



6 July 2020

[REDACTED]

Reference: OIA-2019/20-0532

Dear [REDACTED]

**Official Information Act request relating to social media spending**

Thank you for your Official Information Act 1982 (the Act) request received on 17 May 2020. You requested (numbering added):

- 1. Details of any social media spend DPMC has made between 1 January 2020 and 17 May 2020, including a description of the content, the platform and the associated account the content was posted on.*
- 2. Details of any budget DMPC has made available to other government department or ministers offices for social media spend between 1 January 2020 and 17 May 2020, including a description of the content, the platform and the associated account the content was posted on.*
- 3. Details of any budget DPMS (sic) has received from other government departments or ministers offices for social media spend between 1 January 2020 and 17 May 2020, including a description of the content, the platform and the associated account the content was posted on.*

The time frame for responding to your request was extended under section 15A of the Act by 20 working days because it necessitated consultations to be undertaken before a decision could be made on the request. Following this extension, I am now in a position to respond.

Please find set out below our responses to each of your requests:

- 1. Details of any social media spend DPMC has made between 1 January 2020 and 17 May 2020, including a description of the content, the platform and the associated account the content was posted on.*

The information requested in this part of your request is not held in a format that is readily available or extractable. It would require a manual review of invoices and transactions, and an assessment of each transaction to determine whether it was a purchase for social media promotion. Therefore, I am refusing this part of your request under section 18(f) of the Act, as it will require substantial research and collation.

- 2. Details of any budget DMPC has made available to other government department or ministers offices for social media spend between 1 January 2020 and 17 May 2020, including a description of the content, the platform and the associated account the content was posted on.*

I can advise that DPMC has not made any budget available to other government departments or Ministers' offices for social media spend between 1 January 2020 and 17

May 2020. Accordingly, I am refusing this part of your request under section 18(e) of the Act, as the information requested does not exist.

- 3. Details of any budget DPMS (sic) has received from other government departments or ministers offices for social media spend between 1 January 2020 and 17 May 2020, including a description of the content, the platform and the associated account the content was posted on.*

I can advise that DPMC has not received any budget from other government departments or Ministers' offices for social media spend between 1 January 2020 and 17 May 2020. Accordingly, I am refusing this part of your request under section 18(e) of the Act, as the information requested does not exist.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

Finally, for your information, this response will be published on DPMC's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Clare Ward  
**Executive Director, Strategy, Governance and Engagement**