

Reference: IR922

Date issued: 18th June 2024

Social media management platforms & tools

I am writing in response to your request for information regarding our social media management platforms and tools, dated 11 June 2024.

For ease of reference, I have reproduced your questions below and set out our corresponding responses.

1) Do you use a social media management platform?

Yes

2) If so, what tools do you use?

Hootsuite

3) What is your annual spend on a social media management tool?

£7200

4) What dates does your contract with your current supplier end (month & year) ?

01.04.2025

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

Yes

6) If so, what tools do you use?

PressData

7) What is your annual spend on a social listening / media monitoring tool?

£6260

8) What dates does your contract with your current supplier end (month & year)?

01.04.2025

9) Who is the senior person responsible for managing these contracts?

Gareth Phillips, Head of Communications

If you have any queries regarding the handling of your request, please do not hesitate to contact me.

Yours sincerely,

Information Officer