



FREEDOM OF INFORMATION REQUEST



Request Number: F-2018-00226

Keyword: Organisational Information/Governance

Subject: Social Media Used by PSNI

Request and Answer:

Your request for information has now been considered. In respect of Section 1(1)(a) of the Act I can confirm that the Police Service of Northern Ireland (PSNI) does hold information to which your request relates. The decision has been taken to disclose the following.

Request 1

Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?

Answer

The PSNI have 32 Facebook pages. The name of each page and when it was set up can be found below. I have also provided a link to the PSNI website where links to the aforementioned Facebook pages can be found.

Page	Date Set Up	Page	Date Set Up
PSNI Antrim	11 th June 2012	PSNI Foyle	5 th June 2012
PSNI Ards	16 th March 2010	PSNI Holywood	24 th December 2010
PSNI Armagh	1 st April 2012	PSNI Larne	14 th June 2012
PSNI Ballymena	16 th March 2010	PSNI Limavady	14 th June 2012
PSNI Ballymoney	14 th June 2012	PSNI Lisburn	11 th June 2012
PSNI Banbridge	26 th May 2012	PSNI Magherafelt	14 th June 2012
PSNI Bangor	26 th February 2010	PSNI Newry & Mourne	26 th May 2012
PSNI Belfast City Centre	8 th July 2011	PSNI Newtownabbey	12 th May 2015
PSNI Carrickfergus	13 th May 2015	PSNI North Belfast	18 th April 2014
PSNI Castlereagh	22 nd May 2012	PSNI North Coast	29 th March 2011
PSNI Cookstown	11 th June 2012	PSNI Omagh	11 th January 2012
PSNI Craigavon	27 th May 2012	PSNI	14 th October 2009
PSNI Down	11 th June 2012	PSNI South Belfast	23 rd April 2014
PSNI Dungannon	7 th June 2012	PSNI Strabane	14 th June 2012
PSNI East Belfast	18 th April 2014	PSNI Road Policing	14 th June 2012
PSNI Fermanagh	29 th April 2010	PSNI West Belfast	6 th May 2011

Request 2

Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?

Answer

Yes, the PSNI regularly use “promoted” posting on Facebook. Please see the table below which shows the expenditure.

Year	Total Spent
2014	£77.16
2015	£1,038
2016	£1289
2017	£732.22
2018	£175.80

Request 3

Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?

Answer

There are 22 Twitter accounts in use by the PSNI. The table below gives the name of each account and the date they were set up. These accounts can also be found on the link previously provided in the answer to Request 1.

Twitter Name	Date Set Up	Twitter Name	Date Set Up
PSNIAirSupport	11 th August 2015	PSNIABC	16 th March 2012
PSNIANDistrict	6 th August 2011	PSNICIJBurrows	8 th November 2017
PSNIArdsNDown	27 th January 2010	PSNIMidUlster	26 th June 2012
PSNIMEADistrict	19 th January 2010	PSNIBelfastE	23 rd April 2014
PSNICISimonBall	8 th November 2017	PSNIFermOmagh	26 th June 2012
PSNIBelfast	4 th July 2012	PSNIDCSDistrict	26 th June 2012
PSNILisCreagh	26 th June 2012	PSNINMDown	26 th June 2012
PSNIBelfastN	23 rd April 2014	PSNICCGDistrict	26 th June 2012
PoliceServiceNI	29 th September 2009	PSNIBelfastS	23 rd April 2014
PSNITraffic	23 rd August 2012	PSNIBelfastW	23 rd April 2014
ChiefConPSNI	25 th June 2014	ACCMartinPSNI	5 th February 2015

Request 4

Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?

Answer

No, the PSNI do not advertise or spend any money on Twitter.

Request 5

Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?

Answer

Yes. The PSNI make use of the Gmail service and also use Google analytics. There is no cost attached to these services.

Request 6

Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?

Answer

No.

Request 7

Is there an official policy for the use of organisational Facebook or Twitter Accounts (ie how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?

Answer

Yes the PSNI have a social media policy which you can find by using the webpage below:

www.psni.police.uk/globalassets/advice--information/our-publications/policies-and-service-procedures/social-media-230217.pdf

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.psni.police.uk

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