



**Northern  
Ireland  
Office**

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**Via Email**

**Date: 05 July 2021**

**Ref: FOI/21/102**

Dear [REDACTED] 0

Thank you for your request dated 11 June 2021 in which you requested that the Northern Ireland Office provide the following under the Freedom of Information Act 2000 ("FOIA"):

- 1. What is the department's total spend on social media marketing between January 2021 and May 2021?**
- 2. What is the breakdown of this spend per channel?**
  - i) LinkedIn,
  - ii) Facebook,
  - iii) Twitter,
  - iv) Instagram,
  - v) YouTube,
  - vi) TikTok,
  - vii) Snapchat
- 3. What is the department's total spend on influencer marketing between January 2021 and May 2021?**
- 4. What is the department's policy on employee social media use, if any?**

Your request has been considered under the terms of the Freedom of Information Act (2000). I can confirm that we hold some information relevant to your request. If I may, I shall address each of your points in turn:

- 1. What is the department's total spend on social media marketing between January 2021 and May 2021?**

The total spend by the Department on social media marketing between January 2021 and May 2021 was £4,430. For further information with respect to the Department's recent social media spend please see the following Parliamentary Question: [PQ response](#) (UIN 8785).

- 2. What is the breakdown of this spend per channel?**

This figure (£4,420) was divided between Facebook and Instagram. No further expenditure was allocated to the other channels mentioned in the question.

- 3. What is the department's total spend on influencer marketing between January 2021 and May 2021?**

The Department has not spent any public funds on influencer marketing between January 2021 and May 2021.

**4. What is the department's policy on employee social media use, if any?**

Departmental employees are bound by the Civil Service Code of Conduct, which is publicly available at the links below. Civil servants must adhere to the Civil Service Code online as well as offline. Social media is a public forum and the same considerations apply as would to speaking in public or writing something for publication, either officially or in a personal capacity outside of work. Further details on propriety in digital and social media can be found in the link below.

Propriety in digital and social media  
Civil Service Code of Conduct  
Government Communications Service guidance

I trust this information is of some use to you and I wish you all the best with your research.

**Complaints**

You have the right to appeal our decision if you think it is incorrect. If you believe this reply is not in accordance with the Freedom of Information Act 2000 you may ask for an internal review within two calendar months of the date of this letter. If you request a review you should do so in writing stating the reasons.

If following an internal review you were to remain dissatisfied you may make a complaint to the Information Commissioner and ask him to investigate whether the NIO has complied with the terms of the FOIA. You can write to the Information Commissioner at:

Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

The Commissioner will not investigate a complaint unless an internal review procedure has been carried out. Further details on the role of the Information Commissioner and the handling of appeals can be found at: [www.ico.org.uk](http://www.ico.org.uk)

If you wish to discuss this letter or our handling of your request, please contact the Freedom of Information Team using the contact details provided at the top of the first page. Please remember to quote your reference in any correspondence.

Thank you for your interest in the Northern Ireland Office.

Yours sincerely,

Freedom of Information Manager