

## East Lothian Council

FOI Ref: 2018/103(13205)

***I am writing to you under the Freedom of Information Act 2000 to request the following information:***

### **Questions about Twitter**

***Please can you tell me if your authority has in the past five years paid an individual or organisation to increase its Twitter followers on any of its social media accounts or to get retweets on posts?***

There has been no spend to date on the main council social media channels which are maintained by the Communications Team. Please note that a number of social media accounts have been set up over the years on an ad hoc basis – for example by local schools. Information in relation to these is not held centrally, however, it is thought unlikely that there has been expenditure on these.

***Please can you give me the details of which organisation was paid and how much for each year?***

Not applicable

***Please can I have a breakdown detailing each payment, the social media account name, and the reasons why this was done – as in to boost followers overall or for a specific campaign.***

Not applicable

### **Questions about Facebook**

***Please can you tell me if your authority has in the past five years paid an individual or organisation to increase its Facebook followers or friends or to get 'likes' on posts or any other type of online engagement?***

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