

**From:** Freedom of Information Requests  
**Sent:** Friday, July 19, 2024 3:40 PM  
**To:**  
**Subject:** FOI Response -

Dear [REDACTED]

Thank you for your Freedom of Information request dated 25 June 2024 for information about spend on advertising. Please find below City of Doncaster Council's responses to the questions you have raised.

### Request

How much did Doncaster Metropolitan Borough Council spend in total on advertising in 2019, 2020, 2021, 2022, and 2023?

For each of these years, please provide a full percentage breakdown of all the platforms used for Doncaster Metropolitan Borough Council advertising including:

1. Regional and local UK news brand publishers
  - (a) in print
  - (b) online
2. Google
3. Facebook
4. Other major online platforms e.g. Twitter, Instagram, YouTube, LinkedIn, Tik Tok

### Response

	Year				
	19/20	20/21	21/22	22/23	23/24
Facebook	2,544.11	3,972.86	3,364.37	3,846.54	2,398.89
Google	1,296.53	5,289.94	2,190.14	7,697.48	1,055.53
Linkedin	3,113.26	2,776.86	969.95	6,133.51	4,082.76
Snapchat	25.74				
Grand Total	6,979.64	12,039.66	6,524.46	17,677.53	7,537.18

	Year				
	19/20	20/21	21/22	22/23	23/24
FOSTER CARERS/ADOPTERS RECRUIT				26,286.35	2,002.00
OTHER ADVERTISING COSTS	9,233.78	4,511.19	5,623.05	39,218.44	23,275.55
PUBLIC NOTICES	181,804.82	193,668.39	229,902.98	351,849.84	238,280.20
PUBLICITY	587,385.43	215,491.61	490,085.19	306,844.94	298,696.54
STAFF ADVERTISING	61,679.27	2,816.50	24,521.50	25,295.86	17,877.59
Grand Total	840,103.30	416,487.69	750,132.72	749,495.43	580,131.88

Please be advised this excludes spending incurred by schools.

I hope that this information is useful to you.

The City of Doncaster Council estimates that it has cost £98 to respond to this request for information.

**Reviewing any decisions made:**

If you are not happy with this reply you can ask us to review our response. To do this write to us within 40 working days of receiving your response at the address below or email [FOIAppeals@doncaster.gov.uk](mailto:FOIAppeals@doncaster.gov.uk)

If you do not agree with the review decision you can apply to the Information Commissioner's Office (ICO) for a decision about our compliance or otherwise with the Freedom of Information legislation. Contact details for the ICO are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. [www.ico.org.uk](http://www.ico.org.uk) Telephone 0303 123 1113.

**Ellen Dook**  
**Information Governance Officer**  
Corporate Resources  
City of Doncaster Council

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