I am writing on behalf of Chris Daniels to respond to your information request:

How much money Royal Borough of Windsor and Maidenhead has spent on social media (including Facebook, Twitter and YouTube) since the start of the 2010-11 financial year?

The Council’s You Tube, Facebook and Twitter accounts are free of charge.

This should, as far as possible, include the salaries of any members of staff whose sole or main duties involve social media; the cost of the time spent by other staff administering social media; the cost of training staff to use social media; and any technological or administrative costs associated with the council’s social media accounts.

We have no members of staff whose sole or main duties involve social media. All social media activity is carried out as part of the integral communications function, for example posting press releases and replying to posts from residents. Social media activity takes about one hour per day at the most within the team as a whole. Therefore, it is impossible to put an exact cost on our social media activity because of its integral part of the whole and the relatively small amount of time spent on it. There were/are no training costs as most people know how to use social media these days and we have no technological/admin costs associated with the Council’s social media accounts.

If you are unhappy with the information we have provided in response to your request please write to:

Information Management Team Manager  
Royal Borough of Windsor & Maidenhead  
Town Hall, St Ives Road  
Maidenhead  
SL6 1RF

or send an e-mail to martin.tubbs@rbwm.gov.uk

We are proud to be one of the leading authorities in England for consistently responding to information requests within the 20 working days set down by statute. Information about our performance and summaries of requests received can be found on our website:

http://www.rbwm.gov.uk/web/foi_information_requests.htm

We are keen to hear about your experience with the Information Management Team here at the Royal Borough of Windsor & Maidenhead and look forward to receiving any comments you have about the way your information request was processed.
Please send any feedback to the Information Management Team Manager either by e-mail martin.tubbs@rbwm.gov.uk or in writing to the address above.

Yours sincerely

Chris Daniels
Information Management Officer
Legal Department
Corporate Directorate
Royal Borough of Windsor & Maidenhead
Town Hall, Strives Road
Maidenhead SL6 1RF

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Information Management Feedback Form

1) How would you rate our performance in relation to processing your request:
   Excellent   Good   Fair   Poor

   If you have answered Fair or Poor please suggest how we can improve:


2) Did you receive the response to your request within the advised timescale? Yes/No

3) Did the response meet your needs? Yes/No
   If No, why was that?


4) Prior to submitting your request did you search RBWM’s website? Yes/No
   If Yes, why did you then need to submit a request (Highlight all that apply)?
- Information required not found
- Information found out of date
- Information not in required format
- Information insufficient to meet need
- Other please specify:

If No, why was that?

5) Please add any further comments that would help us improve our service:

Thank you for taking the time to complete this form – your feedback is appreciated.