

From: [REDACTED]
To: [REDACTED] [FoI SpAds PO](#)
Cc: [\[REDACTED\]](#)
Subject: RE: [REDACTED]- FoI Review - Draft Response
Date: 06 June 2018 14:24:02

[REDACTED]

Special Advisers have considered the response and have made one small amendment which is marked up on the attached.

Subject to that change being made Special Advisers are content with the response – no need for ministerial clearance.

[REDACTED]

Private Secretary
Special Advisers' Office
Tel [REDACTED]
Mobile [REDACTED]

All e-mails and attachments sent by the Special Advisers' Private Office to another official on behalf of Special Advisers relating to a decision, request or comment made by a Special Adviser, or a note of a meeting with Special Advisers must be filed appropriately by the primary recipient. The Private Office does not keep official reports of such e-mails or attachments.

Scottish Ministers, Special advisers and the Permanent Secretary to the Scottish Government are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot.

From: [REDACTED]
Sent: 04 June 2018 09:04
To: FoI SpAds PO
Cc: [REDACTED]
Subject: [REDACTED] - FoI Review - Draft Response

Morning

Please find attached a draft FoI review response. This response is linked with FoI/18/01405 that was emailed to you by [REDACTED] on 1 June.

I have pasted below the information that was included in the review request.

Thanks
[REDACTED]

I'd like to request a review of this FOI response please.

First of all, I should point out that we are aware (because we have seen them ourselves) of adverts running on Youtube in Scotland for the Scotland is Now campaign, so the idea that these have only been run on Weibo in China is flatly incorrect.

I note that I asked for a list of all paid-for advertisements. Please provide this.

I also asked for all audience targeting information used. This would certainly include

by definition any target audience "briefing" issued by the Scottish Government and should have been included in full in the response.

From: [REDACTED] on behalf of [FoI SpAds PO](#)
To: [REDACTED]; [FoI SpAds PO](#)
Cc: [REDACTED]
Subject: RE: FOI/18/01185 - [REDACTED] - Response for review
Date: 17 May 2018 14:40:28
Attachments: [image001.png](#)

Thanks [REDACTED]. SpAds are content. No ministerial clearance is required.

Kind regards,

[REDACTED]

[REDACTED]

Deputy Private Secretary to the Special Advisers' Office
St. Andrew's House

[REDACTED]

[REDACTED]

All e-mails and attachments sent by the Special Advisers' Private Office to another official on behalf of Special Advisers relating to a decision, request or comment made by a Special Adviser, or a note of a meeting with Special Advisers must be filed appropriately by the primary recipient. The Private Office does not keep official reports of such e-mails or attachments.

Scottish Ministers, Special advisers and the Permanent Secretary to the Scottish Government are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot.

From: [REDACTED]
Sent: 16 May 2018 09:23
To: FoI SpAds PO
Cc: [REDACTED]
Subject: FOI/18/01185 - [REDACTED] - Response for review

Hi there

Please find attached FOI/18/01185 response for your review. Deadline for response to [REDACTED] is Friday 18 May.

Barbara Allison has reviewed and is content.

Note that there is a section of wording contained within the response relating to audience targeting. My response uses the same wording as provided by [REDACTED] for FOI/18/00993 which was approved by Spads on Monday.

I also attach the original request for reference.

Best

[REDACTED]

[REDACTED] | Marketing and Insight Unit | Scottish Government | St Andrew's House |
Regent Road | Edinburgh | EH1 3DG dd: [REDACTED] m: [REDACTED]
e:[REDACTED] | [Scotland.org](#) | Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Weibo](#)

From: [REDACTED]
To: [REDACTED]; [FoI SpAds PO](#)
Cc: [REDACTED][REDACTED] [Corporate Communications](#)
Subject: RE: FoI/18/01405 - draft response
Date: 04 June 2018 16:52:41

[REDACTED]

Special Advisers have considered the response and have suggested an amendment which I have marked up on the attached.

No need for ministerial clearance.

[REDACTED]

Private Secretary

Special Advisers' Office

Tel [REDACTED]

Mobile [REDACTED]

All e-mails and attachments sent by the Special Advisers' Private Office to another official on behalf of Special Advisers relating to a decision, request or comment made by a Special Adviser, or a note of a meeting with Special Advisers must be filed appropriately by the primary recipient. The Private Office does not keep official reports of such e-mails or attachments.

Scottish Ministers, Special advisers and the Permanent Secretary to the Scottish Government are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot.

From: [REDACTED]
Sent: 01 June 2018 09:38
To: FoI SpAds PO
Cc: [REDACTED] [REDACTED]; Corporate Communications
Subject: FoI/18/01405 - draft response

SpAds,

Please find attached a draft response for your clearance in relation to FOI request 18/01405.

The journalist [REDACTED] is asking for a list of target audience briefings we have given to media buying agencies for the purposes of running social media campaigns over the past five years, with a specific request around the Scotland Is Now campaign. This is a follow up to FoI/18/00993.

We are rejecting the request on the basis of cost and suggesting he narrows the scope to the last two years.

However the specific request around Scotland Is Now will be answered via another FOI the same journalist has made which my colleague [REDACTED] is

leading on (Fol/18/01185) which asks for information and costs relating to all advertising for Scotland is Now, including audience targeting. We will ensure the issuing of our responses are co-ordinated.

Please let me know by end of next week (8 June) if you are content with this and if it needs additional approval from the Minister.

Thanks,

[REDACTED]

[REDACTED] Marketing and Insight Unit Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG dd: [REDACTED] m: [REDACTED] [@scogovmarketing](mailto:[REDACTED]@scogovmarketing) [REDACTED]

From: [REDACTED] on behalf of [Deputy First Minister and Cabinet Secretary for Education and Skills](#)
To: [REDACTED] [Deputy First Minister and Cabinet Secretary for Education and Skills](#)
Cc: [PS/Education Scotland](#); [REDACTED][REDACTED]; [EdS Communications mailbox](#); [FoI SpAds PO](#); [Freedom of Information](#); [Gorman G \(Gayle\)](#); [Armstrong A \(Alan\)](#); [REDACTED][REDACTED]
[\[REDACTED\]Nicolson S \(Stuart\) Special Adviser](#); [Ingebrigtsen R \(Ross\)](#); [Higgins K \(Kate\)](#); [McAllister C \(Colin\)](#)
Subject: RE: For URGENT approval : FOI/18/01639 - [REDACTED] - Yammer - FOI due 10 July 2018
Date: 11 July 2018 09:42:04

[REDACTED]

Content for the FOI response to issue.

Thanks

[REDACTED]

[REDACTED] | Deputy Private Secretary to John Swinney MSP | Deputy First Minister of Scotland and Cabinet Secretary for Education & Skills | Scottish Government | St Andrew's House | Edinburgh | EH1 3DG | T: [REDACTED] | E: DFMCSE@gov.scot

All e-mails and attachments sent by a Ministerial Private Office to any other official on behalf of a Minister relating to a decision, request or comment made by a Minister, or a note of a Ministerial meeting, must be filed appropriately by the recipient. Private Offices do not keep official records of such e-mails or attachments.

Scottish Ministers, Special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot

From: [REDACTED]
Sent: 10 July 2018 11:04
To: Deputy First Minister and Cabinet Secretary for Education and Skills
Cc: [PS/Education Scotland](#); [REDACTED][REDACTED] [EdS Communications mailbox](#); [FoI SpAds PO](#); [Freedom of Information](#); [Gorman G \(Gayle\)](#); [Armstrong A \(Alan\)](#); [REDACTED][REDACTED]
[\[REDACTED\] Nicolson S \(Stuart\) Special Adviser](#); [Ingebrigtsen R \(Ross\)](#); [Higgins K \(Kate\)](#); [McAllister C \(Colin\)](#)
Subject: For URGENT approval : FOI/18/01639 - [REDACTED]- Yammer - FOI due 10 July 2018
Importance: High

Dear Minister

Please see the draft FOI response below for [REDACTED] and comms lines from ES and SG.

The response has been reviewed by SPADs and they suggested further redactions which we have made to the documents.

I would be grateful if you could review and confirm your approval for these to be released.

Draft response << File: [REDACTED] - FOI response - V2.doc >>

Schedule of documents << File: [REDACTED] - FOI - schedule.xlsx >>

Documents for release << File: [REDACTED] - redacted.pdf >>

Unredacted documents << File: [REDACTED]- unredacted.pdf >>

ES COMMs lines:

An Education Scotland spokesperson said:

“Education Scotland provides reactive moderation of all Glow services, including Yammer, via the ‘report a concern’ button.

“When we were alerted to inappropriate material through our ‘report a concern’ facility, we quickly removed the offending image and notified the user account’s local authority using our existing procedures.

“We also alerted schools and local authorities and identified where the material had been clicked. The relevant education department worked with the school to investigate before taking matters forward with the police.

“In addition to reactive moderation we also monitor Glow for inappropriate words, the list of which is constantly being updated, and we are exploring further options and tools which will enhance and strengthen moderation facilities as part of the ongoing review of Yammer.”

SG Comms line:

A Scottish Government spokesperson said: “Yammer remains offline for pupils while Education Scotland examine all relevant issues in detail as part of their review. This includes strengthening the moderation process.

“We will continue to work with local authorities to ensure Glow is a reliable platform for all users. Striking a balance between the positive educational benefits of a system like Yammer, with the appropriate safeguards every parent has the right to expect, is critical.

“The Deputy First Minister has made clear that access to Yammer will not be restored for pupils until these issues have been resolved.”

Please note this FOI is **due today, Tuesday 10 July 2018.**

Kind Regards

[REDACTED]

[REDACTED] | Corporate Business Manager | [REDACTED]

From: [REDACTED]
To: [REDACTED]; [FoI SpAds PO](#)
Cc: [PS/Education Scotland](#); [REDACTED][REDACTED] [EdS Communications mailbox](#); [Gorman G \(Gayle\)](#); [Armstrong A \(Alan\)](#); [REDACTED][REDACTED][REDACTED] RE: For review: FOI/18/01639 -
Subject: [REDACTED] Yammer
Date: 06 July 2018 18:51:10

[REDACTED]

Special Advisers have considered the response and have suggested some further redactions marked up on the attached. The response letter will require editing to take account of these additional redactions. Subject to those redactions being made Special Advisers are content for the response to go for ministerial clearance. Grateful if you could liaise with comms colleague to prepare lines to take in advance of the response issuing.

Thanks

[REDACTED]

Private Secretary
Special Advisers' Office
Tel [REDACTED]
Mobile [REDACTED]

All e-mails and attachments sent by the Special Advisers' Private Office to another official on behalf of Special Advisers relating to a decision, request or comment made by a Special Adviser, or a note of a meeting with Special Advisers must be filed appropriately by the primary recipient. The Private Office does not keep official reports of such e-mails or attachments.

Scottish Ministers, Special advisers and the Permanent Secretary to the Scottish Government are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot.

From: [REDACTED]
Sent: 04 July 2018 11:06
To: McAllister C (Colin); FoI SpAds PO
Cc: pshmi; [REDACTED][REDACTED]; [EdS Communications mailbox](#); [Gorman G \(Gayle\)](#); [Armstrong A \(Alan\)](#); [REDACTED][REDACTED][REDACTED] **Subject:** For review: FOI/18/01639 - [REDACTED] - Yammer
Importance: High

Hello Colin

Please see the draft FoI response below for [REDACTED].

I would be grateful if you could review and confirm your approval for these to be sent to the Minister for final clearance.

Draft response

<< File: [REDACTED] - FOI response.doc >>

Schedule of documents

<< File: [REDACTED] - FOI - schedule.xlsx >>

Documents for release << File: [REDACTED]- redacted.pdf >>

A quick turnaround would be appreciated as the deadline for issuing this FOI is **Tuesday 10 July.**

Kind Regards

[REDACTED]

[REDACTED] | Corporate Business Manager | [REDACTED]

From: [REDACTED]
To: [REDACTED] FoI SpAds PO RE:
Subject: FOI 01668 - [REDACTED]05 July
Date: 2018 09:40:01

[REDACTED]

Special Advisers have considered the response and have no comments to make.

No need for ministerial clearance but please can lines be prepared before the response issues particularly in respect to the migration campaign.

[REDACTED]

Private Secretary
Special Advisers' Office
Tel [REDACTED]
Mobile [REDACTED]

All e-mails and attachments sent by the Special Advisers' Private Office to another official on behalf of Special Advisers relating to a decision, request or comment made by a Special Adviser, or a note of a meeting with Special Advisers must be filed appropriately by the primary recipient. The Private Office does not keep official reports of such e-mails or attachments.

Scottish Ministers, Special advisers and the Permanent Secretary to the Scottish Government are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot.

From: [REDACTED]
Sent: 03 July 2018 09:31
To: FoI SpAds PO
Subject: FOI 01668 - [REDACTED]

Hi there,

Please see the attached FOI response for your feedback. Please let me know if this requires further approval.

This FOI is due a response by 13th July.

Any queries please let me know.

Many thanks, << File: 01668 - [REDACTED] - Response.doc >>

[REDACTED]

[REDACTED] | Marketing and Insight Unit

Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG

dd: [REDACTED]m: [REDACTED] [@scogovmarketing](mailto:[REDACTED]@scogovmarketing)

-