



[REDACTED]

18 February 2022

Dear [REDACTED],

Freedom of Information request: FOI2022/00017

Thank you for your Freedom of Information request received on the 19 January in which you requested the following:

Your request:

This is an information request relating to social media spending.

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*

Our response:

I can confirm UK Research and Innovation (UKRI) hold the information relevant to your request. Please see the information below and attached.

We note that you have sent the same request to several research councils. All the research councils, Innovate UK and Research England have been brought together under UK Research and Innovation (UKRI). As this is the case, all your requests will be handled as a single request from UKRI.

Please find attached spreadsheet "FOI2022_00017 UKRI Social Media Spend 2019-22" which details UKRI's spend on social media advertising, broken down by form of social media (LinkedIn, Facebook, Instagram and Twitter) for each of the financial years 2019-20, 2020-21 and 2021-22. Data has also been included for total reach and number of adverts of each campaign.

Details of the individual campaigns are as follows:

KTP campaigns – engage with potential Knowledge Transfer Partnerships (KTP) associates, showcasing what former KTP Associates have managed to achieve in their career to encourage graduates apply to the programme.

EEN support campaign, EEN International campaign & Innovate UK EDGE campaign – targeted leaders of British small and medium-sized enterprises (SMEs), to make them aware that an Innovate UK-funded innovation and business growth support initiative could help their businesses to succeed on the national and international stages. Enterprise Europe Network (EEN) became Innovate UK EDGE on 31 December 2020.

Prepare to Innovate – activity to increase the number of funding applications from people who have registered for our newsletters/emails but who haven't yet applied for funding. Providing information on available support services, resources and material that could help in funding applications.

Coronavirus explained – promoted factual, scientific articles about COVID-19 on the Coronavirus Explained website at the start of the pandemic.

Quantum Jan & March – promotion of funding competition briefing to increase applications in a niche sector.

Young Innovators 2021 – promotion to increase applications for the Young Innovators' programme for 18-30-year-old young people from across Britain, from diverse backgrounds.

Women in Innovation 2021 – promotion of Women in Innovation programme created to achieve a greater diversity in applications to Innovate UK.

Net Zero Week – promotion of articles demonstrating UKRI funded projects in the Net Zero area to new audiences.

COP26 – promotion of COP26-related events to specific areas of the research and innovation community.

All other paid advertising campaigns listed relate to UKRI recruitment activities.

In addition to the attached advertising campaigns, further amounts have been spent with LinkedIn to raise the profile of UKRI as an employer. These were spends in 2021-22, of £4,375 on career pages extension and £26,931 on LinkedIn employer profile.

If you have any queries regarding our response or you are unhappy with the outcome of your request and wish to seek an internal review of the decision, please contact:

Head of Information Governance


Email: foi@ukri.org or infogovernance@ukri.org

Please quote the reference number above in any future communications.

If you are still not content with the outcome of the internal review, you may apply to refer the matter to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the review procedure provided by UKRI. The Information Commissioner can be contacted at: <http://www.ico.gov.uk/>

If you wish to raise a complaint regarding the service you have received or the conduct of any UKRI staff in relation to your request, please see UKRI's complaints policy: <https://www.ukri.org/about-us/policies-and-standards/complaints-policy/>

Yours sincerely,


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Information Rights Team
UK Research and Innovation
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