Request under Freedom of Information Act 2000

Request Ref: NGFOI 17/18: 481

Thank you for your request for information received at Northampton General Hospital NHS Trust (NGH) on 26/01/18.

I am pleased to be able to provide you with 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?*
Yes, there is a Trust Facebook page, set up in 2009. The url is:
https://www.facebook.com/NorthamptonGeneralHospital

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?*
Yes, we have used Facebook targeted advertising for recruitment.

2017	£1,144.47
2016	£116.16
2015	£331.38
2009-2014	£0

3.   *Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?*
Yes, there is a Trust Twitter account, set up in 2009. The url is:
https://twitter.com/NGHnhstrust

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?*
There was one occasion when we paid for advertising on Twitter: a £50 recruitment advert in autumn 2017.

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?*
No

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?*
Not on a regular basis. Our only expenditure to date was £147 in 2015 as part of a nurse recruitment campaign.

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?
No, as it is a routine operational service delivery it does not have a standalone policy.