

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA150818-0447

30 August 2018

Dear [REDACTED]

Thank you for your request for information which the Greater London Authority (GLA) received on 14 August 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

*“What social media channels do you use and a list of handles for each platform?  
Do you use any platforms to manage your social media accounts and analytics (such as Hootsuite or Spoutsocial)?  
Who is responsible for social media (i.e communications department)  
Can you please provide a copy of your social media / digital communications strategy?  
Can you please provide a copy of your social media policy and media policy?  
Can you please send a copy of your digital channel strategy?  
Can you please provide me with a copy of your Social Media (or Digital) channel strategy?”*

A list of the GLA’s social media channels can be found [here](#). The GLA uses Sprout Social to manage its social media accounts and gather insights and analytics, in addition to Facebook, Instagram and Twitter’s in-built reporting tools.

The GLA’s core social media channels are managed by members of the press, marketing and digital communications teams.

All staff members who work on these channels are provided with training and adhere to the GLA’s [Use of Resources Guidance](#) and the [Recommended Code of Practice for Local Authority Publicity](#).

Policy teams manage the GLA’s policy specific channels; all new social media leads within the policy team meet with a member of the digital communications team to learn about how social media is used at the GLA. They are guided through proper usage, content calendar and tools.

The GLA also has an [Acceptable Usage policy](#) for users of our social media channels. There are general guidelines about social media usage for all GLA employees in the [GLA’s Code of Ethics and Standards for Staff](#).

We do not hold a current social media, media, digital communications or channel strategy, and so are unable to provide this.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA150818-0447.

Yours sincerely

**Ruth Phillips**

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>