

Reference: 01853112

Information Requests  
[information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

14 August 2024

## Freedom of Information request: Right to know request

Thank you for your request for information concerning Ofcom's social media management and listening tool.

We received this request on 18 July 2024 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

### Your request & our response

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*1) Do you use a social media management platform?*

Yes

*2) If so, what tools do you use?*

We use Hootsuite for our day-to-day social media management platform – including posting content and responding to messages we receive.

*3) What is your annual spend on a Social media management tool?*

The total contract spend was included in the contract award notice. £47,300 including V.A.T. is the consolidated cost for social media management and monitoring.

*4) What dates does your contract with your current supplier end (month & year)?*

December 2024.

*5) Do you use a social listening / media monitoring platform?*

Yes. We have interpreted your question to refer to the social media monitoring software we use.

*6) If so, what tools do you use?*

We use Brandwatch as our social listening tool.

*7) What is your annual spend on a social listening / media monitoring tool?*

The cost provided in response to question 3 above also covers Brandwatch.

*8) What dates does your contract with your current supplier end (month & year)?*

December 2024.

9) *Who is the senior person responsible for managing these contracts?"*

Our procurement team handle this.

If you have any further queries, then please send them to [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk) – quoting the reference number above in any future communications.

Yours sincerely,

## Information Requests

### **Request an internal review**

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team ([information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)) to request an internal review.

### **Taking it further**

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).