

# GREATER LONDON AUTHORITY

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(By email)

Our Ref: MGLA281119-7950

5 February 2020

Dear ■■■■

Thank you for your request for information which the Greater London Authority (GLA) received on 27 November 2019. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

- (1) total cost of social media advertising of year-to-date 2019;
- (2) title and textual content and cost of the five most recent adverts that were removed by social networks for breach of policy.

Our response to your request:

Please find below the information we hold in-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.

The GLA runs a number of campaigns each year to fulfil this responsibility 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.

When planning campaigns, we brief our media planning and buying agency (Wavemaker) on these campaigns and they then recommend which channels will reach the right audience and best help us achieve our goals.

The total spend across the @MayorofLondon, @LDN\_Gov and @LondonAssembly accounts for the period between 1 January and 27 November 2019 is £516,071.49.

**Facebook adverts in breach of policies**

You also requested to see records (titles, textual content and cost) of the five most recent Mayor of London adverts which have been removed by Facebook due to breaches of their policies.

We know that two GLA ads were disapproved after publishing by Facebook and the details are in the table on the next page.

The GLA is unsure whether more of our ads have been disapproved after publishing. We are in contact with Facebook to try and answer your question and will respond again when we have more information.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA281119-7950

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>

**FOI response MGLA281119-7950 (table)**

Campaign Name	Ad Set Name	Creative Name	Creative Links	Amount Spent	Stated Policy Violation	Indicated Reason
London Budget Challenge - Jan 2019	London Budget Ad Set 2 - Communities & Forums	B - London Bus	<a href="https://fb.me/2oY1IF0Dmu1mp0h">https://fb.me/2oY1IF0Dmu1mp0h</a>	£0.00	Low-Quality or Disruptive Content	Marked as low quality based on Facebook Advertising Policies. Facebook says “Low quality may include ads linking to external landing pages with an unexpected experience, or that feature minimal original content, or contain disruptive or low-quality ads.”
		A - Hyde Park	<a href="https://fb.me/1IAke9KBZdy9NdL">https://fb.me/1IAke9KBZdy9NdL</a>	£0.00		