

GREATER LONDON AUTHORITY

By email

Our Ref: MGLA200220-3304

29 June 2020

Dear

Thank you for your request for information which the Greater London Authority (GLA) received on 20 February 2020. Your request has been considered under the Freedom of Information Act 2000. I am sorry for the delay in responding. Please accept my apologies for the inconvenience.

Your request:

I am emailing to request information under the Freedom of Information Act 2000. I would like to know:

How much the GLA has spent on sponsored social media advertising, specifically on the @MayorofLondon account, across Facebook, Twitter, Instagram, LinkedIn, and Snapchat, from January 2019 up to and including January 2020?

I would like this information broken down month by month and by social media platform. I would like to receive this information in Excel format.

Our response to your requests:

Please find below and in the attached Microsoft Excel file the information we hold within the scope of your request.

The GLA has a responsibility to keep Londoners informed and engaged in the work of the Mayor of London and the London Assembly, including to inform them of services that are available to them and policies that may impact them.

To fulfil this responsibility, the GLA runs a number of campaigns each year and each campaign has specific objectives such as raising awareness of a new initiative, promoting events that will be of interest to Londoners or public engagement with a new programme of work. For example, Facebook advertising is used to inform Londoners about People's Question Time events and encourage them to register to attend, to tell young disadvantaged Londoners about opportunities they can get involved in during the school holidays, and to tell Londoners about the New Year Eve Fireworks tickets, including when they have sold out to ensure we don't get overcrowding in central London.

When planning communications on events like this, we brief our media planning and buying agency (Wavemaker) who then recommend which channels will reach the right audience.

Attached is an Excel spreadsheet detailing the advertising spend breakdown by month and by platform for the Mayor of London and London Gov accounts on Facebook and Instagram, and for the Mayor of London accounts on Twitter and LinkedIn. Please note there was no paid advertising spend from a Mayor of London account on Snapchat.

You requested data specifically for the Mayor of London account, but please note that for the advertising through Facebook Business Manager, which includes advertising for Facebook and Instagram, the data included combines the spend over two accounts: @MayorofLondon and @LDN_Gov. Separating the spend by page would require a manual process which would take well over 20 hours, which would exceed the staff time limit for Freedom of Information Act requests, set by the Freedom of Information (Appropriate Limit and Fees) Regulations 2004.

Under section 12 of the FOI Act, we are not obliged to comply with a request if the cost of determining whether we hold the information, locating and retrieving it and extracting it from other information would exceed the appropriate limit. This is calculated at £25 per hour for every hour spent on the activities described and equates to 18 hours of work. In this case, we have estimated that it would take well over 20 hours to provide a full response to your request.

To bring the cost of responding to your request to within the limit, you may wish to consider narrowing the scope of your request - such as the relevant date/s or date range, or the level of detail required so that we can more easily provide the information you are seeking.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA240220-3456.

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>

Channel	Facebook [@MayorofLondon and @LDN_Gov]	Instagram [@MayorofLondon and @LDN_Gov]	Twitter [@MayorOfLondon]	LinkedIn Mayor Of London
Month	Spend	Spend	Spend	Spend
Jan-19	£11,921.34	£267.13	£0.00	£0.00
Feb-19	£25,552.37	£661.32	£0.00	£0.00
Mar-19	£56,229.31	£5,590.14	£0.00	£771.09
Apr-19	£21,390.61	£4,776.31	£0.00	£0.00
May-19	£12,308.95	£8,121.85	£0.00	£0.00
Jun-19	£49,040.54	£16,316.62	£0.00	£0.00
Jul-19	£35,368.80	£17,008.41	£0.00	£0.00
Aug-19	£23,711.69	£16,112.11	£0.00	£0.00
Sep-19	£41,201.22	£15,334.12	£0.00	£0.00
Oct-19	£16,541.19	£6,857.92	£148.00	£324.22
Nov-19	£42,076.73	£13,011.40	£2,749.62	£3,728.43
Dec-19	£14,455.05	£1,090.72	£0.00	£693.18
Jan-20	£37,890.91	£8,518.79	£0.00	£0.00
TOTAL	£387,688.71	£113,666.84	£2,897.62	£5,516.92