

Our Ref: PW/SJR/FOI/0625/1314

13th June 2025

Sent by email

Stafford Education & Enterprise Park
Weston Road
Stafford
ST18 0BF

Telephone: 0300 123 1461

Dear

FOI/0625/1314

Your request for information under the Freedom of Information Act 2000

Thank you for your request for information received on 11th June 2025. 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 note the ICBs responses in blue.

- 1) **Do you use a social media management platform?** Yes
- 2) **If so, what tools do you use?** Hootsuite
- 3) **What is your annual spend on a Social media management tool?** £1068
- 4) **What dates does your contract with your current supplier end (in the format of [month/year])?** 09/25
- 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?** We have access to Pulsar as part of our contract with Midlands and Lancashire CSU.
- 8) **What dates does your contract with your current supplier end (in the format of [month/year])?** N/A

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 ICB FOI team by emailing; staffsstokeFOI@staffsstoke.icb.nhs.uk or by post to the address at the top of this letter within 40 working days of the initial response.

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

Yours sincerely

Paul Winter
Associate Director of Corporate Governance