

**Reference:** FOI.ICB-2324/289

**Subject:** Social Media Management and Listening

*I can confirm that the ICB does hold the information requested; please see responses below:*

QUESTION	RESPONSE
1. Do you use a social media management platform? 2. If so, what tools do you use?	Yes, Sprout Social
3. How much do you spend annually on a Social media management tool?	\$1,788
4. Which month & year does your contract with your supplier end?	January 2024
5. Do you use a social listening / media monitoring platform? 6. If so, what tools do you use?	No

7. How much do you spend annually on a social listening / media monitoring tool?	N/A
8. Which month & year does your contract with your supplier end?	N/A
9. Who is the senior officer in charge of these contracts?	Deputy Director of Communications and Engagement

***The information provided in this response is accurate as of 13<sup>th</sup> November 2023 and has been approved for release by Jen Bond, Deputy Director of Communications and Engagement for NHS Bristol, North Somerset and South Gloucestershire ICB.***