

Mr John Gilchrist
Freedom of Information Officer

26 February 2018

Ref: FOI/January 2018/ Elena Egawhary

By email to elena.egawhary@gmail.com

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Dear Ms Egawhary

Your request for information received on 26 January 2018 has been dealt with under the provisions of the Freedom of Information Act 2000 (FOIA).

You asked:

Under the Freedom of Information Act I would like to request the following information:

1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?
2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?
3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?
4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?
5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?
6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began?
7. Is there an official policy for the use of organisational Facebook or Twitter Accounts (ie how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?

University Response

1. Confirmation of the Facebook pages used by Middlesex University (MDX), their urls and when they were set up:

- Main corporate page: <https://www.facebook.com/MiddlesexUniversity/> (Established January 2010)

There are other Facebook pages which are managed by individual faculties or departments:

- Middlesex University London – Faculty of Science and Technology: <https://www.facebook.com/MDXSAT/> (Established May 2013)
- Middlesex University London – School of Law: <https://www.facebook.com/mdxlawschool/> (Established July 2013)
- Middlesex University London – School of Business: <https://www.facebook.com/MdxBusinessSchool/> (Established October 2014)
- Middlesex BA Television Production: <https://www.facebook.com/tvpmdx/> (Established October 2015)

2. Yes, MDX does advertise on Facebook. This is commercially sensitive information because we only have one contractor for this service and so in this instance we cannot disclose the current or previous annual spend. This information has therefore been withheld on the basis that it is considered to be exempt under s.43(2) of the FOIA.

This is a qualified exemption and we have therefore applied the public interest test. In making this decision we have weighed such factors as the University's desire to be open and transparent in all its dealings against the need to ensure that it is able to contract openly in the market place and protect the commercial interests of those companies and bodies it deals with. The disclosure of information would be likely to assist competitors in gaining an advantage over future bids; to release this information would be likely to prejudice the competitiveness of the incumbent contractor when bidding for future university business; and it would also be likely to prejudice University's commercial interests by not being able to obtain future competitive bids and thereby obtain the best possible value for money for the public purse. Accordingly, insofar as this element of your request is concerned and in accordance with Section 17 of the Freedom of Information Act ("the Act") this letter acts as a refusal notice.

3. Confirmation of the Twitter pages used by Middlesex University (MDX), their urls and when they were set up:

- Main corporate pages: <https://twitter.com/MiddlesexUni> Set up May 2009 / MDX Minds <https://twitter.com/MDXminds> Set up February 2011

There are other Twitter pages which are managed by individual faculties or departments:

- School of Science and Tech <https://twitter.com/MDXSAT> Set up May 2013
- Employability Service <https://twitter.com/mdxworks> Set up March 2012
- Business School <https://twitter.com/MDXBusiness> Set up October 2014

4. Yes, MDX does advertise on Twitter. This is commercially sensitive information because we only have one contractor for this service and so in this instance we cannot disclose the current or previous annual spend. This information has therefore been withheld on the basis that it is considered to be exempt under s.43(2) of the FOIA.

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and transparent in all its dealings against the need to ensure that it is able to contract openly in the market place and protect the commercial interests of those companies and bodies it deals with. The disclosure of information would be likely to assist competitors in gaining an advantage over future bids; to release this information would be likely to prejudice the competitiveness of the incumbent contractor when bidding for future university business; and it would also be likely to prejudice University's commercial interests by not being able to obtain future competitive bids and thereby obtain the best possible value for money for the public purse. Accordingly, insofar as this element of your request is concerned and in accordance with Section 17 of the Freedom of Information Act ("the Act") this letter acts as a refusal notice.

5. MDX has the following Google services:
Middlesex University Google + <https://plus.google.com/+middlesexuniversity> created on 20 February 2012
Middlesex University YouTube <https://www.youtube.com/user/MiddlesexUniVideo> created on 20 February 2012
6. Yes, MDX does advertise on Google. This is commercially sensitive information because we only have one contractor for this service and so in this instance we cannot disclose the current or previous annual spend. This information has therefore been withheld on the basis that it is considered to be exempt under s.43(2) of the FOIA.

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7. MDX has social media guidelines for anyone involved in updating our accounts. They cover general posting on social, campaign planning, customer service, channel specific (FB, Instagram, Twitter, Snapchat, LinkedIn, YouTube), Tone of Voice and House Style, adding news accounts, best practice, measuring and a glossary.

I trust this satisfies your request sufficiently. Under the Freedom of Information Act 2000, you have the right to complain about the University's response to your request for information. If you have such a complaint, you may contact Mrs Teresa Kelly, Clerk to the Board of Governors, Middlesex University, Hendon campus, London NW4 4BT, tel: 020 8411 6018, t.kelly@mdx.ac.uk within 40 days of the date of this letter for a review of the University's decision. If you remain unsatisfied with the outcome of that complaint, you may seek further recourse by lodging an appeal with the Information Commissioner.

Yours sincerely

John Gilchrist
Freedom of Information Officer