

Freedom of Information request 439-23

Request

1. Does your organisation monitor social media and online forums/blogs for mentions or discussion about the organisation?
2. Do you employ a third-party company to do this monitoring work, or do you do it in-house?
3. How do you keep track of this - do you use a specific software or programme, or manual searches for key words or terms?
4. What do you call this monitoring? For example, some organisations call it 'social listening' although this might not be the common term you use.
5. Please provide the full list of words, terms, phrases, websites, and usernames you monitor in order to do this work.
6. If you employ a third party to carry out this task, please say which organisation and how much you pay them for the work.
7. Please tell me how long you have been doing this monitoring work for as an organisation and whether it is covered in any policy you have within the organisation. If it is covered, please provide a copy of the policy.

Response

1. NHS Borders does not conduct social listening. We only use Google alerts for online press articles that mention our Board.
2. This monitoring work is done in-house.
3. NHS Borders uses Google Alerts for monitoring purposes.
4. This is called Google Alerts.
5. The words, terms and phrases monitored are: NHS Borders, Borders Health Board, Borders General Hospital and NHS Scotland.
6. NHS Borders do not employ a third party to carry out this task.
7. This monitoring work has been carried out for at least 8 years however the exact start date is not recorded and is not covered in any defined policy held by NHS Borders. Therefore, this information is not held, as defined in Section 17, Freedom of Information (Scotland) Act 2002.

If you are not satisfied with the way your request has been handled or the decision given, you may ask NHS Borders to review its actions and the decision. If you would like to request a review please apply in writing to, Freedom of Information Review, NHS Borders, Room 2EC3, Education Centre, Borders General Hospital, Melrose, TD6 9BS or foi.enquiries@borders.scot.nhs.uk.

The request for a review should include your name and address for correspondence, the request for information to which the request relates and the issue which you wish to be reviewed. Please state the reference number **439-23** on this request. Your request should be made within 40 working days from receipt of this letter.

If following this review, you remain dissatisfied with the outcome, you may appeal to the Scottish Information Commissioner and request an investigation of your complaint. Your request to the Scottish Information Commissioner should be in writing (or other permanent form), stating your name and an address for correspondence. You should provide the details of the request and your reasons for dissatisfaction with both the original response by NHS Borders and your reasons for dissatisfaction with the outcome of the internal review. Your application for an investigation by the Scottish Information Commissioner must be made within six months of your receipt of the response with which you are dissatisfied. The address for the Office of the Scottish Information Commissioner is, Office of the Scottish Information Commissioner, Kinburn Castle, Doubledykes Road, St Andrews, Fife.