**Date issued:** 14th of August 2023

**Freedom of Information Request** 138/23

We are writing in response to your Freedom of Information request. Your request has been considered in accordance with the requirements of the Freedom of Information Act and our Data and Information Management Policy.

**YOU ASKED US…**

1. **How much money is spent on different social media tools employed by TfW and where do TfW source background music for their video content from?**
2. **I'd also like to know what camera equipment TfW utilise in their social team to produce videos for their social channels.**

**RESPONSE**

**Please note:** For ‘social media content’, we have an internal team – the media team, who film, produce and publish this content.

‘Marketing content’ is something different.

For our social content – produced and managed internally, costs are below:

* Conversocial (Verint) - social media management system/ agent platform - all customer contact from our Social Media Channels and WhatsApp number is pulled into the Verint dashboard and then we reply from there.  This covers our corporate social media channels and also our customer care social channels.  £43, 267.60 (annually)
* Abode Licence – video production and editing software.  £61.99 per month
* Abode Stock – music licence. £19.99 per month
* Camera that is used to film – Sony A7 mark III and lens Sigma 24-70 mm F 2.8
* Drone Footage – use the content of our delivery partners and if additional content needed. £400 for full day of drone content.

We hope this information is of use to you.

Yours sincerely,

**Transport for Wales**

**Appeal Rights**

If you are unhappy with the way your request has been handled and wish to make a complaint or request a review of our decision, please write to the Head of Freedom of Information at either Transport for Wales, 3 Llys Cdwyn, Pontypridd, CF37 4TH or freedomofinformation@tfw.wales. Your request must be submitted within 40 working days of receipt of this letter. 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 (ICO) can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or you can contact the ICO through the 'Make a Complaint' section of their website on this link: <https://ico.org.uk/make-a-complaint/>

The relevant section to select will be "Official or Public Information".