



## Freedom of Information: Social Media Marketing

Dear Rowland,

Thank you for your request for information concerning the University's spend on clearing advertising.

This request is being handled under the Freedom of Information Act 2000.

### **Your request**

Under the Freedom of Information Act, can you please tell me how much money you spent on advertising for clearing in 2019.

Can you please provide subtotals for the following categories (feel free to break them down further if that's appropriate):

1. Facebook
2. Instagram
3. Google - that is, search advertising
4. YouTube
5. Snapchat
6. Twitter
7. Other social networks (please specify)
8. Amazon
9. Online - that is, on websites excluding social networks, or those websites those listed above (this includes advertising using Google's ad network)
10. Television
11. National newspapers
12. Local newspapers
13. Magazines
14. Posters and billboards
15. Radio
16. Public transport billboards

Can you also provide an example of an ad in each of the above formats?

For the online forms of advertising, can you also tell me how many clicks each advertisement received? Can you also provide any other data you have which indicates the engagement with each ad.

For Google advertising, can you list which keywords you advertised against. Can you please indicate the cost-per-click in each case?

For Facebook, can you please supply:

- A list of the interests and/or demographics you targeted
- If you used custom audiences, from where you derived the data to make that custom audience.

Can you please provide this information in an Excel format?

### **Our Response**

The information on the money spent by the University on advertising for 2019 clearing is shown in the excel document at annex 1, along with example adverts for the categories disclosed.

The information is not held in respect of spend on categories 7, 8, 10, 11, 12 and 13.

In respect of each of the following:

- Clicks for each online and google advert
- Other data indicating engagement with each advert
- Facebook targeted interests/demographics and custom audiences derived data

You are not entitled to have this information sent to you because it would, or would be likely to, prejudice the University's commercial interests and in all the circumstances of the case, the public interest in maintaining the exemption in section 43 (2) of the Freedom of Information Act 2000 outweighs the public interest in disclosing the requested information.

I trust this addressed your enquiry.

If you are unhappy with the way your request for information has been handled, you can request me to reconsider the decisions made and I will respond.

In addition, I might be in a position to provide advice and assistance in relation to your request with a view to providing the information you are seeking.

If you continue to remain dissatisfied, you will have the opportunity to make a request for an internal review of the decision.

If you remain dissatisfied with the handling of your request or complaint, you have a right to appeal to the Information Commissioner at:

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

Telephone: 0303 123 1113

Website: [www.ico.gov.uk](http://www.ico.gov.uk)

There is no charge for making an appeal.

Kind regards,  
Paul Ferguson  
Governance and Legal Services Manager

02/10/2019