

Social Media Management and Social Listening

Reference Number: RDF1672-23

Date of Response: 24/07/23

Further to your Freedom of Information Act request, please find the Trust's response(s) below:

Please be aware that the Royal Devon University Healthcare NHS Foundation Trust (Royal Devon) has existed since 1st April 2022 following the integration of the Northern Devon Healthcare NHS Trust (known as Northern Services) and the Royal Devon and Exeter NHS Foundation Trust (known as Eastern Services).

Dear Royal Devon University Healthcare NHS Foundation Trust,

I would be most grateful if you would provide me, under the Freedom of Information Act, the information requested below. The details we require are:

1. *Do you use a social media management platform?*
Answer: Yes.
2. *If so, what tools do you use?*
Answer: Hootsuite.
3. *How much do you spend annually on a Social media management tool?*
Answer: £500.
4. *Which month & year does your contract with your supplier end?*
Answer: August annually.
5. *Do you use a social listening / media monitoring platform?*
Answer: No.
6. *If so, what tools do you use?*
Answer: Not applicable.
7. *How much do you spend annually on a social listening / media monitoring tool?*
Answer: Not applicable.
8. *Which month & year does your contract with your supplier end?*
Answer: Not applicable.
9. *Who is the senior officer in charge of these contracts?*
Answer: Royal Devon Head of Communications and Engagement