



Lincolnshire
Integrated Care Board

Lincolnshire Integrated Care Board

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22 November 2023

FREEDOM OF INFORMATION – DECISION NOTICE

Dear Requester

FOI Reference Number: 71809

I refer to your email of 30 October 2023 requesting information in relation to the ICB's use of social media management tools.

I can confirm on behalf of NHS Lincolnshire Integrated Care Board (ICB) and in accordance with S.1 (1) of the Freedom of Information Act 2000 (FOIA) that we do hold the information that you have requested. A response to each element of your request is detailed below.

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

The responses given below cover all NHS organisations which sit under the Lincolnshire Integrated Care System (ICS) and not just NHS Lincolnshire ICB.

The details we require are:

- 1) **Do you use a social media management platform?**
Yes
- 2) **If so, what tools do you use?**
Hootsuite
- 3) **How much do you spend annually on a Social media management tool?**
£1,792 (for all Lincolnshire NHS organisations)
- 4) **Which month & year does your contract with your supplier end?**
June every year
- 5) **Do you use a social listening / media monitoring platform?**
Yes, we use a media monitoring platform
- 6) **If so, what tools do you use?**
Cision
- 7) **How much do you spend annually on a social listening / media monitoring tool?**
All Lincolnshire NHS organisations have one team account covering both media monitoring and social media monitoring. Costs £11,550 per year

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

This contract renews in June each year.

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

Stephanie Foster – Senior Marketing Officer

I hope that this answers your queries with the information we currently hold, but if I can be of any further assistance please do not hesitate to contact me.

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to

Arden & GEM Greater East Midlands Commissioning Support Unit
FOI TEAM/Corporate Communications Team
1st Floor, St John's House
East Street
Leicester
LE1 6NB

If you are not content with the outcome of your complaint, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided the ICB.

The Information Commissioner can be contacted at: telephone 0303 123 1113, email icocasework@ico.org.uk and <https://ico.org.uk/global/contact-us/>

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Yours faithfully

Lindsay Parker
Senior Freedom of Information Officer

**On behalf of
NHS Lincolnshire ICB**