



J Grove
request-704183-91e49758@whatdotheyknow.com

Our Reference: 202000108814

20 November 2020

Dear J Grove,

REQUEST UNDER THE FREEDOM OF INFORMATION (SCOTLAND) ACT 2002 (FOISA)

Thank you for your request dated 5 November 2020 under the Freedom of Information (Scotland) Act 2002 (FOISA).

Your request

You asked for "how much of the taxpayers money has been recorded as being budgeted for the "Stick to the rules and help protect our businesses and jobs" joint NHS-Scottish Government campaign that is currently running on a 24 hour cycle on the social media platforms such as YouTube and Spotify".

Response to your request

The budgeted spend for this campaign on social media platforms is £40,641.

Your right to request a review

If you are unhappy with this response to your FOI request, you may ask us to carry out an internal review of the response, by writing to Barbara Allison, Director of Communications, Ministerial Support and Facilities, St Andrew's House, Regent Road, Edinburgh, EH1 3DG or DirectorCMSF@gov.scot. Your review request should explain why you are dissatisfied with this response, and should be made within 40 working days from the date when you received this letter. We will complete the review in

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accordance with FOISA as soon as possible, and not later than 20 working days from the day following the date we receive your review request.

If you are not satisfied with the result of the review, you then have the right to appeal to the Scottish Information Commissioner. More detailed information on your appeal rights is available on the Commissioner's website at: <http://www.itspublicknowledge.info/YourRights/Unhappywiththeresponse/AppealingtoCommissioner.aspx>.

Yours sincerely

Elizabeth Dunn
COMMS : Communications Services Unit

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St Andrew's House, Regent Road, Edinburgh EH1 3DG
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