

**WPQ 12848 (2025) table: Total amount spent by the Ministry of Social Development directly on social media advertising from 27 November 2023 to 24 March 2025, broken down by platform.**

| <b>Platform</b> | <b>Spend</b>        |
|-----------------|---------------------|
| Meta            | \$ 44,298.35        |
| TikTok          | \$ 5,656.25         |
| Snapchat        | \$ 3,000.00         |
|                 | <b>\$ 52,954.60</b> |