



FOI Ref: 2018/001

21st February 2018

REQUEST UNDER FREEDOM OF INFORMATION (SCOTLAND) ACT 2002

I refer to your request for information, received by email on 25th January 2018. Your specific requests and the Park Authority's response are provided below.

1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?

The Park Authority has two Facebook pages:

- www.facebook.com/lomondtrossachs - set up in April 2010.
- www.facebook.com/ourlivepark - set up in March 2014.

2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?

The Park Authority has placed advertisements on Facebook since our accounts were created in 2010 and 2014, details as follows:

Year	Expenditure/Advertising	Details
2010 – 2014	None	N/A
2015	£136	Community engagement Board elections Channel 5 Year In the Wild engagement
2016	£2,443	Waterbus campaign –(funded by waterbus businesses) National Parks Week Community engagement
2017	£626	Community engagement Wee hills/big views campaign

3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?

LOCH LOMOND & THE TROSSACHS NATIONAL PARK AUTHORITY

National Park Headquarters, Carrochan, Carrochan Road, Balloch, G83 8EG Long: 4°34'24"W Lat: 56°00'12"N
t: 01389 722600 f: 01389 722633 e: info@lochlomond-trossachs.org w: lochlomond-trossachs.org

The Park Authority has two Twitter accounts, details are:

- www.twitter.com/lomondtrossachs - set up in January 2010.
- www.twitter.com/ourlivepark - set up in February 2014.

4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?

The Park Authority does not advertise or spend any money on Twitter. Accordingly, I have to advise you under section 17(1)(b) of the Freedom of Information (Scotland) Act, that there is no information held.

5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?

The Park Authority does not use Google G-Suite Services, and does not rely on Google for any services. Accordingly, I have to advise you under section 17(1)(b) of the Freedom of Information (Scotland) Act, that there is no information held.

6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?

The Park Authority uses Google Adwords for advertising purposes. This service has been used since 2017. £715 was spent in 2017 on campsite promotion.

Yours sincerely

Governance & Legal Team
Loch Lomond and the Trossachs National Park Authority

Review Procedure

If you are dissatisfied with this decision, or the way in which the Authority has dealt with your

LOCH LOMOND & THE TROSSACHS NATIONAL PARK AUTHORITY

National Park Headquarters, Carrochan, Carrochan Road, Balloch, G83 8EG Long: 4°34'24"W Lat: 56°00'12"N
t: 01389 722600 f: 01389 722633 e: info@lochlomond-trossachs.org w: lochlomond-trossachs.org

Printed on paper sourced from certified sustainable forests

request, you are entitled to require the Authority to review its decision. Please note that in order for a review to take place you are required to:

- Send your request for review in writing, setting out in full the reasons why you are requesting a review.
- Submit your review request within 40 working days of either the date on which you received a response from the Authority or the date by which you should have received a response under the terms of the Freedom of Information (Scotland) Act 2002, whichever is the later.
- address your review request to:

Governance & Legal Team
Loch Lomond & The Trossachs National Park Authority
National Park Headquarters
Carrochan
Carrochan Road
Balloch
G83 8EG
E-mail: info@lochlomond-trossachs.org

The review will be handled by staff who were not involved in the original decision. You will receive notice of the result of your review within 20 working days.

If you are not satisfied with the response to your request for review, you can contact the Scottish Information Commissioner, the independent body which oversees the Freedom of Information (Scotland) Act 2002, at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS
Tel: 01334 464610
Website: www.itspublicknowledge.info
E-mail: enquiries@itspublicknowledge.info

Online appeal portal: www.itspublicknowledge.info/Appeal

LOCH LOMOND & THE TROSSACHS NATIONAL PARK AUTHORITY

National Park Headquarters, Carrochan, Carrochan Road, Balloch, G83 8EG Long: 4°34'24"W Lat: 56°00'12"N
t: 01389 722600 f: 01389 722633 e: info@lochlomond-trossachs.org w: lochlomond-trossachs.org

Printed on paper sourced from certified sustainable forests