

UNICEF Georgia

**LONG TERM AGREEMENT FOR THE
PROVISION OF SOCIAL MEDIA LISTENING AND MEDIA MONITORING SERVICES**

TERMS OF REFERENCE

Title	Long Term Agreement (LTA) for the provision of Social Media Listening and Media Monitoring Services	
Location	Online	
Duration	4 years	
	From: 1 March 2024	To: 31 December 2027

1. JUSTIFICATION/BACKGROUND

UNICEF’s global Communication and Advocacy strategy outlines four key approaches to winning support for the cause of children from decision-makers and the public. One of these approaches is to be the leading voice for children and young people. As such, UNICEF’s communication must proactively raise new and emerging issues for children, while monitoring trends and issues being discussed in the media and, when appropriate, on social media.

In Georgia, effectively engaging the media is essential for influencing public debate on specific child rights issues and furthering UNICEF’s advocacy agenda. The rapid growth of social media requires regular monitoring and careful management to protect UNICEF’s reputation and brand, manage risk and create space for UNICEF to influence discussions around children’s rights.

Monitoring social media, tracking conversations, understanding people’s concerns, topics of interests, circulating misinformation and rumors is critical to inform programming and support crisis communication, preparedness, and response.

To meet these challenges, UNICEF seeks the services of a company that can provide media monitoring and social media listening services in Georgia.

2. OBJECTIVES, PURPOSE AND EXPECTED RESULTS

UNICEF Georgia seeks the services of a company that can provide media monitoring and social listening services in Georgia. The purpose is to: monitor media stories and social media posts and conversations that relate to and might impact (negatively or positively) UNICEF’s work and mandate in order for the organization to better anticipate and respond to media and public relation crises; to provide UNICEF with the insights (analysis of dominating conversations; trending topics; platforms; influencers; reactions; sentiments, audiences etc.) to improve its media and social media presence, inform programming, tackle rumors or misinformation that could have a negative impact children’s rights. In particular:

- ✓ Monitor and analyze stories and conversations that relate to UNICEF its work and its reputation.
- ✓ Provide real time access to information, findings, data and insights related to UNICEF Georgia programmatic priorities.
- ✓ Identify pressure points on brand reputation to inform strategic response;
- ✓ Integrate and, where possible, correlate data from diverse sources (own and earned media);
- ✓ Identify key influencers and priority channels; and
- ✓ Link communication outputs and outcomes to impact (e.g. awareness) either through correlation or causation.

3. DESCRIPTION OF THE ASSIGNMENT

The service provider is expected to provide the following products on a periodical basis (daily, weekly, bi-weekly, and/or monthly) plus regional and national alerts as they happen:

1. **Periodical (weekly, bi-weekly, and/or monthly) social media monitoring report:** A report that monitors online conversations in Georgian around topics related to UNICEF's work and mandate or that might influence (negatively/positively) the work of UNICEF (topics/areas and keywords will be defined together with UNICEF). The report should provide, in a highly visual manner: real-time "listening" of information, data and insights related to UNICEF's programmatic priorities, humanitarian emergencies and initiatives; monitor and capture people's questions, concerns and feedback, in addition to any rumors circulating among individuals, communities and societies; show trends in topics of interests, changes in sentiments and engagement; provide influencers and audiences analysis – profiles and segmentations; analysis by social media platforms. The reports will contain narrative analysis along with graphs visualizing key aspects. The contractor will periodically update the search words based on the results of social listening (new emerging topics, interests, concerns) and inputs from UNICEF. A rumors and misinformation log will be maintained and updated with rumors and information identified through social listening. A template/format for social listening reports will be discussed and agreed with UNICEF.
2. **Daily media¹ monitoring report:** A daily report providing a summary of stories mentioning UNICEF across Georgia (including Abkhazia), the sentiment analysis (unfavorable, neutral, favorable), title, link to article. This includes stories in all the languages spoken in the country.
3. **Monthly media monitoring report:** A monthly report providing a summary of stories mentioning UNICEF across Georgia (including Abkhazia), the sentiment analysis (unfavorable, neutral, favorable), title, link to article. This includes stories in all the languages spoken in Georgia. The monthly report should include the following KPIs: Share of Voice on child-related issues in traditional media, Percentage of media coverage that includes UNICEF key messages, Number of articles/stories with UNICEF mentions in top-tier media outlets. The language in Eng.

KPIs to be tracked by the company

- ✓ Number of articles/stories with UNICEF mentions in top-tier media outlets (as defined by UNICEF)
 - ✓ Coverage and discussion of key messages related to UNICEF's work in the organization's 'focus areas' including but not limited to: child rights, child poverty and social protection system; malnutrition, pre-school education, early child development, education, juvenile justice, child care reform, children with disabilities, children living and working on the streets, violence against children, child mortality, mother and child health, health system strengthening, home visiting, lead contamination and environmental health, young people's health and development, and ethical media reporting on children.
 - ✓ Percentage of media coverage that includes UNICEF's key messages in the context of country priorities (defined as the number of articles that include a UNICEF key message divided by the total number of articles with UNICEF mentions analyzed in the sample, multiplied by 100)
 - ✓ Share of voice on children's issues in traditional media in the context of country priorities (defined as the number of articles with UNICEF mentions divided by the total number of articles with mentions of UNICEF or a comparative organization, multiplied by 100)
4. **Annual media monitoring and social listening report:** An annual report structured around key moments and peaks of media coverage. report should include the following KPIs: Share of Voice on child-related issues in traditional media, Percentage of media coverage that includes UNICEF key messages, Number of articles/stories with UNICEF mentions in top-tier media outlets. The language in Eng.
 5. **Ad hoc reports:** Reports generated on an ad-hoc basis following a campaign launch around a key moment or a flagship publication in Georgia.

¹ For a detailed media list see annex I

6. **Regional and national alert system:** A real-time email alert sent to UNICEF Georgia when an online post or conversation or media story can impact UNICEF's work and/or reputation.

4. EXPECTED DELIVERABLES

Activities/tasks	Deliverables	# of working days	Period
Objective 1: Media monitoring and social listening services			
1. Weekly social media monitoring report	A weekly report that monitors online conversations in Georgia around topics related to UNICEF's work and mandate or that might influence (negatively/positively) the work of UNICEF (keywords will be defined together with UNICEF). The report should provide, in a highly visual manner: real-time "listening" of information, data and insights related to UNICEF's programmatic priorities, humanitarian emergencies and initiatives; monitor and capture people's questions, concerns and feedback, in addition to any rumors circulating among individuals, communities and societies. Rumors log updated.		Throughout the year as per UNICEF's requirements
2. Monthly social media monitoring digest	A summary overview (digest) social media monitoring report, highlighting the findings from the weekly social media monitoring reports.		Throughout the year as per UNICEF's requirements
3. Daily media monitoring report	A daily report providing a summary of stories mentioning UNICEF across Georgia, the sentiment analysis (unfavorable, neutral, favorable), title, link to article.		Throughout the year as per UNICEF's requirements
4. Monthly media monitoring report	A monthly report providing a summary of stories mentioning UNICEF across Georgia, the sentiment analysis (unfavorable, neutral, favorable), title, link to article.		Throughout the year as per UNICEF's requirements
5. Annual media monitoring report	An annual report structured around key moments and peaks of media coverage.		Throughout the year as per UNICEF's requirements

6. Ad hoc reports	Ad hoc reports generated following a campaign launch around a key moment or a flagship publication in Georgia.		Throughout the year as per UNICEF's requirements
7. Regional and national alert system	A real-time email alert sent to UNICEF Georgia when an online post or conversation or media story can impact UNICEF's work and/or reputation.		Throughout the year as per UNICEF's requirements
TOTAL WORKING DAYS OBJECTIVE 1			Throughout the year as per UNICEF's requirements
TOTAL WORKING DAYS FOR THE FULL ASSIGNMENT			Throughout the year as per UNICEF's requirements

5. LOCATION AND DURATION

The location for this assignment is remote and virtual.

The long-term arrangement for services (LTAS) is expected to start on 1 March 2024 and will be extended for the following years until 31 December 2027.

6. CONTRACT MANAGEMENT

The LTAs is a framework agreement which other UNICEF Offices and UN agencies can use and establish their own contracts with the LTAS holders based on the same terms and conditions specified in the LTAs.

The name of the reviewer performing the quality review should appear on each review template. Deadlines will be agreed on a case-by-case basis in close consultation between the service provider and the concerned office.

7. SUPERVISORS

Maya Kurtsikidze, Communication Specialist, UNICEF Georgia.

8. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

A company or agency with:

- Successful track record as a service provider for social listening and media monitoring services, preferably to UN agencies, international donor agencies or non-profits. A portfolio with links to recent projects will be required.
- Successful track record in data visualization.
- Ability to conduct automated and manual data analysis, analysis of comments under trending posts.
- In-depth knowledge of the country media and social landscape

- Team members with knowledge of English, Russian and other regional/local languages.
- Ability to develop comprehensive analytical reports, capturing trends.
- Ability to work on tight deadlines.
- Previous work experience with UN and other development agencies is an asset.
- Experience working on similar assignments in Georgia.

Overall requirements of the bidding company:

- The company should have at least 8 years' experience in the media monitoring and social listening services.
- Proven experience in social listening. Experience with and access to social listening tools and platform relevant for regional social media platforms – Facebook, Instagram, YouTube, Tik Tok, X.
- Overall requirements for the core team members:
 - a. Minimum 8 years proven experience coordinating project teams on media monitoring and social media listening projects.
 - b. Proven experience in data visualization and creating user-friendly and visually attractive media and social media reports.
 - c. Strong knowledge of the social media and media landscape in Georgia.
 - d. Previous experience working for UN agencies (particularly UNICEF), or non-profits is an advantage.

Please submit the CVs and relevant work experience of the team members in your technical proposal. UNICEF will review and approve all the CVs during the technical evaluation.

8. PROPOSED PAYMENT MODALITY AND RESERVATIONS

Payment will be made via bank transfer in GEL upon the completion of each specific assignment, and the receipt of the final product and an invoice once in three months.

9. DURATION OF SERVICE

Bidders shall submit their price quotations in GEL valid for 4 years (excluding VAT). Payments will be made based on completion of deliverables. The Financial proposal should clearly indicate that the rates are inclusive of any admin fees related to invoicing. Take into account that UNICEF is exempt of VAT.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if outputs are incomplete, not delivered or for failure to meet deadlines.

10. APPLICATION/SUBMISSION OF PROPOSALS

As part of the submission package, please complete and submit the technical and financial proposals as they are described in the tender document. Technical proposals should be written in English and submitted in the following format in a submission portfolio:

1. Cover page
2. Table of contents
3. UNICEF Request for Proposal for Services (RFPS) Form (signed by bidding company)
4. Company profile
 - a. Company profile, introduction of the company

- b. Proven track record of at least 8 years in media monitoring and social listening services
 - c. List of social listening tools/platform used by the bidder, relevant for the popular social media platforms and languages in the region
 - d. Sample of relevant previous work
 - e. Previous work experience with UN agencies or non-profits
5. Proposed approaches and tools. Details on how the proposed tasks/deliverables will be achieved. Proposed social listening tools/platforms and how the social listening will be set-up. Workflow. Quality assurance mechanisms. Risks and mitigation strategies.
6. Technical capacity (maximum 10 pages, New Times Roman, single space)
- a. Service efficiency and appropriateness of the implementation team: Adequate and appropriate staff combination in response to the tasks defined in the ToR
 - b. Experience of core team members (Attach CVs, maximum 2 pages each CV)
 - o Team leader/ Coordinator
 - o Project officer/assistant

Bidding companies are requested to submit to UNICEF a financial proposal in a separately. The financial proposal should use the standard format provided by UNICEF.

Each and every page of the documents should be submitted as PDF documents as well as the excel version of the financial proposals.

Financial offer shall have password protection. UNICEF will request passwords of the financial offers only from the technically qualified bidders who has scored 49 points or above during the technical evaluation.

Proposals must be made in accordance with the instructions described in the RFPS document.

11. EVALUATION METHOD AND CRITERIA

Proposals submitted in response to this tender will be evaluated in terms of technical quality and financial offer.

Award Criteria: Cumulative Analysis.

The evaluation and award criteria that will be used for this RFP is Cumulative Analysis evaluation (point system with weight attribution). The weighting ratio between the technical and financial proposals will be 70:30. The respective importance between technical and financial scores will be weighted as 70% and 30%.

- Weightage for Technical Proposal = 70%
- Weightage for Financial Proposal = 30%
- Total Score = 100%

Bidders obtaining a minimum of 49 points/70 points in Technical Criteria evaluation will be considered for the Financial Evaluation.

Technical evaluation criteria: 70 points.

All technical proposals will be evaluated using the evaluation criteria as indicated below. Bidders are advised to devote chapters of their submissions to demonstrate each of the criteria and be consistent with the tasks detailed in the TOR. Bidders are advised to avoid submitting brochures and pamphlet that have no direct bearing on the requirements under this RFP.

The following documents shall be included in the technical proposals of the bidders:

- A. A complete copy of your latest audited financial statements with comparative figures for the last 2 years, preferably signed by your company's accounting firm/ certified external auditor. The financial statements are to include, but not limited to, the following:
 - 1. Balance sheet (mandatory)
 - 2. Income statement/ Profit and Loss Statement (mandatory)
 - 3. Statement of cash flows (if available)
 - 4. Statement of changes in shareholders' equity (if available)
 - 5. The report from the external auditor (if available)
 - 6. Vendor Declaration (Mandatory)
 - 7. Notes to the financial statements (if available)
- B. A copy of your company's certificate of legal registration
- C. A copy of your Official list of authorized signatures
- D. Your company's UN Global Marketplace (UNGM) registration number. You are kindly requested to register for, at the very latest, Basic and Level 1 stages. For registration and instructions on how to, kindly refer to the attachment or the UNGM site: www.ungm.org/RegistrationProcess
- E. Portfolio of projects
- F. Experience in social media listening and media monitoring.
- G. Experience working in the Europe and Central Asia region.

Note: All these documents need to be submitted together with your technical proposal.

Technical evaluation criteria table.

Technical proposals will be evaluated using the criteria outlined below:

Item	Technical criteria	Maximum points
1	A copy of the company's registration documents <i>(Full registration documents = 5 points; partial registration documents = 3 points; no registration documents = 0 points)</i>	5

2	Project portfolio	35
2.1	<ul style="list-style-type: none"> • <i>Relevance of previous projects</i> 	20
2.2	<ul style="list-style-type: none"> • <i>Quality of data visualization</i> 	15
3	Experience in social media listening and media monitoring <ul style="list-style-type: none"> • <i>8+ years 20 points</i> • <i>6-8 years 15 points</i> • <i>4-6 years 7 points</i> • <i>2-4 years 5 points</i> • <i>0-2 years 2 points</i> 	20
4	Experience working for UN organizations	10
	Total	70

Financial evaluation criteria: 30 points.

The price proposals should include detailed breakdown of all listed tasks and deliverables.

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price, e.g.

$$\text{Max. score for price proposal} * \text{Price of lowest priced proposal}$$

$$\text{Score for price proposal X} = \text{-----}$$

Price of proposal X

12. INSTITUTIONAL ARRANGEMENTS/COPY RIGHT

At the end of the selection process, UNICEF will sign Long-Term Arrangement(s) (LTAs) with the selected vendor(s). Following the signature of the LTAs, UNICEF will issue specific contracts for the assignments in GEL in the framework of the LTAs. If the selected LTA holder fails to provide the services within the specified timeline and of the requested quality, UNICEF reserves the right to terminate the contract and may continue to work with the other LTA holders.

The payment will be made upon the delivery of requested outputs as specified in the specific contracts. All relevant intellectual property rights in the developed materials/products and associated tools will, upon their development, vest in UNICEF.

Reservations:

- a. UNICEF reserves the right to terminate the LTA/ contract without prior notice and/ or withhold all or a portion of the payment if performance is unsatisfactory, if the rules and the regulations regarding confidentiality, ethics and procedures of UNICEF and the relevant partners are not followed, if work/outputs are incomplete, not delivered or for failure to meet deadlines.
- b. Confidentiality, intellectual property, and other proprietary rights are governed by Article-5, Annex-A General Terms and Conditions for Services of the RFPS document. Please see below the excerpt for ease of reference:

QUOTE:

5. Intellectual Property and Other Proprietary Rights; Data Protection; Confidentiality

Intellectual Property and Other Proprietary Rights

5.1 Unless otherwise expressly provided for in the Contract:

- (a) Subject to paragraph (b) of this Article 5.1, UNICEF will be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to products, processes, inventions, ideas, know-how, documents, data and other materials ("Contract Materials") that (i) the Contractor develops for UNICEF under the Contract and which bear a direct relation to the Contract or (ii) are produced, prepared or collected in consequence of, or during the course of, the performance of the Contract. The term "Contract Materials" includes, but is not limited to, all maps, drawings, photographs, plans, reports, recommendations, estimates, documents developed or received by, and all other data compiled by or received by, the Contractor under the Contract. The Contractor acknowledges and agrees that Contract Materials constitute works made for hire for UNICEF. Contract Materials will be treated as UNICEF's Confidential Information and will be delivered only to authorized UNICEF officials on expiry or termination of the Contract.
- (b) UNICEF will not be entitled to, and will not claim any ownership interest in, any intellectual property or other proprietary rights of the Contractor that pre-existed the performance by the Contractor of its obligations under the Contract, or that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract. The Contractor grants to UNICEF a perpetual, non-exclusive, royalty-free license to use such intellectual property or other proprietary rights solely for the purposes of and in accordance with the requirements of the Contract.
- (c) At UNICEF's request, the Contractor will take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them (or, in the case, intellectual property referred to in paragraph (b) above, licensing) them to UNICEF in compliance with the requirements of the applicable law and of the Contract.

Confidentiality

5.2 Confidential Information that is considered proprietary by either Party or that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract or in connection with the subject matter of the Contract will be held in confidence by the Recipient. The Recipient will use the same care and discretion to avoid disclosure of the Discloser's Confidential Information as the Recipient uses for its own Confidential Information and will use the Discloser's Confidential Information solely for the purpose for which it was disclosed to the Recipient. The Recipient will not disclose the Discloser's Confidential Information to any other party:

- (a) except to those of its Affiliates, employees, officials, representatives, agents, and sub-contractors who have a need to know such Confidential Information for purposes of performing obligations under the Contract; or
- (b) unless the Confidential Information (i) is obtained by the Recipient from a third party without restriction; (ii) is disclosed by the Discloser to a third party without any obligation of confidentiality; (iii) is known by the Recipient prior to disclosure by the Discloser; or (iv) at any time is developed by the Recipient completely independently of any disclosures under the Contract.

5.3 If the Contractor receives a request for disclosure of UNICEF's Confidential Information pursuant to any judicial or law enforcement process, before any such disclosure is made, the Contractor (a) will give UNICEF sufficient notice of such request in order to allow UNICEF to have a reasonable opportunity to secure the intervention of the relevant national government to establish protective measures or take such other action as may be appropriate and (b) will so advise the relevant authority that requested disclosure. UNICEF may disclose the Contractor's Confidential Information to the extent required pursuant to resolutions or regulations of its governing bodies.

5.4 The Contractor may not communicate at any time to any other person, Government or authority external to UNICEF, any information known to it by reason of its association with UNICEF that has not been made public, except with the prior written authorization of UNICEF; nor will the Contractor at any time use such information to private advantage.

UNQUOTE

Annex 1

A list of media

TV – Georgian Public Broadcaster-Channel I, Rustavi 2, Imedi TV, Formula TV, Mtavari TV, Kavkasia, Maestro, Ertulovneba, Palitra TV, TV Pirveli, Euronews Georgia, Starvizion, Obiektivi TV, Pos TV, Pulsi TV.

Online publications: ipn.ge, ghn.ge, pirveli.com.ge, medianews.ge, expresnews.ge, news.ge, frontnews.ge, info9.ge, netgazeti.ge, tabula.ge, publika.ge, on.ge, commersant.ge, gbc.ge, presa.ge, droni.ge, palitra.tv.ge, civil.ge, humanrights.ge, geonews.ge, for.ge, ambebi.ge, newspress.ge, newposts.ge, regions.ge, tspress.ge, tv25.ge, reportiori.ge, Kvira.ge, <https://mtisambebi.ge/>, agenda.ge, georgiatoday.ge, <https://chaikhana.media/ka> <https://ka.inews.ge/> <https://bm.ge/>, <https://oc-media.org/>, mshoblebi.ge, <https://edu.aris.ge/>, <https://akhaliganatleba.ge/>

Radio – GPB, IMEDI, pirveliradio.ge, <https://www.radiotavisupleba.ge/> , Fortuna, Comersant, Palitra, Maestro, Radio1, Abkhazetis Khma, <https://www.radioatinati.ge/>

Print: - Alia, Kviris Kronika, Akhali Taoba, Rezonansi, Kviris Palitra, Akhali Versia, Asaval-Dasavali, Sakartvelos Respublika, Prime Time, Adjara, Adjara PS, Kakhetis Khma, Batumelebi, Akhali Gazeti, Bankebi da Finansebi, Sakartvelo da Msofluo, Georgian Journal, Financial, The Messenger, Caucasian Business week, Georgia Today, Commercial, Kartuli sitkva, Premieri, Salkartvelos Ekonomika, Kronika+, Spektri.

Magazines: Sarke, Tbiliselebi, Rating, Gza, City; Forbs, Hello, OK, Indigo

Regional media: Adjara TV, TV 25(Adjara), Trialeti TV(Gori), Tanamgzavri TV(Kakheti), Rioni TV(Imereti), Mega TV(Imereti), 9th Wave TV (Poti), TV 3(Rustavi), Marneuli TV, Parvana TV(Samtskhe-Javakheti), TV Dia(Gori), Guria TV, Odishi TV(Samegrelo), Channel 9 TV(Akhaltikhe), www.ick.ge, www.gurianews.com, www.Qartli.ge, www.icmm.ge, www.batumelebi.ge, www.tspress.ge, www.livepress.ge, www.rustavisambebi.ge, www.newpress.ge, www.sknews.ge, <http://www.kutaisipost.ge/> , <http://www.heretifm.com/>

Abkazia: <https://www.apsnypress.info/ru/>, <https://chegem.su/>, <https://abaza.tv/> <https://www.apsua.tv/> <https://abkhazworld.com/aw/> <http://abkhazinform.com/>

Date: 4 July 2023

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