



ARCS: 292-30
File: JTI-2013-00055

May 13, 2013

Sent via email:

Dear

Re: Request for Access to Records
Freedom of Information and Protection of Privacy Act (FOIPPA)

I am writing further to your request received by the Ministry of Jobs, Tourism and Skills Training (Labour). You requested:

“Contract details and detailed records of the costs of Suggested Post type advertising on Facebook.com and similar advertising on other social media web sites. Timeframe is January 1, 2013 to [March 5, 2013].”

Please find enclosed a copy of the records located in response to your request. These records are provided to you in their entirety. Your file is now closed.

The Ministry of Jobs, Tourism and Skills Training spent \$8,485.35 USD (or \$8,655.06 CDN with an exchange rate of 1.02) on "promoted post ads" (Suggested Post type advertising) on social media websites during the requested period of January 1, 2013 to March 5, 2013. Advertising details and associated costs are outlined in the report provided. Advertising/marketing communication services were provided under contract by Dare Digital L.P., the Marketing Communications Agency of Record.

These records will be published on the BC Government's Open Information website a minimum of 72 hours after it is released electronically or a minimum of five business days after it has been released by mail in hardcopy. To find out more about Open Information, please access the Open Information website at: <http://www.openinfo.gov.bc.ca/ibc/index.page>

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If you have any questions regarding your request, please contact me, the analyst assigned to your request, at 250-952-7937. This number can be reached toll-free by calling from Vancouver, 604-660-2421, or from elsewhere in BC, 1-800-663-7867 and asking to be transferred to 250-952-7937.

You have the right to ask the Information and Privacy Commissioner to review this decision. I have enclosed information on the review and complaint process.

Sincerely,

A handwritten signature in black ink that reads "Julie Davidson". The signature is written in a cursive, flowing style.

Julie Davidson, Sr. Information and Privacy Analyst
Business and Infrastructure Team
Information Access Operations

Enclosures

<p>How to Request a Review with the Office of the Information and Privacy Commissioner</p>

If you have any questions regarding your request please contact the analyst assigned to your file. The analyst's name and telephone number are listed in the attached letter.

Pursuant to section 52 of the *Freedom of Information and Protection of Privacy Act* (FOIPPA), you may ask the Office of the Information and Privacy Commissioner to review any decision, act, or failure to act with regard to your request under FOIPPA.

Please note that you have 30 business days to file your review with the Office of the Information and Privacy Commissioner. In order to request a review please write to:

Information and Privacy Commissioner
PO Box 9038 Stn Prov Govt
4th Floor, 947 Fort Street
Victoria BC V8W 9A4
Telephone 250-387-5629 Fax 250-387-1696

If you request a review, please provide the Commissioner's Office with:

1. A copy of your original request;
2. A copy of our response; and
3. The reasons or grounds upon which you are requesting the review.