



Force Disclosure Unit
Police Headquarters
London Road
DEVIZES
Wiltshire
SN10 2DN

Date: 8th March 2024

Ref: FOI 2024/185

I write in connection with your request for information dated 13th February 2024 concerning social media and PR spend.

I am required by the Freedom of Information Act 2000 to handle all requests in a manner that is blind as to the identity and motives of the requestor. Any information released as a response to a request is regarded as being published and therefore in the public domain without caveat.

Your request for information has now been considered and after having consulted Finance – I am now able to respond as follows.

You wrote:

Under the Freedom of Information Act 2000 I would like to request some information relating to the social media and PR spend of your police force.

I would like to request all the following numbers for these years: 2019, 2020, 2021, 2022, 2023.

- 1) Total spend on social media (including staff costs, software, paid ads etc)
- 2) Number of staff employed to work on social media (full time equivalent)
- 3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc)
- 4) Number of staff employed in the PR and communications team (full time equivalent)

Regarding parts 1 and 3 ideally I would like this broken down into categories such as:

Staff costs (e.g salaries, training, travel expenses) Software costs (e.g monitoring and scheduling tools) Advertising costs (e.g paid facebook ads, printed materials) Then any other relevant category breakdowns you can provide.

Please also limit the data to the team that deals the most with PR and Communications, for example the Comms team or the Media team. I don't need data collated from several team across the police force, unless you don't have a central teams that deals with social media / PR / Comms.



WILTSHIRE POLICE

Our response:

	Financial Year				
	1st April - 31st March				
	202001-202012	202101-202112	202201-202212	202301-202312	202401-202412
Details	2019 01.04.19-31.03.20	2020 01.04.20-31.03.21	2021 01.04.21-31.03.22	2022 01.04.22-31.03.23	2023 01.04.23-31.03.24
1a - Social Media - staff costs - salaries	0	0	0	0	£ 31,260.62
1b - Social Media - software costs	£ 12,432.96	£ 16,632.00	£ 16,632.00	£ 16,632.00	£ 15,969.50
1c - Social Media - Paid Advertising	0	0	£ 764.00	£ 2,051.00	£ 9,212.00
2 - Number of staff employed to work on social media FT	0	0	0	0	1
3a - PR and communications inc. social media - Staff Costs - salaries	£ 547,355.49	£ 572,777.50	£ 616,126.50	£ 481,396.50	£ 501,884.00
3b - PR and communications inc. social media - Software Costs	£ 25,632.91	£ 29,832.00	£ 44,814.00	£ 43,242.00	£ 41,724.00
3c - PR and communications inc. social media - Advertising (including the £20k recruitment advertising in 2022+2023)	£ 11,666.50	£ 10,622.40	£ 28,066.00	£ 34,621.62	£ 40,687.02
4 - Number of staff employed in PR and Comms Team	16	16	17	16	16

I am satisfied that all the relevant information has been passed to me and been considered in the light of your request within the time constraints applicable under the legislation.

Wiltshire Police would like to thank you for the interest that you have shown in the Force.

Yours sincerely,
Force Disclosure Decision Maker

Proud to serve and protect our communities

www.wiltshire.police.uk | [Facebook/wiltshirepolice](https://www.facebook.com/wiltshirepolice) | [Twitter/@wiltshirepolice](https://twitter.com/wiltshirepolice) | [LinkedIn/company/wiltshirepolice](https://www.linkedin.com/company/wiltshirepolice)

WILTSHIRE POLICE



Wiltshire Police offers a re-examination of your case under its review procedure.



Force Disclosure Unit

Wiltshire Police HQ, London Road, Devizes, Wiltshire SN10 2DN
Telephone 101

Freedom of Information Request Appeals Procedure

1. Who Can Ask for a Review

Any person who has requested information from Wiltshire Police, which has been dealt with under the Freedom of Information Act, is entitled to complain and request an internal review, if they are dissatisfied with the response they received.

2. How to Request a Review

Requests for review of a Freedom of Information request must be made in writing to the:

Force Disclosure Unit
Wiltshire Police Headquarters,
London Road, Devizes,
Wiltshire,
SN10 2DN

Email at disclosure@wiltshire.police.uk.

The reference number, date of the request and details of why the review is being requested must be included. Requests for review should be brought to the attention of the Force Disclosure Unit within 20 working days of the Force's response to the original FOI request.

3. Review Procedure

Receipt of a request for review will be acknowledged in writing to include confirmation of the reasons for the review. The review will be conducted by another Decision Maker, who is independent from the original Decision Maker. The Force Disclosure Unit will set a target date for a response. The response will be made as soon as is practicable with the intention

Proud to serve and protect our communities

to complete the review within twenty working days. In more complex cases the review may take up to 40 working days.

The Independent Decision Maker will conduct a review of the handling of the request for information and of decisions taken, including decisions taken about where the public interest lies in respect of exempt information where applicable. The review enables a re-evaluation of the case, taking into account the matters raised by the complaint.

4. Conclusion of the Appeal

On completion of the review the Independent Decision Maker will reply to the complainant with the result of the review. If the complainant is still dissatisfied following the review, they should contact the Information Commissioner to make an appeal. The Information Commissioner can be contacted via the following details:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 01625 545 700
Fax: 01625 524 510
Email: mail@ico.gsi.gov.uk