



Derry City & Strabane  
District Council

Comhairle  
Chathair Dhoire &  
Cheantar an tSratha Báin

Derry Citty & Stràbane  
Destrìck Cooncil

Ref: FOI / 1686

06 March 2018

Ms  
Email @gmail.com

Dear Ms

### Freedom of Information Act 2000 Request Social Media

I refer to your FOI request as above and outline Council's response to your queries below.

#### 1. Does your organisation have a Facebook Page(s)? If yes, what is/are the url(s) and when were they set up?

Name of Facebook Page	URL	Set up
What's On Derry Strabane -	<a href="http://www.facebook.com/whatsondeerrystrabane">www.facebook.com/whatsondeerrystrabane</a>	January 2010
Derry City & Strabane District Council	<a href="http://www.facebook.com/derrycityandstrabanedistrictcouncil">www.facebook.com/derrycityandstrabanedistrictcouncil</a>	March 2015
Mayor of Derry City & Strabane District	<a href="http://www.facebook.com/mayordcsc">www.facebook.com/mayordcsc</a>	April 2015
The Alley Theatre	<a href="http://www.facebook.com/thealleytheatre">www.facebook.com/thealleytheatre</a>	September 2009
Halloween Derry Strabane	<a href="http://www.facebook.com/halloweenderrystrabane">www.facebook.com/halloweenderrystrabane</a>	August 2009
Business Support Derry Strabane	<a href="http://www.facebook.com/BusinessSupportDerryStrabane">www.facebook.com/BusinessSupportDerryStrabane</a>	November 2012
Guildhall	<a href="http://www.facebook.com/guildhallderry">www.facebook.com/guildhallderry</a>	April 2015
Tower Museum	<a href="http://www.facebook.com/towermuseum">www.facebook.com/towermuseum</a>	May 2015
Derry Strabane Culture Night	<a href="http://www.facebook.com/DerryStrabaneCultureNight">www.facebook.com/DerryStrabaneCultureNight</a>	September 2011

#### Derry

C/o Council Offices  
98 Strand Road  
Derry  
BT48 7NN

#### Strabane

C/o Council Offices  
47 Derry Road  
Strabane  
BT82 8DY

+44 (0) 2871 253 253  
[info@derrystrabane.com](mailto:info@derrystrabane.com)  
[www.derrystrabane.com](http://www.derrystrabane.com)

Derry City & Strabane District Council  
 @dcsdcouncil

City of Derry Jazz Festival	<a href="http://www.facebook.com/DerryJazzFestival">www.facebook.com/DerryJazzFestival</a>	March 2012
Foyle Maritime Festival	<a href="http://www.facebook.com/foylemaritimefestival">www.facebook.com/foylemaritimefestival</a>	July 2011
Foyle Arena	<a href="http://www.facebook.com/foylearena">www.facebook.com/foylearena</a>	October 2014
Templemore Sports Complex	<a href="http://www.facebook.com/templemore-sports-complex">www.facebook.com/templemore-sports-complex</a>	Sept 2015
Discover Faughan Valley	<a href="http://www.facebook.com/discoverfaughanvalley">www.facebook.com/discoverfaughanvalley</a>	January 2013
Waterside Half Marathon	<a href="http://www.facebook.com/WatersideHalf">www.facebook.com/WatersideHalf</a>	July 2015
Sperrins & Killeter Walking Festival	<a href="http://www.facebook.com/sperrins-killeter-walking">www.facebook.com/sperrins-killeter-walking</a>	May 2014
Derry & Strabane Markets	<a href="http://www.facebook.com/derrystrabane-markets">www.facebook.com/derrystrabane-markets</a>	October 2017

**2. Does your organisation advertise or spend any money on Facebook? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2004?**

Yes, the Council advertises on Facebook with a yearly spend of:

- 2004 – 2013: no amounts recorded
- 2014 £75.31
- 2015 £3,110.94
- 2016 £4,406.75
- 2017 £9,159.45
- 2018 £1,133.70

**3. Does your organisation have a Twitter Account? If yes, what is/are the url(s) and when were they set up?**

<b>Name of Twitter Page</b>	<b>Url</b>	<b>Set Up</b>
What's On Derry Strabane	<a href="http://www.twitter.com/WhatsonDS">www.twitter.com/WhatsonDS</a>	April 2010
Derry City and Strabane District Council	<a href="http://www.twitter.com/dcsdcouncil">www.twitter.com/dcsdcouncil</a>	January 2015
Mayor of Derry City & Strabane District	<a href="http://www.twitter.com/Mayordcsdc">www.twitter.com/Mayordcsdc</a>	March 2015
The Alley Theatre	<a href="http://www.twitter.com/alleytheatre">www.twitter.com/alleytheatre</a>	February 2009
Halloween Derry Strabane	<a href="http://www.twitter.com/halloweends">www.twitter.com/halloweends</a>	September 2015
Business Support Derry Strabane	<a href="http://www.twitter.com/dcsdcbusiness">www.twitter.com/dcsdcbusiness</a>	February 2013

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f Derry City & Strabane District Council  
@dcsdcouncil

City of Derry Jazz Festival	www.twitter.com/derryjazzfest	February 2015
Foyle Maritime Festival	www.twitter.com/foylemaritime	July 2011

**4. Does your organisation advertise or spend any money on Twitter? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since 2006?**

Yes, the Council advertises on Twitter with a yearly spend of:

- 2006 – 2013: no amounts recorded
- 2014 £88
- 2015 £114.92
- 2016 £300
- 2017 £370

**5. Does your organisation use Google G-Suite services (Google services) or does your organisation rely on google for any services (such as email hosting)? If yes, what are the services, when were they agreed and how much did they cost?**

No

**6. Does your organisation advertise or spend any money on Google? If yes, please can you outline what expenditure has occurred and break down expenditure per calendar year (January to December) since the payments first began**

Yes, the Council uses Google Display and Search advertising

- 2016 £214.58
- 2017 £3,960.31
- 2018 £741.18

**7. Is there an official policy for the use of organisational Facebook or Twitter Accounts (i.e. how to post, what to use it for and when to delete or preserve records)? If there is a policy (or policies) please may I be provided with them?**

Our complete social media policy is currently being developed. An overview of our content and moderation procedure is available online:

<http://www.derrystrabane.com/socialmediapolicy>

If you are dissatisfied with our response you have rights of review and appeal; these rights consist of two review processes.

Firstly our internal review procedure is available by contacting:

John Kelpie  
Chief Executive  
Derry City and Strabane District Council  
98 Strand Road  
Derry BT48 7NN  
Tel 028 71253253 or email [john.kelpie@derrystrabane.com](mailto:john.kelpie@derrystrabane.com)

Secondly, you can appeal directly by contacting the Information Commissioner at:

Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
CHESHIRE SK9 5AF  
Tel: 0303 123 1113 (local rate) or email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

Yours sincerely

**Head of Culture**



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