



Department  
for Work &  
Pensions

[www.dwp.gov.uk](http://www.dwp.gov.uk)

03 January 2018

Fol ref No: 5058

Dear Lee Jefferson,

Thank you for your Freedom of Information request received on 1 December 2018.

Following your earlier question about advertising on Facebook and our response regarding the scope of your question, you have now asked:

*Please kindly list the multiple channels and campaigns you refer to so we can determine which of these we'd like you to check.*

**DWP response**

Since January 2017, we have run several campaigns which include advertising on Facebook (as per your original question), namely:

- setting out the benefits of having a Workplace Pension
- encouraging people to use the Pension Wise guidance service
- helping people understand their State Pension entitlement
- explaining how Universal Credit removes barriers to work

Each campaign may use a mix of channels depending on whom it is trying to reach – which may include advertising on Facebook. Channels selected for each campaign can also include press, radio, online display, TV and posters.

We are currently looking at your review request regarding Facebook advertising and will come back to you with further information.

Yours Sincerely

DWP 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 can ask for an internal review by e-mailing [freedom-of-information-request@dwpgsi.gov.uk](mailto:freedom-of-information-request@dwpgsi.gov.uk) or by writing to DWP, Central Fol Team, Caxton House, Tothill Street, SW1H 9NA. Any review request should be sent within two months of the date of this letter.

If you are not content with the outcome of an internal review you may apply directly to the Information Commissioner's Office (ICO) for a decision. Generally the ICO cannot make a decision unless you have exhausted our own complaints procedure. The ICO can be contacted at: Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF [ico.org.uk/Global/contact\\_us](http://ico.org.uk/Global/contact_us) or telephone 0303 123 1113 or 01625 545745