



Ein cyf/Our ref: WQ82894

Andrew RT Davies MS
AndrewRT.Davies@senedd.wales

30 July 2021

Dear Andrew,

I am writing to you in response to your WQ82894: Will the Minister provide a breakdown of social media spending by each Welsh Government department and the social media platforms used in the years 2018-19, 2019-20 and 2020-21.

The Welsh Government spend by social media platform for the years requested is as follows:

Platform	2018-19	2019-20	2020-21
FACEBOOK/INSTAGRAM	£172,876	£237,318	£559,664
LINKEDIN	£30,323	£27,797	£17,808
SNAPCHAT	£5,950	£13,300	£57,600
TWITTER	£52,850	£32,723	£24,364
YOUTUBE	£3,805.57	£16,971.36	£115,486.36
TIK TOK	£0	£0	£111,549

The Welsh Government spending on social media is through a central media buying contract in support of government campaigns. We do not hold details of annual costs by department as campaigns often cut across several areas, making it difficult to accurately break down costs by department. It should be noted that the increases in some channels during 2020-21 is linked to the significant Keep Wales Safe public campaign work for health and other policy areas around the COVID-19 pandemic.

Yours sincerely,

Rebecca Evans AS/MS
Y Gweinidog Cyllid a Llywodraeth Leol
Minister for Finance and Local Government

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.