



Your reference:

Our reference: FOI_24_0201

E-mail: FOI

@gloucestershire.police.uk

Direct dial: 01452 754304

Postal Address: As above

Date: 12/03/2024

Dear

Gloucestershire Constabulary Freedom of Information request FOI_24_0201

On 14/02/2024 you sent an email constituting a request under the Freedom of Information Act asking the following:

Under the Freedom of Information Act 2000 I would like to request some information relating to the social media and PR spend of your police force.

I would like to request all the following numbers for these years: 2019, 2020, 2021, 2022, 2023.

- 1) Total spend on social media (including staff costs, software, paid ads etc)
- 2) Number of staff employed to work on social media (full time equivalent)
- 3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc)
- 4) Number of staff employed in the PR and communications team (full time equivalent)

Regarding parts 1 and 3 ideally I would like this broken down into categories such as:

- Staff costs (e.g salaries, training, travel expenses)
- Software costs (e.g monitoring and scheduling tools)
- Advertising costs (e.g paid facebook ads, printed materials)
- Then any other relevant category breakdowns you can provide.

Under the Freedom of Information Act 2000 s1, I can confirm that Gloucestershire Constabulary holds some relevant information.

Enquiries have been made with the Communications and Engagement Department who have provided the below information. Please note that there are no members of staff who are employed solely to work on social media, and tasks are incorporated within larger roles. Therefore there is no recorded information in answer to this question.

I can also confirm that 16 individuals make up the Communications and Engagement department.

Please be advised that data regarding Facebook and Instagram is only available as far back as 2021

Total costs for social media advertising

	2019	2020	2021	2022	2023
Facebook/Instagram	n/a	n/a	£11,081.49	£13,188.64	£8,970.95
Twitter	£145.00	0	0	£2,200.50	£413.73
YouTube/Google Ads	0	0	0	£2,633.23	£1,313.19
LinkedIn	0	0	0	£708.45	£306
Spotify	£1,501.87	£1,502.57	£2541.45	£3,277.02	£0
Pepper Studio	0	0	0	0	£10,000
Global	0	0	0	0	£3,950
Sky Adsmart	0	0	0	0	£7,500

Total costs for software

Year	Total
2019	£36,226.48
2020	£36,879.58
2021	£40,829.00
2022	£41,869.49
2023	£49,008.42

Total costs for printing

	2019	2020	2021	2022	2023
In-house Printing C&E Dept	£1063.63	£785.23	£2485.69	£1354.21	No information held for individual departments
Outsourced					£5,471

Total costs for photography

Year	Total
2019	£7,116.45
2020	£0.00
2021	£2,905.50
2021	£936.75
2023	£930.00

Total costs for videography

Year	Total
2019	£26,224.52
2020	£9,930.61
2021	£25,432.58
2021	£84,091.68
2023	£59,695.00

If you are not satisfied with this response or any actions taken in dealing with your request, you have the right to ask that we review your case under our internal procedure. Please note that a request for an internal review must be made within 20 working days of the response to your original request.

If you decide to request that such a review is undertaken and following this process you are still unsatisfied, you then have the right to direct your complaint to the Information Commissioner for consideration.

The Information Commissioner can be contacted via the following means:

Website - <https://ico.org.uk/>

Call their helpline - 0303 123 1113

Email - casework@ico.org.uk

Post –

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

Yours sincerely,

Disclosure Officer
Gloucestershire Constabulary