

Ref no: 044260118
From: Public
Date: 26/01/18
Subject: Social media

REQUEST

1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?
2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?
3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?
4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?
5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?
6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?
7. Is there an official policy for the use of organisational Facebook or Twitter Accounts (ie how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?

RESPONSE

Question 1)

Yes, the organisation does have Facebook pages.

The urls are:

<https://www.facebook.com/sthknhs> -set up November 2014

<https://www.facebook.com/sthkrecruitment> set up October 2015

<https://www.facebook.com/WSHospsCharity> set up December 2015

<https://www.facebook.com/whistonmaternity> set up September 2016

Question 2)

Yes, the Organisation has spent the following on advertising on Facebook.

2004- 2016 - 0

Jan – Dec 2017 -£61.23

This money has been spent on boosting Facebook posts for the following recruitment page - <https://www.facebook.com/sthkrecruitment>

Question 3)

Yes, the organisation does have Twitter Accounts

The urls are:

<https://twitter.com/sthknhs> set up November 2014

<https://twitter.com/WSHospsCharity> set up December 2015

https://twitter.com/sthk_research - set up February 2017

<https://twitter.com/sthkstaffbank> set up January 2018

Question 4)

No, the organisation does not spend money advertising on Twitter.

Question 5)

No, the organisation does not use Google G-Suite Services.

Question 6)

No, the organisation does not advertise or spend money on google.

Question 7)

The organisation has a Social Media Policy which is attached.