**1 Digital Advertising Spend**:

|  |  |  |  |
| --- | --- | --- | --- |
| **2020-21** |  | **Apr-May 2021** |  |
| **Channel** | **Spend** | **Channel** | **Spend** |
| Facebook | £8,322.05 | Facebook | £1,338.05 |
| Twitter | £4,978.92 | Twitter | £670.18 |
| Instagram | £5,359.39 | Instagram | £124.99 |
| Google Display | £3,189.29 | Google Display | £0 |
| Google Search | £17,252.84 | Google Search | £3,110.58 |
| Snapchat | £2,716.00 | Snapchat | £125.00 |

**2 Audiences**:

* Learners
* Teachers
* Parents/carers
* Colleges
* Employers and Training Providers
* Recruitment

|  |  |
| --- | --- |
| **Audience** | **Channel** |
| Learners | Facebook  Twitter  Instagram  Snapchat  Google Display |
| Teachers | Twitter  Facebook |
| Parents/Carers | Facebook  Twitter  Instagram |
| Colleges | Facebook  Twitter  Snapchat |
| Employers and Training Providers | Facebook  Google Search |
| Schools and Colleges | Facebook  Twitter  Google Search |
| Recruitment | Facebook  Instagram  Twitter  Google Display |

**3 Advertising plan or strategy**

The purpose of the digital advertising was to disseminate information on awarding 2020/21 and to support key organisational activity with each audience, using the most appropriate channel. Organic and targeted paid activities ensured a regular stream of valuable support and key information for our audiences.