



Issue Date: 17/01/2025

## Addendum No. 1

GCA-PR-24-641 - Request for Quotation

Social Media Posting and Monitoring Tool

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**This addendum addresses and/or clarifies the following:**

### Questions & Answers:

**Question 1:** Who will be attending the Demos/Who is involved in the process?

**Response 1:** GCA Senior Communications team will be reviewing proposals in line with the policies and procedures dictated for competitive procurement evaluations and will be main focal point from GCA side.

**Question 2:** Are we able to have a short qualification call to discuss the use-case in more detail?

**Response 2:** During the competitive tendering process, direct communication to discuss matters related to the procurement cannot be facilitated.

**Question 3:** What are the key pain points with the incumbent solution?

**Response 3:** The current solution has functionality limitations that result in occasional downtime, disrupting our workflow. Additionally, its measurement features do not cover all key social media channels, and it lacks the ability to collect certain essential metrics needed for comprehensive reporting.

**Question 4:** Could you confirm whether it will be possible to come onsite for demonstrations? We prefer this method as we find it beneficial to demonstrate the platform face-to-face.

**Response 4:** Yes it is possible. But all the communications during the tender needs to be done via the procurement team. Please contact the procurement team for arrange demo sessions.

**Question 5:** Is there an assigned budget for this project that we should be mindful of?

**Response 5:** The budget allocated to this procurement will not be disclosed at this time.

**Question 6:** Does the scope of this RFP cover customer care and analytics via social media also? If yes, who manages this element?

**Response 6:** Yes, this RFP covers customer care and social media analytics. The bidder is expected to point an account manager to be in touch with the focal point from GCA side.

**Question 7:** Are there specific requirements around Data Storage/GDPR?

**Response 7:** The Data storage and process should align with European GDPR.

**Question 8:** Could you confirm whether there are other requirements surrounding Security & Compliance/legal?

**Response 8:** The bidder shall register as a legal entity and should not be in the sanction list under UN system and European Union. The data process/storage should comply with European GDPR law.



**Question 9:** What level of user permissions should be required for the Users. Are some of these split into customer care, approval users, admins etc? What would the structure look like.

**Response 9:** We expect to have user categories such as admin, content manager (with approval rights), and editor, each with different levels of data access and functionality permissions.

**Question 10:** What are your main priorities for this project? Listed Priority 1 & Priority 2.

**Response 10:** An unified social media publishing platform (priority 1) with measurement (priority 2) and listening (priority 3) function and possible paid ads

**Question 11:** Are you able to sign our T&C's & have these be the primary terms used in any dispute.

**Response 11:** The GCA will be able to sign the winning bidder's T&C following internal review by our legal counsel.

**Question 12:** Why has the need arisen to look for a new vendor? Practice to put out a tender at end of contracts or any challenges currently facing with tool and/or workflows?

**Response 12:** As an international organization, we are obligated to comply with our established policies and directives governing public procurement. Accordingly, the re-tendering process is necessary to ensure a comprehensive and up-to-date assessment of prevailing market conditions.

**Question 13:** Do you require an EU data center?

**Response 13:** No

**Question 14:** Publishing: Is there a need for approval workflows akin to editorial oversight before posting live?

**Response 14:** Yes, approval functionality is required.

**Question 15:** Publishing: Is there a shared Digital Asset Management system being used that all creators can access to use the right image or video asset?

**Response 15:** We currently do not have such a system in place, and there is no need for one at the moment.

**Question 16:** Listening: Is there a team that would handle the monitoring aspects in your future plans?

**Response 16:** Our communications team will handle the monitoring aspects.

**Question 17:** Is the idea to use this listening research into fueling content or sourcing confirmation for stories or just basic monitoring? What is your roadmap with key dates to get social listening running?

**Response 17:** So far, we have primarily used listening research for campaign performance tracking, but we are open to exploring new strategies and approaches.

**Question 18:** Is there a scenario where some business units will continue using the existing tool, a different or require access to parts of the chosen vendor e.g. just analytics or just publishing capabilities?

**Response 18:** Only one team is using the incumbent tool and will be using the tool of chosen vendor.

**Question 19:** Analytics: Can you provide an example of wanted metrics?

**Response 19:** Reach, impressions, engagement, engagement rate. Content tagging and labelling as well as campaign performance tracking should be available.

**Question 20:** Analytics: Will you require mass data transfers or API calls to export data into other tools such as BI tools to correlate datasets e.g. newspapers sales with exclusive story promotion on social channels?

**Response 20:** No

**Question 21:** Analytics: Are you looking to correlate data with Web Analytics?

**Response 21:** Yes



**Question 22:** Community Management: Are you looking for a solution that will enable you to engage with your community?

**Response 22:** Not necessarily, but would be great to have that function.

**Question 23:** Community Management: Do you have a community management team that is structured to respond to specific issues and can assign comments or DMs to the right member to respond to? Would such a team require monitoring to assess performance and response times?

**Response 23:** No.

**Question 24:** Could you please clarify the specific requirements for the social media management tool? Specifically, how many workspaces or brands will need to be managed within the platform? Additionally, how many users will require access, and how many social media pages are you overseeing?

**Response 24:** We have only one brand with a minimum user access requirement of five. Currently, we are managing six channels: LinkedIn, Instagram, Facebook, X, WhatsApp, TikTok, and Bluesky.

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**All other requirements regarding the Request for Quotation remain the same.**