



Department for
Business, Energy
& Industrial Strategy

Communications, Partnerships &
Governance
Department for Business, Energy &
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FOI2018/08638

24 May 2018

Dear Mr Wilding,

Thank you for your email of 3 April 2018 where you requested the following information:

Please provide records of departmental expenditure on social media marketing campaigns in each financial year from 2013/14 to 2017/18. These records should include a breakdown of expenditure on each social media platform (e.g. Facebook, Twitter, Instagram, Snapchat, YouTube.)

Please also provide copies of internal reports, memos and/or briefings which relate to the effectiveness of social media campaigns, as a whole or individually, during this period.

Under the Freedom of Information Act 2000 ('the Act'), you have the right to:

- know whether we hold the information you require
- be provided with that information (subject to any exemptions under the Act which may apply).

The department was created in July 2016 following the merge of two UK government departments to form the Department for Business, Energy and Industrial Strategy. We can provide you partial information for spending on social media campaigns since the creation of BEIS.

Calendar Year	Campaign	Channel	Amount
2016	National Minimum Wage	Facebook	£9,842
	Youth Employment campaign	Facebook	£61,147
	Youth Employment campaign	Twitter	£12,720
2017	Clean Growth Strategy launch	Facebook	£1,761.33
	Youth Employment campaign	Facebook	£27,542
	National Living and Minimum Wage	Twitter	£17,875
	Industrial Strategy	Facebook	£5, 000

	National Living and Minimum Wage	Facebook	£132,775
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We are unable to provide you with details of our Shared Parental Leave campaign as we do not hold this information.

We consider that to provide any further information requested would exceed the appropriate limit. Section 12 of the Freedom of Information Act is a provision which provides that a public authority is not obliged to comply with requests where the cost of complying would exceed a set limit known as the appropriate limit. The appropriate limit represents the estimated cost of one person spending 3.5 working days in determining whether the Department holds the information, locating, retrieving and extracting the information.

In order to provide you with the information on the scale that you have requested would require us to locate and extract the information for all media campaigns run over the time period in question, obtaining the supporting documentation for each campaign that will be spread across multiple teams. Finding the records of channel spend within that information and collating the information would also take additional time.

You may wish to consider refining your request by narrowing its scope, including any dates or period of time relevant to the information required. You could, for example, focus on information relating to a specific set of correspondence, and reduce the time period that you wish to obtain information for, or request for an individual campaign's evaluation report. Please note that if we were able to locate information within the cost limit for a revised request it may then be subject to any relevant FOI exemptions, such as s43 for commercial interests.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original request and should be addressed to the Information Rights Unit:

Information Rights Unit
Department for Business, Energy and Industrial Strategy
1 Victoria Street
London
SW1H 0ET
Email: FOI.Requests@beis.gov.uk

Please remember to quote the reference number above in any future communications.

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

Yours sincerely,

Communications, Partnerships & Governance team