

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA290120-1471

24 February 2020

Dear [REDACTED]

Thank you for your request for information which the GLA received on 28 January 2020. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

What is the total amount of money spent by the GLA on Twitter, by year, for the 2015/16, 2016/17, 2017/18, 2018/19 years?

Our response to your request:

Advertising on Twitter is used to inform and engage Londoners on the work of the Mayor and the London Assembly.

The total amount of money spent by the GLA on Twitter advertising for 2015/16, 2016/17, 2017/18 and 2018/19 financial years is **£97,588.42** across @LDN_gov, @LDNGrowthHub, @LondonAssembly and @MayorofLondon accounts.

Broken down by financial year this is:

| Financial year | Total |
|----------------|-------------------|
| 2015/16 | £0 |
| 2016/17 | £5,000.00 |
| 2017/18 | £46,466.16* |
| 2018/19 | £46,122.26 |
| Total | £97,588.42 |

*In 2017-18, £27,925.74 of this spend was for the London Growth Hub campaign, which was bought through the GLA's media planning agency but funded by LEAP through HM Government Growth Hub grant funding.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA290120-1471.

Yours sincerely



Information Governance Officer

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>