

Trust Headquarters
Russells Hall Hospital
Dudley
West Midlands
DY1 2HQ

Ref: FOI-062025-0001675

Date: 19.6.25

Address / Email:

Dear

Request Under Freedom of Information Act 2000

Thank you for requesting information under the Freedom of Information Act 2000, please see response 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? - **Hootsuite and individual platform analytics**
- 3) What is your annual spend on a Social media management tool? - **£1843.20 (incl. VAT)**
- 4) What dates does your contract with your current supplier end (in the format of [month/year])?
- **May 2026**
- 5) Do you use a social listening / media monitoring platform? - **Yes**
- 6) If so, what tools do you use? - **Onclusive**
- 7) What is your annual spend on a social listening / media monitoring tool? - **Not applicable, contract held by Black Country Integrated Care Board.**
- 8) What dates does your contract with your current supplier end (in the format of [month/year])?
- **Not applicable, contract held by Black Country Integrated Care Board.**

If you are dissatisfied with our response, you have the right to appeal in line with guidance from the Information Commissioner. In the first instance you may contact the Information Governance Manager of the Trust.

Information Governance Manager
Trust Headquarters
Russell's Hall Hospital
Dudley
West Midlands

FOI/REF FOI-

DY1 2HQ

Email: dgft.dpo@nhs.net

Should you disagree with the contents of our response to your appeal, you have the right to appeal to the Information Commissioners Office at.

Information Commissioners Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Tel: 0303 123 1113

www.ico.org.uk

If you require further clarification, please do not hesitate to contact us.

Yours sincerely

Freedom of Information Team

The Dudley Group NHS Foundation Trust