



Ref: FOI-057 -202425-Corporate information - Social Media Management

Date: 29<sup>th</sup> April 2024

Email [foi@uhnm.nhs.uk](mailto:foi@uhnm.nhs.uk)

Dear Sir/ Madam

I am writing to acknowledge receipt of your email dated 19th April 2024 requesting information under the Freedom of Information Act (2000) regarding Social Media Management

As of 1<sup>st</sup> November 2014 University Hospitals of North Midlands NHS Trust (UHNM) manages two hospital sites – Royal Stoke University Hospital, and County Hospital (Stafford). Therefore, the response below is for the two sites combined from that date where appropriate.

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

A1 I can confirm that the Trust holds information regarding this entire request, but feel this information is exempt under section 21: *information reasonably accessible by other means*. This is because the information is available via the Trust's public website at the following link:

<http://www.uhnm.nhs.uk/about-us/regulatory-information/freedom-of-information-publication-scheme/freedom-of-information-disclosure-log/> FOI 381-2324 September 2023

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

A2 As answer 1

**Q3 What is your annual spend on a social media management tool?**

A3 As answer 1

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

A4 As answer 1

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

A5 As answer 1

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

A6 As answer 1

**Q7 What is your annual spend on a social listening / media monitoring tool?**

A7 As answer 1

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

A8 As answer 1

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

A9 As answer 1

\*Please note that any individuals identified do not give consent for their personal data to be processed for the purposes of direct marketing.

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An anonymised copy of this request can be found on the Trust's disclosure log, please note that all requests can be found at the following link: <http://www.uhnm.nhs.uk/aboutus/Statutory-Policies-and-Procedures/Pages/Freedom-of-Information-Disclosure-Log.aspx>

This letter confirms the completion of this request. A log of this request and a copy of this letter will be held by the Trust.

If you have any queries related to the response provided please in the first instance contact my office.

Should you have a complaint about the response or the handling of your request, please also contact my office to request a review of this. If having exhausted the Trust's FOIA complaints process you are still not satisfied, you are entitled to approach the Information Commissioner's Office (ICO) and request an assessment of the manner in which the Trust has managed your request.

The Information Commissioner may be contacted at:



**University Hospitals  
of North Midlands**  
NHS Trust

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or via [www.ico.org.uk](http://www.ico.org.uk).

Yours,

**Rachel Montinaro**  
Data Security and Protection Manager - Records