



UNIVERSITY
of HULL

Request Ref: 2917

FOI Request dated **06/07/2023** as follows –

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

The details we require are:

- 1) Do you use a social media management platform?*
- 2) If so, what tools do you use?*
- 3) How much do you spend annually on a Social media management tool?*
- 4) Which month & year does your contract with your supplier end?*
- 5) Do you use a social listening / media monitoring platform?*
- 6) If so, what tools do you use?*
- 7) How much do you spend annually on a social listening / media monitoring tool?*
- 8) Which month & year does your contract with your supplier end?*
- 9) Who is the senior officer in charge of these contracts?*

Response

- 1) Yes
- 2) Hootsuite
- 3) £20.6K per annum
- 4) July to June
- 5) Not currently, however we have used previously and outsourced.
- 6) n/a
- 7) n/a
- 8) n/a
- 9) The Social Media Lead