

Information Released under Freedom of Information Act

Subject: Enquiry regarding Companies House use of social media

Date Released: 9 June 2015

Summary of request: The enquirer requested information regarding Companies House use of social media

Information Released

I have responded to your questions in the order that they appear in your request.

1) Does Companies House have a full time social media team? If so, how many employees do you have?

We do not have a full time social media team - Companies House social media is managed and coordinated by our Digital Communication team, with the Customer Services team having responsibility for responding to customer queries via Twitter.

2) In my research I have found that Companies House uses Facebook, Twitter, Youtube and LinkedIn.

How do you monitor all these channels simultaneously?

We use a third-party media management tool to manage, monitor and respond to posts on Facebook, Twitter and LinkedIn - YouTube is managed by a designated manager within the Communications team.

3) Out of these channels, which one gets the most user traffic?

Currently Twitter is by far the most popular channel for our customers.

4) How do you ensure a prompt response time to comments or complaints? And what is the average response time?

We monitor our social media accounts during normal office hours (Mon-Fri 9 -5pm) and aim to respond to @mentions on Twitter within a 2 hour time frame. Facebook/LinkedIn - we aim for same day response. We do not formally measure average response times.

5) Do you have any problems with irrelevant or malicious comments? How do you handle these?

We do not have a problem with irrelevant or malicious comments but do have a policy in place to deal with such incidents. For example, if a person tweets/posts to us five or more times without engaging with our offer of help, we stop responding. Ultimately we block abusive users.

Here is a link to our current social media use policy on GOV.UK:

<https://www.gov.uk/government/organisations/companies-house/about/social-media-use>