

Date: 28 September 2023

Questions and Clarifications #1

RFPS-NYH-2023-503633 Global Media Monitoring, Social Listening, and Analysis Solutions

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| 1. Is there a sample target media outlet list used currently that can be shared as a point of reference? | There is no sample media outlet list, but we persistently require information from all major outlets. For example, AP, Reuters, Al Jazeera, WSJ, NYT, WaPo, BBC, The Guardian, Financial Times, Bloomberg, Xinhua, AFP, CNN, El Pais, Yahoo, MSN. |
| 2. How does UNICEF define the prominence of media coverage? | The prominence of media coverage would be a strong showing in any of the above outlets. |
| 3. Does the dashboard and reports need to be available in these languages or is an English-only interface acceptable? | An English-only interface is acceptable |
| 4. Is UNICEF able to provide a list of key partners and competitors they would want to track or currently monitor? | UNICEF does not have 'competitors' in the area of child rights. We do have 'comparators', i.e., organizations working on similar mandates such as UNHCR, UN-OCHA, IOM, Save the Children, and Red Cross among others. |
| 5. For online media sources, would a snippet of the article within the platform and a hyperlink to the original article be sufficient? | Yes, we would normally require a snippet (summary) of the article and a hyperlink to the original article. For broadcast clips, the tool must hyperlink to the part where the UNICEF story is covered. |
| 6. How does UNICEF currently differentiate between sentiment and tone? | <i>Sentiment</i> shows whether media coverage is positive, neutral or negative to UNICEF. <i>Tone</i> is similarly emotional but indicates the emotion with which an issue is discussed in the media and presented to the audience. Tone can be critical or supportive. |
| 7. Can UNICEF provide an estimated number of how many spokespeople and influencers it is currently monitoring? | For social listening, we do not have an exact number as it keeps changing. Based on current information, the number can be anywhere between 200 and 300. As UNICEF seeks to grow its influencer base, bidders should expect numbers higher than this. For media monitoring, we focus on a smaller group composed of senior management and official spokespeople. |
| 8. Can UNICEF advise how many users are actively using your current media monitoring platform and how many receive alerts? | The Media Relations Section at HQ has around 12 colleagues at any given time (for guidance). However, since the tool is likely to be used by multiple UNICEF Offices, expect a user load upwards of 100. |
| 9. How does UNICEF currently differentiate between daily news alerts and newsletters? | A daily news alert is of more use strategically to the media relations section as we can take information from it to create our own tailor-made newsletter. Further, a |

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| | newsletter requires media relations management from us. |
| 10. What would be acceptable as a demonstration of 'qualification' of key personnel - a biography, resume, LinkedIn links etc? | UNICEF would like to know the profile/qualifications of the person(s) who will be dedicated to managing our account. A few lines of paragraph would suffice and any links to more detailed information would be appreciated. |
| 11. If relevant, where is the UNICEF central social listening team based? Same question for campaign Monitoring Services. | UNICEF is a decentralized organization. While global management of social media channels is done from New York, UNICEF Offices in all regions, countries and territories manage and monitor their own accounts. |
| 12. Are you able to estimate how many people might be using the tool, this will help us gauge the need for onboarding and training | <p>For the media monitoring tool, we currently manage about 21 user licenses for media monitoring/news aggregator services spread across headquarters, country offices, and regional offices. Of these, about three or four people at the NYHQ use the tool for daily work. The HQ Media Relations team is around 12 people and should be trained/familiar with the tool.</p> <p>For social listening, the number of users varies depending on the UNICEF Office, for HQ there are about 10 active users. Currently, multiple UNICEF offices use a social listening platform so we estimate that there will be great interest/uptake.</p> |
| 13. What is the expected familiarity of potential users with the platforms you are currently using? | For social listening tools, familiarity varies from beginner to intermediate/advanced users. |
| 14. How are the teams handling the TRADITIONAL MEDIA MONITORING AND NEWS AGGREGATOR SERVICES and SOCIAL LISTENING, DIGITAL MONITORING AND ANALYTICS connected? Are they using a single platform at the moment? Would having both categories within 1 platform be beneficial for UNICEF? | These are handled by two different teams and using different tools. |
| 15. Can you share the number of queries and/or dashboard you are relying on today, this would make our cost assumptions more accurate | We currently can't provide an exact number of topics/dashboards that would need to be set up. From HQ side, there are around 60-100 monitoring topics currently being actively used by the team. There may be other projects with monitoring topics from other offices at the HQ, regional or country levels). Bidders must therefore estimate capacity than can double HQ requirements.. |
| 16. In your TOR, you mention that you are interested in as many languages as possible, our platform supports 80+ languages should we include them all, at least for UNICEF-brand-specific topics? | Most important are the UN languages (Arabic, Chinese English, French, Spanish, and Russian). Other languages are an advantage, especially if they cover different regions of the globe. |

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| 17. Can you provide more detail as to what you expect for the following 2 items? <ul style="list-style-type: none"> • Ability to integrate with Google 360 or Google Analytics and other digital platforms • 360-degree view of our brand (conversations, key audiences, amplifications, adaptations, etc.) with social listening | We value the tool's ability to integrate with other digital platforms relevant to monitor UNICEF's work. 360-degree view of our brand means that we are interested in using the tool to explore mentions of UNICEF and brand-relevant features (hashtags, logo etc.), audiences that interact/receive UNICEF content online and any account that amplifies/re-posts our messages. |
| 18. • In your financial document (annex D), Category 2, cells in column D are pre-filled, can those be amended, or do we need to stick with your values? We are asking as our estimation might lead to different assumptions in terms of volume of mentions | Column D shows UNICEF's benchmark requirements and must remain unchanged. It's important for UNICEF evaluators when doing comparisons. Bidders are free to use Columns E, F & G for their own assumptions and, possibly, formulas. |
| 19. Can you confirm that our understanding is correct: item 1 "monthly results" is the cost of the platform for 6 million mentions per month while items 9 and 10 "Basic package for other UNICEF offices with standard platform features" are in case you desire to source additional conversations during the course of the LTA? | Item 1 is the cost of the platform for 6 million mentions per month. Items 9 and 10 are for smaller packages for UNICEF offices that may need fewer results (500k monthly or 1 million monthly) |
| 20. The TOR mention "Generate reports with key trends and insights to present to management teams at UNICEF." but there are not present in your financial document. We can provide a range of bespoke, ad-hoc reports based on research questions UNICEF might have, are you interested in us providing a range of price for such services? | The point refers to the use that UNICEF would make of the tool, rather than provision of reporting services. The use of the tools for reporting, market intelligence gathering, and drawing summary insights for policy, business, public and political advocacy is a separate service category for which UNICEF will publish a RFP in the coming few months. |
| 21. Item 15: can you specify what you mean by "Adding an additional project to an existing subscription"? | The main subscription would cover + 6 million monthly mentions (we estimate around 3 monitoring "projects" of 2 million mentions each) but we could be looking to add additional "projects" for specific needs that may arise. |
| 22. Data Volume and Scalability: <ol style="list-style-type: none"> a. Can UNICEF provide information on the anticipated volume of data or mentions that the platform should be capable of handling on a daily, weekly, or monthly basis? b. Is there a need for the platform to scale its capacity to handle increased data volumes during specific campaigns or events? | 6 million mentions per month, which we foresee should be sufficient to cover also specific campaigns and events |

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| <p>23. Multi-Language Support:</p> <p>a. Are there specific dialects or regional variations within the official UN languages that the platform should be able to support?</p> <p>b. How important is it for the platform to accurately handle languages with complex scripts, such as Arabic or Chinese?</p> <p>c. Are you considering involvement of native speakers (Arabic, Chinese, etc.) in the team that will work on social media or this is a good-to-have?</p> | <p>a. No specific dialects are preferred. This is a desirable attribute, although not required. Regional diversity of "other" languages covered is a distinct advantage.</p> <p>b. This is very important. For specific key words, UNICEF can provide a key word spectrum with all translations of the 6 UN languages.</p> <p>c. Having native speakers of certain languages on the technical team is a 'good-to-have' attribute, not a strict requirement (See also #17).</p> |
| <p>24. Image and Multimedia Tracking:</p> <p>a. Could UNICEF specify the types of multimedia content (e.g., images, videos) that should be monitored and analyzed by the platform?</p> <p>b. Are there any requirements regarding sentiment analysis for multimedia content?</p> | <p>As specified in the TOR, images and videos. No requirements on sentiment analysis for multimedia.</p> |
| <p>25. Brand Image and Reputation Monitoring:</p> <p>a. Could UNICEF provide more details on the specific aspects of brand image and reputation that the platform should monitor and report on?</p> <p>b. What metrics or key performance indicators (KPIs) should the platform use to assess brand image and reputation?</p> <p>c. Do you want the platform to generate alerts or notifications when significant sentiment shifts occur?</p> | <p>See #44 for examples of KPIS monitored in media coverage. UNICEF usually looks at its mentions in top-tier media and its brand associations (media share of voice) as an organization for (i) children's issues, (ii) children's issues & emergencies, and (iii) emergencies only.</p> |
| <p>26. Social Media Analytics:</p> <p>a. Should the platform track and highlight trending or viral posts related to UNICEF's work?</p> <p>b. Are there any existing UNICEF systems or databases that the social media analytics platform should integrate with for a holistic view of data?</p> <p>c. How will you measure the success and effectiveness of the social media analytics platform once implemented?</p> | <p>a. Yes, measures of trending/virality should be present.</p> <p>b. Please refer to the TORs, page 5 of Annex C</p> <p>c. Depends on campaign objectives/strategy. Examples of KPIs typically include mentions, engagement, reach.</p> |
| <p>27. Influencer Identification:</p> <p>a. How does UNICEF define "influencers," and are there specific criteria for identifying them through the platform?</p> | <p>a. Influencers can be defined as global knowledge leaders and respected specialists in their field of expertise who can speak to an existing or potential UNICEF audience with authority,</p> |

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| <p>b. Should the platform provide insights into the reach and impact of potential influencers?</p> | <p>credibility and inspiration while helping to strengthen UNICEF's brand recognition and support for UNICEF's work.</p> <p>b. Yes, if they meet parameters defines in (a) above.</p> |
| <p>28. Data Access and Integration:</p> <p>a. Can UNICEF specify the level of integration required with other digital platforms, beyond Google 360 and Google Analytics?</p> <p>b. Are there any specific data sources or APIs that the platform should integrate with for comprehensive monitoring?</p> | <p>a. Ability to facilitate data triangulation, could be related to including widgets from different tools in the same dashboard</p> <p>b. Nothing beyond what mentioned in the TOR</p> |
| <p>29. Historic Data Availability:</p> <p>a. Is there a specific timeframe within the one-year historic data requirement that the platform should cover (e.g., historical data for the past five years)?</p> <p>b. How should the platform handle and present historic data for analysis and reporting purposes?</p> | <p>a. UNICEF expects archival data to be available for the previous 12 months. Any longer duration is an advantage.</p> <p>b. Current reporting is on a quarterly basis and each quarterly report shows trends for the previous three quarters. Thus, we have a full view of the previous year.</p> |
| <p>30. Brand Protection Features:</p> <p>a. Could UNICEF provide more information on the types of brand protection features it expects, such as sentiment analysis, issue detection, or real-time brand listening?</p> <p>b. Are there specific thresholds or triggers that should activate brand protection alerts?</p> | <p>We are looking to monitor UNICEF mentions in relation to key issues and its brand, we will use the tool to set up alerts based on our existing best practices + emerging needs.</p> |
| <p>31. Capacity Building and Training:</p> <p>a. What is the expected duration and depth of training that UNICEF staff should receive to effectively use the monitoring tools and platforms?</p> <p>b. How does UNICEF envision ongoing training and knowledge transfer throughout the contract period?</p> | <p>a. Annex D with the costing, matrix clarifies our expectations on on-boarding training, ongoing training support (planned and ad hoc).</p> <p>b. UNICEF expects the service provider to train our staff to understand how they can use the solutions on their own and maximize benefits. There is no expectation for bidder to share copyrighted codes or detailed software development notes. UNICEF will remain a user and not a developer.</p> |
| <p>32. Compliance with Regulatory Frameworks:</p> <p>a. Could UNICEF provide details about the specific global regulatory frameworks governing social media data access and sharing that the service provider should comply with?</p> | <p>a. An example is the General Data Protection Regulation (GDPR) of the European Union, but there might be others that come up during the LTAS. Yet, others may be regional or national.</p> <p>b. Service provider should commit to comply with (existing and upcoming) global regulatory frameworks governing social media data access and sharing. No need to provide proof – signing</p> |

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| b. Is there a need for the service provider to demonstrate specific certifications or compliance measures? | a contract with these requirements is a show of commitment. Any consequences to violations will be the service provider's responsibility. |
| 33. Duration and Extension of the Contract: How long does UNICEF anticipate the initial contract duration to be, and what are the criteria for potential extensions? | The LTAS is the initial competitive screening process. Once a bidder is approved, the LTAS will be valid for 3 years with the possibility of a 1+1-year extension. One-year contracts will be drawn up and renewed upon satisfactory performance (as confirmed by UNICEF). |
| 34. Data Privacy and Security: a. What data privacy and security measures should the platform adhere to, especially when handling potentially sensitive data related to UNICEF's work and campaigns? | <p>a. Service provider should commit to comply with (existing and upcoming) global regulatory frameworks governing social media data access and sharing.</p> <p>b. Service provider must share potentially sensitive data related to UNICEF's work and campaigns. This is important for UNICEF to know and take appropriate action to preserve its brand and reputation (See also #33).</p> |
| 35. If relevant, where is the UNICEF central social listening team and/or primary users of the tool and reports based? Same question for campaign Monitoring Services. | See answer to Question #12 |
| 36. Are you able to estimate how many users will: <ul style="list-style-type: none"> • Have direct access to the tool • Receive alerts from the tool • Receive reports from the tool | <p>While the media relations team is around 12 people, only three or four would fully require use of the tool for daily jobs.</p> <p>Since the tool will likely be used by many UNICEF staff around the globe, you should expect the overall number to be bigger, but each office will manage its own access and contracts with the service provider.</p> |
| 37. How many unique user groups (with unique monitoring / alerting / reporting needs) do you expect? This, in addition to answers to the prior question will help us gauge the need/complexity for onboarding and training. | This LTAS is being managed by one group at the UNICEF Headquarters in New York. Other UNICEF Offices will use the same LTAS to create unique contracts for their specific needs. Terms and conditions will be finalized with the service provider. Current estimates show between 20 and 30 user offices (groups). See also #37 |
| 38. How many unique user groups (with unique monitoring / alerting / reporting needs) do you expect? This, in addition to answers to the prior question will help us gauge the need/complexity for onboarding and training. | See #38 above |
| 39. What is the expected familiarity of potential users with the platforms you are currently using? | <p>Basic navigation of the platform and interface.</p> <p>Since this is open market sourcing, any solution that meets the specifications of the TORs is acceptable, including new products on the market. Each bid will be assessed for its merits, and not necessarily benchmarked on current offerings.</p> |

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| 40. How are the teams handling the TRADITIONAL MEDIA MONITORING AND NEWS AGGREGATOR SERVICES and SOCIAL LISTENING, DIGITAL MONITORING AND ANALYTICS connected ? Are they using a single platform at the moment? Would having both categories within 1 platform be beneficial for UNICEF? | See #15 above |
| 41. Are you able to share any details regarding the approach / tools you use today for traditional media monitoring and social listening and the primary/priority challenges you'd be looking resolve / address in this new scope of work? | Regarding news outlets, we often find the media monitoring platform we currently use misses some of the large stories in the biggest outlets, requiring us to continue to research passed the media monitoring site. |
| 42. In Objectives on page 1 of the TOR, you state that the purpose of this program is to monitor stories and conversations that relate to UNICEF and its work on children's rights, to follow related stories and conversations in real time. Are you able to provide a sense for volume of topics / campaigns / issues you'd require, or provide a few examples of topics and issues you'd be interested in tracking? | The volume of topics/issues/campaigns can vary. UNICEF's media monitoring usually targets key United Nations events such as the UN General Assembly, World Children's Day, COP28 UN Climate Conference, Global Mental Health Summit, Humanitarian Appeal for Children, as examples. Furthermore, monitoring humanitarian situations is reactive. Key words and topics will be relevant to the emergency and UNICEF can provide specific guidance to limit or exclude "media noise" as much as possible. |
| 43. Do you have an existing measurement framework and/or priority KPIs you're tracking for media effectiveness and brand reputation? | Here are some of the KPIs we monitor for traditional media: <ul style="list-style-type: none"> - # of UNICEF mentions in top-tier media (1 mention) - # of UNICEF mentions in top-tier media (2+ mention) - # of UNICEF mentions in all media (1 mention) - # of UNICEF mentions in all media (2+ mention) - # of UNICEF mentions in broadcasts - UNICEF's percentage in share of voice (SOV): Children's Issues - UNICEF's percentage in SOV: Children's Issues and Emergencies - UNICEF's percentage in SOV: Emergencies For social media we monitor/track KPIs depending on campaign goals but this typically includes mentions, reach and engagement. |
| 44. What are your priority audiences for initiatives you're looking to measure? | Depends on the campaign objectives. Relevant audiences can include young people, parents, caregivers, health workers. |

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| 45. Do you have priority media lists you'd like to incorporate / focus on message performance within in key markets? | See answer to #1 |
| 46. In addition to the languages provided are there specific priority markets you'd expect traditional media coverage in? Can you provide top and secondary (and/or tertiary) priority markets? | UNICEF is a global organization. We do not have priority markets as would a company selling a product or service. We prioritize every child, anywhere. Obviously, media coverage will vary due to the focus and concentration of media outlets. As a finding, we would like to see our performance in donor countries relative to programme countries (mostly in the global south) but we do not prioritize regions for media monitoring. |
| 47. Would you be open to seeing digital only vs. additional inclusion of print and broadcast coverage for lower priority markets? | We don't rank or prioritize regions (what's referred to as 'markets' here). Our priority is children everywhere and UNICEF's work globally. The TORs specify two categories of service, 1) Traditional media monitoring & news aggregator services; 2) Social listening, digital monitoring and analytics. Bidders can bid for either category that suits their strengths or preferences or choose to bid for both. |
| 48. How much, if any, historical data would UNICEF require? | UNICEF expects all processed data, whatever the quantity, to be archived for reference for at least 12 months. Where necessary, these data may be used for trends analysis and series monitoring. |
| 49. Language capability needed for at least four of these six languages – English, French, Spanish, Russian, Chinese, and Arabic – and volume processing capability of 2 million mentions per month. What is the volume trend expectations for each of these 6 languages? | We don't have specific quotas per language. |
| 50. What are the desired hours of coverage for monitoring of (a) traditional media and (b) social media? | Day hours would be 24. For specific campaigns, launches or activations UNICEF may wish to monitor media trends after 1-2 weeks (with details for specific weekdays) or – months after the event comparing them to same period before an event such as World Children's Day. Other events, such as UNGA, take longer and are monitored over a longer period of time. |
| 51. What kind of data storage capacity is UNICEF looking for in its vendors to store original articles, content and data archives? Or would this be stored on UNICEF's own database which the vendor would be provided access to? | The solution proposed by the bidder should demonstrate archival capacity. This is an important that UNICEF is looking for (See also #50) |
| 52. Does UNICEF have an estimate on the number of resources to be deployed in each of the two projects? | If "resources" means financial budget, UNICEF is looking to get the best value for money. This work is extremely important to us, and the market situation will determine how much UNICEF needs to commit. |

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| 53. Is customer service and technical support desired only for traditional media services, or for social media services too? | This is required for both services - Service area 1 is traditional media and service area 2 is social media. |
| 54. What are the metrics (KPI / KRA) planned for the engagement? E.g., handling time, response time, occupancy, quality, schedule adherence etc. | If this question is related to digital social listening, we are looking for measures of social media engagement (likes, comments, shares etc.) |
| 55. What is the total number of login hours and break hours desired per resource? | The tool needs to be accessible 24/7. It is difficult to estimate actual usage because it can vary. |
| 56. Is there any expectation of peak volume staffing? If yes, what is the desired ramp-up percentage expected (10%, 25%, or 50%)? And how much lead time will the vendor have for ramping up staffing for peak volume staffing? | Not clear. Volume and capacity requirements for social listening solutions are specified in Annex D – Costing Matrix. |
| 57. We are also requesting that UNICEF: <ul style="list-style-type: none"> • Re-open and extend the deadline for receipt of questions from proposers to Thursday, 28 September. • Extend the proposal submission deadline to Tuesday, 10 October. | The bid submission deadline is extended from 03 October to 10 Oct 2023. |
| 58. The Mandatory Proposal Documents instructions in Annex C, Section 6 indicate that “financial proposals should be submitted using the template provided in Annex D and Annex E. However, no such Annexes D and E appear to be included in the solicitation. Could UNICEF please provide the missing documents? | UNICEF Supply Division to provide Annex D. It is the price proposal submission sheet indicating the specific lines to be costed. |
| 59. Should vendors bidding on both Category 1 and Category 2 submit a single Technical Proposal for both Categories? Or two separate Technical Proposals, one for each Category? | Each category will be evaluated separately, and there should be two proposals for two categories. However, the price proposal shall be one for both categories. |
| 60. If a single Technical Proposal for both Categories 1 and 2 is preferred, is it still limited to 3,000 words? Or would the limit be 6,000 words? | Each category will be evaluated separately. So, the limit for words is 3,000 for each category. Bidders are encouraged to use Appendix II to structure their technical proposals within the word limits. |
| 61. Given the 3,000-word limit on the Technical Proposal, in how much detail is UNICEF expecting Proposers to address the Specifications (on Pages 2-5 of Annex C) and Appendix IV, “Information Security” (on Pages 14-17 of Annex C)? Although Page 11 indicates that “the technical proposal should...address all criteria outlined in this LTAS,” addressing each specification bullet point by bullet point within 3,000 words is a significant challenge. | Appendix IV on “Information Security” is informational. It outlines UNICEF’s expectations. Bidders must complete (by box-checking in Appendix I whether they comply or not. If they do not comply, they should clearly indicate the areas of non-compliance. Appendix IV therefore has no impact on word count. Bidders are encouraged to use Appendix II to structure their technical proposals within the word limits. |

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| <p>62. How many users will be using Media Monitoring, Social Listening, and Analysis Solutions and where are they located? Could UNICEF please share a breakdown by country or region?</p> | <p>While the media relations team is around 12 people, only three or four would fully require use of the tool for daily jobs. While most of the colleagues are in the US, we have 2 colleagues that would also require access from Geneva. This is the specific requirement for the Headquarters team. For social listening, the number of users varies depending on the UNICEF Office, for HQ there are about 10 active users.</p> <p>Other UNICEF Offices globally may wish to draw up contracts as separate user groups with specific needs but drawing from the same solution. Currently, there are multiple UNICEF offices – across our 7 Regions worldwide – that use a social listening platform and may be interested in this solution.</p> |
| <p>63. Our team had a question regarding the scope of the initial project.</p> <p>a) Is the goal to potentially move and renew all regional and country offices to a new package structure upon completion of the RFP or is the focus solely the UNICEF HQ subscription?</p> <p>b) Alternatively, is there intent of migrating existing regional and country offices to the new packages over time?</p> <p>c) As the incumbent software provider, we thought this might be a valuable question as we prepare the financial proposal.</p> | <p>Note that we have broken down your question into parts.</p> <p>a) All current contracts will run their full course. The next set of contracts will be created based on the new LTAS. The new LTAS will be open for use by Headquarters, Regional and Country Offices.</p> <p>b) Yes, data migration is a requirement and part of the agreements signed for when contracts expire. If a current provider is selected in the LTAS, there will be no need for data migration. If a new provider is selected, current providers must submit UNICEF data to UNICEF.</p> <p>c) The RFPS process is UNICEF's chance to get into the market again for best value for money arrangements. It is also a competitive process that allows current and prospective (new) service providers to offer new solutions at competitive market rates. The process is designed to be transparent and fair to all bidders, whether existing, prospective, or new. If it happens that current service providers are selected and retained, then new terms and conditions come into effect.</p> |