

PBNI Disclosure Log – Response to Request

Request Reference: 023.01.22

Date of Request: 21 January 2022

Date of Response: 24 January September 2022

Request and Response

Under the terms of the Freedom of Information Act 2001 I would like to request the following information:

Please include the information for each of the following periods; 2019-20, 2020-21, 2021-22:

- The total spend by the organisation on social media advertising, including a breakdown by year and by form of social media (e.g. Twitter, Facebook, LinkedIn, etc.)
- The total reach of each paid advert

Response:

During the periods 2019-20, 2020-21 and 2021-22 PBNI did not spend any money on social media advertising.

If you have any queries about this letter, or if you feel I have misinterpreted your request please contact me. Please remember to quote the reference number above in any future communications.

If you are unhappy with the way PBNI has handled your request, you may ask for an internal review using our complaints procedure. A copy of our [complaints procedure](#) is available on our website www.pbni.org.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision.

The Information Commissioner can be contacted at: Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

Please note that PBNI publishes responses to requests for information on its website where we believe there may be a wider public interest. If requests are published they are anonymised i.e. details of the requester are not published.