

21 February 2024

Dear

ATISN 20125

Thank you for your request which was received on 24 January 2024. You asked for the following information:

1. The amount spent promoting posts on TikTok in the last 5 years, broken down by year.
2. The amount spent on the ideation and creation of social media material since January 2022.
3. The amount spent promoting posts on other social media platforms in the last 5 years, broken down by year.

In relation to parts 1 and 2 of your request, information is provided at Annex 1.

In relation to part 3 of your request, we do not hold this information.

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

The Welsh Government holds information on media spend that has been bought through the central media buying contract. Over the past 5 years, the Welsh Government has spent the following on Tik Tok and other social media channels via this contract:

Facebook/ Instagram: 2019-20 - £237,318; 2020-21 - £559,664;

Apr 2021 - Jan 2022- £678,254.63; Jan 2022-Jan 2023 - £359,014.20;

Jan 2023-Jan 2024 - £189,098.22

Twitter/X: 2019-20 - £52,850; 2020-21 - £175,698.45; Apr 2021 - Jan 2022 - £173,334.75;

Jan 2022-Jan 2023 - £56,655.26; Jan 2023-Jan 2024 - £6,050

Snapchat: 2019-20 - £13,300.00; 2020-21 - £57,600; Apr 2021 - Jan 2022 - £29,615.8;

Jan 2022-Jan 2023 - £33,500; Jan 2023-Jan 2024 - £11,520.24

You Tube: 2019-20 - £16,971.36; 2020-21 - £115,486.36;

Apr 2021 - Jan 2022 -£277,663.95; Jan 2022-Jan 2023 -£22,595.14;

Jan 2023-Jan 2024 - Nil

Tik Tok:2019-20 - Nil; 2020-21 -£111,549; Apr 2021 - Jan 2022- £31,826.53;

Jan 2022-Jan 2023 - £51,251.96; Jan 2023-Jan 2024 -£33,104.

LinkedIn: 2019-20 -£27,797; 2020-21 - £17,808; Apr 2021 - Jan 2022 - £9,472.17;

Jan 2022-Jan 2023 -£18,307.48; Jan 2023-Jan 2024 - £6,742.