

Mr John Gilchrist
Freedom of Information Officer

21 March 2019

Ref: FOI/February 2019/ David Pask-Hughes

By email to david@ricemedia.co.uk

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Dear Mr Pask-Hughes

Your request for information received on 27 February 2019 has been dealt with under the provisions of the Freedom of Information Act 2000 (FOIA).

You asked:

I am writing to you under the Freedom of Information Act 2000 to request the following information from Middlesex University:

1. As of the 31st January 2019, how many social media accounts do you have representing your organisation? If this data is not available, please state why.
2. 12 months ago - as of the 31st January 2018 - how many social media accounts did you have? If this data is not available, please state why.
3. How many inbound social media questions, queries or complaints did you receive during the period 1st January 2019 to 31st January 2019? If this data is not available, please state why.
4. How many inbound social media questions, queries or complaints did you receive during the period 1st January 2018 to 31st January 2018? If this data is not available, please state why.
5. As of the 31st January 2019, how many people in your organisation manage and respond to inbound social media questions, queries or complaints? If this data is not available, please state why.
6. 12 months ago - as of the 31st January 2018 - how many people in your organisation were managing and responding to inbound social media questions, queries and complaints? If this data is not available, please state why.
7. What was your average response time across all of your social media accounts during the period of 1st January 2019 to 31st January 2019? If this data is not available, please state why.

8. What was your average response time across all of your social media accounts during the period of 1st January 2018 to 31st January 2018? If this data is not available, please state why.

University Response

1. 6 corporate accounts profiles across Facebook, Twitter, Instagram, LinkedIn, Snapchat and YouTube.

2. As Q number 1 - 6 profiles across Facebook, Twitter, Instagram, LinkedIn, Snapchat and YouTube.

3. Over 140 across Facebook, Twitter and Instagram.

4. Unavailable, Facebook insights has changed and didn't report on that metric back then.

5. 5 in total.

6. Same as above.

7. 11hrs 31mins

8. Due to changes in reporting tools we no longer have this data available.

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 Mr David Maplas, Director of Student Affairs, Middlesex University, Hendon campus, London NW4 4BT, tel: 020 8411 5830, d.malpas@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