



FREEDOM OF INFORMATION REQUEST



Request Number: F-2014-02842

Keyword: Organisational Information/Governance

Subject: Social Media Management

Request and Answer:

Question 1

Which social media management tools do you use to manage your social media (e.g. hootsuite, tweetdeck, twitter, facebook, crowdcontrolHQ etc).

Answer

This is to inform you that the Police Service of Northern Ireland has now completed its search for the information you requested. The decision has been taken to disclose the located information to you in full.

PSNI currently use Twitter, Facebook, Tweetdeck, Twitterfall, Conversocial and Sendible.

Question 2

If using a paid-for service when does the contract finish?

Answer

PSNI currently use 2 paid for services, one contract expires in July 2014 and one in August 2014.

Question 3

If using a paid-for service how much does this cost on either a monthly or annual basis?

Answer

PSNI currently spend £3,400 on paid services annually.

Question 4

Which departments actively use social media in your organisation? (e.g. control room, contact centre, corporate communication)

Answer

Corporate Communications, Press Office, Sector and Response police officers regularly use social media within PSNI.

Question 5

Do you collaborate with any other organisations or agencies to share service with social media management - if yes, who are these organisations?

Answer

PSNI do not work with any other organisations or agencies to share service with social media management.

Question 6

Please provide the contact name and email address of the person responsible for social media in your organisation

Answer

Please find below a contact email address for the unit responsible for social media within PSNI:

DigitalHub@psni.pnn.police.uk

If you have any queries regarding your request or the decision please do not hesitate to contact me on 028 9070 0164. When contacting the Freedom of Information Team, please quote the reference number listed at the beginning of this letter.

If you are dissatisfied in any way with the handling of your request, you have the right to request a review. You should do this as soon as possible, or in any case within two months of the date of issue of this letter. In the event that you require a review to be undertaken, you can do so by writing to the Head of Freedom of Information, PSNI Headquarters, 65 Knock Road, Belfast, BT5 6LE or by emailing foi@psni.pnn.police.uk.

If following an internal review, carried out by an independent decision maker, you were to remain dissatisfied in any way with the handling of the request you may make a complaint, under Section 50 of the Freedom of Information Act, to the Information Commissioner's Office and ask that they investigate whether the PSNI has complied with the terms of the Freedom of Information Act. You can write to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. In most circumstances the Information Commissioner will not investigate a complaint unless an internal review procedure has been carried out, however the Commissioner has the option to investigate the matter at his discretion.

Please be advised that PSNI replies under Freedom of Information may be released into the public domain via our website @ www.psnj.police.uk

Personal details in respect of your request have, where applicable, been removed to protect confidentiality.