

8 March 2023

Dear

ATISN 17141

Thank you for your request which I received on 10 February 2023. You asked for the following information:

How much money the Welsh Government has spent on advertising on social media from 2018 until now, broken down by each social media platform.

The information requested is provided at Annex 1.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

or e-mail: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

Website: www.ico.org.uk

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely

Annex 1

Platform	2018-19	2019-20	2020-21	2021- Jan 2022	1 Jan 2022- 1 Jan 2023
Facebook/ Instagram	£257,610.57	£362,882.26	£653,658.85	£678,254.63	£979,062.39
LinkedIn	£201,890.40	£123,938.44	£276,714.10	£265,058.61	£594,238.63
Twitter	£67,664.89	£56,574.53	£175,698.45	£173,334.75	£201,341.94
Snapchat	£5,950	£13,300	£57,600	£118,950.87	£94,259.00
YouTube	£15,454.51	£38,240.31	£187,334.63	£277,663.95	£348,547.46
Tik Tok	N/A	N/A	£111,549.00	£102,216.86	£153,042.32
TOTAL	£548,570.37	£594,935.54	£1,462,555.03	£1,615,479.67	£2,370,491.74

(Please note these figures exclude all public, legal, and traffic notices, recruitment advertising and Visit Wales campaigns).