



**University Hospitals
of North Midlands**
NHS Trust

Royal Stoke University Hospital
Data, Security and Protection
Newcastle Road
Stoke-on-Trent
Staffordshire
ST4 6QG

Ref: FOIA Reference 2023/24-381

Date: 21st September 2023

Email foi@uhnm.nhs.uk

Dear

I am writing to acknowledge receipt of your email dated 5th July 2023 requesting information under the Freedom of Information Act (2000) regarding Social Media

On 6th July 2023 you sent an identical request, therefore we informed you that we would be responding once, also on 6th July 2023 we contacted you via email as we required a timeframe in order to collate the information

On 14th September 2023 you replied via email with:
'Please can you answer the questions with the most up-to-date information you have regarding Social Media Management and Listening, and any contracts you have after 06/07/2023.'

We responded with:

I am writing to acknowledge receipt of your email dated **14th September 2023** requesting information under the Freedom of Information Act (2000) regarding your request referenced 218-2324, we contacted you 6th July 2023 asking for clarification, which you supplied 14th September 2023

Under the FOI Act (section 45) we are required to keep open requests that have been paused for two months, this we advised you of when we contacted you for the clarification. Two months had passed so your request was closed.

Therefore this is a new request and your reference number is 381-2324 please quote this number on any correspondence.

As of 1st 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 Under the Freedom of Information Act, the information requested below.

The details we require are:

1) Do you use a social media management platform?

A1 No



Q2 If so, what tools do you use?

A2 Not applicable

Q3 How much do you spend annually on a Social media management tool?

A3 Not applicable

Q4 Which month & year does your contract with your supplier end?

A4 Not applicable

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

A5 Not applicable

Q6 If so, what tools do you use?

A6 Not applicable

Q7 How much do you spend annually on a social listening / media monitoring tool?

A7 Not applicable

Q8 Which month & year does your contract with your supplier end?

A8 Not applicable

Q9 Who is the senior officer in charge of these contracts?

A9 Not applicable

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

UHNM NHS Trust is a public sector body and governed by EU law. FOI requestors should note that any new Trust requirements over the EU threshold will be subject to these regulations and will be advertised for open competition accordingly.

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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:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or via www.ico.org.uk.

Yours,



Rachel Montinaro
Data Security and Protection Manager - Records