

## **Lot 3**

**The Scope of Lot 3 is the provision of a comprehensive social media monitoring and analysis service to the Contracting Authority**, to cover a list of key words and social media platforms (as well as other forms of websites, such as forums or blogs) as specified by the Contracting Authority. This should be provided as social media trend and thematic analysis in a specified number of email alerts or digests to the Contracting Authority.

### **1.1 Social Media Monitoring and Analysis**

Monitoring will be on the basis of up to 100 key words to be provided by the Contracting Authority. The key words may change at short notice. The monitoring and analysis alerts should include all relevant information and be provided to the Contracting Authority in a timely manner. The alerts must include relevant information such as the social media platform, date and time of posting(s), reach and engagement of the post(s), relevance to the Contracting Authority, and trend and thematic analysis of the post(s).

Proposals should describe how the Tenderer intends to deliver the social media monitoring and analysis and demonstrate how they will ensure relevance of this monitoring and analysis. This must include information on weekly, monthly, and yearly reporting formats.

Tenderers should describe in their Method Statements the format and proposed frequency of the delivery of the alerts for social media monitoring and analysis on a daily and weekly basis and how the content will be filtered to keep the analysis relevant and accurate. The Contracting Authority may wish to add new social media platforms over the duration of the contract.

The email alerts should include all relevant information and data, such as the name of social media platform(s) outlet, time of publication, and, in the case of data, in-depth analysis. The Tenderer must also demonstrate how they will ensure relevance.

The Contracting Authority may wish to add new social media platforms over the duration of the contract. Tenderers are therefore required to confirm the inclusion of the social media sources listed at the end of this Appendix, to explain how they would meet, at no additional cost, any requests by the Contracting Authority for additional social media sources, and to provide a list of platforms that can be covered if required.

Social media monitoring must be provided seven days a week, including on public holidays with the exception of Christmas Day. Monitoring and analysis must be provided in a remotely-accessible format for multiple and simultaneous users. Tenderers must outline the number of users that can use the system before additional costs are incurred and what these costs may be.

Monitoring and analysis must be clearly labelled and linked as necessary, with links easy-to-use and workable on a full range of devices (desk-top, laptop, smartphone, tablet, etc.) along with any other information proposed by the supplier to ensure that recipients can quickly determine whether the content is of interest to them. It should also be possible to access links seamlessly without having to enter log-in details each time. Any training required on how to use the service should be provided at no extra cost.

The Contracting Authority may require increased monitoring and support at certain times, for example in the event of heightened public interest or during a crisis situation. Tenderers should outline their capacity to respond in such a situation and to provide additional costings, if these would apply.

The Contracting Authority reserves the right to revise the scope of the Contract over the Contract Term. For avoidance of doubt, such revisions of the Contract scope may include additional key words, removal or addition of certain social media sources listed, or service types as noted above.

The Contracting Authority has no social media monitoring service at present so cannot provide historical data with regard to the amount of content and analysis that may be generated by the key words provided. Tenderers are required to explain in their method statement how their provision of service would be affected, including with regard to quality of Services, if the number of key words was to increase or decrease and with regard to fluctuations in the amount of content generated.

In providing the Services, the successful Tenderer must provide a high quality service with consistent content relevance across the various mediums. The Contracting Authority will not be charged for irrelevant content or content supplied in error.

The Contracting Authority will monitor the amount of content and analysis generated by the key words over the Contract Term and may adjust the base amount as necessary following the expiry of the initial 12-month period. Additional articles above these limits are to be costed separately on a per item basis.

The Contracting Authority may also make requests for particular keywords from time to time. Any such request must be actioned within two hours of receiving the request from the Contracting Authority. Please note that the Contracting Authority also reserves the right to increase the number of nominated email accounts as and when the need arises. Tenderers are required to explain how they would meet such a requirement and explain the cost implications, if any.

The Contracting Authority also requires that the successful Tenderer provide an on-call support service, both during and out of office hours to deal with any queries or problems which may be encountered.

## **1.2 IT Solutions - Archiving System**

An archive system must be provided as part of the Services. Access must be provided to an online archive of articles alerts that can be browsed and searched securely online. The archive should have a simple, easy to use interface, which provides good response times on both full text search of articles and navigation using a logical and easy to use index and must be password protected.

The archive system shall incorporate a facility for media coverage analysis and evaluation including the provision to run reports and demonstrate results in graphical/statistical charts and formats. This requirement is separate from the requirement to supply the Contracting Authority with a monthly analysis report.

The archive system must include a facility for the creation of media books per topic/key word/ Division.

Tenderers are required to demonstrate how they propose to provide the archiving system specified above.

### **AWARD CRITERIA FOR LOT 3**

The following are explanations of the award criteria. Included within each explanation is identification of the documents Tenderers must submit to facilitate evaluation of the criteria. Please also see section 3.3 of this RFT.

#### **A. COST - 50% of overall score**

Cost means the total cost tendered for inclusive of all fees and charges associated with the delivery of the Services as outlined above.

**DOCUMENTS:** To facilitate Tender evaluation under this criterion, Tenderers are required to submit a separate Pricing Schedule in the form set out in Appendix 2 and completed in line with instructions set out in the Pricing Schedule and in accordance with paragraph 2.10 of the RFT.

#### **B. QUALITY AND BALANCE OF RESOURCES – 20% of overall score**

This criterion is made up of two sub-categories: Quality of Resources and Balance of Resources. Quality of Resources concerns the quality of the key individuals proposed to deliver the Services tendered for, including their qualifications, professional experience and background, and specialist knowledge. Balance of Resources concerns the balance of resources offered by the team as a whole.

**RULE:** Under this criterion preference will be given to the Tenderer which demonstrates the highest quality of resources and balance of resources, relative to the requirements set out above.

Tenderers are therefore advised to put forward a team that, as a minimum:

- is led by an experienced project/contract manager;
- is well balanced in terms of the specialist areas related to provision of services;
- collectively has the knowledge, skills and expertise necessary for successful delivery of the services.

**DOCUMENTS:** To facilitate Tender evaluation under this criterion, Tenderers are required to submit a detailed proposal that addresses how the Tenderer best meets the requirements of the contracting agency under this criterion. It should include:

##### **Quality of Resources**

Detailed CVs (including name, position, education, and number of years of experience) of **3 key individuals** who will be responsible for delivery of the Lot(s) tendered for. The CVs should clearly demonstrate the skills, education, experience, and specialist knowledge required to effectively meet the planned and ad hoc needs of the Contracting Authority, as well as the specific role to be fulfilled by the individual in the delivery of Services under the Lot(s) tendered for.

##### **Balance of Resources**

Details of how the skills, education, experience, and specialist knowledge of the individuals outlined in "Quality of Resources" will combine to create an effective team which can reliably and accurately deliver the Lot(s) being tendered for.

#### **C. METHOD AND QUALITY ASSURANCE STATEMENT - maximum of 12 A4 pages single sided - 30% of overall score (breakdown outlined below)**

This criterion refers to the proposed methodology and quality assurance for the delivery of the Services, as outlined above. As the largest Government Department in the State, the Minister for Employment Affairs and Social Protection requires reliable un-interrupted and precise media monitoring services.

- **DOCUMENTS:** To facilitate Tender evaluation under this criterion, Tenderers must submit a detailed proposal, including a Method Statement and Quality Assurance Statement as outlined below, that addresses how the Tenderer best meets the requirements of the contracting agency under this criterion. This proposal must address ALL requirements and specifications for the Lot(s) tendered for, as set out in Appendix 1.

**(i) Method Statement (15% of overall score)**

The Method Statement should provide details as to the tenderers overall approach to the set-up, delivery and management of any and all Lot(s) tendered for, as per the services requested above. It is a requirement that Tenderers demonstrate a commitment and ability to provide an accurate, timely, relevant service for each Lot tendered for.

**(ii) Quality Assurance Statement (15% of overall score)**

The Quality Assurance Statement should provide details as to the tenderers overall approach to the quality of service provision of any and all Lot(s) tendered for, as per the services requested above. It is a requirement that they have the structures in place to ensure this, including any internationally recognised quality standards.

Please note that both the Method Statement and Quality Assurance Statement should address how the Tenderer can effectively meet the Service Level requirement of the Contracting Authority on an ongoing basis, including with regard to customer service.

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