

Ref. No: FOI0014  
Date: 06/07/223  
Subject: Social Media Management and Listening

## REQUEST & RESPONSE

- 1) Do you use a social media management platform? **NO**
- 2) If so, what tools do you use? **N/A**
- 3) How much do you spend annually on a Social media management tool?  
**N/A**
- 4) Which month & year does your contract with your supplier end? **N/A**
- 5) Do you use a social listening / media monitoring platform? **YES**
- 6) If so, what tools do you use? **MELTWATER**
- 7) How much do you spend annually on a social listening / media monitoring tool? **3.5K**
- 8) Which month & year does your contract with your supplier end? **August 2024**
- 9) Who is the senior officer in charge of these contracts? **KIM HUGHES, ASSISTANT DIRECTOR OF COMMUNICATIONS**