



**Kent  
Police**



M. Spaven  
request-427910-  
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Direct Line: 01622 654429/654413/652304  
Fax: 01622 652029  
E-mail: [freedomofinformation@kent.pnn.police.uk](mailto:freedomofinformation@kent.pnn.police.uk)

Date: 28 September 2017  
FOI Ref: 17/08/940

Dear M. Spaven,

**Freedom of Information Request 17/08/940**

I write in response to your request for information under the Freedom of Information Act 2000 (FOIA) received on 31 August 2017.

*I would be grateful if you could provide me with the following information:-*

- 1. Budget allocated in the tax year 2015-2016 to social media campaigns or engagement including budget for maintenance of social media profiles on Facebook, Twitter and similar.*
- 2. The budget allocated during tax year 2016-2017 for the same activities*

Whilst there is no specific budget in relation to Kent Police's use of social media, a small amount of paid activity on social media will have come from the Corporate Communications budget. Kent Police does not pay for the maintenance of its media profiles on social media. Whilst there will have been some expenditure on running advertising campaigns on Facebook, unfortunately this cannot be retrieved automatically, particularly as they would not be attributed to any readily retrievable cost code. To find this data would require the extensive manual review of all transactions on the cards of a number of different individuals across a 24 month period, estimated to exceed 18 hours' work and engaging the exemption at Section 12(1) of the FOIA.

Section 12 provides an exemption from a public authority's obligation to comply with a request for information where the cost of compliance is estimated to exceed the appropriate limit. The Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 state that the appropriate cost limit is 18 hours in the case of the Police Service.

Ordinarily, Section 16 of the Act would require us to offer advice and assistance in order to try and bring a request within cost, however in this case we can see no reasonable way to do so.

Thank you for your interest in Kent Police. If you have any queries about your request or the application of the Freedom of Information Act generally, please contact this office quoting the reference number above.

Yours sincerely,

**Alan Muggridge**  
**FOI Legal Administrator**

## **Your right to appeal**

We take our responsibilities under the Freedom of Information Act seriously but, if you feel your request has not been properly handled or you are otherwise dissatisfied with the outcome of your request, you have the right to appeal. We will conduct an internal review to investigate the matter and endeavour to reply within 20 working days. If your appeal concerns the decision to apply an exemption, it would assist the review if you would outline why you believe the exemption does not apply.

You may lodge your appeal by writing to:

Freedom of Information  
Kent Police Headquarters  
Sutton Road,  
Maidstone  
Kent  
ME15 9BZ

Or by e-mailing [freedomofinformation@kent.pnn.police.uk](mailto:freedomofinformation@kent.pnn.police.uk)

If you are still dissatisfied following our internal review, you have the right under section 50 of the Act to appeal directly to the Information Commissioner who would normally expect you to have exhausted the internal review procedure provided by Kent Police.

The Information Commissioner can be contacted at:

FOI Compliance Team (complaints)  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF