



Resolution

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August 2024
FOI_6662

The following information was requested on 18 July 2024:

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 social listening / media monitoring platform?*
- 6) If so, what tools do you use?*
- 7) What is your annual spend on a social listening / media monitoring tool?*
- 8) What dates does your contract with your current supplier end (month & year)?*
- 9) Who is the senior person responsible for managing these contracts?*

Our Response

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

Yes.

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

We use Sprout Social.

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

\$1,068.

- 4) What dates does your contract with your current supplier end?*

November 2024.

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

We use one media monitoring platform.

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

Signal AI.

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

Signal-AI: £10,426, exclusive of VAT.

8) *What dates does your contract with your current supplier end?*

Signal-AI: December 2024.

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

Nick Rigg.

This concludes our response to your request.

If you are not satisfied with the service that you have received in response to your information request, it is open to you to make a complaint and request a formal review of our decisions. If you choose to do this, you should write to [Tinku Mitra](#), Deputy Director of Corporate and Information Governance for NHS Resolution, within 28 days of your receipt of this reply. Reviews of decisions made in relation to information requests are carried out by a person who was not involved in the original decision-making about the request.

If you are not content with the outcome of your complaint, you may apply directly to the Information Commissioner for a review of the decision. Generally, the Information Commissioner will not make a decision unless you have exhausted the local complaints procedure. The address of the Information Commissioner's Office is:

Wycliffe House
Water Lane
Wilmslow
Cheshire
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