

6 August 2024

FOI Ref 16522

Request - You asked us the following:

I would like to request all the following numbers for these years: 2019, 2020, 2021, 2022, 2023.

- 1) Total spend on social media (including staff costs, software, paid ads etc)
- 2) Number of staff employed to work on social media (full time equivalent)
- 3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc)
- 4) Number of staff employed in the PR and communications team (full time equivalent)

Regarding parts 1 and 3 ideally I would like this broken down into categories such as:

Staff costs (e.g salaries, training, travel expenses) Software costs (e.g monitoring and scheduling tools) Advertising costs (e.g paid facebook ads, printed materials) Then any other relevant category breakdowns you can provide.

CLAIRIFICATION RECEIVED 06/03/2024:

I wanted to make some clarifications:

For Q2 I would like:

- 1) the number of people who work full time on social media (full time equivalent)
- 2) the number of people who have social media as part of their roles (full time equivalent), and what % of their time they spend on social media related activities (can be an estimate).

And in Q1:

For the staffing costs breakdown, please include a section for staff who work full time on social media and a section for people who have it as part of their job description. For the people who work on it part time, include the full staffing cost for them.

So the breakdown will be:

- Staff costs (full time SM)
- Staff costs (part of roll SM)
- Software costs (please indicate what software you use)
- Advertising costs
- Then any other relevant category breakdowns you can provide

Please also provide the data in spreadsheet form where possible.

FURTHER CLARIFICATION

Dear Freedom of Information,

Please also limit the data to the team that deals the most with PR and Communications, for example the Comms team or the Media team. I don't need data collated from several team across the police force, unless you don't have a central teams that deals with social media / PR / Comms.

We received your request on 15/02/2024 and have processed this under the Freedom of Information Act (FOIA).

Please find below our response.

Staffordshire Police holds the following requested information.

- 1) Total spend on social media (including staff costs, software, paid ads etc) – **Information held.**
- 2) a) the number of people who work full time on social media (full time equivalent) – **Information held.**
- 2) b) the number of people who have social media as part of their roles (full time equivalent), and what % of their time they spend on social media related activities (can be an estimate). – **Information held.**
- 3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc) – **Information held.**
- 4) Number of staff employed in the PR and communications team (full time equivalent) – **Information held.**

Staffordshire Police discloses the following information.

- 1) Total spend on social media (including staff costs, software, paid ads etc) – **Disclosed, please see below:**

Staff costs (annual salary listed as of September 2023 pay scales):

- **Social Media Officer (full time equivalent), £29,874**
- **Senior Digital Communications and Brand Officer (percentage of role), £36,996**
- **Digital Communications and Brand Manager (percentage of role), £44,394**

Software: Orlo (social media monitoring platform which was implemented in 2020)

Financial Year	Amount (£)
2023/24	£51,300.00
2022/23	£67,032.00
2021/22	£58,195.00
2020/21	£32,093.00
2019/20	-
Total	£208,620.00

Paid advertisements between 2019 – 2023:

- **£26,735 (with AJB media for bigger campaign activity)**



- £19,217.84 in house spend on Facebook, TikTok, Snapchat, LinkedIn, Instagram and X for campaign activity and ad-hoc content

Travel and training between 2019 - 2023:

- £301 spent on travel costs to conferences and training events
- 2) a) the number of people who work full time on social media (full time equivalent) – **Disclosed, Staffordshire Police have one social media officer role that works on social media full time.**
- 2) b) the number of people who have social media as part of their roles (full time equivalent), and what % of their time they spend on social media related activities (can be an estimate). – **Disclosed, we have a number of staff and officers across the organisation to support in a voluntary capacity as a small percentage of their role to manage and provide content for our social media pages, for which we have six corporate accounts, 18 local policing team accounts and 14 specialist teams. This includes 171 colleagues across local policing teams, specialist teams, the contact centre and corporate services who act as social media 'SPOCS' for a small percentage of their role. They are critical in supporting our online presence, and as such would be a necessary inclusion within this answer, however breaking down their roles, costs and responsibilities would take us over the FOI time and cost threshold.**
- 3) Total spend for PR and communications inc. social media (including staff costs, software, advertising etc) – **Disclosed, please see below:**

Non- pay budgets

Financial Year	Amount (£)
2023/24	£1,057,633.00
2022/23	£1,313,668.00
2021/22	£1,233,366.00
2020/21	£1,181,390.00
2019/20	£1,028,611.00
Total	£5,814,668.00

Staffing Costs

Financial Year	Amount (£)
2023/24	£1,123,507.89
2022/23	£926,877.89
2021/22	£912,464.28
2020/21	£903,660.70
2019/20	£782,585.54
Total	£4,649,096.30

- 4) Number of staff employed in the PR and communications team (full time equivalent) – **Disclosed, please see below:**

Year (as at 31/03)	FTE Staff
2023	20
2022	22
2021	25



STAFFORDSHIRE
POLICE

2020
2019

23
15

Please note that in August 2019, we became a shared service providing communications resource for both Staffordshire Police and Staffordshire Fire and Rescue Service.

Please note that this data has been provided to the best of our ability, subject to the limitation of current recording protocols and systems/software.

Every effort is made to ensure that the data presented is accurate and complete. However, it is important to note that this has been extracted from multiple sources, developed for specific policing purposes, for which data extraction methods have not been specifically designed to directly correlate with the terminology of this request. Therefore, the data presented is subject to the inaccuracies and idiosyncrasies inherent in any large-scale recording system.

As a consequence, care should be taken in the interpretation and presentation of this data, so as to not misrepresent the whole or any part of the data disclosed.

Next steps

You can ask us to review our response.

If you would like us to carry out a review of our response, please let us know within two months of the date of receipt of this email, review requests should be addressed to:

foi@staffordshire.police.uk

Or by Post to:

Central Disclosure Unit
Staffordshire Police HQ
PO Box 3167
Stafford
ST16 9JZ

Please remember to quote the reference number in any future communications.

Freedom of Information
Central Disclosure Unit