Dear

Freedom of Information Request

Further to your request for information dated 25 January 2018 the information requested is below

- NHS Dartford Gravesham and Swanley Clinical Commissioning Group’s (CCG) Facebook page was set up in 2016/17 and the username is @NHSDGSCCG
- for our Twitter and Facebook accounts for DGS CCG the URLs is below:
  - DGS CCG: https://www.facebook.com/NHSDGSCCG/
- The CCG’s Twitter account was set up in 2013/14 by the NEL Commissioning Support Unit (KMCS as they were called at the time) when the CCGs were originated. URL is below:
  - DGS CCG: https://twitter.com/NHSDGSCCG
- The CCG does not use paid G-suite software or services, AdWords or Google PPC products, simply the free of charge Google Analytics and Google Mail service for internal use only by the communications and engagement team.
- In terms of paid advertising or sponsored posts, we can provide the following breakdown of costs that have been incurred since the team originated in 2016 and took over the running of the digital communications channels. Please see the details below as requested:
The CCG together with NHS Swale Clinical Commissioning Group made a single one-off payment of £50 (split 50/50) for advertising budget to promote the Meducate campaign in Feb/March 2017.

For further information pre-2016, NEL CSU may be able to provide information about any other spend on social media advertising during that time but we are not aware of any other related costs. If you have not already done so you may like to contact them at NELCSU.foi@nhs.net.

Please note, that the supply of information in response to a FOI request does not confer an automatic right to re-use the information. Under UK copyright law you can use any information supplied for the purposes of private study and non-commercial research without requiring permission. Similarly, information supplied can also be re-used for the purposes of news reporting. An exception to this is photographs.

If you are unhappy with the service that you have received in relation to your request and wish to make a complaint or request a review of our decision you should write to Complaints. NHS Dartford Gravesend and Swanley Clinical Commissioning Group 2nd Floor Gravesend Civic Centre Gravesend Kent DA12 1AU or email at dgsccg.complaints@nhs.net.

If you are not content with the outcome of your complaint or review, you may apply to the Information Commissioner for a decision. Generally the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Clinical Commissioning Group. The Information Commissioner can be contacted at:

Information Commissioners Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire
SK9 5AF
Telephone: 08456 306060 or 01625 54 57 45
www.ico.gov.uk

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