



Chair
Scottish Affairs Committee
House of Commons
London
SW1A 0AA

17 June 2021

Dear Chair

Evidence to the Scottish Affairs Committee, Thursday 13 May 2021 – Social Media

Thank you for yesterday's letter on social media use by the Office of the Secretary of State for Scotland.

Please find attached a PDF confirming that the office paused all social media advertisements (Facebook and Twitter) by the Office of the Secretary of State for Scotland between 25 March and 6 May inclusive.

Yours sincerely

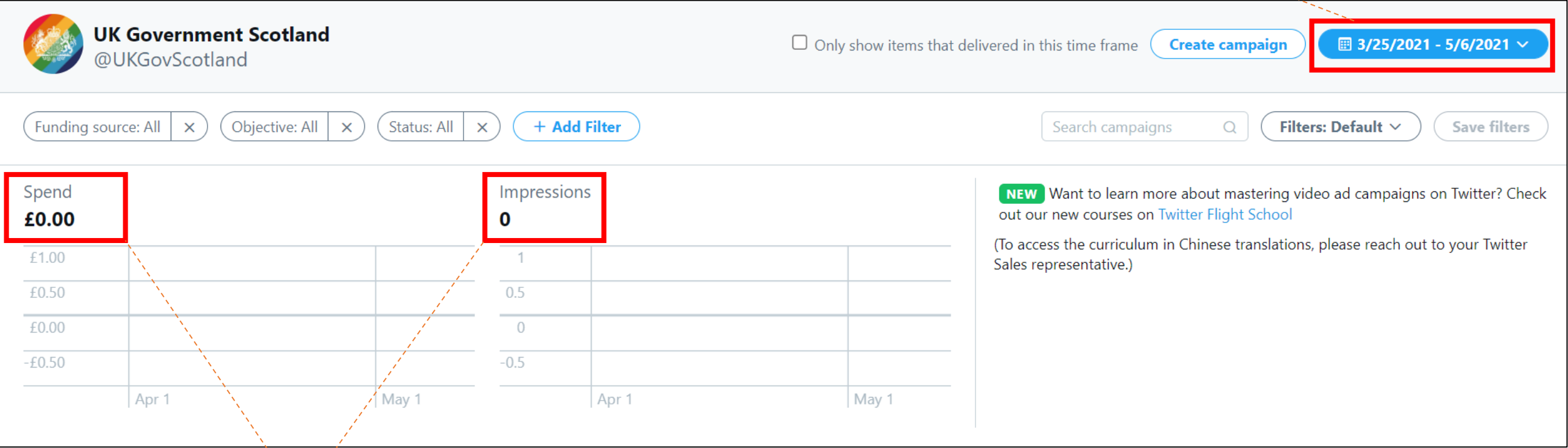
A stylized, handwritten signature in black ink, consisting of several overlapping, curved strokes that form a distinctive shape.

Laurence Rockey
Director

laurence.rockey@ukgovscotland.gov.uk
www.gov.uk/scotland

Twitter

This shows the advert campaigns for the Office’s Twitter feed during the pre-election period.



These figures show no advertising spend or impressions created during this period.

Facebook

This shows the advert campaigns for the Office’s Facebook feed during the pre-election period.

FACEBOOK

United Kin... ▼

All ads ▼

Q UK Government Scotland

×

Ads from UK Government Scotland

0 results

Keyword

Q

Filters

Active status: Active ads

×

Impressions by date: Between 25 Mar 2021 and 6 May 2021

×

Clear All

This figure shows there were no results for Facebook ads during the pre-election period.

Scottish Affairs Committee

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From the Chair, Pete Wishart MP

Laurence Rockey
Director, Office of the Secretary of State for Scotland
Dover House
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16 June 2021

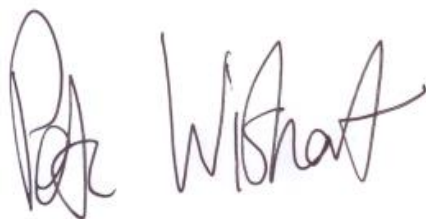
Dear Mr Rockey

Thank you for your letter dated 24 May 2021 following up from our oral evidence session on 13 May in which we touched on social media use by the Office of the Secretary of State for Scotland.

In your letter you mention that you have evidence from analytic reports from Facebook and Twitter to show that social media advertisements by the Office of the Secretary of State for Scotland were paused between 25 March and 6 May (inclusive). You also state that you would be happy to share these with us.

The Committee has discussed this matter and we would be grateful if you would share this data with us.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Pete Wishart'. The signature is fluid and cursive, with the first name 'Pete' written in a more compact, stylized manner and the last name 'Wishart' written in a more extended, flowing script.

Pete Wishart MP
Chair, Scottish Affairs Committee