



Llywodraeth Cymru
Welsh Government

ATISN 15080

11 May 2021

Dear

ATISN 15080: Covid-19 Social Spend

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on 20 April. You requested information related to COVID-19 social media spend, specifically:

- *A breakdown of social media marketing spend by each platform relating to COVID-19*

Response

The figures below illustrate the costs associated with Welsh Government's social media marketing per platform between April 2020 and March 2021 -

	Facebook	TikTok	Twitter	Snapchat	YouTube	LinkedIn	TOTAL
Total by platform	£286,937.77	£23,561.95	£81,381.28	£43,115.53	£113,822.15	£2,285.23	£551,213.91

Next Steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
CARDIFF,
CF10 3NQ
Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
CHESHIRE,
SK9 5AF

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely,