

MEDIA MONITORING AND EVALUATION AND RELATED SERVICES

REFERENCE NUMBER

RM3708

FRAMEWORK SCHEDULE 2: SERVICES AND KEY PERFORMANCE INDICATORS

PART A – SERVICES

ATTACHMENT 9

1. INTRODUCTION

- 1.1. The purpose of this Part A of Framework Schedule 2 (Services and Key Performance Indicators) is to set out the intended scope of the Services that the Supplier will be required to make available to all Contracting Bodies under this Framework Agreement and to provide a description of what the Services entail (including, if applicable, in each Lot) together with any specific Standards applicable to the Services.
- 1.2. The Services and any Standards set out in Part A of Framework Schedule 2 below may be refined (to the extent permitted and set out in Framework Schedule 5 (Call Off Procedure)) by a Contracting Body during a Further Competition Procedure to reflect its Services Requirements for entering a particular Call Off Agreement.
- 1.3. Crown Commercial Service (the Authority) is seeking to establish a Framework Agreement for the supply of Media Monitoring and Evaluation and Related Services to the UK public sector.
- 1.4. The Authority placed a Prior Information Notice (PIN) on 20th June 2014 (reference number 2014/S 117-207167) in the Official Journal of the European Union (OJEU)
- 1.5. The procurement has been advertised by publishing a Contract Notice in the OJEU advertising the Open Procedure under the Public Contracts Regulations 2006 (as amended) (the “Regulations”).
- 1.6. Full details of the Contracting Bodies that are eligible to access the Framework Agreement can be found in the OJEU Contract Notice. Only those organisations listed, and successor organisations, will be able to access the Framework Agreement.
- 1.7. The Framework Agreement will be managed centrally by the Authority.

2. LOT DESCRIPTIONS

- 2.1. The Framework Agreement has two Lots:

Lot 1 – Media Monitoring and Evaluation and Related Services

This Lot is for the provision of press, online, social media and broadcast monitoring and human-driven evaluation and analysis of the monitored media. Suppliers can also choose to provide automated evaluation, a forward planning database and a journalist contact database.

Lot 2 – Social Media Monitoring and Analysis Tool

This Lot is for the provision of a social media monitoring and analysis tool which shall allow the Contracting Body to monitor and analyse social media items from a range of social media platforms.

3. THE SERVICES

- 3.1 The Framework Agreement is a multi-Supplier Framework Agreement for the provision of Media Monitoring and Evaluation and Related Services.
- 3.2 Suppliers must be able to provide the Services set out in section 3.5 (the “**Core Services**”) in accordance with the requirements set out in this Schedule (“the Requirements”).
- 3.3 The Supplier shall note that Contracting Bodies using Lot 1 are permitted to order the Core Services that meet their requirements. Contracting Bodies are not required to order all of the Core Services available within Lot 1. For example, one Contracting Body may order only Press Monitoring while another may order all 5 Core Services.
- 3.4 The Supplier shall note that Contracting Bodies using Lot 1 are only permitted to order Optional Services in addition to Core Services. Contracting Bodies are not permitted to only order Optional Services.
- 3.5 The Core Services to be provided (either directly by the Supplier or through supply chain management) under this Framework Agreement are;

3.5.1 In Lot 1:

- 3.5.1.1 Press Monitoring - monitoring of specified keywords and topics within print content;
- 3.5.1.2 Online Monitoring - monitoring of news website content that includes specified keywords and topics – including monitoring of non-written content such as infographics and imagery;
- 3.5.1.3 Social Media Monitoring - monitoring of social media content on feeds including, but not limited to, Twitter, LinkedIn or Facebook;
- 3.5.1.4 Broadcast Monitoring - monitoring content on television, radio and web broadcasts that includes specified keywords and topics; and
- 3.5.1.5 Human-driven Evaluation and Analysis - the evaluation and analysis of the results of monitoring through human review.

3.5.2 In Lot 2:

3.5.2.1 Social Media Monitoring and Analysis Tool – an online tool to enable the Contracting Body to monitor and analyse social media content from a range of social media platforms including, but not limited to, Twitter, LinkedIn, Facebook, blogs and public forums.

3.6 In addition, the Framework Agreement will allow Suppliers in **Lot 1** to provide the following Services (the “**Optional Services**”):

3.6.1 In **Lot 1** only:

3.6.1.1 Automated Evaluation and Analysis - automated assessment of the media monitoring results data;

3.6.1.2 Forward Planning Database - providing Contracting Bodies with an understanding of future news and events, so they can plan ahead;

3.6.1.3 Journalist Contact Database - a database listing journalists, their contact details and their sector of interest thus enabling Contracting Bodies to make contact with a journalist of potential interest; and

4. MANDATORY SERVICE REQUIREMENTS FOR ALL SERVICES

4.1 Sections 5 - 11(inclusive) of Part A of Framework Schedule 2 specify the Mandatory Service Requirements that the Supplier shall be required to deliver to Contracting Bodies using this Framework Agreement when providing the Services.

5. GENERAL

5.1 The Supplier shall provide the Services, on an uninterrupted basis, 7 days a week, with reporting required 7 days per week.

5.2 The Supplier shall provide the Services every day of the year, including weekends and all public holidays, but excluding Christmas Day.

5.3 As a minimum, any online Service provided by the Supplier must be compatible with the following web browsers: Internet Explorer 6, Mozilla Firefox 17, Google Chrome, and Safari.

5.4 If the Contracting Body experiences a browser or other compatibility issue with any online Service provided, the Supplier shall work with the Contracting Body to identify the cause of the compatibility issue and shall help the Contracting Body to resolve the issue.

5.5 The Services delivered shall be compatible with a range of IT equipment and software to allow users to access material via PCs and Macs, and mobile devices including, but not limited to, tablets, smartphones and BlackBerry handsets.

6. SUSTAINABILITY

6.1 The Supplier shall support UK Government's commitment to ensure "green" economic growth by encouraging "green" technologies, promoting innovation, and protecting the environment whilst also delivering value for money.

7. BUSINESS CONTINUITY OF SERVICE

7.1 The Supplier will have suitable and robust disaster recovery procedures in place at all times to enable the Services to be continually available, with minimum disruption, on a 24/7 basis.

8. CONFIDENTIALITY

8.1 When delivering the Services, the Supplier's personnel may have access to some material which is considered sensitive or is confidential, for example, the content of embargoed news releases, passwords or statistical analysis.

8.2 The Supplier shall ensure that no sensitive or confidential information is communicated to any third party. The Supplier shall note that in this context a 'third party' is any individual or organisation other than the Contracting Body and its personnel, and the Supplier and its personnel.

8.3 The Contracting Body may require the Supplier to sign a non disclosure agreement, and procure that Supplier personnel will sign a non disclosure agreement, if the Supplier has access to confidential material.

8.4 The Supplier shall ensure that information obtained by the Supplier or any member of their personnel concerning the Contracting Body's business is treated as confidential. The Supplier shall inform the Contracting Body immediately if they become aware of any breach of confidentiality.

9. CYBER ESSENTIALS SCHEME

9.1 It is mandatory for the Supplier, by the Framework Commencement Date, or at a later date when Cyber Essentials Data is received by the Supplier, to demonstrate that it meets the technical requirements prescribed by Cyber Essentials. This is in order to further reduce the levels of cyber security risks in its supply chain. The Cyber Essentials Scheme and the related Assurance Framework both indicate that there are two levels of protection in dealing with cyber security risks. These include a more basic level of assurance which is known as Cyber Essentials and a more advanced level of assurance known as Cyber Essentials Plus. With regard to the Services, the

Supplier must demonstrate that it has achieved the level of assurance known as Cyber Essentials. The Supplier shall demonstrate this in one of the ways listed below:

- 9.1.1 The Supplier has a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies within the most recent 12 months; or
 - 9.1.2 The Supplier has not got a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies but is working towards gaining it, and will confirm that it has been awarded a current and valid Cyber Essentials certificate by one of the government approved accreditation bodies by the Framework Commencement Date or a later date when Cyber Essentials Data is received by the Supplier; or
 - 9.1.3 The Supplier has not got a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation bodies, but can demonstrate (or, will be able to demonstrate by the Commencement Date of the Framework Agreement or a later date when Cyber Essentials Data are received by the Supplier) that its organisation meets the technical requirements prescribed by the Cyber Essentials Scheme as detailed in the following link:
<https://www.cyberstreetwise.com/cyberessentials/files/requirements.pdf> and that the Supplier can provide evidence of verification by a technically competent and independent third party (which has taken place within the most recent 12 months) that its organisation demonstrates compliance with Cyber Essentials technical requirements.
- 9.2 The Supplier will be exempt from complying with the requirements at paragraph 9.1 where the Supplier conforms to the ISO27001 standard and the Cyber Essentials requirements have been included in the scope of that standard, and verified as such and the certification body carrying out this verification is approved to issue a Cyber Essentials certificate by one of the government approved Cyber Essentials accreditation bodies referred to in paragraph 9.1.1 above.
- 9.3 The Supplier shall throughout the Framework Period and any Call Off Agreement Period renew its Cyber Essentials certificate immediately after the expiration of a period of 12 consecutive months from the date that the same was first issued or last renewed, or where the Supplier does not have a Cyber Essentials certificate but has provided evidence from a technically competent and independent third party that its organisation demonstrates compliance with Cyber Essentials requirements, it shall immediately after the expiration of a period of 12 months from any date that such evidence was provided, provide the Authority or a Contracting Body as the case may be with evidence of the same kind by way of a renewal of the demonstration that it is able to comply with Cyber Essentials requirements.

- 9.4 The Supplier shall ensure that its Sub-Contractors comply with the provisions of paragraphs 9.1 to 9.3 (inclusive) where such Sub-Contractors are responsible for receiving Cyber Essentials Data.
- 9.5 Details about the Cyber Essentials Scheme and the Assurance Framework can be accessed via the following link: <https://www.gov.uk/government/publications/cyber-essentials-scheme-overview>

10. MANDATORY SERVICE REQUIREMENTS FOR CORE SERVICES IN LOT 1

- 10.1 Sections 11 –20 (inclusive) below of Part A of Framework Schedule 2 specify the Mandatory Service Requirements that the Supplier shall be required to deliver to Contracting Bodies using Lot 1 of this Framework Agreement when providing the Core Services.

11. GENERAL

- 11.1 The Supplier shall monitor both general and specialised media and provide media analysis tailored to suit each Contracting Body's needs.
- 11.2 The Supplier shall provide monitoring of regional, national and international media.
- 11.3 The Supplier shall translate media in foreign language text and/or speech into English when requested to do so by a Contracting Body.
- 11.4 The Supplier shall search and find media content that includes the keywords specified by the Contracting Body and provide evaluation on subject topics as requested by the Contracting Body.
- 11.5 The Supplier shall deliver the media monitoring results to the Contracting Body either by email or, if available, via a secure online portal. If the Supplier is able to deliver the media monitoring results via an online portal, the portal shall:
- 11.5.1 Be secure with access controlled by password;
 - 11.5.2 Provide the contracting Body with all of the results, items, broadcasts and reports that the Supplier provides in the delivery of the Services; and
 - 11.5.3 Have a "print all" function to enable Contracting Body users to print a number of results at the same time.
- 11.6 The Supplier shall not deliver results that are not relevant to the requirements of the Contracting Body. For example, if the Contracting Body has specified that they would like all references to Ebola in Sierra Leone to be monitored, the Contracting

Body should not receive monitoring results that mention Ebola but do not mention Sierra Leone.

12. RESOURCE AND ACCOUNT MANAGEMENT

- 12.1 The Supplier shall provide the Contracting Body with at least 1 named contact who can be contacted via telephone and email by the Contracting Body outside of normal working hours (i.e. 6pm to 9am Monday to Friday and 24 hours a day at weekends).
- 12.2 The Supplier shall resource effectively in order to deliver all of the Core Services in line with the Mandatory Service Requirements within Lot 1.
- 12.3 The Supplier shall provide effective account management to support the variable size and scope of Contracting Body requirements to ensure the requirements of all Contracting Bodies are met. Effective account management provided by the Supplier shall include, but is not limited to:
- 12.3.1 Responding to queries raised by the Contracting Body promptly and to the satisfaction of the Contracting Body;
 - 12.3.2 Resolving issues raised by the Contracting Body in respect of the Services promptly and to the satisfaction of the Contracting Body.
 - 12.3.3 Monitoring the performance of the Services and taking action as required to ensure that all of the Contracting Body's requirements are met.
- 12.4 The Supplier shall effectively manage peaks in Contracting Body demand for the Services to ensure that all Contracting Body requirements are consistently met without any impact to the quality of the service provided.

13. CRISIS MANAGEMENT

- 13.1 The Supplier shall provide increased monitoring, coverage, resource and support to the Contracting Body in the event of heightened public interest or crisis situation. An example of a crisis situation is an unforeseen event which has a significant impact on the volume of media coverage that is relevant to the Contracting Body.
- 13.2 The Supplier shall resource adequately in order to effectively monitor the increased volume of media in respect of the crisis situation.
- 13.3 The Supplier shall engage with the Contracting Body to ensure they are continuously updated on the media coverage of the crisis situation, including updates on sudden changes to the volume of media coverage.

13.4 Through effective media monitoring, the Supplier shall enable the Contracting Body to fully understand how their response to the crisis situation is being portrayed in the media.

14. NEWSPAPER LICENSING AUTHORITY AND COPYRIGHT LICENSING AUTHORITY REQUIREMENTS

14.1 When providing the Core Services, the Supplier shall comply in full with the applicable copyright and other intellectual property legislation, including the requirements of the National Licensing Authority (NLA) and Copyright Licensing Authority (CLA).

14.2 It will be the responsibility of the Contracting Bodies to consider their own individual NLA and CLA licence requirements and to put these in place directly with the NLA/CLA. However, Contracting Bodies may require advice on general NLA/CLA matters, (for example relating to the annual licensing arrangements). The Supplier shall therefore maintain an up to date knowledge of NLA and CLA developments and procedures, and shall offer advice on this issue to Contracting Bodies as and when required.

15. TRAINING

15.1 The Supplier shall provide any training that is requested by the Contracting Body and is reasonable in order for the Contracting Body to effectively use the Services. Such training shall be provided free of charge.

16. PRESS MONITORING – CORE SERVICE LOT 1

16.1 The Supplier shall provide a press monitoring service to the Contracting Body.

16.2 The Supplier shall monitor all publications specified by the Contracting Body, which shall include, but is not limited to:

- 16.2.1 Daily newspapers;
- 16.2.2 Evening newspapers;
- 16.2.3 Weekend newspapers;
- 16.2.4 Regional newspapers;
- 16.2.5 Local newspapers;
- 16.2.6 Industry publications; and
- 16.2.7 Consumer magazines.

16.3 The Supplier shall collate all press items that appear in the specified publications which contain the keywords and topics that have been specified by the Contracting Body.

- 16.4 The Supplier shall ensure that the press items containing the specified keywords are relevant to the Contracting Body's requirements.
- 16.5 The Supplier shall deliver the press items to the Contracting Body electronically, either by email or, if available, via an online portal, as specified by the Contracting Body
- 16.6 If requested by the Contracting Body, the Supplier shall also provide hard copies of the press items.
- 16.7 The Supplier shall deliver electronic or hard copy press items as specified by the Contracting Body from the daily newspapers to the Contracting Body by 06:30 hours on the day of publication.
- 16.8 The Supplier shall deliver electronic or hard copy press items as specified by the Contracting Body from the evening newspapers to Contracting Body by 14:00 hours on the day of publication.
- 16.9 The Supplier shall deliver electronic or hard copy press items as specified by the Contracting Body from the weekend newspapers to the Contracting Body by 07:00 hours on the day of publication.
- 16.10 The Supplier shall deliver electronic or hard copy press items as specified by the Contracting Body from local newspapers to the Contracting Body within 24 hours of publication.
- 16.11 The Supplier shall deliver electronic or hard copy press items as specified by the Contracting Body from industry publications and consumer magazines to the Contracting Body within 48 hours of publication.
- 16.12 If required by the Contracting Body, the Supplier shall provide the Contracting Body with a summary of each press item. As a minimum, the summary shall include but is not limited to:
- 16.12.1 The title of the publication that the press monitoring appeared in;
 - 16.12.2 The page number of the publication that the item appeared in;
 - 16.12.3 The name of the item's author; and
 - 16.12.4 A brief outline of the item.
- 16.13 The Supplier shall deliver the summary of each press item to the Contracting Body at the same time as the press monitoring is delivered.
- 16.14 The Supplier shall provide an electronic archiving system which holds the items on the archiving system for 28 days, as permitted by the Newspaper Licensing Authority/Copyright Licensing Authority.

16.15 The Supplier shall provide press items older than 28 days on an ad hoc basis, if requested by the Contracting Body.

17. ONLINE MONITORING – CORE SERVICE LOT 1

17.1 The Supplier shall provide an online media monitoring service to the Contracting Body.

17.2 The Supplier shall collate all items that appear online which contain the keywords and topics specified by the Contracting Body.

17.3 The Supplier shall ensure that the online items containing the specified keywords are relevant to the Contracting Body's requirements.

17.4 The Supplier shall deliver the online items to the Contracting Body, in real time, by email or, if available, via an online portal, as specified by the Contracting Body.

17.5 The Supplier shall make the online items available to the Contracting Body in real time, unless a different time is specified by the Contracting Body.

17.6 If required by the Contracting Body, the Supplier shall provide the Contracting Body with a summary of each online item. As a minimum, the summary shall include, but is not limited to:

17.6.1 The title of the article that the online item appeared in;

17.6.2 The website that the online item appeared in;

17.6.3 A link to the online item;

17.6.4 The name of the online item's author where available; and

17.6.5 A brief outline of the online item.

17.7 The Supplier shall deliver the summary of each online item to the Contracting Body at the same time as the online item is delivered.

18. SOCIAL MEDIA MONITORING – CORE SERVICE LOT 1

18.1 The Supplier shall provide a social media monitoring service to the Contracting Body. Examples of social media platforms include, but are not limited to, Twitter, LinkedIn, Facebook, blogs and public forums.

18.2 The Supplier shall collate all items that appear in social media that contain the keywords and topics (including; content, date, time and author) that have been specified by the Contracting Body.

18.3 The Supplier shall ensure that the social media items containing the specified keywords are relevant to the Contracting Body's requirements.

- 18.4 The Supplier shall be able to run Boolean queries to ensure the relevance of the items returned to the Contracting Body.
- 18.5 The Supplier shall deliver the results of the social media monitoring to the Contracting Body, in real time, by email or, if available, via an online portal, as specified by the Contracting Body.
- 18.6 The Supplier shall make the results of the social media monitoring available to the Contracting Body in real time, unless a different time is specified by the Contracting Body.

19. BROADCAST MONITORING – CORE SERVICE LOT 1

- 19.1 The Supplier shall provide a broadcast monitoring service to the Contracting Body.
- 19.2 The Supplier shall monitor a range of daily news broadcasts, including radio, TV and Web broadcasts and shall identify all monitored broadcasts that are relevant to the Contracting Body's requirements.
- 19.3 The Supplier shall provide email alerts to the Contracting Body, between 05:00 and 00:00, 7 days a week, within an hour of a keyword being identified on broadcast.
- 19.4 The Supplier shall make broadcasted items available to the Contracting Body in digital format, either by e-mail or, if available, via an online portal, as specified by the Contracting Body.
- 19.5 The Supplier may be requested to provide the Contracting Body with a summary of each broadcast. As a minimum, the summary shall include:
- 19.5.1 The title of the article broadcast;
 - 19.5.2 The source of the broadcast (for example BBC 1, ITV 2);
 - 19.5.3 A link to the broadcast; and
 - 19.5.4 A brief synopsis of the broadcast.
- 19.6 The Supplier shall deliver the summary of each broadcast to the Contracting Body at the same time as the broadcast is delivered.
- 19.7 Contracting Bodies may occasionally request DVDs of a specific broadcast. If requested by a Contracting Body, the Supplier shall provide specific broadcasts in DVD format and shall provide next day delivery of any DVDs when requested.
- 19.8 If requested by the Contracting Body, the Supplier shall provide a full transcript of the broadcast in an easily accessible format as specified by the Contracting Body. For example files in Open Document Format, PDF or email format.

19.9 If requested by the Contracting Body, the Supplier shall provide the transcript of the broadcast the same day that the broadcast has been submitted.

19.10 If required by the Contracting Body, the Supplier shall translate foreign language broadcasts into an English transcript.

20. HUMAN-DRIVEN EVALUATION AND ANALYSIS – CORE SERVICE LOT 1

20.1 The Supplier shall offer human driven evaluation of the monitored media, and shall provide quantitative and qualitative analysis that shall include, but is not limited to, the following metrics;

20.1.1 Amount of coverage (number of items)

20.1.2 Reach

20.1.3 Key message penetration

20.1.4 Favourability of coverage (positive, factual, negative)

20.1.5 Coverage/favourability by key issue

20.1.6 Coverage/favourability by journalist/reporter

20.1.7 Coverage/favourability by media

20.1.8 Include graphics to demonstrate the results or information

20.1.9 Provide comparative monitoring facilities to benchmark coverage with other similar organisations

20.1.10 Opportunities to see

20.2 The Supplier shall provide reports that contain the evaluation and analysis of the monitored media. The frequency and format of the evaluation and analysis reports, including the metrics to be used, will be specified by the Contracting Body.

20.3 The Supplier shall work with the Contracting Body to ensure that the evaluation metrics used in the evaluation and analysis of the monitored media maximise the effectiveness of the service, and shall recommend alternate metrics that would improve the effectiveness of the evaluation and analysis of the monitored media.

20.4 If requested by the Contracting Body, the Supplier shall provide evaluation and analysis of items collated from international media.

21. MANDATORY SERVICE REQUIREMENTS FOR CORE SERVICES IN LOT 2

21.1 Sections 22 – 23 (inclusive) of Part A of Framework Schedule 2 specify the Mandatory Service Requirements that the Supplier shall be required to deliver to Contracting Bodies using Lot 2 of this Framework Agreement when providing the Core Services.

22. RESOURCE AND ACCOUNT MANAGEMENT

- 22.1 The Supplier shall resource effectively in order to deliver all of the Core Services in line with the Mandatory Service Requirements within Lot 2.
- 22.2 The Supplier shall provide the Contracting Body with a named contact who will be responsible for managing the Supplier's relationship with the Contracting Body.
- 22.3 The Supplier shall provide effective account management to support the variable size and scope of Contracting Body requirements to ensure the requirements of all Contracting Bodies are met.
- 22.4 The Supplier shall respond to urgent queries and resolve any urgent issues relating to the delivery of the Services raised by the Contracting Body within 2 hours during normal working hours (Monday – Friday, 9am – 6pm). Typically, an urgent issue will be an issue that is having an immediate impact on the successful delivery of the Services. However, the Contracting Body and Supplier shall agree in the Call Off Agreement what constitutes an “urgent” issue. If, for reasons reasonably outside of the Supplier's control, it is not possible to resolve the issue within 2 hours, the Supplier shall resolve the issue as soon as possible and provide the Contracting Body with a timeline of when the issue shall be resolved.
- 22.5 The Supplier shall respond to any non-urgent queries and resolve any non-urgent issues within 24 hours. If, for reasons reasonably outside of the Supplier's control, it is not possible to resolve the issue within 24 hours, the Supplier shall resolve the issue as soon as possible and provide the Contracting Body with a timeline of when the issue shall be resolved.
- 22.6 The Supplier shall have a support function available to the Contracting Body which shall:
 - 22.6.1 Be contactable by telephone and email;
 - 22.6.2 Create new user accounts for the Contracting Body quickly and efficiently;
 - 22.6.3 Reset Contract Body user passwords and logins;
 - 22.6.4 Be available for the Contracting Body to raise any urgent and non-urgent queries or issues; and
 - 22.6.5 Provide any additional and reasonable support required by the Contracting Body.

23. SOCIAL MEDIA MONITORING AND ANALYSIS TOOL – CORE SERVICE LOT 2

- 23.1 The Supplier shall provide an online social media monitoring and analysis tool (“the Tool”) to the Contracting Body.
- 23.2 The Tool shall enable the Contracting Body to monitor and analyse social media from a range of social media platforms. Examples of social media platforms that the Contracting Body shall be able to monitor via the Tool include, but are not limited to:
 - 23.2.1 Twitter;
 - 23.2.2 LinkedIn;
 - 23.2.3 Facebook;

- 23.2.4 Blogs; and
- 23.2.5 Public forums.

23.3 Maintenance and Improvement of the Social Media Monitoring and Analysis Tool:

- 23.3.1 The Supplier shall be responsible for the hosting, continuous availability, maintenance and continuous improvement of the Tool.
- 23.3.2 The Supplier shall ensure that any planned downtime for maintenance or to update the Tool does not adversely impact the ability of the Contracting Body to effectively monitor social media using the Tool. Any planned downtime for maintenance or to update the Tool should not take place during normal operating hours (Monday – Friday, 9am – 6pm).
- 23.3.3 The Supplier shall notify the Contracting Body in advance of the planned downtime of the Tool and shall notify the Contracting Body within a reasonable period before the planned downtime.
- 23.3.4 The Supplier shall endeavour to continuously improve and implement developments to the Tool, by identifying improvements and emerging good practice, to enable the Contracting Body to maximise the effectiveness of its social media monitoring.

23.4 Set up and Configuration of the Social Media Monitoring and Analysis Tool:

- 23.4.1 At the start of the Call Off Agreement, the Supplier shall set up all user accounts for the Tool required by the Contracting Body.
- 23.4.2 The Supplier shall set up user accounts with unrestricted access for those Contracting Body users of the Tool that need to have full administrative rights over the Tool's functionality and configuration.
- 23.4.3 The Supplier shall set up user accounts with restricted access for those Contracting Body users of the Tool that need visibility of the social media monitoring via the Tool but who do not have the administrative rights to change the Tool's configuration.
- 23.4.4 The Supplier shall allow the Contracting Body to have unlimited user accounts for the Tool.
- 23.4.5 The Supplier shall work with and support the Contracting Body to set up and configure the online social media monitoring and analysis Tool, including correctly configuring searches and the dashboards that display the monitoring results, so the Contracting Body can effectively meet their social media monitoring requirements via the Tool.
- 23.4.6 To ensure the social media item results returned by the Tool are relevant to the Contracting Body's requirements, the Supplier shall create the initial query topic

in the Tool and build the Boolean search string used by the Tool to identify the social media items.

23.5 Functionality of the Social Media Monitoring and Analysis Tool:

- 23.5.1 The Supplier shall have access to the full Twitter firehose to ensure the Contracting Body has full coverage of Twitter when undertaking social media monitoring via the Tool.
- 23.5.2 The Tool shall collate and display all items that appear on social media platforms that contain the keywords, phrases, hash tags and authors associated to all of the topics that have been specified by the Contracting Body as a master dashboard.
- 23.5.3 To enable the Contracting Body to analyse the monitoring results, the master dashboard shall show a breakdown of items by topic and by social media platform. The master dashboard will also track item volumes demonstrable over any timeframe (which the Contracting Body shall be able to specify) in graph and bar chart format, and any other graphical representations available via the Tool.
- 23.5.4 The Tool shall allow the Contracting Body to create further, unlimited, dashboards which display the monitoring results for specific topics of interest or specific social media platforms.
- 23.5.5 To enable the Contracting Body to analyse the monitoring results, dashboards displayed within the Tool shall have the functionality to show the social media monitoring results in a series of charts including, but not limited to:
 - 23.5.5.1 Stacked bar charts;
 - 23.5.5.2 Horizontal bar charts;
 - 23.5.5.3 Pie chart;
 - 23.5.5.4 Autolists;
 - 23.5.5.5 Word clouds;
 - 23.5.5.6 The social media items;
 - 23.5.5.7 Most mentioned tweets; and
 - 23.5.5.8 The top trending stories.
- 23.5.6 The dashboards provided within the Tool shall feature the top social media posts that are driving conversations on the keywords, phrases, hash tags, authors and topics being monitored by the Contracting Body.
- 23.5.7 All dashboards shall be 'live' and will constantly update in real time to reflect the social media monitoring results.
- 23.5.8 The Tool shall allow the Contracting Body to easily transfer dashboards into file formats including, but not limited to, PowerPoint and Microsoft Word.
- 23.5.9 The Tool shall generate and send email alerts to the Contracting Body in response to volume spikes in mentions of the keywords, phrases, hash tags,

authors and topics being monitored. The Tool shall allow the Contracting Body to manually set a percentage or volume increase threshold, over which an email alert shall be generated by the Tool.

23.5.10 The Tool shall allow the Contracting Body to search new social media items for at least one historic month, i.e. social media items that are up to a month old should be identified by the Tool during monitoring. The Tool shall, throughout the lifetime of the dashboard, continue to collect data on the existing social media items identified by the Tool.

23.5.11 The Tool shall allow the Contracting Body to analyse social media activity based on items, date, author and source.

23.5.12 The Tool shall identify influencers through recognised influencer scores and not simply follower numbers. The Supplier shall integrate the latest influencer advancements in the industry into the Tool, such as authority and human filtration.

23.6 Reporting Delivered by the Social Media Monitoring and Analysis Tool:

23.6.1 The Tool shall enable the Contracting Body to extract reports from the data collated by the Tool including, but not limited to, reports in Microsoft Word, Excel and PowerPoint format.

23.6.2 The reports the Contracting Body is able to extract from the Tool shall include, but are not limited to:

23.6.2.1 Summary volume of items by the keywords, phrases, hash tags, and authors being monitored;

23.6.2.2 Summary volume of items by social media platform;

23.6.2.3 All items by the keywords, phrases, hash tags, authors and topics being monitored; and

23.6.2.4 All items by social media platform.

23.6.3 If required, and where possible via the Tool, the Supplier shall support the Contracting Body to enable them to create reports that meet their reporting requirements.

23.7 Contracting Body Training and Optimisation of the Social Media Monitoring and Analysis Tool:

23.7.1 The Supplier shall identify and track emerging topics and trends relevant to the topics specified by the Contracting Body.

23.7.2 The Supplier shall recommend changes to implement in the Contracting Body's configuration of the Tool, based on the emerging topics and trends identified that are relevant to the topics specified by the Contracting Body, so that the Contracting Body can optimise the effectiveness of its social media monitoring.

23.7.3 The Supplier shall provide the Contracting with full training on the Tool so that the Contracting Body is able to competently use the Tool to monitor social media and optimise their use of the Tool's functionality. Such training shall be provided free of charge.

24. OPTIONAL SERVICES – LOT 1 ONLY

- 24.1 Sections 25 – 27 (inclusive) below of Part A of Framework Schedule 2 specify the Optional Services that the Supplier may choose to deliver as part of Lot 1 of the Framework. It is at the Supplier's discretion to decide if it wishes to provide the Optional Services. Where the Optional Services are provided the requirements set out below will apply in addition to any specific requirements specified by the Contracting Body.
- 24.2 The Supplier shall note that Contracting Bodies using Lot 1 are only permitted to order Optional Services in addition to Core Services. Contracting Bodies are not permitted to only order Optional Services.

25. JOURNALIST CONTACT DATABASE – OPTIONAL SERVICE LOT 1

- 25.1 The Supplier may provide a journalist contact database to the Contracting Body. The journalist contact database shall include the following:
- 25.1.1 National and regional media publications and contacts;
 - 25.1.2 Email distribution of lists of journalists/reporters/bloggers and influencers;
 - 25.1.3 Their direct contact information, including Twitter Handle;
 - 25.1.4 Preferred contact methods;
 - 25.1.5 Subject/area of interest/expertise;
 - 25.1.6 Biography details;
 - 25.1.7 Interests (where available);
 - 25.1.8 Analysis option for tracking email shots, including basic information of whether the email been delivered;
 - 25.1.9 Coverage analysis;
 - 25.1.10 Ability to add RSS and Twitter feeds to a front end dashboard/home page;
 - 25.1.11 Ability to edit dashboard/front page with feeds to suite Contracting Body user needs;
 - 25.1.12 Easy list download functionality with functionality to edit data that is included within the list, for example, name, telephone number, email address.
 - 25.1.13 Normal working hours help desk and out of hours helpline; and.
 - 25.1.14 Continuously verified data.

26. FORWARD PLANNING DATABASE – OPTIONAL SERVICE LOT 1

26.1 The Supplier may provide media forward planning database. If requested by the Contracting Body, the Supplier shall provide alerts and insight into forthcoming editorial opportunities or diary dates.

26.2 Forward planning requirements will be specified by the Contracting Body.

27. AUTOMATED EVALUATION AND ANALYSIS – OPTIONAL SERVICE LOT 1

27.1 The Supplier may provide an immediate analysis of the monitored media using specified metrics that is automated rather than human driven.

27.2 Automated evaluation and analysis requirements will be specified by the Contracting Body.