

25 September 2023

Information Rights & Compliance Team  
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Our Ref: FOI/04770

Thank you for your request concerning Social Media Management.

Your request has been considered and processed in accordance with the requirements of the Freedom of Information (FOI) Act 2000.

**1) Do you use a social media management platform?**

Yes, please follow this [link](#) to our previous response<sup>1</sup> (FOI 4462)

**2) If so, what tools do you use?**

Please follow the link provided under question 1.

**3) How much do you spend annually on a Social media management tool?**

Please follow the link provided under question 1.

**4) Which month & year does your contract with your supplier end?**

Please follow the link provided under question 1, this contract is renewed annually.

**5) Do you use a social listening / media monitoring platform?**

Yes

**6) If so, what tools do you use?**

Hootsuite

**7) How much do you spend annually on a social listening / media monitoring tool?**

Current year renewal is £561.60

**8) Which month & year does your contract with your supplier end?**

Please follow the link provided under question 1, this contract is renewed annually.

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<sup>1</sup> Section 21 – Information if available through other means

**9) Who is the senior officer in charge of these contracts?**

Our Deputy Director of Communications.

Should you require further clarification, please do not hesitate to contact me.

Please find enclosed an information sheet regarding copyright protection and the Trust's complaints procedure in the event that you are not satisfied with the response.

Yours sincerely

*Sue Smith*

**Sue Smith  
Information Rights Officer**

Enc: Copyright Protection and Complaints Procedure Information Leaflet.

If you would like to complete a short survey in relation to your Freedom of Information request please scan the QR code below or click [here](#).

