



Ministry
of Defence

MINISTRY OF DEFENCE
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RT HON DR ANDREW MURRISON MP
PARLIAMENTARY UNDER-SECRETARY OF STATE AND MINISTER
FOR DEFENCE PEOPLE AND FAMILIES

17252

26 March 2024

Dear Siobhain,

On 11 March 2024, I provided a partial answer to your Parliamentary Question below:

To ask the Secretary of State for Defence, how much the RAF spent on advertising (a) above the line, (b) on Tiktok, (c) on Facebook and Instagram, (d) on Snapchat and (e) on Twitter in each financial year since 2017. 17252

A data set from 2018-2024 was provided. However, due to a change in contract, data from 2017 was not readily available as it required information from a previous contractor. Because this information may still be able to be retrieved, it was suggested Minister therefore undertook to provide a substantive response in writing in due course.

The data set for this has now been retrieved and can be provided below:

Year	2017	2018	2019	2020	2021	2022	2023	2024
Spend £	7,998,687	742,162	9,453,479	8,334,191	2,820,455	8,541,160	11,240,860	2,209,334.

Year	2017	2018	2019	2020	2021	2022	2023	2024
Facebook/Inst	28,715	52,735	887,324	874,933	£310,407	£158,550	£610,013	£179,662
SnapChat			£63,001	£178,558	£6,663	£542,277	£654,943	£175,206
Twitter				£48,384	£11,152	£83,269	£4,992	£-

Cells left blank are because platforms were not in use at this time.

All figures provided are cost to client and exclude VAT. TikTok is not used for recruitment purposes.

A copy of this letter will be placed in the Library of the House.

Yours sincerely,

RT HON DR ANDREW MURRISON MP

Dame Siobhain McDonagh MP
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