

14 February 2022

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 19 January 2022, in which you requested the following:

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.)

I have considered your request and can respond as follows, with each table outlining spend per each financial year on each form of social media. Please note that because Facebook and Instagram are Meta-owned, the costs for these forms of social media are combined:

2019-2020	
Facebook and Instagram	£498,736.39
Pinterest	£18,600.78
LinkedIn	£4,282.03
WeChat	£1,605.00
Total	£523,224.21
2020-2021	
Facebook and Instagram	£541,599.72
Pinterest	125236.3631
LinkedIn	20886.4017
WeChat	15284.95
Total	£703,007.43
2021-2022*	
Facebook and Instagram	£1,232,256.77
LinkedIn	£38,728.22
Pinterest	£13,126.93
TikTok	£4,869.38
Twitter	£11,518.79
WeChat	£67,244.13
WEIBO	£28,768.40
Total	£1,396,512.64

*Reporting period only until January 2022 as full financial year data is not yet available

We hope this information is helpful to you. If, however, you are not satisfied with our response or the manner in which we have dealt with your application, you may in the first instance contact our Chief Executive, Malcolm Roughead, whose contact details are set out below:

Mr Malcolm Roughead
 Chief Executive
 VisitScotland
 Ocean Point One

94 Ocean Drive
Edinburgh, EH6 6JH
Telephone: 0131 472 2201
Fax: 0131 472 2223
E-mail: malcolm.roughead@visitscotland.com

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording), and be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application.

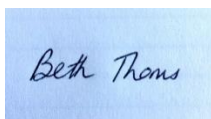
If you are still not satisfied with our handling of your application after we have responded to your request for a review, you have a right to apply to the Scottish Information Commissioner for a decision on whether we have dealt with your request in accordance with the Act.

The Scottish Information Commissioner may be contacted at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews, Fife
KY16 9DS
Telephone: 01334 464610
Fax: 01334 464611
E-mail: enquiries@itspublicknowledge.info

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.

Yours sincerely,



Beth Thoms
Government and Parliamentary Affairs Executive
VisitScotland