

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA061219-8531

5 February 2020

Dear [REDACTED]

Thank you for your request for information which the GLA received on 6 December 2020. Your request has been dealt with under the Freedom of Information Act 2000.

You asked:

I notice that the Mayor appears to use two Twitter accounts – one under the name @MayorofLondon , another under the name @SadiqKhan . These two accounts often appear to have the same tweets issued from them – for example both contained a tweet issued on 5/12/2019 concerning the Mayor opening the Ohana Floor venue at Salesforce.com with identical photos (including one showing the Mayor cutting the opening ribbon).

Clearly though the @SadiqKhan account is often overtly political so for example one was issued 11 hours ago that said “Vote Labour”.

Both accounts appear to be very professionally operated and managed. So my questions are:

Does the Mayor personally operate both these accounts, or if not who does? In other words, does he have professional assistance and if so are those staff employees of or contractors to the Mayor’s office in each case?

What expense is incurred in operating these accounts and who pays those expenses, in each case.

What resources in terms of IT equipment and support are used to operate those accounts and who provides those resources in each case (the Mayor’s office or Sadiq Khan personally)?

Please find below the information we hold within the scope of your request.

The Mayor has a responsibility to keep Londoners informed and engaged around the work of the GLA, including informing them of services that are available to them and policies that may impact them. Social media channels, including Twitter, are a cost-effective way of keeping

Londoners up to date with the work of the GLA, and helping them to access information and services.

The Digital Communications team within the Greater London Authority (GLA) owns and manages the @MayorofLondon Twitter account alongside all other Mayor of London channels (LinkedIn, Instagram, Facebook) and the @LDN_Gov social media accounts (Twitter, Facebook, Instagram).

The GLA and it's staff are not involved with the running or content production for @SadiqKhan.

We do not hold information about the cost to the GLA of operating the @MayorOfLondon account in isolation. The Digital Communications team manages the @MayorofLondon account among a wide range of digital responsibilities, and it is not possible to quantify exactly how much staff time is spent exclusively on the management of the @MayorofLondon Twitter account.

Staff working within the Digital Communications team are provided with a laptop and phone, which is standard GLA kit, and funded by the GLA.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA061219-8531.

Yours sincerely


Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:
<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>