



National Audit Office

The UK's independent public spending watchdog

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David Campbell

By email: request-1186072-c5c0500e@whatdotheyknow.com

Reference FOI-1755

Date 06 November 2024

Dear David Campbell

SOCIAL MEDIA MANAGEMENT TOOLS

Thank you for your email dated 11th October 2024, requesting information on Social Media Management tools used by the National Audit Office (NAO). Your request has been handled under the Freedom of Information Act 2000.

Having checked our records, I can confirm that we do hold the requested information. The responses to your questions are set out below:

- 1) *Do you use a social media management platform?* **Yes**
- 2) *If so, what tools do you use?* **Meltwater Engage**
- 3) *What is your annual spend on a social media management tool?* **£9.2k (inc. VAT)**
- 4) *What dates does your contract with your current supplier end (month & year)?* **December 2025**
- 5) *Do you use a social listening / media monitoring platform?* **Yes, both platforms are used**
- 6) *If so, what tools do you use?* **Pulsar for social listening - Vuelio for media monitoring**
- 7) *What is your annual spend on a social listening / media monitoring tool?* **£20k (inc. VAT) for Pulsar - £32k + VAT for Vuelio**
- 8) *What dates does your contract with your current supplier end (month & year)* **December 2025 for Pulsar - June 2026 for Vuelio**
- 9) *Who is the senior person responsible for managing these contracts?* **Dan Gluckman, Senior Digital Communications Manager for Pulsar - Harriet Jackson (Interim Chief Press Officer) for Vuelio**

Our policy is to respond to requests as helpfully and promptly as possible. I therefore hope you are happy with the way we have handled your request. If you are not happy with this response, you can ask for an internal review within 40 working days by writing to the NAO FOI Team at FOI@nao.org.uk or by post to: FOI Team, Green 2, National Audit Office, 157-197 Buckingham Palace Road, London, SW1W 9SP

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 primary way of escalating your concerns to the Information Commissioner is at: <https://ico.org.uk/foicomplaints>.

Yours sincerely,

Adeel Shah

NAO FOI Officer