

FOI_1251_2023-24 – FOI Request Concerning – Social Media Management and Listening

1) Do you use a social media management platform?

Yes

2) If so, what tools do you use?

The Corporate Communications Team uses Buffer.com for a social post scheduling tool

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

\$144

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

October 2023

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

Yes

6) If so, what tools do you use?

Meltwater for monitoring and social listening

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

£7,632

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

May 2024

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

Andrea Hewitt