

Request under Freedom of Information Act 2000

Thank you for your request for information which we received on Thursday 6th July 2023
I am pleased to confirm the following.

1) Do you use a social media management platform?

No, we schedule all content natively on the relevant social media platforms: Twitter and Facebook & Instagram (Meta Business Suite)

2) If so, what tools do you use?

N/A

3) How much do you spend annually on a social media management tool?

£0

4) Which month & year does your contract with your supplier end?

N/A

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

Yes – Media monitoring.

6) If so, what tools do you use?

Vuelio

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

£6502.90 (£5250 for Vuelio and £1252.90 for the NLA Web End User License)

8) Which month & year does your contract with your supplier end?

31/03/2024

9) Who is the senior officer in charge of these contracts?

MKUH does not give out the names of Managers.

You are advised that this information is provided in accordance with the Freedom of Information Act 2000 and is for your personal use. Any re-use of this information will be subject to copyright and the Re-Use of Public Sector Information Regulations (1st July 05) and authorisation from Milton Keynes Hospital NHS Foundation Trust will be required. In the event of any re-use, the information must be reproduced accurately and not used in a misleading manner.

If you are unhappy with the information received in response to this request, please address your complaint to the Patient Affairs Office at Milton Keynes Hospital NHS Foundation Trust, Standing Way, Eaglestone, Milton Keynes MK6 5LD. If, after exhausting our internal process, you are still unhappy with the information received, you may write to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

If you need any further assistance, please do not hesitate to contact us at the address above.

Yours sincerely,

Freedom of Information Co-ordinator
For and on behalf of Milton Keynes Hospital NHS Foundation Trust

Any re-use of this information will be subject to the
'Re-use of Public Sector Information Regulations' and best practice.