



Freedom of Information Act Request

Ref: FOI 21-22 30

Date issued: 09 February 2022

Subject: Social Media Spending

Question(s):

This is an information request relating to social media spending.

Please include the information for each of the following periods; 2019-20, 2020-21, 2021-22:

- The total spend by the organisation on social media advertising, including a breakdown by year and by form of social media (e.g. Twitter, Facebook, LinkedIn, etc.)
- The total reach of each paid advert

Response:

The GLAA has used paid for adverts on social media to amplify our messages and is an important tool for us to reach our audiences including potential victims of labour exploitation. Paid for adverts, contain targeted prevention campaigns conducted with partners to raise awareness of labour exploitation, workers' rights and encourage victims to report concerns.

Please find a summary of costs for social media below:

- **19/20: £1,026.09** (all on LinkedIn)
- **20/21: £10,0002.08** (3,336.08 on LinkedIn; £6,666 on Facebook)
- **21/22 (to date): £5,940.00** (all on Facebook)

In relation to your request for information on the total reach of each paid advert, we do not hold this information for paid adverts on LinkedIn. These were mainly for GLAA recruitment. However, we do have a summary on reach and engagement for the campaigns run on Facebook:

- **20/21:** Total reach 1,975,621; Engagements 34,480
- **21/22 (to date):** Total reach 1,627,337; Engagement 3,699.