

## Freedom of Information request 306-18

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### Request

Under the act, I wish to be provided with the following information regarding NHS Borders and Facebook.

1. Does the board pay to advertise with Facebook?
2. Is so, please provide a breakdown of the types of adverts and associated costs for 2017/18, 2016/17, 2015/16, 2014/15
3. Please provide top three spends for campaigns.

### Response

1. Yes.
2. Since February 2017 facebook advertising has been purchased by the Smoking Cessation Service with the following objectives:
  - Raise the profile of the service to Scottish Borders residents with a primary target audience of SIMD 1,2,3 smokers.
  - Drive people to the online referral form for the team to follow up.
  - Deliver consistent 'on message' communications to the targeted audience supporting additional communications activity.
  - Drive people to the qualified Smoking Cessation Advisors and drop-in sessions/appointments.

This involves:

- Provide daily communications with targeted and topical content and imagery.
- Promote key dates and events of the service
- Follow and like complimentary posts to encourage greater engagement and raise the profile of the service.
- Launch of national branding Investigate and implement a highly targeted
- Additional targeted campaigns (e.g. stop for Christmas)

2014-15	2015-16	2016-17	2017-18
0	0	£1800	£7380

3. The top spend of the one and only campaign so far was £4320, this included 6 months of normal activity plus additional targeted campaign funding in the period August 2017-January 2018.

If you are not satisfied with the way your request has been handled or the decision given, you may ask NHS Borders to review its actions and the decision. If you would like to request a review please apply in writing to, Freedom of Information Review, NHS Borders, Room 2EC3, Education Centre, Borders General Hospital, Melrose, TD6 9BS or [foi.enquiries@borders.scot.nhs.uk](mailto:foi.enquiries@borders.scot.nhs.uk).

The request for a review should include your name and address for correspondence, the request for information to which the request relates and the issue which you wish to be reviewed. Please state the

reference number **306-18** on this request. Your request should be made within 40 working days from receipt of this letter.

If following this review, you remain dissatisfied with the outcome, you may appeal to the Scottish Information Commissioner and request an investigation of your complaint. Your request to the Scottish Information Commissioner should be in writing (or other permanent form), stating your name and an address for correspondence. You should provide the details of the request and your reasons for dissatisfaction with both the original response by NHS Borders and your reasons for dissatisfaction with the outcome of the internal review. Your application for an investigation by the Scottish Information Commissioner must be made within six months of your receipt of the response with which you are dissatisfied. The address for the Office of the Scottish Information Commissioner is, Office of the Scottish Information Commissioner, Kinburn Castle, Doubledykes Road, St Andrews, Fife.