

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA281019-5777

5 February 2020

Dear [REDACTED]

Thank you for your request for information which the GLA received on 27 October 2019. Please accept my apologies for the late response. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

I would like to know how much the GLA has spent on sponsored social media adverts over the last five year?

The data would need to be broken down by year and by platform, i.e. Facebook, Twitter etc.

Please find below 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.

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.

When planning campaigns, our media planning and buying agency recommends which channels will reach the right audience and best help us achieve our goals.

Over the last five years overall advertising spend has stayed at broadly the same level however as social media platforms have evolved and become more widely used by the population, they have represented greater value for money and therefore the proportion of existing budget spent on these platforms has increased. In line with that our media buying agency have advised us to use more social media advertising as part of the best channel mix to reach our target audiences with better return on investment.

The below figures set out the GLA's gross spend across all campaigns, including spend by the London Assembly. Social media adverts have come from the following accounts LDN gov, London Assembly, Mayor of London, London Elects, Growth Hub, London Needs You Alive and Our LDN.

Financial year	Facebook*	Instagram*	Twitter	LinkedIn	Snapchat
2014/15	£65,226.69	-	£3,903.79	-	
2015/16	£122,796.38	-	-	-	
2016/17	£135,832.88	-	£5,000	-	
2017/18	£129,858.83	£42,332.95	£46,466.16	-	
2018/19	£346,093.72	£52,483.90	£46,122.26	£771.09	£5,834.91

* taken from Facebook Business Manager

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA281019-5777

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>