

REQUEST	15896
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Could you please let me know how much you spent on advertising on social media platforms in each of the last four financial years - 2019/20, 2020/21, 2021/22 and 2022/23 - broken down by platform.

RESPONSE

Year	Facebook	Twitter/X	Instagram	TikTok	Other	TOTAL
2019/20	£1526.78				£1476.75	£3003.53
2020/21	£9702.48				£725.22	£10,427.70
2021/22	£9803.57				£150	£9,953.57
2022/23	£13,943.76				£498	£14,441.76