



Information Governance

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ID Number – FOI 5403

Title: Social Media – Facebook, Twitter, Google Adwords

Trust Response:

Question:	Trust Responses:
1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?	https://en-gb.facebook.com/sabpnhs/ Our FB account was set up in November 2012
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?	We have spent money on Facebook advertising: Total = £1699.07 January to December 2016 = £561.15 January to December 2017 = £1137.92
3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?	https://twitter.com/sabpNHS - @sabpNHS Set up in Dec 2012 https://twitter.com/SABPResearch - @SABPResearch Set up in July 2015 @QI_Team_SABP Set up in Jan 2017 @TIHM_dementia Set up in May 2016 @iaccess_Surrey Set up in July 2014 @SABP_CYP_Haven Set up in Nov 2017
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?	We do not use Twitter advertising
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?	We do not use G-Suite services.

For a better life

Question:	Trust Responses:
<p>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?</p>	<p>We use Google AdWords: January to December 2017 = £269.04</p>
<p>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?</p>	<p>Our Media Policy, which includes information on using social media can be found on the SABP website: http://www.sabp.nhs.uk/aboutus/policies/corporate/executiveboard-0025/media-policy</p>