

**From:** [REDACTED]  
**Sent:** Monday, November 27, 2023 3:47 PM  
**To:** Cabinet Secretary for Social Justice [REDACTED]  
**Cc:** DG Communities [REDACTED] Stephen Kerr [REDACTED] Social Security Scotland Chief Executive [REDACTED] Deputy Director Strategy, Change, Data and Engagement [REDACTED] Deputy Director Client Services Delivery [REDACTED] Deputy Director Finance and Corporate Services [REDACTED] Deputy Director Health and Social Care [REDACTED] Andy McClintock [REDACTED] Leanne Carson [REDACTED] Lesley Forbes [REDACTED] Ian Davidson [REDACTED] Johanna Gray [REDACTED]  
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**Subject:** For Noting: Reactive line - social media

Good afternoon Private Office,

We received a media enquiry from the Daily Record this morning on our use of social media tools.

A response has been drafted with input from our content/social media team.

Please let me know if you have any questions or comments.

**Response:**

A Social Security Scotland spokesperson said:

"Social Security Scotland does not monitor any individuals or journalists. Like many other organisations, we do use a media monitoring tool to help us capture press coverage about our organisation and service. As part of our general media monitoring we use key words of each of our 14 benefits. We also use a social media management tool which allows us to schedule posts and view comments made on our posts as well as create analysis reports on our content and engagement."

**Original enquiry:**

Regarding question 7 (below), can you explain the purpose of the social listening service? Is it used to monitor the output of a) individual journalists b) critics of SSS c) either social security applicants or claimants?

<https://www.socialsecurity.gov.scot/reporting/publications/social-media-management-and-listening-foi-release>

## **FOI Response:**

### **REQUEST UNDER THE FREEDOM OF INFORMATION (SCOTLAND) ACT 2002 (FOISA)**

Thank you for your request dated 16 October 2023 under the Freedom of Information (Scotland) Act 2002 (FOISA).

#### **Your request**

**Request for Information 1:** Do you use a social media management platform?

**Request for Information 2:** If so, what tools do you use?

**Request for Information 3:** How much do you spend annually on a Social media management tool?

**Request for Information 4:** Which month & year does your contract with your supplier end?

**Request for Information 5:** Do you use a social listening / media monitoring platform?

**Request for Information 6:** If so, what tools do you use?

**Request for Information 7:** How much do you spend annually on a social listening / media monitoring tool?

**Request for Information 8:** Which month & year does your contract with your supplier end?

**Request for Information 9:** Who is the senior officer in charge of these contracts?

#### **Response to your request**

**Request for Information 1:** Yes

**Request for Information 2:** Sprout Social

**Request for Information 3:** £10,427

**Request for Information 4:** 31 March 2024

**Request for Information 5:** Yes

Request for Information 6: Onclusive

Request for Information 7: £16,494.40

Request for Information 8: 31 March 2024

Request for Information 9: Social Security Scotland - Ally MacPhail - Deputy Director of Organisational Strategy and Performance.

[Redacted]

Corporate Strategy and Communications Unit

E-mail: [Redacted]  
Mobile: [Redacted]

Social Security Scotland  
Website: [www.socialsecurity.gov.scot](http://www.socialsecurity.gov.scot)



Social Security Scotland  
Tèarainteachd Shòisealta Alba