

## Use of paid Twitter Advertising

### Background

1. The Commission agreed that the Secretariat should arrange for paid “promoted” activity on Twitter in an attempt to raise interest and stimulate responses to the secondary public consultation period that ran from 27 February to 28 March 2017.
2. The analysis below highlights the impact which these paid adverts had on consultation responses.

### For information

3. The Commission has been using Twitter since May 2015 and has a following of 154 and follows 108 other Twitter users. The Commission has been tweeting regularly during consultation periods and other times to publicise the Commission’s activities.
4. Promoted tweets look the same to the user but are labelled as “promoted” near the bottom of the body of the tweet. They appeared on Twitter users’ timelines based on a set of criteria selected by the Secretariat that included geographical location and known areas of interest, the goal being that these users will click through the link in the tweet, land on our consultation portal and make a representation.
5. Twitter allows you to set a time period, total budget, and a daily budget to assist with proper allocation of funds. As such, costs were controlled and the total spend was £200 over an 8 day period.
6. The promoted tweet activity came to a close earlier than planned following the Cabinet Office decision that all social media activity should cease in the days following the terrorist attack on Westminster on 22 March 2017 and the consultation period closed on 28 March 2017.
7. As can be seen from Appendix A the promoted tweets appeared on over 30,000 twitter users’ timelines over the 8 day period and this in turn led to 789 link clicks.
8. This promoted tweet activity took place at the same time as a spike in activity on the portal but it would appear from analysis of the portal that only 2 users who made representations during this period cited twitter as their visit source.

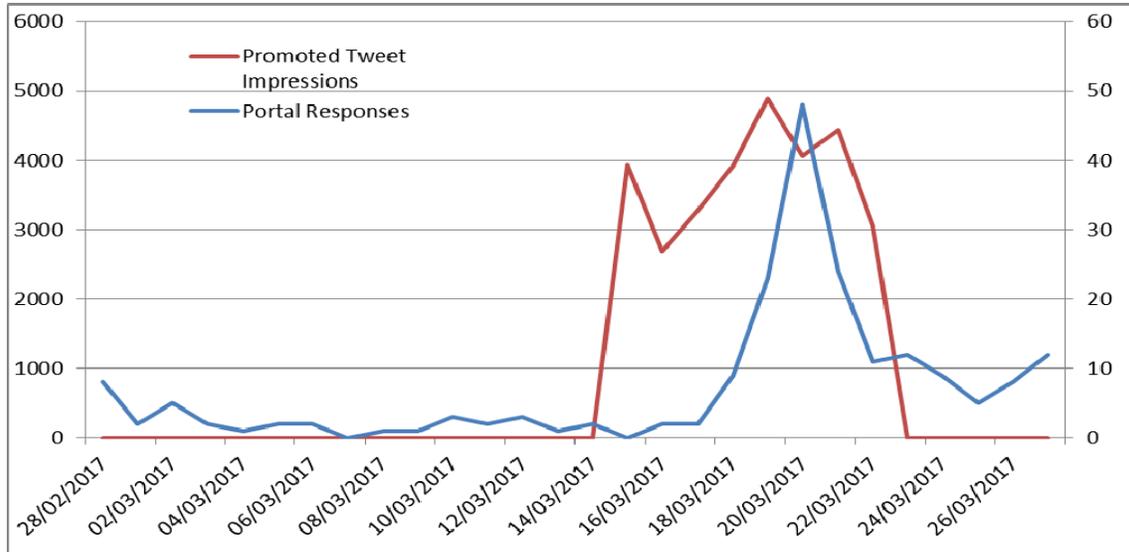
### Conclusion

9. It appears from the analysis of responses that the promoted tweets may not have had as positive an impact on portal usage as was hoped. However, the Secretariat believes that social media, and Twitter in particular, is a critical area in which to engage with stakeholders and stimulate interest in the Commission’s work but also recognises that it is finding it difficult to have an impact in this area and to grow its following.

10. One option that could be pursued is to undertake activity to grow the @bcommcot following by paying for activity to add followers. This would result in Twitter users seeing the Commission appear as a suggested user to follow. In addition, the Secretariat would like to undertake further paid activity around the Revised Proposals consultation later this year to see if, drawing on lessons from March, the Commission's social media impact can be maximised.
11. If the Commission is in agreement, it is proposed that a sum of up to £1000 be allocated to support efforts in this area. The Secretariat would intend to seek advice from Scotland Office media colleagues before incurring any expenditure. A full report will be provided to a future meeting with recommendations for activity to promote the Revised Proposals consultation.
12. The Secretariat welcomes the Commission's views on future activities in this area and agreement that further paid activity be pursued .

**Secretariat  
June 2017**

**Appendix A**  
**Analysis to gauge impact of promoted tweets**



	Portal Responses that day	Promoted Tweet Impressions	Link Clicks that day	Costs
28/02/2017	8	0		
01/03/2017	2	0		
02/03/2017	5	0		
03/03/2017	2	0		
04/03/2017	1	0		
05/03/2017	2	0		
06/03/2017	2	0		
07/03/2017	0	0		
08/03/2017	1	0		
09/03/2017	1	0		
10/03/2017	3	0		
11/03/2017	2	0		
12/03/2017	3	0		
13/03/2017	1	0		
14/03/2017	2	0		
15/03/2017	0	3931	128	£ 25.00
16/03/2017	2	2684	76	£ 25.00
17/03/2017	2	3288	72	£ 25.00
18/03/2017	9	3913	120	£ 25.00
19/03/2017	23	4890	142	£ 25.00
20/03/2017	48	4068	108	£ 25.00
21/03/2017	24	4441	70	£ 25.00
22/03/2017	11	3056	73	£ 25.00
23/03/2017	12	0		
24/03/2017	9	0		
25/03/2017	5	0		
26/03/2017	8	0		
27/03/2017	12	0		
28/03/2017	0	0		