

## Response to Request for Information

Reference      FOI 000183  
Date            27 May 2016

### ***Social Media Spend***

#### **Request:**

1. Please could you tell me the amount of money your council has spent on social media for the past 3 years.
2. Could you provide this information broken down year by year?
3. Please could you outline what the money was spent on (E.G Facebook post boosts, ads, etc.)

1 April 13- 31 March 14 £7,018

1 April 14 - 31 March 15 £14,366

1 April 15 - 31 March 16 £36,884

For context, it is worth noting that the council's strategy has moved away from more costly, traditional forms of communicating and engaging to digital approaches which can be targeted (by age, gender, location, interests etc) and much more effectively measured to ensure value for money for every pound spent.

The current average monthly reach for our Facebook advertising is approximately 83,000.

Expenditure on Facebook advertising is a very refined and cost effective way of reaching audiences that we wish to target for important campaigns. A significant proportion of this money is spent on recruiting more foster carers to help the city safeguard vulnerable children. Also, it's worth noting that a significant amount was spent in both 14/15 and 15/16 on targeted promotion of the Government's free-15 hours a week childcare offer for two-year-olds. This money came from central Government and the campaign helped us achieve 80% take up on the scheme.