have entered one paid agreement with Twitter - as part of a wider media partnership - to communicate important changes we are making around pensions, helping reach a wider audience to fulfil our duty of making people aware. The data you request is held in commercial confidence. DWP has not purchased any key words as part of Twitter paid for adverts or search results.

Hootsuite is used for regular management of the @dwpgovuk and @dwppressoffice accounts.

If you have any queries about this letter please contact me quoting the reference number above.

Yours sincerely

DWP Central Fol Team

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### **Your right to complain under the Freedom of Information Act**

If you are not happy with this response you may request an internal review by e-mailing [xx@xxx.xxx.gov.uk](mailto:xx@xxx.xxx.gov.uk) or by writing to DWP, Central Fol Team, 4<sup>th</sup> Floor Caxton House, 6-12 Tothill Street, London SW1H 9NA. Any review request should be submitted within two months of the date of this letter.

If you are not content with the outcome of the internal review you may apply directly to the Information Commissioner's Office for a decision. Generally the Commissioner cannot make a decision unless you have exhausted our own complaints procedure. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF [www.ico.gov.uk](http://www.ico.gov.uk)