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Gordon Miller
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10 May 2021

Dear Mr Miller,

I am writing in relation to your Freedom of Information request of 20 April 2021.

You asked for a breakdown of social media marketing spend, broken down to each platform, promoting content that is specifically relating to Covid-19.

To expedite a speedier resolution to your request I am responding to you under normal course of business.

As the COVID-19 pandemic has developed, the need to provide clear, public health advice and information regarding coronavirus restrictions, to people living in Northern Ireland has been vitally important in helping to control the spread of the virus.

The Covid-19 spend on social media in the 2020/2021 financial year was as follows:

- Facebook: £25,123.31
- Instagram: £34,443.38
- Twitter: £24,526.47
- Snapchat: £11,589.48
- TikTok: £9,236.48
- Total Spend: £104,919.12

I hope this is the information you seek.

However, should you still require a formal response from the Executive Office under the provisions of the Freedom of Information Act 2000 reiterating the above, please let us know.

Regards

CHRIS McNABB