

Freedom of Information Requests

Vespasian House  
Barrack Road  
Dorchester  
DT1 1TG

**REF: ICB 271**

Ellie Jones

request-1042989-36a52a34@whatdotheyknow.com

Tel: 01305 386900

24<sup>th</sup> November 2023

Dear Requester

**Request made under the Freedom of Information Act 2000**

On 1<sup>st</sup> November 2023 you sent a request, made under the Freedom of Information Act, relating to social media management and listening. I now provide this information as an attachment.

I trust that this is the information you require and that your request has been fully discharged.

If you are unhappy with this response, you are entitled to request an internal review of our decision, handled where possible by a member of staff not directly involved in the initial decision. If you wish to request such a review, please write direct to the Data Protection Officer, NHS Dorset, Vespasian House, Barrack Road, Dorchester DT1 1TG. We aim to deal with requests for internal review within three weeks of receipt, although where the issues involved are very complicated this period may be extended up to a total of six weeks.

If you have queries about this response, please do not hesitate to contact me quoting the above reference number.

Yours sincerely

***Signature removed***

**Paddy Baker**  
Data Protection Officer

**Reference: ICB 271**

**Q1:** Do you use a social media management platform?

**Response:**

Yes.

**Q2:** If so, what tools do you use?

**Response:**

Sprout Social.

**Q3:** How much do you spend annually on a social media management tool?

**Response:**

\$2869.74 a year (\$239.15 monthly).

**Q4:** Which month & year does your contract with your supplier end?

**Response:**

February 2024.

**Q5:** Do you use a social listening / media monitoring platform?

**Response:**

No.

**Q6:** If so, what tools do you use?

**Response:**

N/A.

**Q7:** How much do you spend annually on a social listening / media monitoring tool?

**Response:**

N/A.

**Q8:** Which month & year does your contract with your supplier end?

**Response:**

N/A, no contracts for this in place.

**Q9:** Who is the senior officer in charge of these contracts?

**Response:**  
Jodie Whaley.