

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: **MGLA190619-5350**

12 July 2019

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 19 June 2019 concerning Facebook promoted (paid) posts. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

Facebook promoted (paid) posts

- *The overall amount of money spent by the GLA on promoted Facebook posts in the last calendar year.*
- *A copy of any documentation or correspondence setting out the principles/rationale used when deciding which audiences and groups to target.*
- *The overall Return on Investment (ROI) from these posts for the GLA - and the method of measuring ROI.*
- *The broad aims that the GLA has in promoting Facebook posts.*

We have interpreted your request as asking about money the GLA spent on 'boosted' Facebook posts.

The GLA has not spent any money on boosted Facebook posts in the last calendar year.

For your reference, we distinguish boosted posts from general Facebook adverts using this Facebook guide: <https://www.facebook.com/business/help/317083072148603>

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA190619-5350

Yours sincerely

[REDACTED]
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>