

FOI Release

Information released under the Freedom of Information Act

Title: Social Media Management Platform

Date of release: 18 March 2015

Information request

1. What, if any, social media management platform do you use within the department? (e.g. CrowdControl, HootSuite, Meltwater Buzz etc).
2. If using a paid-for social media management platform how much does this cost either per year or per month
3. How long does this contract last for and when was it awarded?
4. How many users does this contract allow for?
5. What, if any, media enquiry management software do you use? (e.g. Gorkana, Veulio, COLIN) Please provide the email address of the person responsible for social media within your organisation
6. If using a paid-for media enquiry management solution how much does this cost either per year or per month?
7. How long does this contract last for and when was it awarded?
8. How many users does this contract allow for? Please provide the email address for your Head of Media or Corporate Communication within your organisation
9. What, if any, Freedom of Information enquiry management software do you use? (e.g. CC Tracker, KnowAll Enquire)
10. If using a paid-for media enquiry management solution how much does this cost either per year or per month?
11. How long does this contract last for and when was it awarded?
12. How many users does this contract allow for?

Information released

We can confirm the Department holds information in scope of your request. This is listed below.

1. What, if any, social media management platform do you use within the department? (e.g. CrowdControl, HootSuite, Meltwater Buzz etc)

The department uses TweetDeck, HootSuite and Social Sign In.

2. If using a paid-for social media management platform how much does this cost either per year or per month

The department uses free social media tools where possible, such as TweetDeck and HootSuite. The Social Sign In platform is paid for and costs £9,024.00 (excluding VAT) per year.

3. How long does this contract last for and when was it awarded?

The Social Sign In contract lasts for one year and was awarded in Q1 2015.

4. How many users does this contract allow for?

The Social Sign In contract allows for 30 users.

5. What, if any, media enquiry management software do you use? (e.g. Gorkana, Veulio, COLIN)

The department uses COLIN for media enquiry management.

Please provide the email address of the person responsible for social media within your organisation

Various people have responsibility for social media across the organisation, so it is not possible to provide the email address of one person who has overall responsibility.

6. If using a paid-for media enquiry management solution how much does this cost either per year or per month?

The media enquiry management solution cost £41,280 (exc VAT) for 2 years, including development and set-up costs.

7. How long does this contract last for and when was it awarded?

The contract for media enquiry management lasts for 2 years, was awarded in Q1 2014 and started in Q2 2014.

8. How many users does this contract allow for?

The media enquiry management contract allows for 38 users.

Please provide the email address for your Head of Media or Corporate Communication within your organisation

The head of media relations is Aileen.Boughen@bis.gsi.gov.uk

9. What, if any, Freedom of Information enquiry management software do you use? (e.g. CC Tracker, KnowAll Enquire)

The department uses ecase for Freedom of Information management.

10. If using a paid-for media enquiry management solution how much does this cost either per year or per month?

Please see our answer to question 6.

11. How long does this contract last for and when was it awarded?

Please see our answer to question 7.

12. How many users does this contract allow for?

Please see our answer to question 8.