

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA301017-2433

20 November 2017

Dear [REDACTED]

Thank you for your request for information which the GLA received on 30 October 2017. Your request has been dealt with under the Freedom of Information Act 2000.

Our response to your request is as follows:

1. *The software used by the Media/Communications team to manage press enquiries, send press releases, monitor the media and maintain a press contacts database.*

The GLA external relations team use Sprout Social, which has social listening capability but is used mostly for social media channel management. They also use MEC to do social listening for the following hero campaigns – knife crime, housing, gender equality.

The Mayors Press team use a database by Vuelio. The Assembly's Communications team uses Foresight to monitor upcoming events and use Critical Mention to monitor the media

2. *The software used by the Media/Communications team to manage and store interactions with stakeholders (e.g. the media, regulators, government agencies, the community, the public)*

The Scrutiny and Investigation team use Vuelio to monitor & store stakeholder interaction.

3. *The software used by the Public Affairs or any other relevant team to monitor the political environment and Parliament and log interactions with politicians, civil servants, lobbying bodies, trade unions, etc.*

The GLA's Government Relations team do not use software for the activities described.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA301017-2433

Yours sincerely

Paul Robinson
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>