**Date: 29/08/2018**

**Response/Digest FOI: 8496**

**Wrexham County Borough Council does hold some of the information requested.**

**<u>Request:</u>**

**<u>Council monitoring Social Media</u>**

1. How many occasions in 2017/18 did the Council gather information from Twitter and Facebook? Please provide the list of organisations that are 'followed' and those that are actively monitored?
**Like most other councils, the Marketing and PR Team looks at Twitter on a daily basis, to see which Wrexham-related topics and issues are popular or 'trending.' This can help us understand how people feel about local issues, and help us become aware of important issues or concerns in our communities. It's also a good way to keep up-to-speed with positive things being said about Wrexham on social media, and sometimes we'll share those positive messages so they reach more people.**

**We monitor for topics and trends on Twitter. We don't monitor individual accounts.**

**We do 'follow' other users / organisations on Twitter (standard practice on this social media platform) and their tweets appear in our Twitter-feed (which means we can see what they tweet). At the time of writing, we follow 892 Twitter users on our main English account, and 958 on our main Welsh account – you can see who we follow by going to https://www.twitter..com/wrexhamcbc and https://www.twitter.com/cbswrecsam and clicking on 'following' (you might need to be logged into Twitter to do this).**

**These Twitter users know we are following them, and can block us from following them, or viewing their content if they don't want us to see it, at any time. However, this doesn't happen very often. Twitter users generally want others to follow them, as the platform relies on users engaging with each other – reading, responding to, sharing and liking each other's posts.**

**We analyse our own tweets (i.e. content tweeted by Wrexham Council) to help us understand which topics our followers are interested in. For example, we look at data that tells us how many times one of our tweets has been potentially read (called 'reach'), liked, retweeted or how many times the link has been clicked.**

We also try to identify popular content on Twitter, and we compile some statistics every month to help us understand which topics and tweets reached a lot of people or generated the most interest from other users (this helps us identify key local issues, and helps us understand how the public feels about these issues, as explained above).

We don't monitor specific, individual Twitter accounts and there is no 'list' of Twitter users we 'actively monitor.' We monitor for topics and trends on Twitter.

On Facebook, we look at messages and comments that other users post on the council's own Facebook pages (standard practice on the platform), and will analyse our own Facebook posts to help us understand which topics our followers are most interested in.

We sometimes look at other organisations' Facebook pages if they're public (i.e. open for everyone to look at) and we're interested in a particular issue or piece of information they've posted. For example, we might look at a partner organisation's Facebook post, or a news story posted on another organisation's Facebook page. Typically, we're prompted to look at the page because we've read about it elsewhere (e.g. somewhere else on social media) or we've heard about it via word-of-mouth.

We 'like' other Facebook users from our corporate Facebook pages (English page: **https://www.facebook.com/wrexhamcouncil** / Welsh page: **https://www.facebook.com/cyngorwrecsam** ). Our pages are 'business pages', and we can see content from the pages we've liked by clicking on 'see pages feed.'

You can see the pages we've 'liked' by clicking on 'pages liked by this page' – located in the right-hand column of the desk-top version of Facebook.

Employees and councillors might follow or connect with other users and pages from their personal accounts, which they are free to do like any other Facebook user. In other words, employees and councillors are free to follow or connect with whoever they like on social media via their personal accounts in their own time outside of work.

2. On how many occasions in 2017/18 did the council use information from Facebook and/or Twitter in regard to an investigation into a staff member or Council Member? Please indicate the split
   **None**

3. Who has the authority in the Council to request that a Facebook or Twitter account is monitored? Is monitoring carried out by an internal officer or is the work externalised? What is the policy to authorise monitoring?
   **The Marketing & PR Team do not monitor specific, individual social media accounts and there is no list of accounts they actively monitor. See answer**

**to question 1 for details on how and why they identify popular and trending content on Twitter and Facebook.**

4. How much did the Council pay in 2017/18 to any external monitoring company or spend on internal staff costs?
**Information not held.  We do not record specifically how much time we spend looking at social media content and data. Several people in the team can look at social media information at different points in the day or week, but we don't record this time, so we are unable to break down salaries to offer a meaningful figure of spend on 'internal staff costs.'**