



Department
of Energy &
Climate Change

Department of Energy & Climate Change
3 Whitehall Place,
London SW1A 2AW
www.decc.gov.uk

Ref No: **14/0768**

13/06/2014

Thank you for your email of 16 May 2014 where you asked a number of questions relating to social media.

Under the Freedom of Information Act 2000 ('the Act'), you have the right to:

- know whether we hold the information you require
- be provided with that information (subject to any exemptions under the Act which may apply).

I can confirm that the Department holds the information you requested. The information you requested is below.

1. *Please list any social media accounts and YouTube or other video/audio channels maintained or contributed to by the department.*

The Department has the following social media accounts:

- <https://twitter.com/deccgovuk>
- <http://www.youtube.com/deccgovuk>
- <http://www.flickr.com/deccgovuk>
- <http://www.slideshare.net/deccgovuk>
- <http://storify.com/deccgovuk>
- <http://soundcloud.com/deccgovuk>
- <http://www.linkedin.com/company/department-of-energy-and-climate-change>

2. *How many members of staff are briefed with maintaining the department's presence on social media and YouTube or other video/audio channels? How many of these are full-time/fully devoted to these tasks?*

No one is full-time or fully devoted to social media. Responsibility for maintaining social media channels lies across the communications directorate.

3. *What is the department's budget/projected spend for the next twelve months (up to the 2015 general election) for social media and video/audio channels?*

a. What areas will this spend focus on?

Projected communications spend is not broken down by channel, as social media and video/audio channels are part of the integrated communications approach, however, small amounts may be paid for renewal of social media account licences.

Since May 2010 (per year, if possible)

4. How much money has the department spent on maintaining a presence on social media and YouTube?

In maintaining its presence on social media, the Department has spent money on licence fees where social media accounts require small sums for fuller functionality such as analytics or posts of a certain size or quantity.

Our records show the amount spent in this period is £130.

5. How much of this money was spent on staffing costs associated with social media and YouTube?

No information is held on this request. Responsibility for social media and YouTube is with the entire communications directorate.

6. How much of this money was spent on social media training?

- a. Who received this training?*
- b. What form did the training take?*
- c. Who provided this training?*

I can confirm that the Department holds the information you have requested. However, the information is already in the public domain and is therefore exempt under Section 21 of the Act as we are not required to provide information which is already reasonably accessible to you. The information you requested is available on the following link:

<https://www.gov.uk/government/publications/social-media-training--2>

There has been no further spend on social media training.

7. How much of this money was spent on technology and software/hardware?

In addition to the amount above, the Department has spent £7000 in financial year 2013/14 for a Hootsuite licence and to achieve the best price, committed to a further £7000 in financial year 2014/15.

DECC also trialled a social media analysis tool for two months at a cost of £500 per month.

8. How (much) of this money has the department spent on its YouTube or other video/audio channels?

No money has been spent on maintenance of the Department's You Tube channel. Approximately £80 (99 Euro) was spent on its audio account.

8a. How does this divide between production and staff costs?

N/A

9. *How many complaints or “reports” per year have been lodged against a department post on a social media or video/audio site?*

One, in 2013.

10. *What software or strategy does the department have in place to monitor what is being said about the department and its work on social media and what are the costs associated with this?*

A range of software is used for social media monitoring and analysis. Most frequently used include tweetreach, topsy and hootsuite.

Hootsuite is the only paid-for piece of software in place and is used in part for managing the Department’s social media presence as well as providing monitoring functionality.

The costs of Hootsuite are provided in answer to question 7.

Appeals Procedure

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 sent to the Information Rights Unit at:

Information Rights Unit (DECC Shared Service)
Department for Business, Innovation & Skills
1 Victoria Street
London SW1H 0ET
E-mail: foi@decc.gsi.gov.uk

Please remember to quote the reference number above in any future communications.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner’s Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely,

Communications Directorate