

## FYI - FOI 24/277 - Social Media Management Platforms and Tools

MHRA Customer Services <MHRACustomerServices@mhra.gov.uk>

Fri 19/04/2024 16:39

To: [REDACTED] News Centre <newscentre@mhra.gov.uk> [REDACTED]

Hi all

FYI

Best wishes

[REDACTED]

-----Original Message-----

From: MHRA Customer Services

Sent: Friday, April 19, 2024 4:37 PM

To: [REDACTED]

Subject: FOI 24/277 - Social Media Management Platforms and Tools

Our ref: FOI 24/2777

Dear [REDACTED]

Thank you for your request of 20 March under the Freedom of Information Act. You requested:

- 1) Do you use a Social Media Management platform?
- 2) If so, what tools do you use?
- 3) What is your annual spend on a Social Media Management tool?
- 4) What dates does your contract with your current supplier end (month & year)?
- 5) Do you use a tool for Social Listening and/or a Media Monitoring platform?
- 6) If so, what tools do you use?
- 7) What is your annual spend on a tool for Social Listening and/or a Media Monitoring platform?
- 8) What dates does your contract with your current supplier end (month & year)?
- 9) Who is the senior person responsible for managing these contracts?

Please see our responses to your questions, numbered 1-9, below.

- 1) Yes
- 2) Sprout Social
- 3) For 2024 – 2025 it's \$13,298.40
- 4) 20/03/2025
- 5) Yes
- 6) Sprout Social
- 7) Included in the contract above, see answer to Q3.
- 8) Included in the contract above, see answer to Q4.
- 9) We do not have a named senior officer in charge of this contract. The contract is managed via our Commercial management team. E: [ITCommercialManagement@mhra.gov.uk](mailto:ITCommercialManagement@mhra.gov.uk)

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date you receive this

response and addressed to: info@mhra.gov.uk

Please remember to quote the reference number above in any future communications.

If you were to remain dissatisfied with the outcome of the internal review, you would have the right to apply directly to the Information Commissioner for a decision. Please bear in mind that the Information Commissioner will not normally review our handling of your request unless you have first contacted us to conduct an internal review. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Or online via: <https://ico.org.uk/make-a-complaint/foi-and-eir-complaints/foi-and-eir-complaints/>

Yours sincerely

MHRA Customer Experience Centre  
Communications and engagement team  
Medicines and Healthcare products Regulatory Agency  
10 South Colonnade, Canary Wharf, London E14 4PU

-----Original Message-----

From: [REDACTED]  
Sent: Wednesday, March 20, 2024 11:00 AM  
To: MHRA Customer Services <MHRACustomerServices@mhra.gov.uk>  
Subject: FOI 24/277 - Social Media Management Platforms and Tools

Dear Medicines and Healthcare Products Regulatory Agency,

The information that we require is as follows:

- 1) Do you use a Social Media Management platform?
- 2) If so, what tools do you use?
- 3) What is your annual spend on a Social Media Management tool?
- 4) What dates does your contract with your current supplier end (month & year)?
- 5) Do you use a tool for Social Listening and/or a Media Monitoring platform?
- 6) If so, what tools do you use?
- 7) What is your annual spend on a tool for Social Listening and/or a Media Monitoring platform?
- 8) What dates does your contract with your current supplier end (month & year)?
- 9) Who is the senior person responsible for managing these contracts?

Yours faithfully,

[REDACTED]

-----  
Please use this email address for all replies to this request:

Is info@mhra.gov.uk the wrong address for Freedom of Information requests to Medicines and Healthcare Products Regulatory Agency? If so, please contact us using this form:

[https://eur01.safelinks.protection.outlook.com/?](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fchange_request%2Fnew%3Fbody%3Dmhra&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993213852%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=Ml6XvXxrSug6MajaUcdArok%2BieZ7ZAO%2F1KAZ5%2F4Wlg%3D&reserved=0)

[url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fchange\\_request%2Fnew%3Fbody%3Dmhra&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993213852%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=Ml6XvXxrSug6MajaUcdArok%2BieZ7ZAO%2F1KAZ5%2F4Wlg%3D&reserved=0](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fchange_request%2Fnew%3Fbody%3Dmhra&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993213852%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=Ml6XvXxrSug6MajaUcdArok%2BieZ7ZAO%2F1KAZ5%2F4Wlg%3D&reserved=0)

Disclaimer: This message and any reply that you make will be published on the internet. Our privacy and copyright policies:

[https://eur01.safelinks.protection.outlook.com/?](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fofficers&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993225694%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=jDEjJKf2PRaAuNVMJSgCcGtAndNn5LrC%2BUcH1zbQCQY%3D&reserved=0)

[url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fofficers&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993225694%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=jDEjJKf2PRaAuNVMJSgCcGtAndNn5LrC%2BUcH1zbQCQY%3D&reserved=0](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fofficers&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993225694%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=jDEjJKf2PRaAuNVMJSgCcGtAndNn5LrC%2BUcH1zbQCQY%3D&reserved=0)

For more detailed guidance on safely disclosing information, read the latest advice from the ICO:

[https://eur01.safelinks.protection.outlook.com/?](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fico-guidance-for-authorities&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993234727%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=zagEttPFT2YmD0eYhP%2FyftfiHRcl6FYuXMj5IXtEHaE%3D&reserved=0)

[url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fico-guidance-for-authorities&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993234727%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=zagEttPFT2YmD0eYhP%2FyftfiHRcl6FYuXMj5IXtEHaE%3D&reserved=0](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fico-guidance-for-authorities&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993234727%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=zagEttPFT2YmD0eYhP%2FyftfiHRcl6FYuXMj5IXtEHaE%3D&reserved=0)

[https://eur01.safelinks.protection.outlook.com/?](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fico-anonymisation-code&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993242639%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=CVNR0uZUbhIFxJeNFeXaFe%2F1WHE2ZVF1bESJJ%2B%2Bgsk4%3D&reserved=0)

[url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fico-anonymisation-code&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993242639%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=CVNR0uZUbhIFxJeNFeXaFe%2F1WHE2ZVF1bESJJ%2B%2Bgsk4%3D&reserved=0](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.whatdotheyknow.com%2Fhelp%2Fico-anonymisation-code&data=05%7C02%7CMHRACustomerServices%40mhra.gov.uk%7Cc44ab525aab44c82b2e908dc48cce09a%7Ce527ea5c62584cd2a27f8bd237ec4c26%7C0%7C0%7C638465291993242639%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=CVNR0uZUbhIFxJeNFeXaFe%2F1WHE2ZVF1bESJJ%2B%2Bgsk4%3D&reserved=0)

Please note that in some cases publication of requests and responses will be delayed.

If you find this service useful as an FOI officer, please ask your web manager to link to us from your organisation's FOI page.

-----