



An Roinn Gnóthaí  
Eachtracha agus Trádála  
Department of  
Foreign Affairs and Trade

Our Ref: Fol/Req/19/334

18 December 2019

Dear Ms. Simpson,

I refer to the request which you have made under the Freedom of Information Act 2014 for access to records held by this Department, as follows:

- All invoices in relation to spending on social media training and social media services provided to the Minister and Ministerial staff in 2019;
- All invoices in relation to spending on social media training and social media services provided to the Department in 2019.

I refer also to the acknowledgement of your request which was sent to you on 5 December 2019.

I have not identified any invoices relating to social media training provided to the Department, Ministers, or Ministerial staff in 2019.

I have identified five records that fall within the scope of your request. The records are listed in the schedule attached. I have made a decision to grant all of the records. Three of the documents contain redacted material because the material falls outside the scope of the request. In respect of the remaining two documents, bank account details have been redacted.

Three of the records relate to the development of social media content for the 'Getting Ireland Brexit Ready' public information campaign. This campaign has formed part of the Government's overall strategy to keep citizens fully informed and up-to-date on the implications and challenges of Brexit. This campaign has updated citizens, communities and businesses about Brexit preparedness and support measures, and promoted official sources of information, namely the website [gov.ie/brexit](http://gov.ie/brexit).

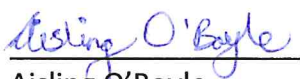
The remaining two records relate to a technical analysis of the online presence of the Embassy of Ireland in Vietnam with a view to assessing and enhancing the effectiveness of the Embassy's promotion of Ireland in Vietnam.

## **Right of Appeal**

Should you wish to appeal this decision, you may do so in writing to the Freedom of Information Unit, Department of Foreign Affairs and Trade, 76-78 Harcourt Street, Dublin 2 or by email to [foi@dfa.ie](mailto:foi@dfa.ie).

You should make your appeal within 4 weeks (20 working days) from the date of this notification. However, the making of a late appeal may be permitted in appropriate circumstances. The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this Department.

Yours sincerely



Aisling O'Boyle

Communications Unit

Department of Foreign Affairs and Trade