

Freedom of Information Request	FOI 23-507	20 October 2023
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### **Your request**

You requested the following:

1. Do you use a social media management platform?
2. If so, what tools do you use?
3. How much do you spend annually on a social media management tool?
4. Which month & year does your contract with your supplier end?
5. Do you use a social listening / media monitoring platform?
6. If so, what tools do you use?
7. How much do you spend annually on a social listening / media monitoring tool?
8. Which month & year does your contract with your supplier end?
9. Who is the senior officer in charge of these contracts?

### **Our response**

1. Yes.
2. Social Media Management, Social Media Analytics, and Social Listening.
3. £6,380 annually.
4. March 2025.
5. Yes.
6. Social Listening.
7. Please refer to our answer to question 3.
8. March 2025.
9. Karen Newman, Assistant Director of Communications and Engagement