



Our Ref: 000341/21

Your Ref:

Address Correspondence to: Information Management

Date 19 February 2021

Freedom of Information Act 2000

I write further to your request for information received 28/01/2021.

I note you seek access to the following information:

*How much money has Leicestershire Police spent on paid adverts on social media in 2020? I.e. Facebook, Instagram and snapchat etc.
Please can you provide a breakdown per platform of how much has been spent on it?*

Following receipt of your request, searches were conducted within Leicestershire Police to locate information relevant to your request.

Your request for information has now been considered and the information asked for is as follows: -

Leicestershire Police have spent the below amounts on adverts on Social Media in 2020.

Facebook & Instagram: £12,759.61

Snapchat: £876

LinkedIn: £359.76

N.B. Leicestershire Police do not record this information separately for Facebook and Instagram.

Leicestershire Police provides you the right to ask for a re-examination of your request under its review procedure. Letters should be addressed to Information Manager, Corporate Services Department at the above address. If you decide to request such a review and having followed the Force's full process you are still dissatisfied, then you have the right to direct your comments to the Information Commissioner who will give it consideration.

Yours sincerely

Freedom of Information Officer
Leicestershire Police

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