

Freedom of Information request reference number: FOIA4274.1

Date of response: 26 March 2019

Request and Response:

Thank you for your request regarding the London Fire Brigade (LFB) social media accounts.

In response I have addressed your points in turn below:

1. *As of the 31st January 2019, how many social media accounts do you have representing your organisation?*

Three managed social media accounts. The Brigade also has a LinkedIn account and a YouTube account, however these are not proactively managed as social media platforms.

Twitter
Instagram
Facebook

2. *12 months ago - as of the 31st January 2018 - how many social media accounts did you have?*

During this time period the Brigade had three managed social media accounts. The Brigade also has a LinkedIn account and a YouTube account, however these are not proactively managed as social media platforms.

Twitter
Instagram
Facebook

3. *How many inbound social media questions, queries or complaints did you receive during the period 1st January 2019 to 31st January 2019?*

The Brigade does not record a break down on comments and replies by the type i.e. questions, queries or complaints. However the numbers below represent all comments and replies the platforms received.

Facebook – 440
Twitter - 533
Instagram - 75

4. *How many inbound social media questions, queries or complaints did you receive during the period 1st January 2018 to 31st January 2018?*

The Brigade does not record a break down on comments and replies by the type i.e. questions, queries or complaints. The numbers below represent all comments and replies the platforms received.

Facebook – 2,259
Twitter – 832
Instagram - 46

5. As of the 31st January 2019, how many people in your organisation manage and respond to inbound social media questions, queries or complaints?

Responsibility for the management of these platforms is shared across a number of people and as such there isn't a dedicated social media team. The numbers below represent all people who had access to the accounts to publish working within the communications department.

Facebook – 9

Twitter – 9

Instagram – 3

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?

Responsibility for the management of these platforms is shared across a number of people and as such there isn't a dedicated social media team. The numbers below represent all people who had access to the accounts to publish working within the communications department.

Facebook - 8

Twitter - 8

Instagram – 1

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?

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?

The Brigade's current social media strategy does not include commitment to respond to all comments and replies on our social platforms and as a result we do not hold this information.

I hope you find this response of use. Should you have any further questions do let me know.