

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA250118-1688

7 March 2018

Dear [REDACTED]

Thank you for your request for information which the GLA received on 25 January 2018. Your request has been dealt with under the Freedom of Information Act 2000.

Please find attached the information we hold within the scope of your request.

*1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?*

Mayor of London Facebook – account created 31 October 2016

Link to page: <https://www.facebook.com/MayorofLondon/>

London Gov Facebook – account created 21 March 2014

Link to page: <https://www.facebook.com/LDNgov/>

*2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?*

Please see attached response. We have provided data from 2012 onwards. 2012 and 2013 data will be from channels that have since closed.

*3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?*

Mayor of London Twitter – set up at 8 May 2008

Link to page: <https://twitter.com/MayorofLondon>

Lead channel for Greater London Authority, London Gov:

London Gov Twitter – set up 28 November 2013

Link to page: [https://twitter.com/LDN\\_gov](https://twitter.com/LDN_gov)

From March 2014 the below channels were created:

- [LDN\\_economy](#) – 1 April 2014
- [LDN\\_prepared](#) – 4 April 2014
- [LDN\\_environment](#) – 8 April 2014
- [LDN\\_pressoffice](#) – 8 April 2014
- [LDN\\_culture](#) – 10 April 2014
- [LDN\\_data](#) – 10 April 2014

*4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?*

Please see attached response. We do not have access to data before 2014 but do not believe we spent money before this time.

*5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?*

We do use a Google Mapping API – but our usage is low – and falls below a level that Google charge for.

*6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?*

Please see attached response. We can provide annual data from 2006 to 2017.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA250118-1688.

Yours sincerely

**Kelly McMorran Barnard**  
**Senior Manager: Marketing, Brand & Digital**

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>