



Arolygiaeth Ei Fawrhydi dros Addysg a Hyfforddiant yng Nghymru
His Majesty's Inspectorate for Education and Training in Wales

20 October 2024

Dear

Thank you for your email, in which you formally request information in regards to social media management.

When dealing with requests for information made under the Freedom of Information Act 2000 (the 'Act'), Estyn's obligations include:-

1. Confirming or denying whether it holds information of the description specified in the request;
- and 2. Communicating the information requested to the applicant.

There are a number of exemptions under the Act that impact these obligations. Estyn is required to consider whether an exemption applies in the context of the information being released into the public domain, not just in the context of the information being released to the particular applicant that has requested the information.

If Estyn releases information in response to a Freedom of Information request, this is essentially a decision that the information can be released in response to any similar request from any member of the public.

In response to your request, I can confirm the following responses:

1) Do you use a social media management platform?

Yes.

2) If so, what tools do you use?

Sprout Social.

3) What is your annual spend on a Social media management tool?

Under £10k

4) What dates does your contract with your current supplier end (month & year)?

June 2025

5) Do you use a social listening / media monitoring platform?

Yes.

6) If so, what tools do you use?

Meltwater.

7) What is your annual spend on a social listening / media monitoring tool?

Under £10k

8) What dates does your contract with your current supplier end (month & year) March 2025

9) Who is the senior person responsible for managing these contracts?

Louise Yau

If you are not satisfied with the decision Estyn has taken regarding your request for information, you are entitled to request that we review the matter. Your request for a review should be addressed to

the Feedback and Complaints Manager, and received no later than 20 working days after the date of this communication.

If you are still not satisfied, you also have a right to complain to the Information Commissioner through their website:

<https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fico.org.uk%2Fabout-the-ico%2Fwho-we-are%2Fwales-office%2F&data=05%7C02%7CEnquiries%40estyn.gov.uk%7C6dc7f7190f9541968a0908dcf1b34d0e%7C8461f55e8d4949198f9a285c6f5d8a18%7C0%7C0%7C638650999591772982%7CUnknown%7CTWFpbGZsb3d8eyJWljojMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C&sdata=zaKuZTaHWVLD%2F3Sc198A7VyIbk%2BGL76v1xoCUFqT86w%3D&reserved=0>

Telephone: 0303 123 1113

Email: enquiries@ico.gsi.gov.uk

Yours sincerely

Robert Gairey
Swyddog Arweiniol Cyhoeddiadau / Lead Officer: Publications

Estyn
Arolygiaeth Ei Fawrhydi Dros Addysg A Hyfforddiant yng Nghymru His Majesty's Inspectorate For Education and Training in Wales

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-----Original Message-----

From: >

Sent: 11 October 2024 12:55

To: Enquiries <Enquiries@estyn.gov.uk>

Subject: Freedom of Information request - Social Media Management Tool

Dear HM Inspectorate for Education and Training in Wales,

The information that we require is as follows:-

- 1) Do you use a social media management platform?
- 2) If so, what tools do you use?
- 3) What is your annual spend on a Social media management tool?
- 4) What dates does your contract with your current supplier end (month & year) ?
- 5) Do you use a social listening / media monitoring platform?
- 6) If so, what tools do you use?
- 7) What is your annual spend on a social listening / media monitoring tool?
- 8) What dates does your contract with your current supplier end (month & year)
- 9) Who is the senior person responsible for managing these contracts?

Yours faithfully,