

Our Ref: PW/AKB/FOI/10/581

Stafford Education & Enterprise Park  
Weston Road  
Stafford  
ST18 0BF

15<sup>th</sup> November 2023

Telephone: 0300 123 1461

Sent by email

Dear

**FOI-10-581**

**Your request for information under the Freedom of Information Act 2000**

Thank you for your request for information received on the 1<sup>st</sup> November 2023. We can confirm that the Staffordshire and Stoke-on-Trent Integrated Care Board can provide the following information.

An anonymised copy of this response will be made publicly available on the ICB website.

Please see our responses in blue below:

**I would be most grateful if you would provide me, under the Freedom of Information Act, the information requested below.**

**The details we require are:**

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

Yes

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

SmartQueue

**3. How much do you spend annually on a Social media management tool?**

As an ICB, we do not pay for it as we share a licence with the Midlands and Lancashire Commissioning Support Unit.

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

Not applicable – the contract is held by the Midlands and Lancashire Commissioning Support Unit.

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

Yes

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

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

As an ICB, we do not pay for it as we share a licence with the Midlands and Lancashire Commissioning Support Unit.

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

Not applicable – the contract is held by the Midlands and Lancashire Commissioning Support Unit.

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

Tracey Shewan  
Director of Corporate Governance

Should you require any further information or clarification regarding this response please do not hesitate to contact us. If you are dissatisfied with the response, you are entitled to request an internal review which should be formally requested in writing and must be within two calendar months from the date this response was issued.

**To request an internal review**

You can request an internal review by contacting the Staffordshire and Stoke-on-Trent Integrated Care Board FOI team by emailing the team at [StaffsStokeFOI@staffsstoke.icb.nhs.uk](mailto:StaffsStokeFOI@staffsstoke.icb.nhs.uk) or by post to the address at the top of this letter.

If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner's Office (ICO) for a decision. Generally, the ICO cannot make a decision unless you have exhausted the Staffordshire and Stoke-on-Trent Integrated Care Board's FOI complaints procedure.

The ICO can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
[www.ico.gov.uk](http://www.ico.gov.uk)



**Staffordshire and  
Stoke-on-Trent**  
Integrated Care Board

Yours sincerely

**Paul Winter**  
**Associate Director of Corporate Governance**