

Our Ref: 2018-022

Date: February 2018

**Subject: Social Media/Online Services**

This request asked:

1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?
2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?
3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?
4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?
5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?
6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?

I have answered the FOI request below:

1. No
2. No
3. Yes, <https://twitter.com/uksfo>, 16/07/2017
4. No money has been spent by the Serious Fraud Office (SFO)
5. **Google Analytics** – No money is paid to google for their products – Signed up on 31/03/2014  
**Google Tag Manager** – No money is paid to google for their products – Signed up on 31/03/2014  
**Google Business** – No cost – We do not hold this information.
6. No money is paid to google on google products and we do not advertise via any google service.

**Follow up question & answer:**

**Q.** Is there an official policy for the use of organisational Facebook or Twitter Accounts (ie how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?

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A. The Serious Fraud Office (SFO) does not use a Facebook account so therefore does not have a policy. However, we do hold an official twitter account and you can find our social media policy which covers this on our website at <https://www.sfo.gov.uk/publications/guidance-policy-and-protocols/social-media-policy/>

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