



Our Ref: PW/AKB/FOI/0624/862

Stafford Education & Enterprise Park  
Weston Road  
Stafford  
ST18 0BF

17<sup>th</sup> June 2024

Telephone: 0300 123 1461

Sent by email

Dear

**FOI-0624-862**

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

Thank you for your request for information received on the 3<sup>rd</sup> June 2024. 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:

**The information that we require is as follows:-**

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

Yes.

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

Smarter Queue.

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

Our use of Smarter Queue is included in our contract with Midlands and Lancashire Commissioning Support Unit.

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

Not applicable.

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

Yes.

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

Pulsar.

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

The cost is included in our contract with Midlands and Lancashire Commissioning Support Unit.

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

Not applicable.

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

Adele Edmondson.

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**