

Scottish Government
FOI Social Media Request

Year	Dates	Marketing Brand/Department	Campaign	Platform	Target Audience	Geo Targeting
Apr 17-Mar 18						
	Mar - Mar 18	Greener	Save the World	Facebook	Adults (18-65)	Scotland
	Mar - Mar 18	Greener	Save the World	Instagram	Adults (18-65)	Scotland
	Mar - Mar 18	Greener	Save the World	Twitter	Adults (18-65)	Scotland
	Mar - Apr 18	Greener	Save the World	Facebook	16-44	Scotland
	Apr-17	Greener	March ReadyMag	Facebook	18-65+	Scotland
	Oct-Nov 17	Healthier	Cervical Screening	Facebook	Women 25-35	Scotland
	Feb-Mar 18	Healthier	Sepsis	Facebook	18-65+	Scotland
	Aug-Oct 17	Healthier	Bowel Screening	Facebook	45-65+	Scotland
	Oct-17	Healthier	Cervical Screening 2017	Facebook	Women 25-35	Scotland
	Jan-18	Healthier	Cervical Screening 2018	Facebook	Women 25-35	Scotland
	Jun-17	Healthier	DCE Always on Cervical Screening	Facebook	Women 25-35	Scotland
	Nov 16-Apr 17	Healthier	Eat Better Feel Better Promoted Post	Facebook	18-65+	Scotland
	Oct 16-May 17	Healthier	The Wee C	Facebook	18-65+	Scotland
	Mar-18	Healthier	Lung Cancer	Facebook	35-65+	Scotland
	Sep-Dec 17	Healthier	Organ Donation	Facebook	18-65+	Scotland
	Oct-Nov 17	Healthier	Lung Cancer	Facebook	35-65+	Scotland
	Apr 17 - Mar 18	International	Scot story	Instagram	Adults	International
	Mar17 - Apr 18	International	Saltire Scholarships	Facebook	Adults	International
	Apr-17	International	Promoted Post	Facebook	Adults	International
	Apr 17 - Mar 18	International	Scot story	Facebook	Adults	International
	Nov 17 - Nov 17	International	Scottish Winter Festivals - St Andrews Day	Facebook	Adults (18-65)	Scotland / International
	Dec 17 - Dec 17	International	Scottish Winter Festivals - Hogmanay	Facebook	Adults (18-65)	Scotland / International
	Jan 18 - Jan 18	International	Scottish Winter Festivals - Burns Night	Facebook	Adults (18-65)	Scotland / International
	Jan-Mar 18	Parenting	Eat Better Feel Better	Facebook	18-65+	Scotland
	Feb-Mar 18	Parenting	Parent Club	Facebook	16-65+	Scotland
	Mar-17	Safer	Live Fast Die Old Promoted Posts	Facebook	Adults	Scotland
	Oct 17 - Mar 18	Safer	Ready Scotland	Facebook	Adults	Scotland
	Oct 17 - Mar 18	Safer	Ready Scotland	Instagram	Adults	Scotland
	Feb 18 - Mar 18	Safer	Vulnerable Road Users Video	Instagram	17 - 65 Adults	Scotland
	Feb 18 - Mar 18	Safer	Vulnerable Road Users Video	Facebook	17 - 65 Adults	Scotland
	Feb 18 - Mar 18	Safer	Vulnerable Road Users CTA	Facebook	17 - 65 Adults	Scotland
	Dec 17 - Jan 18	Safer	Drink Driving	Facebook	26 - 35 Adults	Scotland
	Dec 17 - Jan 18	Safer	Drink Driving	Instagram	26 - 35 Adults	Scotland
	Aug 17 - Nov 17	Safer	Human Trafficking Slideshow	Facebook	Adults	Scotland
	Aug 17 - Nov 17	Safer	Human Trafficking Video	Facebook	Adults	Scotland
	May 17 - Nov 18	Safer	Live Fast Die Old Promoted Posts	Facebook	Adults	Scotland
	Oct-17	Safer	Hate Crime	Facebook	Adults	Scotland
	Oct-17	Safer	Hate Crime	Instagram	Adults	Scotland
	Jul-17	Safer	NCSII Video (Revenge Porn)	Facebook	18 - 40	Scotland
	Jul-17	Safer	NCSII - RHS (Revenge Porn)	Facebook	18 - 40	Scotland
	Jul-17	Safer	NCSII Instagram Stories (Revenge Porn)	Instagram	18 - 40	Scotland
	May 17 - Oct 17	Safer	Kland App Install	Facebook	Parents	Scotland
	Apr-17	Safer	Live Fast Die Old Promoted Posts	Facebook	Adults	Scotland
	May 17 - Dec 17	Safer	Kland App Install	Twitter	Parents	Scotland
	Dec 17 - Mar 18	Safer	Ready Scotland	Twitter	Adults	Scotland
	Jul 17 - Jul 17	Safer	NCSII (Revenge Porn)	Snapchat	18 - 40	Scotland
	Oct-Nov 17	Smarter	Early Learning Childcare Recruitment Burst 1	Facebook & Instagram	15-65+	Scotland
	Jan-Feb 18	Smarter	Early Learning Childcare Recruitment Burst 2	Facebook & Instagram	15-65+	Scotland
	Apr-May 17	Smarter	Play Talk Read	Facebook	18-65+	Scotland
	Oct 16-Mar 17	Smarter	Read Write Count	Facebook	18-65+	Scotland
	Nov-Dec 17	Smarter	Read Write Count	Facebook	18-65+	Scotland
	Sep-Oct 17	Smarter	Teacher Recruitment	Facebook	18-65+	Scotland
	Jan-Feb 18	Smarter	Teacher Recruitment	Facebook	18-65+	Scotland
	Oct-Nov 17	Smarter	Early Learning Childcare Recruitment 2018 Burst 1	Snapchat	13-17	Scotland
	Jan-Feb 18	Smarter	Early Learning Childcare Recruitment 2018 Burst 2	Snapchat	13-17	Scotland
Apr 16-Mar 17						
	Jan-Feb 2017	Greener	Paws for Thought	Facebook	18-65+	Scotland
	Dec-16	Greener	Christmas Calendar 2016 CTW	Facebook	18-65+	Scotland
	Jan-17	Greener	Home Energy Scotland Phase 2	Facebook	18-65+	Scotland
	Dec-16	Greener	Christmas Calendar 2016	Facebook	18-65+	Scotland
	Dec-16	Greener	Winter Active Travel	Facebook	18-65+	Scotland
	Dec-16	Greener	Christmas Calendar 2016 Instagram	Instagram	18-65+	Scotland
	Jan - Mar 2017	Healthier	Eat Better Feel Better Videos	Facebook	18-65+	Scotland
	Aug - Sep 2016	Healthier	Bowel Cancer PP Aug 2016	Facebook	18-65+	Scotland
	Aug - Sep 2016	Healthier	Organ Donation Post Engagement 2016	Facebook	18-64	Scotland
	Oct 2016 - May 2017	Healthier	The Wee C - Post Engagement	Facebook	18-65+	Scotland
	Nov - Dec 2016	Healthier	Smoking in Cars Video	Facebook	18-65+	Scotland
	Nov 2016 - Apr 2017	Healthier	Eat Better Feel Better PP	Facebook	18-65+	Scotland
	Jul 2016 - Oct 2016	Healthier	Organ Donation 2016 CTW Carousel / Video	Facebook & Instagram	20-54	Scotland
	Oct 2016 - Mar 2017	Healthier	Eat Better Feel Better Carousel CTW	Facebook	18-65+	Scotland
	Oct 2016 - Jan 2017	Healthier	Seasonal Flu Autumn 2016	Facebook	16-65+	Scotland
	Nov - Dec 2016	Healthier	Smoking in Cars CTW	Facebook	18-65+	Scotland
	Sep - Dec 2016	Healthier	Childhood Flu Autumn 2016	Facebook	18-65+	Scotland
	Aug - Sep 2016	Healthier	Bowel Cancer CTW Aug 2016	Facebook	18-65+	Scotland
	Mar-17	Healthier	Spire Q1 2017	Facebook	18-65+	Scotland
	May-16	Healthier	Organ Donation 2016 Creative Test	Facebook	18-65+	Scotland
	Apr 16 - Apr 16	International	Tartan Day	Instagram / Facebook	Adults (18-65)	International
	Mar 16 - May 16	International	Saltire Scholarship	Facebook	Adults (18-65)	International
	Nov 16 - Nov 16	International	Scottish Winter Festivals - St Andrews Day	Facebook	Adults (18-65)	International
	Jan 17 - Jan 17	International	Scottish Winter Festivals - Burns Night	Facebook	Adults (18-65)	Scotland / International
	Jan - Feb 2017	Parenting	Parent Club - PP	Facebook	18-65+	Dundee & Perth
	Jan-Feb 2017	Parenting	Parent Club Carousel CTW	Facebook	18-39	Dundee & Perth
	Aug 16 - Sep 16	Safer	No Knives	Facebook	Teenagers (age 13) - 65	Scotland
	Aug 16 - Nov 16	Safer	No Knives	Facebook	Teenagers (age 13) - 65	Scotland
	Feb 2017 - Mar 2017	Smarter	STEM Teacher Recruitment	Facebook	18-65+	Scotland
	Sep 2015 - Aug 2016	Smarter	Play Talk Read Post Engagement	Facebook	18-65+	Scotland
	Oct 2016 - Mar 2017	Smarter	Play Talk Read CTW Autumn	Facebook	18-65+	Scotland
	Nov 2016 - Mar 2017	Smarter	Read Write Count PP - Oct 16	Facebook	18-65+	Scotland
	Sep 2015 - Aug 2016	Smarter	Play Talk Read CTW	Facebook	18-65+	Scotland
	Oct 2016 - Apr 2017	Smarter	Read Write Count Prospecting VV	Facebook	18-65+	Scotland
	Aug 2015 - Aug 2016	Smarter	Read Write Count CTW Video	Facebook	18-65+	Scotland
	Oct 2016 - March 2017	Smarter	Play Talk Read Post Engagement Autumn	Facebook	18-65+	Scotland
	Oct 2015 - Aug 2016	Smarter	Play Talk Read Video	Facebook	18-65+	Scotland

	Aug 2015 - Sept 2016	Smarter	Read Write Count PP	Facebook	18-65+	Scotland
	Oct 2016 - May 2017	Smarter	Read Write Count Retargeting	Facebook	18-65+	Scotland
	Oct 2015 - Feb 2017	Smarter	Play Talk Read - Like Ad	Facebook	18-65+	Scotland
	Nov 2016 - Jan 2017	Smarter	Play Talk Read Instagram	Instagram	18-65+	Scotland
Apr 15-Mar 16						
	Nov 15 - Nov 15	Greener	November content	Twitter	Adults (18-65)	Scotland
	Nov 15 - Nov 15	Greener	November content	Facebook	Adults (18-65)	Scotland
	Dec 15 - Dec 15	Greener	Superfinger - food waste, thermostat	Twitter	Adults (18-65)	Scotland
	Dec 15 - Dec 15	Greener	Food Waste	Facebook	Adults (18-65)	Scotland
	Jan 16 - Mar 16	Greener	Save the World	Facebook	Adults (18-65)	Scotland
	Jan 16 - Jan 16	Greener	New Leaf	Twitter	Adults (18-65)	Scotland
	Jan 16 - Mar 16	Greener	Climate Change	Twitter	Adults (18-65)	Scotland
	Aug-Dec 15	Healthier	Childhood Flu	Facebook	18-65+	Scotland / UK
	Feb 15-Mar 16	Healthier	Eat Better Feel Better - Post Engagement	Facebook	16-65+	Scotland
	Nov-15	Healthier	Food Standard Scotland	Facebook	16-65+	Scotland
	Sep-Dec 15	Healthier	NHS 24 Living It Up	Facebook	50-65+	Scotland
	Aug 15-Jan 16	Healthier	NHS Health Scotland - Men ACWY 2015/2016	Facebook	16-65+	Scotland
	Aug 15-Mar 16	Healthier	Organ Donation 2015/2016	Facebook	18-65+	Scotland
	Jun-Aug 15	Healthier	Organ Donation Scotland - Post Engagement - Ad Hoc	Facebook	18-65+	Scotland
	Aug 15-Mar 16	Healthier	Eat Better Feel Better - Clicks to Website	Facebook	18-65+	Scotland
	Jan-Dec 15	Healthier	Eat Better Feel Better - ASU	Facebook	18-65+	Scotland
	Oct 15-Mar 16	Healthier	Second Hand Smoke	Facebook	18-45	Scotland
	Oct 15-Jan 16	Healthier	Seasonal Flu	Facebook	18-65+	Scotland
	Aug 15-Feb 16	Healthier	The Wee C - Post Engagement	Facebook	18-65+	Scotland
	Sep 2015-Oct 2016	Healthier	Organ Donation	Twitter	All ages/genders, behaviour	Scotland
	Mar-16	Healthier	The Wee C - Post Engagement - Spring	Facebook	18-65+	Scotland
	Feb 17 - Mar 17	International	Saltire Scholarships	Facebook	Adults	International
	Sep 15 - Oct 15	International	Study in Scotland	Facebook	Young adults (18-32)	International
	Oct 15 - Nov 15	International	Scottish Winter Festivals - St Andrews Day	Facebook	Adults (18-65)	Scotland / International
	Nov 15 - Dec 15	International	Scottish Winter Festivals - St Andrews Day	Facebook	Adults (18-65)	International
	Jan 16 - Jan 16	International	Scottish Winter Festivals - Burns Night	Facebook	Adults (18-65)	Scotland / International
	Mar 16 - Apr 16	International	Study in Scotland	Facebook	Young adults (18-32)	International
	Mar 16 - Apr 16	International	Saltire Scholarship	Facebook	Young adults (18-32)	Scotland / International
	Mar 16 - Mar 16	International	Saltire Scholarship	Twitter	Young adults (18-32)	International
	Mar 16 - Mar 16	International	Scot Weel	Facebook	Adults (18-65)	International
	Feb-Mar 2016	Parenting	Promoted Tweets - Play Talk Read	Twitter	Everyday Mums with Children	Scotland
	Feb-Mar 2016	Parenting	December-March Video - PlayTalk Read	Twitter	Everyday Mums with Children	Scotland
	Dec 2015-Mar 2016	Parenting	December-March Website Card - Play Talk Read	Twitter	Everyday Mums with Children	Scotland
	Nov-15	Parenting	30 Things to do before you're 3 - Play Talk Read	Twitter	Affluent Mums with Children	Scotland
	Nov-Dec 2015	Parenting	November Website Card - play talk read	Twitter	Everyday Mums with Children	Scotland
	Nov-Dec 2015	Parenting	November Video - play talk read	Twitter	Everyday Mums with Children	Scotland
	Oct-Nov 2015	Parenting	PTR Dad Website Card play talk read	Twitter	Dads with children	Scotland
	Oct-Nov 2015	Parenting	PTR Mum Website Card play talk read	Twitter	Everyday Mums with Children	Scotland
	May 2015 - Mar 2016	Safer	Road Safety Scotland	Twitter	All ages/genders	Scotland
	Dec 16 - Feb 17	Safer	Ready Scotland	Facebook	Adults	Scotland
	Sep 16 - Nov 16	Safer	Country Roads Promoted Posts	Facebook	22 - 29 Males	Scotland
	Sep 16 - Nov 16	Safer	Country Roads Video	Facebook	22 - 29 + 30 - 40 Males	Scotland
	Sep 16 - Nov 16	Safer	Country Roads Video	Instagram	22 - 29 + 30 - 40 Males	Scotland
	Jul 16 - Sep 16	Safer	Motorbikes	Facebook	Adults	Scotland
	Jul 16 - Aug 17	Safer	Motorbikes	Facebook	Adults	Scotland
	Jul-16	Safer	Motorbikes	Facebook	Adults	Scotland
	Jun 16 - Sep 16	Safer	Life Fast Die Old	Facebook	Adults	Scotland
	May 16 - Oct 16	Safer	Motorbikes Promoted Posts	Facebook	Adults	Scotland
	Feb 17 - Mar 17	Safer	VRU Video	Instagram	Adults	Scottish Cities
	Feb 17 - Mar 17	Safer	VRU Video	Facebook	Adults	Scottish Cities
	Feb 17 - Mar 17	Safer	VRU Carousel	Instagram	Adults	Scottish Cities
	Feb 17 - Mar 17	Safer	VRU Carousel	Facebook	Adults	Scottish Cities
	Feb 17 - Mar 17	Safer	VRU CTA	Facebook	Adults + Parents	Scottish Cities
	Nov 15 - Dec 15	Safer	Human Rights	Facebook	Adults (18-65)	Scotland
	Nov 15 - Dec 15	Safer	Human Rights	Twitter	Adults (18-65)	Scotland
	Feb 16 - Mar 16	Safer	No Knives Better Lives	Facebook	Teenagers (age 13) - 65	Scotland
	Feb 16 - Mar 16	Safer	Vulnerable Road Users	Facebook	Adults (18-65)	Scotland
	Feb 16 - Mar 16	Safer	Vulnerable Road Users	Twitter	Adults (18-65)	Scotland
	Sep-Nov 2015	Smarter	Go Smarter to Work Autumn Campaign	Twitter	Follower lookalikes & behav	Newcastle Postcodes
Apr 14-Mar 15						
	Jun 14 - Nov 14	Greener	Littering - a Dirty Secret	Twitter	Adults (18-65)	Scotland
	23 Jun 14	Greener	Food Waste	Twitter	Adults (18-65)	Scotland
	Mar-Jun 14	Healthier	Second Hand Smoke	Facebook	18-34	Scotland
	Sep 14-Feb 15	Healthier	Seasonal Flu	Facebook	18-65+	Scotland
	Oct 14-Mar 15	Healthier	Organ Donation	Facebook	18-50	Scotland
	Feb-Mar 15	Healthier	Adult Support and Protection	Facebook	18-65+	Scotland
	Jan-Dec 15	Healthier	Eat Better Feel Better ASU	Facebook	18-65+	Scotland
	Jan-Feb 15	Healthier	Eat Better Feel Better PP	Facebook	13-65+	Scotland
	Jan-Mar 15	Healthier	Eat Better Feel Better Like Ad	Facebook	16-65+	Scotland
	Feb-Mar 16	Healthier	Eat Better Feel Better Post Engagement	Facebook	16-65+	Scotland
	Nov 14 - Nov 14	International	Scottish Winter Festivals - St Andrews Day	Facebook	Adults (18-65)	Scotland / International
	Nov 14 - Mar 15	International	Study in Scotland	Facebook	Young adults (18-32)	USA
	Jan 15 - Jan 16	International	Scottish Winter Festivals - Burns Night	Facebook	Adults (18-65)	Scotland / International
	Feb 15 - Apr 15	International	Study in Scotland	Facebook	Young adults (18-32)	International
	Feb 15 - Mar 15	International	Study in Scotland	Facebook	Young adults (18-32)	International
	Dec 13-Apr 14	Safer	Know the Score Festive	Facebook	16-25	Scotland
	Nov-14	Safer	Equality	Facebook	18-65+	Scotland
	Mar-Apr 15	Safer	NKBL	Facebook	15-17	Scotland
	Jun-14	Safer	Drink Drive 2014	Facebook	Men 30-59	Scotland
	Dec 14-Jan 15	Safer	Drink Drive 2014 - PP	Facebook	18-64	Scotland
	Dec 14-Jan 15	Safer	Drink Drive December 2014 - ASU	Facebook	Men 25-59	Scotland
	Mar-Apr 14	Safer	Road Safety Scotland	Facebook	Men 22-40	Scotland
	Mar-Apr 15	Safer	Blue Badge	Facebook	18-65+	Scotland
	Oct-Nov 14	Safer	A9 Speed Limits Autumn 2014	Facebook	22 - 40 Men	Scotland
	Aug-14	Safer	Know The Score - 2014	Facebook	16+	Scotland
	Oct-14	Safer	Country Roads 2014	Facebook	Men 22-40	Scotland
	Oct-14	Safer	Country Roads 2014	Facebook	Men 22-40	Scotland
	Sep-14	Safer	Country Roads 2014	Facebook	Men 22-40	Scotland
	Dec-14	Safer	Know the Score - Dec 2014 - ASU	Facebook	16-25	Scotland
	Jan-Mar 15	Safer	Scotland's Financial Health Service	Facebook	16-65+	Scotland
	Feb-Apr 15	Safer	Know the Score - Feb March 2015	Facebook	16-25	Scotland
	Mar 16 - Oct 16	Safer	Life Fast Die Old	Facebook	Adults	Scotland
	Sept 14 - Oct 14	Safer	Forced Marriage	Facebook	Teenagers (age 13) - 65	Scotland

Apr 13-Mar 14						
	Nov-13	Healthier	NHS Health Scotland Be Ready for Winter	Facebook	18-65+	Scotland
	Nov-13	Healthier	Waverly Care	Facebook	18-45	Scotland
	Jan-Feb 14	Healthier	Fending off Flu	Facebook	13-65+	Scotland
	Jan-Mar 14	Healthier	Healthier Share	Facebook	18-65+	Scotland
	Jan-Mar 14	Healthier	NHS 24 - Smokeline	Facebook	18-65+	Scotland
	Mar-Apr 13	Healthier	Organ Revised	Facebook	18-65+	Scotland
	Mar-Jun 14	Healthier	Second Hand Smoke	Facebook	18-34	Scotland
	Nov-Dec 13	Healthier	Credit Unions	Facebook	18-65+	Scotland
	Oct 13-Mar 14	Healthier	Organ Donation	Facebook	15-65+	Scotland
	Oct-Dec 13	Healthier	Flu	Facebook	18-65+	Scotland
	Sep 13-Mar 14	Healthier	Seasonal Flu	Facebook	18-64	Scotland
	Apr 13 - Mar 14	International	Discover and Study in Scotland	Facebook	Young adults (20-32)	International
	Nov 13 - Nov 13	International	Post engagements and St Andrews Day	Facebook	(13-65)	UK / International
	Jan 14 - Jan 14	International	Scottish Winter Festivals - Burns Night	Facebook	Adults (18-65)	UK / International
	Mar 14 - Apr 14	International	Scotland Week	Facebook	Adults (18-65)	UK / International
	Dec 13-Apr 14	Safer	Know the Score Festive	Facebook	16-25	Scotland
	Dec 13-Jan 14	Safer	Drink Drive 2013	Facebook	17-45	Scotland
	Feb-Apr 13	Safer	Forced Marriage	Facebook	13-65+	Scotland
	Feb-Apr 13	Safer	Know the Score	Facebook	16-25	Scotland
	Feb-Mar 14	Safer	A9	Facebook	22-40	Scotland
	Feb-Mar 14	Safer	NKBL (No Knives)	Facebook	13-17	Scotland
	Sep-Oct 13	Safer	David Coulthard	Facebook	22-40	Scotland
	Mar-Apr 13	Safer	No Knives	Facebook	13-17	Scotland
	Mar-Apr 14	Safer	Road Safety Scotland	Facebook	Men 22-40	Scotland