

Response to Freedom of Information Act 2000 request (FOI_19-071)

1. As of the 31st January 2019, how many social media accounts do you have representing your organisation? If this data is not available, please state why.

Our last audit took place in August 2017. We totalled 406 accounts representing UEA, excluding student sport clubs and societies.

2. 12 months ago - as of the 31st January 2018 - how many social media accounts did you have? If this data is not available, please state why.

Please see response to Question 1.

3. How many inbound social media questions, queries or complaints did you receive during the period 1st January 2019 to 31st January 2019? If this data is not available, please state why.

For the official corporate UEA channels (Twitter - @uniofeastanglia, Facebook - @ueaofficial, Instagram - @uniofeastanglia, and LinkedIn - University of East Anglia), we received 4,319 inbound messages. We only measure total inbound messages and do not categorise these by type – e.g. question, comment or complaint.

[Information not held - s.1(1)(a), Freedom of Information Act]

The University does not track inbound messages for other accounts representing UEA.

4. How many inbound social media questions, queries or complaints did you receive during the period 1st January 2018 to 31st January 2018? If this data is not available, please state why.

For the official corporate UEA channels listed above, we received 3,070 inbound messages. We only measure total inbound messages and do not categorise these by type – e.g. question, comment or complaint.

[Information not held - s.1(1)(a), Freedom of Information Act]

The University does not track inbound messages for other accounts representing UEA.

5. As of the 31st January 2019, how many people in your organisation manage and respond to inbound social media questions, queries or complaints? If this data is not available, please state why.

One permanent full time and one temporary full time member of staff for the official corporate UEA channels listed above.

[Information not held - s.1(1)(a), Freedom of Information Act]

This information is not available for other accounts representing UEA.

6. 12 months ago - as of the 31st January 2018 - how many people in your organisation were managing and responding to inbound social media questions, queries and complaints? If this data is not available, please state why.

One permanent FT member of staff for the official corporate UEA channels listed above.

[Information not held - s.1(1)(a), Freedom of Information Act]

This information is not available for other accounts representing UEA.

7. What was your average response time across all of your social media accounts during the period of 1st January 2019 to 31st January 2019? If this data is not available, please state why.

[Information not held - s.1(1)(a), Freedom of Information Act]

Response time is not tracked on our third-party social media systems.

8. What was your average response time across all of your social media accounts during the period of 1st January 2018 to 31st January 2018? If this data is not available, please state why.

[Information not held - s.1(1)(a), Freedom of Information Act]

Response time is not tracked on our third-party social media systems.