

1 July 2025

Dear

ATISN 24779

Information requested

Thank you for your request which I received on 4 June. The information you requested against the questions submitted, follows:

- 1) Do you use a social media management platform?
Yes
- 2) If so, what tools do you use?
Hootsuite
- 3) What is your annual spend on a social media management tool?
£73,405.26 (inc VAT)
- 4) What dates does your contract with your current supplier end (in the format of [month/year])?
March 2026
- 5) Do you use a social listening / media monitoring platform?
Yes
- 6) If so, what tools do you use?
Talkwalker (via Hootsuite)
- 7) What is your annual spend on a social listening / media monitoring tool?
See above for combined management and listening costs
- 8) What dates does your contract with your current supplier end?
March 2026

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Website: www.ico.org.uk

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely