

[REDACTED]
(By email)

Our Ref: MGLA030918-1822

28 September 2018

Dear [REDACTED]

FOI - annual spending of the Mayor of London on social media

Thank you for your request for information which the GLA received on 2 September 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

I would be delighted if you provide me info about annual spending of the Mayor of the New York City in 2010-18 on social media campaigns (PR actions on Facebook, YouTube, Tweeter, Instagram, Google, etc.) What legal document regulates the principles of choosing selected/ preferred media. Who and how evaluates the efficiency of the PR action in above mentioned media?

Although your request refers to the Mayor of New York, the title of your message refers to the Mayor of London. For clarity - our response is about the Mayor of London and the Greater London Authority (GLA).

Teams across the GLA use some of the biggest social media platforms – including Twitter, Facebook and Instagram – to directly engage with Londoners and stakeholders to help them better understand and engage with the work of the GLA.

The Mayor of London does not have a budget to pay for social media advertising. The GLA does not use paid advertising on any social media platforms to solely promote the 'Mayor of London' brand or any associated social media accounts.

The GLA uses paid advertising across multiple channels to engage directly with Londoners, to promote London and promote the work and programmes of the Greater London Authority. Digital and social media advertising is often the most cost-effective way of reaching an audience and for driving a specific action, for example signing-up to attend an event such as 'People's Question Time'. It has become an effective way access hard to reach audiences like BAME and younger Londoners.

Along with this more Londoners are using social media platforms to access information, news and engage in public discourse. Digital advertising is used alongside other, more traditional channels as part of integrated PR and marketing campaigns.

Recent campaigns include:

- London Needs You Alive
- Help rough sleepers
- New Year's Eve fireworks
- The Events for London programme
- The Homes for Londoners portal
- The Digital Talent Programme
- London Is Open
- Clean Air

The spend below covers all social media campaigns including Facebook, Twitter, Instagram and Google search. The GLA does not place paid advertising on YouTube.

Year	2010 - 2011	2012 - 2013	2014	2015 - 2016	2017 - 2018
Total spend	£44,640.26	£142,734.58	£152,262.73	£380,453.00	£476,291.98

These figures have been obtained from Wavemaker our media buying agency.

The GLA does not hold any legal documents which regulate the selection of preferred media channels. To decide which media channels we use to communicate any given campaign, the external relations team works in partnership with our media buying agency, Wavemaker (previously MEC).

There is a huge breadth of different types of campaign and objectives, audience, investment, scale and methodology are all considered in planning of campaigns, to ensure the most strategic and effective approach to delivery. We set clear targets, bespoke for every campaign to effectively measure success. Evaluation is carried out by members of staff in the external relations team on this basis, with input from our agency Wavemaker.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA030918-1822.

Yours sincerely


Head of Marketing Campaigns

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>