

Details of any Facebook adverts by the Scottish Government that target users outside of Scotland, including the cost of the adverts, locations, content and any other relevant information.
Financial Year 2018/19

Scottish Government
Facebook spends outwith Scotland

Platform	Ad Content	Location(s) targeted	Media Costs	Purpose	Dates
Facebook	https://www.facebook.com/281838728688/posts/10155350091508689	Pakistan, India, USA, Canada	£9,631.56	Promoting Scotland's Saltire Scholarships to high school leavers and those of University age	23rd February 2018 - 27th May 2018
Facebook	https://www.facebook.com/1875947119401826/posts/1953667514963119	San Francisco, London, New York	£2,185.48	Promoting Scotland as a place to live or work	Various dates from 3rd May 2018 - 6th September 2018
Facebook	https://www.facebook.com/1875947119401826/posts/2005484699781400	London	£350.00	Promoting Scotland as a place to live or work	15th July 2018 and 1st - 4th August 2018
Facebook	https://www.facebook.com/281838728688/posts/10155279690378689 https://www.facebook.com/281838728688/posts/10156547485238689	Spain, Poland, France, Germany, USA, Ireland, New Zealand, Norway, Netherlands, Australia, Canada	£1,459.00	Promoting Scotland as a place to live, work and study	Various dates from 9th May 2017 - 26th May 2018
Facebook	https://www.facebook.com/281838728688/posts/10155309079508689 https://www.facebook.com/281838728688/posts/10156547485238689	USA and Canada	£2,154.72	Promoting Scotland as a place to live or work	Various dates from 24th May 2018 to 6th September 2018
Facebook	Carousel: https://fb.me/c1mk54Ei8YXbIE Single Image – Boardmeeting/Stockrotation: https://fb.me/1VeHfksDSSv2JmQ Single Image – Knightshift: https://fb.me/2i85eFEz37H5QdQ Single Image – Paperwork: https://fb.me/1F5i0Sp51hHc7Cx Video – Full 30s: https://fb.me/bgxYkhXds9GGUC Video – Paper: https://fb.me/2vjoWxrhvh9Xche Video – Stock: https://fb.me/1FPFx7Or2acaV8O	English Borders (within commutable distance to Scotland)	£400.00	Early learning Childcare Recruitment: targeting parents/career changers in the English Borders.	1st October - 28th October 2018

TOTAL £16,180.76