

FOI Request DFC/2026 – 0105 – Advertising spend on US250 events

Under FOI, can the department provide details of the total spend to date on advertising it has accrued related to events celebrating the 250<sup>th</sup> anniversary of the US declaration of independence?

Can this spend be broken down by channel i.e. social media ads, local press, TV etc and any further details of the event being advertised.

## Information Disclosed

### **Response to FOI Request DfC/2026-0105**

The Department spent a total of £115.77 on two social media posts in November 2025. No other advertising spend has been incurred. Further details are below.

<b>Channel</b>	<b>Spend</b>
Social media <a href="https://www.facebook.com/share/v/1AtDekjkbk2/">https://www.facebook.com/share/v/1AtDekjkbk2/</a> Post to commemorate Ulster's ties with America and highlight DfC's US/NI 250 Funding Programme.  <a href="https://www.facebook.com/share/v/1CCNrD1K3o/">https://www.facebook.com/share/v/1CCNrD1K3o/</a> Post to commemorate Ulster's ties with America and highlight DfC's US/NI 250 Funding Programme.	£115.77
Local Press	£0
TV	£0
Other	£0
<b>Total</b>	<b>£115.77</b>