

Reference Number: FOIAH2324/724
From: Private Individual
Date: 20 March 2024
Subject: Social Media Management Platforms and Tools

Q1 Do you use a Social Media Management platform?

A1 Yes

Q2 If so, what tools do you use?

A2 Sprout Social

Q3 What is your annual spend on a Social Media Management tool?

A3 The Trust pays £59 a month (£708 a year) towards the cost.

Q4 What dates does your contract with your current supplier end (month & year)?

A4 It is an ongoing subscription

Q5 Do you use a tool for Social Listening and/or a Media Monitoring platform?

A5 We don't have a media monitoring platform. We use Sprout Social to monitor and manage social media

Q6 If so, what tools do you use?

A6 Please refer to response A5 above

Q7 What is your annual spend on a tool for Social Listening and/or a Media Monitoring platform?

A7 Please refer to response A3 above

Q8 What dates does your contract with your current supplier end (month & year)?

A8 Please refer to response A4 above

Q9 Who is the senior person responsible for managing these contracts?

A9 Mark Flannagan, Executive Director of Marketing and Communications