

From: Onclusive Client Services <services@onclusive.com>
Sent: Monday, November 20, 2023 9:32 PM
To: [REDACTED]@socialsecurity.gov.scot>
Subject: RE: Service Issue [ref:100D2005u20.1500Si01IpbN:ref]

Good evening [REDACTED],

I have now received a further update with regards to the service.

The technology team at Onclusive have worked hard to put in place mitigations and we are now confident that a resolution is very close.

We are expecting to be able to deliver your normal service in the morning. Should this change we will follow-up first thing.

Thank you for your patience today,

Best regards,

[REDACTED]

[REDACTED]

Onclusive

For client service support please email services@onclusive.com

www.onclusive.com • [REDACTED]


[REDACTED]

CLIENT NAME	Social Security Scottish Government
AGREEMENT NAME	Stakeholder Insights and Strategic Engagement
MINISTERIAL	
SEARCH TERMS:	<p>Cabinet Secretary for Social Justice Secretary for Social Justice Shirley-Anne Somerville</p> <p>Social Security Scotland</p> <p><i>All OICW welfare, social security, benefits, income, tax, allowance, poverty, grant, credit, crisis, economic downturn</i></p>
SOURCES:	<p>UK Nationals UK Online Nationals UK Key Regionals – Scotland Only UK Additional Regionals – Scotland Only UK Online Regionals – Scotland only UK Online Trade Magazines UK Online – Communities & Local Government UK Blogs</p> <p>Plus: BBC (Web) Sky News (Web) The Economist (Web) New Statesman (Web) Channel 4 News (Web) ITV.com (Web) STV.com (Web) Third Force News Scottish Financial News (Web)</p>
BENEFITS	
SEARCH TERMS:	<p>Carer Support Payment Winter Heating Payment Adult Disability Payment Low Income Winter Heating Assistance Child Winter Heating Assistance Child Disability Payment Pregnancy and Baby Payment Early Learning Payment School Age Payment Scottish Carers Assistance Best Start Foods Best Start Grant Child Disability Living Allowance Scottish Child Payment Disability Living Allowance Carers Allowance Supplement Young Carer Grant Job Start Payment Carers Allowance Funeral Support Payment Industrial Injuries Disability Benefits Personal Independence Payment Universal Credit</p>

	<i>Major Significant Stories ONLY</i> <i>OICW Scotland</i>
SOURCES:	<p>UK Key Regionals – Scotland Only UK Additional Regionals – Scotland Only UK Online Regionals – Scotland only</p> <p>Plus: BBC (Web) Channel 4 News (Web) Green Party (Web) ITV.com (Web) Liberal Democrat Party (Web) Money Saving Expert (Web) MumsNet (Web) Scottish Conservative Party (Web) Scottish Financial News (Web) Scottish National Party (Web) Scottish Sun Online Sky News (Web) STV.com (Web) The Economist (Web) The Ferret (Web) The Labour Party (Web) Third Force News This Is Money (Web) Your Money (Web)</p>
ORGANISATIONS	
SEARCH TERMS:	<p>Scottish Human Rights Commission IPPR Scotland Audit Scotland Scottish Campaign on Welfare Reform Scottish Fiscal Commission NHS Scotland Scottish Commission on Social Security Citizens Advice Scotland Scottish Youth Parliament Office for National Statistics DEMOS Poverty and Equality Commission Centre of Social Justice Joseph Rowntree Foundation Resolution Foundation Poverty Alliance allpay Mobility Scotland VoiceAbility</p> <p><i>Major Significant Stories ONLY</i> <i>OICW Scotland</i></p>
SOURCES:	<p>UK Nationals UK Online Nationals UK Key Regionals – Scotland Only UK Additional Regionals – Scotland Only UK Online Regionals – Scotland only UK Online Trade Magazines UK Online – Communities & Local Government UK Blogs</p>

	<p>Plus: BBC (Web) Sky News (Web) The Economist (Web) New Statesman (Web) Channel 4 News (Web) ITV.com (Web) STV.com (Web) Third Force News Scottish Financial News (Web)</p>
SCOTTISH PARLIAMENT & MSPs	
SEARCH TERMS:	<p>Members of the Scottish Parliament:</p> <p>Welfare and Scottish Affairs Committee Welfare & Scottish Affairs Committee</p> <p>Social Justice and Social Security Committee Social Justice & Social Security Committee</p> <p>Scottish Parliamentary Committees Scottish Parliament Committee</p> <ul style="list-style-type: none"> • Elena Whitham • Natalie Don • Jeremy Balfour • Miles Briggs • Foyso Choudhury • Pam Duncan-Glancy • Marie McNair • Emma Roddick • Mark Griffin • Rachael Hamilton • Evelyn Tweed <p><i>All OICW welfare, social security, benefits, income, tax, allowance, poverty, grant, credit, crisis</i></p>
SOURCES:	<p>UK Nationals UK Online Nationals UK Key Regionals – Scotland Only UK Additional Regionals – Scotland Only UK Online Regionals – Scotland only UK Online Trade Magazines UK Online – Communities & Local Government UK Blogs</p> <p>Plus: BBC (Web) Sky News (Web) The Economist (Web) New Statesman (Web) Channel 4 News (Web) ITV.com (Web) STV.com (Web)</p>

	<p>Third Force News Scottish Financial News (Web) The Times Online</p>
GENERAL NEWS	
SEARCH TERMS:	<p><i>Subject of:</i></p> <p>Social Security (Scotland) Act 2018 Funeral Costs Mobility (issues in Scotland for disabled / sick / ill / elderly people) Terminal Illness (in connection with) access to benefits Universal Credit Advocacy</p> <p><i>Major Significant Stories ONLY</i> <i>OICW Scotland</i></p>
SOURCES:	<p>UK Nationals UK Online Nationals UK Key Regionals – Scotland Only UK Additional Regionals – Scotland Only UK Online Regionals – Scotland only UK Blogs</p> <p>Plus: Liberal Democrat Party (Web) Green Party (Web) STV.com (Web) Third Force News Scottish Conservative Party (Web) Scottish Financial News (Web) The Labour Party (Web) Scottish National Party (Web)</p>
UK GOVERNMENT & MPs	
SEARCH TERMS:	<p>Members of Parliament:</p> <ul style="list-style-type: none"> • Angela Crawley • Chris Stephens <p>Department for Work and Pensions</p> <p><i>All OICW welfare, social security, benefits, income, tax, allowance, poverty, grant, credit, crisis, economic downturn</i></p>
SOURCES:	<p>UK Nationals UK Online Nationals UK Key Regionals – Scotland Only UK Additional Regionals – Scotland Only UK Online Regionals – Scotland only UK Blogs</p> <p>Plus: Liberal Democrat Party (Web) Green Party (Web) STV.com (Web) Third Force News Scottish Conservative Party (Web) Scottish Financial News (Web) The Labour Party (Web)</p>

	Scottish National Party (Web)
LOCAL ECONOMY FOCUS	
SEARCH TERMS:	Glasgow Economy Dundee Economy <i>Major Significant Stories ONLY</i>
SOURCES:	UK Nationals UK Online Nationals UK Key Regionals – Scotland Only UK Additional Regionals – Scotland Only UK Online Regionals – Scotland only UK Blogs Plus: STV.com (Web) Scottish Financial News (Web)
KEY JOURNALIST	
SEARCH TERMS:	 <i>Coverage to be recategorized into the relevant section</i>

From: [REDACTED]
Sent: Monday, November 27, 2023 3:47 PM
To: Cabinet Secretary for Social Justice [REDACTED]
Cc: DG Communities [REDACTED] Stephen Kerr [REDACTED] Social Security Scotland Chief Executive [REDACTED] Deputy Director Strategy, Change, Data and Engagement [REDACTED] Deputy Director Client Services Delivery [REDACTED] Deputy Director Finance and Corporate Services [REDACTED] Deputy Director Health and Social Care [REDACTED] Andy McClintock [REDACTED]
[REDACTED] Leanne Carson [REDACTED] Lesley Forbes [REDACTED] Ian Davidson [REDACTED] Johanna Gray [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
Parliamentary Correspondence Team [REDACTED]
[REDACTED]
Subject: For Noting: Reactive line - social media

Good afternoon Private Office,

We received a media enquiry from the Daily Record this morning on our use of social media tools.

A response has been drafted with input from our content/social media team.

Please let me know if you have any questions or comments.

[REDACTED]

Response:

A Social Security Scotland spokesperson said:

“Social Security Scotland does not monitor any individuals or journalists. Like many other organisations, we do use a media monitoring tool to help us capture press coverage about our organisation and service. As part of our general media monitoring we use key words of each of our 14 benefits. We also use a social media management tool which allows us to schedule posts and view comments made on our posts as well as create analysis reports on our content and engagement.”

Original enquiry:

Regarding question 7 (below), can you explain the purpose of the social listening service? Is it used to monitor the output of a) individual journalists b) critics of SSS c) either social security applicants or claimants?

<https://www.socialsecurity.gov.scot/reporting/publications/social-media-management-and-listening-foi-release>

FOI Response:

REQUEST UNDER THE FREEDOM OF INFORMATION (SCOTLAND) ACT 2002 (FOISA)

Thank you for your request dated 16 October 2023 under the Freedom of Information (Scotland) Act 2002 (FOISA).

Your request

Request for Information 1: Do you use a social media management platform?

Request for Information 2: If so, what tools do you use?

Request for Information 3: How much do you spend annually on a Social media management tool?

Request for Information 4: Which month & year does your contract with your supplier end?

Request for Information 5: Do you use a social listening / media monitoring platform?

Request for Information 6: If so, what tools do you use?

Request for Information 7: How much do you spend annually on a social listening / media monitoring tool?

Request for Information 8: Which month & year does your contract with your supplier end?

Request for Information 9: Who is the senior officer in charge of these contracts?

Response to your request

Request for Information 1: Yes

Request for Information 2: Sprout Social

Request for Information 3: £10,427

Request for Information 4: 31 March 2024

Request for Information 5: Yes

Request for Information 6: Onclusive

Request for Information 7: £16,494.40

Request for Information 8: 31 March 2024

Request for Information 9: Social Security Scotland - Ally MacPhail - Deputy Director of Organisational Strategy and Performance.

[Redacted]

Corporate Strategy and Communications Unit

E-mail: [Redacted]
Mobile: [Redacted]

Social Security Scotland
Website: www.socialsecurity.gov.scot



Social Security Scotland
Tèarainteachd Shòisealta Alba

From: [REDACTED]
Sent: Wednesday, November 8, 2023 2:37 PM
To: Social Security Scotland Chief Executive <ce@socialsecurity.gov.scot>
Cc: Social Security Scotland Freedom of Information <foi@socialsecurity.gov.scot>
Subject: ACTION REQUESTED: by noon 10 November 2023 FOI 202300380993 Draft Response for Clearance

Good afternoon David,

We recently received an FOI requesting information regarding Social Security Scotland's Social Media Management and Listening costs. James Wallace and Ally Macphail have cleared the attached response.

The response is a full release of the information requested.

The key information being released is:

Social Security Scotland's Social Media Management and Listening costs.

Communication and Procurement colleagues have provided the information.

The response deadline is **13 November 2023**.

The clearance level is **routine**.

I would be grateful if you could review the attached and provide any feedback/comments/clearance **by noon 10 November 2023**.

Many thanks,

[REDACTED]

[REDACTED]

Chief Digital Office Division
Social Security Scotland

Email: [REDACTED]

Website: www.socialsecurity.gov



Social Security Scotland
Tèarainteachd Shòisealta Alba