

SOCIAL MEDIA ADVERTISING

1. The amount of money spent on social media advertising in the last 5 financial years, presented in the format of the table as follows:

Financial Year	Snapchat Advertising Spend	Instagram Advertising Spend	Facebook Advertising Spend	Twitter Advertising Spend	Other Advertising Spend
2013-14			£135,698.20	£630.00	
2014-15			£187,489.01	£19,260.39	
2015-16		£2,100.00	£212,816.84	£29,747	
2016-17		£15,041.31	£224,912.81	£1,053.00	
2017-18	£22,988.65	£28,000.06	£213,622.58	£12,758.64	

2. The amount of money planned to be spent on social media advertising in 2018-19, presented in the format of the table as follows:

This only includes any spend on campaign that have been COMPLETED since the 1st April 2018, all other campaign spend on social media advertising is yet to be confirmed.

Financial Year	Planned Snapchat Advertising Spend	Planned Instagram Advertising Spend	Planned Facebook Advertising Spend	Planned Twitter Advertising Spend	Planned Other Social Media Advertising Spend
2018-19			£10,003.00		

3. A breakdown of social media spending in 2017-18 in terms of the projects or advertising campaigns, presented in the format of the table as follows

Project/Advertising Campaign 2017-18	Spending	Social Media Platforms Involved
Drink Driving	£8,408.58	Facebook, Instagram
Scotland Week	£31,459.21	Facebook, Twitter
Vulnerable Road Users	£12,883.73	Facebook, Instagram
Motorcycle Safety	£5,027.43	Facebook
Hate Crime	£7,047.07	Facebook, Instagram
Human Trafficking	£14,107.36	Facebook
International Reputation	£1,935.20	Facebook
NCSII	£23,780.54	Facebook, Snapchat, Instagram
Klang App	£8,189.76	Facebook
Motorbikes Ad-Hoc Social	£2,068.05	Facebook
Disability	£4,612.02	Facebook
Ready Scotland	£28,640.88	Facebook, Instagram, Twitter
Saltire Scholarships	£1,424.22	Facebook
Bowel Cancer	£8,825.00	Facebook
Cervical Cancer	£14,159.00	Facebook
Climate Change	£9,967.00	Facebook
CPR	£1,178.00	Facebook
Early Years Recruitment	£35,131.00	Facebook, Instagram, Snapchat
Eat Better Feel Better	£12,106.00	Facebook

Organ Donation	£1,055.00	Facebook
Parent Club	£4,352.00	Facebook
Cervical Cancer Promoted Posts	£1,470.00	Facebook
Play Talk Read	£5,440.00	Facebook
Read Write Count	£6,181.00	Facebook
Teacher Recruitment	£22,152.00	Facebook
Scottish Winter Festivals - St Andrews Day	£3,266.24	Facebook
Scottish Winter Festivals - Hogmanay	£450.00	Facebook
Scottish Winter Festivals - Burns Night	£1,749.95	Facebook
Save the World	£76.77	Facebook
Save the World	£129.42	Instagram
Save the World	£97.50	Twitter
TOTAL	£277,369.93	

7. A breakdown of the planned social media spending in 2018-19 in terms of the projects or advertising campaigns, presented in the format of the table as follows:
This only includes any spend on campaigns that have been COMPLETED since the 1st April 2018, all other campaign spend on social media advertising is yet to be confirmed.

Project/Advertising Campaign 2018-19	Planned Spending	Social Media Platforms Involved
Saltire Scholarships	£8,958.82	Facebook
Scotland Is Now	£1,044.18	Facebook