

मन्जीश ग़ोवर

Manjish Grover

Under Secretary (Public Diplomacy)



विदेश प्रचार और लोक राजनय विभाग

External Publicity & Public Diplomacy Division

Ministry of External Affairs, New Delhi

Q/XPC/551/10/2016

Date: 26.05.2016

Ms. Rashmi

Block – H1, House No. 97,

3<sup>rd</sup> Floor, Sector – 16,

Rohini, Delhi - 110089

**Subject: Information under Right To Information Act, 2005**

Reference is invited to your RTI Application dated 29.04.2016 bearing local registration No. MOEAF/R/2016/50591 received by this Division on 03.05.2016. Following is the response to your queries that concern this Division:

The External Publicity and Public Diplomacy division (XPD) of the MEA has made continuous efforts to enhance its social media presence with the goal of maximizing the reach of India's diplomatic endeavors and shape public opinion on foreign policy issues.

At present, the XPD division uses internal analytical tools built into the social media platforms. All platforms like Twitter, Facebook and YouTube allow one to track the performance of the account to determine reach. For Facebook, the Division looks at insights and track the number of likes, reach and the best performing posts. For Twitter analytics the number of followers are tracked and the best performing tweets as is evident from the number of re-tweets and shares are made note of. Looking at the top performing tweet and post of the month helps plan content better to expand reach. On YouTube, we use inbuilt analytics to check for the increase in the number of subscribers, top 10 performing videos, reach and minutes watched.

On Instagram, SoundCloud and Google+ we track the number of followers in total and followers added. We do not track any metrics for Flickr. We are not using any external tools that we subscribe to presently in order to perform social media analytics as so far the need for complex analysis has not arisen.

The social media platforms are supervised by Under Secretary (Digital Diplomacy) and the overall supervision is by Joint Secretary (XP).

2. In case the Applicant is not satisfied with the above response she may file an appeal with Shri Sugandh Rajaram, Director (XPD) and Appellate Authority, Room No. 143, 'A' Wing, Shastri Bhawan, New Delhi within a month of the receipt of this letter.

Manjish Grover  
US (PD) & CPIO

## RTI REQUEST DETAILS

<b>Registration No. :</b>	MOEAF/R/2016/50591	<b>Date of Receipt :</b>	29/04/2016
<b>Type of Receipt :</b>	Online Receipt	<b>Language of Request :</b>	English
<b>Name :</b>	Rashmi	<b>Gender :</b>	Female
<b>Address :</b>	Block - H1, House No: 97, 3rd Floor, Sector-16, Rohini, Delhi, Pin:110089		
<b>State :</b>	Delhi	<b>Country :</b>	India
<b>Phone No. :</b>	Details not provided	<b>Mobile No. :</b>	+91-9910792408
<b>Email :</b>	rashmi1579@gmail.com		
<b>Status(Rural/Urban) :</b>	Urban	<b>Education Status :</b>	Above Graduate
<b>Is Requester Below Poverty Line ? :</b>	No	<b>Citizenship Status :</b>	Indian
<b>Amount Paid :</b>	10 ) (original recipient)	<b>Mode of Payment :</b>	Payment Gateway
<b>Does it concern the life or Liberty of a Person ? :</b>	No(Normal)	<b>Request Pertains to :</b>	US (PD)
<b>Information Sought :</b>	<p>Is Ministry/Department currently using any Analytical tool to track the progress and reach on Social Media (like twitter, facebook)</p> <p>Who is concerned Joint Secretary/Directory managing social media platform</p> <p>If Yes, which product is ministry using, who is the service provider and what is the annual cost</p> <p>If No, Why</p>		
<div>Print</div> <div>Save</div> <div>Close</div>			



**ACTION HISTORY OF RTI REQUEST No.MOEAF/R/2016/50591****Applicant Name**

Rashmi

**Text of Application**

Is Ministry/Department currently using any Analytical tool to track the progress and reach on Social Media (like twitter, facebook) Who is concerned Joint Secretary/Directory managing social media platform If Yes, which product is ministry using, who is the service provider and what is the annual cost If No, Why

**Reply of Application**

SN.	Action Taken	Date of Action	Action Taken By	Remarks
1	RTI REQUEST RECEIVED	29/04/2016	Nodal Officer	
2	REQUEST FORWARDED TO CPIO	03/05/2016	Nodal Officer	Forwarded to CPIO(s) : (1) US (PD)

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