

Date: Thursday, 06th July 2023
Our Ref: MB/CM FOI 5817

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Re: Freedom of Information Request FOI 5817

We are writing in response to your request submitted under the Freedom of Information Act, received in this office on 06th July 2023.

Your request was as follows:

1) Do you use a social media management platform?

I can confirm that the Walton Centre NHS Foundation Trust does use a social media platform.

2) If so, what tools do you use?

The WCFT use Orlo.

3) How much do you spend annually on a Social media management tool?

£2,700 + VAT

4) Which month & year does your contract with your supplier end?

April 2024.

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

Yes.

6) If so, what tools do you use?

Vuelio - media monitoring.

7) How much do you spend annually on a social listening / media monitoring tool?

£2,257.50 + VAT

8) Which month & year does your contract with your supplier end?

February 2024.

9) Who is the senior officer in charge of these contracts?

Elaine Vaile, Head of Communications and Marketing

Please see our response above in [blue](#).

Re-Use of Public Sector Information

All information supplied by the Trust in answering a request for information (RFI) under the Freedom of Information Act 2000 will be subject to the terms of the Re-use of Public Sector Information Regulations 2005, Statutory Instrument 2005 No. 1515 which came into effect on 1st July 2005.

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guidance on copyright and publishing notes and a Guide to Best Practice and regulated advice and case studies, at www.opsi.gov.uk/advice/psi-regulations/index.htm

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to the Freedom of Information Office at the address above.

Please remember to quote the reference number, FOI 5817 in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted by:

Post: Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Online: <https://ico.org.uk/make-a-complaint/foi-and-eir-complaints/>

Telephone: 0303 123 1113

Yours sincerely

Mike Burns

Mr. Mike Burns, Executive Lead for Freedom of Information