**Date issued:** 10th of October 2024

**Freedom of Information Request 245/24**

**You asked us…**

**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?**

**RESPONSE**

Question 1

Yes

Question 2

We currently use Conversocial, supplied by Verint, as our social media management system/ agent platform – contact from our Social Media Channels and WhatsApp number is pulled into the Verint dashboard, and then we reply from there.  Our other contact centre team uses Hootesuite. However, we will move to a combined contact centre solution, including Social Media Management, which is NICE Cxone supplied by FourNet when our contract with Verint expires.

Question 3

Verint contract effective for 12 months from the 1st of October 2023 at £31,815.60.

Three month extension effective from the 1st of October 2024 at £8,590.21.

Hootesuite £1,500.

Cxone costs £19,768.80.

Question 4

The current contract with Verint is up at the end of this month, it was effective for twelve months from the 1st of October 2023, however a three month extension was requested effective from the 1st of October 2024.

Cxone contract effective for five years from 17th December 2023.

Question 5

Yes

*Continued…*

Question 6

We currently use Media Monitoring: Press Data,WordNerds and Hootesuite

Question 7

WordNerds £59,580

Hootesuite £1,500

Media Monitoring:Press Data £662 a month (£750 with VAT)

Question 8

WordNerds effective for 12 months from 24th May 2024.

We have a flexible agreement with Hootesuite so we are not tied in for any period of time.

Media Monitoring;Press Data 2 year contract from early 2022 and taken up the option to extend for a 3rd year

Question 9

Sian Shepherd & James Williams

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 Cadwyn, 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".