

**FOIA Leicester City Council Social Media: 15124 (re: Facebook, Twitter and Google)
Facebook (Qs 1-2)**

Profile URL	Year set up	Advertising spend since 2004 (by calendar years)
https://www.facebook.com/leicestercitycouncil	2011	2016 £4000 2015 £2000
https://www.facebook.com/storyofleicester/	2013	Nil spend
https://www.facebook.com/orangebags/	2011	2011-2016 Nil spend 2017 £680.33 2018 Nil spend
https://www.facebook.com/leicesterhub	2012	2012 – 2014 = £0 2015 = £1465.29 2016 = £2063.79 2017 = £1199.67 2018 = £136
https://www.facebook.com/leicesterlearns/	2015	Nil spend
https://www.facebook.com/visitleicester/	2012	2017 £100
https://www.facebook.com/pg/Leicester-City-Wardens-117470998340916/	2008	Nil spend
https://www.facebook.com/towerleicester/	2011	Nil spend
https://www.facebook.com/groups/368314053511879/	2017	Nil spend
https://www.facebook.com/womeninconstructionleicester/	2010	Nil spend

https://www.facebook.com/ActiveLeicester/	2017	Nil spend
https://www.facebook.com/leicestercity.youthservice/	2014	Nil spend
www.facebook.com/LeicesterParks	2015	2016 - £54.77 2017 - £81.00
https://www.facebook.com/adoption.serviceseastmidlands/	2014	2015 - £77.94 2016 - £1580.95 2017 - £2512.32 2018 - 217.11
https://www.facebook.com/leicesterfostering/	2014	2015 - £918.11 2016 - £3967.37 2017 - £4334.31 2018 - £200
https://www.facebook.com/leicesterlibraries/	2010	Nil spend
https://www.facebook.com/demontforthall/	2008	2014 - 2015 - £71.76 2015 - 2016 - £583.09 2016 - 2017 - £358.50 2017 - 2018 - £1086.48
https://www.facebook.com/PantoLeicester/	2017	2017 - 2018 - £200
https://www.facebook.com/SimonSaysLeic/	2013	2017 - 2018 - £139.81
https://www.facebook.com/leicestermarket/	2011	£126
https://www.facebook.com/Beaumontmarket/	2012	Nil spend

https://www.facebook.com/leicesterfestivals/	2010	2016 - £400 2017 - £450
www.facebook.com/leicestermuseums	2010	2017 - £50.00
Twitter (Qs 3-4)		
Profile URL	Year set up	Advertising spend since 2006 (by calendar years)
https://twitter.com/Leicester_News	2009	2016 £1000
https://twitter.com/orangebagleics	2011	Nil spend
https://twitter.com/leicester_hub	2012	Nil spend
https://twitter.com/lasals	2009	Nil spend
https://twitter.com/visit_leicester	2012	2017 - £82.50
https://twitter.com/citywardens	2011	Nil spend
https://twitter.com/towerleicester	2011	Nil spend
https://twitter.com/EcoSchoolsLCC	2014	Nil spend
https://twitter.com/greenerleic	2011	Nil spend
https://twitter.com/activeleicester	2016	Nil spend
https://twitter.com/leicscityyouth	2014	Nil spend

https://twitter.com/_HowManyTimes	2014	Nil spend
https://twitter.com/leicesterlibrar	2010	Nil spend
https://twitter.com/demontforthall	2009	Nil spend
https://twitter.com/PantoLeicester	2017	Nil spend
https://twitter.com/SimonSaysLeic	2013	Nil spend
https://twitter.com/LEIMarket	2011	Nil spend
https://twitter.com/leicesterfest	2011	Nil spend
Google advertising (Q6)	Year	Advertising spend (by calendar years)
Adoption/Fostering Service		
Net Natives Campaign Adoption	2014	£20000
Net Natives Fostering	2015	£20000
RH Partners Fostering	2016	£7000
Leicester Mercury Online Fostering	2016	£500
Leicester Mercury	2017	£3000
Leicester Mercury	2018	£100
De Montfort Hall		
De Montfort Hall: Adwords via Trinity Mirror/Leicester Mercury	2017 – 2018	2017- 2018 - £2023.92