

## FOI Release

### *Information released under the Freedom of Information Act*

**Title:** Social Media

**Date of release:** 11 June 2014

#### **Information request**

1. Please list any social media accounts and YouTube or other video/audio channels maintained or contributed to by the department.
2. How many members of staff are briefed with maintaining the department's presence on social media and YouTube or other video/audio channels? How many of these are full-time/fully devoted to these tasks?
3. What is the department's budget/projected spend for the next twelve months (up to the 2015 general election) for social media and video/audio channels?
  - 3a. What areas will this spend focus on?

Since May 2010 (per year, if possible)

4. How much money has the department spent on maintaining a presence on social media and YouTube?
5. How much of this money was spent on staffing costs associated with social media and YouTube?
6. How much of this money was spent on social media training?
  - 6a. Who received this training?
  - 6b. What form did the training take?
  - 6c - Who provided this training?
7. How much of this money was spent on technology and software/hardware?
8. How of this money has the department spent on its YouTube or other video/audio channels?
  - 8a. How does this divide between production and staff costs?
9. How many complaints or "reports" per year have been lodged against a department post on a social media or video/audio site?
10. What software or strategy does the department have in place to monitor what is being said about the department and its work on social media and what are the costs associated with this?

**Information released**

Please note our answers are based on costs and time associated with maintaining the Department's social media channels and do not include costs and time associated with creating content which is shared across those channels.

**1. Please list any social media accounts and YouTube or other video/audio channels maintained or contributed to by the department.**

- YouTube
- Twitter
- GREAT Facebook
- GREAT LinkedIn
- BIS LinkedIn
- Audioboo
- Flickr

**2. How many members of staff are briefed with maintaining the department's presence on social media and YouTube or other video/audio channels? How many of these are full-time/fully devoted to these tasks?**

The Department has a digital communications team of 16 people.

No one member of this team or any other team in the Department are only responsible for social media channels.

Maintenance of social media channels is shared across the team. Staff are also responsible for:

- digital monitoring
- digital outreach and PR
- website and blog publishing
- digital training for the rest of the Department

**3. What is the department's budget/projected spend for the next twelve months (up to the 2015 general election) for social media and video/audio channels?**

At present the Department does not have a budget for advertising on social media, and is not forecasting any spend on social media or video/audio channels.

**-3(a). What areas will this spend focus on?**

N/A

**Since May 2010 (per year, if possible)**

**4. How much money has the department spent on maintaining a presence on social media and YouTube?**

The Department has spent money on Facebook advertising for marketing campaigns, promoting services and information for businesses, students and interns.

Listed below are the campaigns for which we have spent money on Facebook:

2011/12	SME Support	£ 20,938
	Student Finance inc HE Changes	£ 46,412
2012/13	Student Finance	£ 14,013
	Business is GREAT Britain	£ 19,821
2013/14	Business is GREAT Britain	£184,467
	Student Finance	£ 59,473
	Intern Campaign	£ 2,037

**5. How much of this money was spent on staffing costs associated with social media and YouTube?**

None of this money was spent on staffing costs associated with social media and YouTube.

**6. How much of this money was spent on social media training?**

In addition to the sums detailed above, the Department has spent the following amounts each year on social media training:

2011/12: £5,976  
2012/13: £940  
2013/14: £2,998

- **6a. Who received this training?**
- **6b. What form did the training take?**
- **6c - Who provided this training?**

Details on the teams who received this training, the provider and the content are included in the attached spreadsheet.

**7. How much of this money was spent on technology and software/hardware?**

No money has been spent on technology associated with maintaining social media channels.

**8. How [much] of this money has the department spent on its YouTube or other video/audio channels?**

No money has been spent on maintaining YouTube or other video/audio channels

**- 8a. How does this divide between production and staff costs?**

These costs are all related to advertising on social media.

**9. How many complaints or “reports” per year have been lodged against a department post on a social media or video/audio site?**

We do not maintain records of the number of negative comments published on social media channels.

**10. What software or strategy does the department have in place to monitor what is being said about the department and its work on social media and what are the costs associated with this?**

We use five tools to help understand what people are saying online about the Department and its work.

Online listening is central to Action 14 of the Department’s digital strategy: ‘...all teams are able to use digital tools appropriately to listen, consult and engage our audiences.’

We use the following software:

- Hootsuite
- Netvibes
- Traackr
- Gorkana
- SocialMention