



An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade

Our Ref: FoI/Req/2017/231

7th December 2017

Dear Mr. O'Regan,

I refer to the request which you have made under the Freedom of Information Act 2014 for access to records held by this Department, as follows:

'An itemized breakdown of all monies spent on social media advertising in each of the past three years. This would include the name of each social media site, as well as the reason for each advertisement campaign.'

The Department of Foreign Affairs and Trade uses social media to increase understanding of and engagement with the work of the Department and Missions abroad. Social media advertising is an essential part of how we promote this work and the services available to Irish citizens and the Irish Diaspora through the Department and the Mission network. I attach the table of all costs associated with social media advertising by the Department from 2015, 2016 and 2017.

Right of Appeal

Should you wish to appeal this decision, you may do so in writing to the Freedom of Information Unit, Department of Foreign Affairs and Trade, 76-78 Harcourt Street, Dublin 2 or by email to foi@dfa.ie. A fee applies for an appeal for access to non-personal information; the level of this fee has been set at €30. For methods of payment, please contact FOI Unit at foi@dfa.ie, or 01-4082857.

You should make your appeal within 4 weeks (20 working days) from the date of this notification. However, the making of a late appeal may be permitted in appropriate circumstances. The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this Department.

Yours sincerely

Donna Gill

Press Officer

Communications Unit