



## Annex A -Terms of Reference Media Monitoring Services in Romania

### Background

The Office of the United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees.

In Romania, UNHCR works with the Government, central and local authorities, civil society, and media to help ensure that refugees' rights are respected, to foster the integration of refugees into their host societies and to raise public awareness on people forced to flee conflict and persecution.

Along with partners, UNHCR works to develop and strengthen the national asylum system, the integration program and to build more welcoming communities.

To this end, UNHCR regularly examines academic research and opinion poll results related to public attitudes towards refugees, asylum-seekers, and migrants, and towards their acceptance and integration. Latest opinion polls indicate a risk of deterioration of the public perception of refugees and migrants, trend that continues since the 2015 European refugee crisis.

Recently, both traditional and online media reflected an increasing number of hate and discriminatory speech incidents directed at refugees and migrants (including intolerant remarks, racist or derogatory expressions, incitement to violence, hostility, discrimination, and use of stereotypes). These trends play a significant role in shaping public opinions and attitudes, that may lead to a less welcoming society, hindering efforts for integration.

Given the current regional context placing migration and refugees high on political agenda and the general deterioration of attitude towards refugees, UNHCR is following the developments in Romania, including at social, economic, and political level. Media monitoring and analysis services are key tools to understand how forcibly displaced people are portrayed in media, and help identify interest and trends of media outlets, proving important insight for UNHCR communications.

### Objective

UNHCR Romania is seeking qualified companies to provide comprehensive, state-of-the-art media monitoring, social media listening and analysis services that will support UNHCR strategic communications efforts.

The purpose of the assignment is to provide ongoing knowledge base of media coverage and analysis of refugee, asylum issues, UNHCR and local and regional and national socio-political, economic developments with an impact on the refugee situation in Romania; to provide an early warning system for negative or developing important news coverage.

News media and social media can be powerful in conveying information about our efforts to a broad audience and undertaking advocacy and mobilization in support the refugee cause. The objective of monitoring UNHCR and displacement in the news helps us evaluate and measure presence, coverage, sentiments, towards UNHCR and displacement as well as the reach and impact of our advocacy efforts.

Regular media monitoring represents an excellent tool to assess the way UNHCR's work, and refugee issues are reflected in mass media. In addition, it helps to respond better to various media information needs when reporting about UNHCR activities or refugee rights issues, as well as to identify journalists interested in covering displacement issues.

UNHCR uses this information and media monitoring and analysis to communicate in a more strategic way about refugees and to work with partners (central and local authorities, corporate, private individuals) in a targeted manner.

The generated reports will be shared internally within UNHCR. The reports will be compiled daily, monthly, and annually.

The terms of the contract will be for two years and can be renewed for additional period of two years based on satisfactory performance and needs of the services.

## Tasks and deliverables

### Media monitoring and analysis

- **Provide daily media monitoring** covering national print newspapers, and magazines, main radio stations, national TV channels, web-based publications, and social media.

The monitoring should cover content with UNHCR mentions, displacement mentions, topics related to social, political economic and legislative developments that may impact UNHCR and refugees; tracking media response to UNHCR generated content (press releases, events, campaigns, etc).

Identify major developments related forced displacement and / or UNHCR, or coverage that reflects negatively on UNHCR itself and may have a negative impact on its image and/or credibility (such as United Nations related articles and news, other humanitarian crises that may or may not have displacement components, and / or political developments that relate to immigration or asylum policies and narratives).

*[To be submitted by email, before 9:30 am, Mon-Fri.]*

- ✓ *The report should be user friendly and provide relevant articles in a format that includes at least: headline (original and English translation), and a paragraph summarizing the main ideas (in English). Include data about related mentions (links, broadcast clips, print media clipping)*

The key words list will be provided by UNHCR.

The listing should be organised according to the following sections:

- 1.1. Romania/national issues. To include: UNHCR mentions; displacement mentions; other developments taking place within Romania (*i.e. activities, stories, etc taking place in Romania*)

1.2. International issues. To include UNHCR mentions; displacement mentions; other developments / news taking place outside Romania but reflected in the Romanian media (i.e. An issues such as increased border crossings in Sudan that is mentioned in the Romanian media, etc)

- **Provide a monthly analysis bulletin** (media monitoring and quantitative and qualitative analysis report) to specific emails, offering an overall view of the month (media agenda), identifying trends in coverage, developing stories, top UNHCR/displacement reports, no of mentions and publications by source and estimated reach.

The report should include sentiment/tone summary analysis (positive/negative/neutral). The indicator values should be compared to the ones during the previous month.

Focus on major developments related forced displacement and / or UNHCR, or coverage that reflects negatively on UNHCR itself and may have a negative impact on its image and/or credibility (such as “United Nations related articles and news, other humanitarian crises that may or may not have displacement components, and / or political developments that relate to immigration or asylum policies and narratives”).

Include analysis of the evolution, number of mentions and impact of the mentions, for the mapped topics, by source type - online media and social networks.

The information provided through monitoring should allow both identification of trends at macro level and extraction of granular information as one-off instances, context elements, etc (to support qualitative and quantitative analysis).

- **Provide bi-annual reports** (media monitoring and analysis) – structured like the monthly one, including an executive summary; to be submitted by 15 July and 15 January.
- **Provide an annual report** by 31 January on the previous year containing a quantitative and qualitative analysis of the coverage of the keywords and subjects and a comparative analysis of the coverage with the media landscape in Romania (information contextualized in the media landscape), including an executive summary.
- **Provide News Alerts** - Alert UNHCR about any negative and/or important mention of the organization or quote attributed to the organization appearing in the media and social media, as soon as possible. *[Immediate reporting by telephone and/or email whenever negative or important coverage appears]*
- **Provide special Media Scans** - Upon request, track media coverage for specific issues to monitor the effectiveness of campaigns or media outreach activities or to follow coverage of issues (i.e. coverage of UNHCR campaigns such as World Refugee Day, key events by UNHCR, etc). *[Upon request by UNHCR.]*

## Social Media listening and analysis

- **Provide weekly and monthly social media monitoring and analysis based on** online and social media listening to identify conversations about the brand, UNHCR, relevant stakeholders, and topics (including MDH - Misinformation Disinformation Hate). More elements for the analysis, below.

The listing should be organised according to the following sections:

#### Social media

2.1. Romania/ national issues reflected in the online/ social media conversations (ie. conversations about refugees in Romania, accommodation, social protection, attitudes, etc)

2.2. International issues reflected in the online/social media conversations (i.e. conversations about the war in Ukraine, situation in Afghanistan, refugees in Europe, etc)

Include analysis of the evolution, number of mentions and impact of the mentions, for the mapped topics, by source type - online media and social networks.

The information provided through monitoring should allow both identification of trends at macro level and extraction of granular information as one-off instances, context elements, etc (to support qualitative and quantitative analysis).

The social media analysis should include statistics on the number of appearances, the rate of appearances, as well as automatic text analysis (NLP) algorithms using ML and AI - keywords, hashtags, emojis, content type of posts or articles (categories) etc.

Analysis of peak moments as well as content with the highest impact. (Top 5)

Identification of the main influencers in online media and social networks, which distribute content subsumable to the assumed theme.

Comparison of data with online search impact data - derived from searches to assess the impact of the appearance of mentions.

- **Provide bi-annual media quantitative and qualitative analysis reports** – should consolidate the monthly reports to capture and analyse trends and evolution of the topics, following the general structure of the monthly report and including an executive summary. Submission dates: 15 July and 15 January.
- **Provide an annual media quantitative and qualitative analysis report** on the previous year containing a quantitative and qualitative analysis of the coverage of the keywords and subjects and a comparative analysis of the coverage with the media landscape in Romania (information contextualized in the media landscape), including an executive summary. Submission dates: 15 July and 15 January.
- **Provide News Alerts** - Alert UNHCR about any negative and/or important mention of the organization or quote attributed to the organization appearing in the media and social media, as soon as possible. *[Immediate reporting by telephone and/or email whenever negative or important coverage appears]*
- **Provide special Media Scans** - Upon request, track media coverage for specific issues to monitor the effectiveness of campaigns or media outreach activities or to follow coverage of issues (i.e. coverage of UNHCR campaigns such as World Refugee Day, key events by UNHCR, etc). *[Upon request by UNHCR.]*

## Strategic Analysis

- Provide ad hoc analysis report upon request, to cover specific topics i.e. impact of national – international developments on refugees. The analysis should provide a better understanding of the environment and its implications and feed into the strategic planning of the office.

### Some points to consider for the analysis both for media and social media.

- ✓ Include analysis of the evolution, number of mentions and impact of the mentions, for the mapped topics, by source type - online media and social networks.
- ✓ The information provided through monitoring should allow both identification of trends at macro level and extraction of granular information as one-off instances, context elements, etc (to support qualitative and quantitative analysis).
- ✓ The social media analysis should include statistics on the number of appearances, the rate of appearances, as well as automatic text analysis (NLP) algorithms using ML and AI - sentiment, keywords, hashtags, emojis, content type of posts or articles (categories) etc.
- ✓ Analysis of peak moments as well as content with the highest impact. (Top 5)
- ✓ Identification of the main influencers in online media and social networks, which distribute content subsumable to the assumed theme.
- ✓ Comparison of data with online search impact data - derived from searches to assess the impact of the appearance of mentions.

## Social Media listening and analysis

- **Provide weekly and monthly social media monitoring and analysis** based on online and social media listening to identify conversations about the brand, UNHCR, relevant stakeholders, and topics (including MDH - Misinformation Disinformation Hate). More elements for the analysis, below.

The listing should be organised according to the following sections:

### Social media

- 2.1. Romania/ national issues reflected in the online/ social media conversations (i.e. conversations about refugees in Romania, accommodation, social protection, attitudes, etc)
- 2.2. International issues reflected in the online/social media conversations (i.e. conversations about the war in Ukraine, situation in Afghanistan, refugees in Europe, etc)

Include analysis of the evolution, number of mentions and impact of the mentions, for the mapped topics, by source type - online media and social networks.

The information provided through monitoring should allow both identification of trends at macro level and extraction of granular information as one-off instances, context elements, etc (to support qualitative and quantitative analysis).

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<i>Type of report / Frequency</i>	<i>Daily</i>	<i>Weekly</i>	<i>Monthly</i>	<i>Bi-annual</i>	<i>Annual</i>	<i>Ad-hoc</i>
<i>Media monitoring report</i>	x					
<i>Media analysis quantitative and qualitative report</i>		x	x	x	x	
<i>Social media listening and analysis report</i>		x	x	x	x	x
<i>News alerts</i>						x
<i>Media scans (special reports)</i>						x
Strategic analytical report						x

#### **Company Qualifications and Responsibilities:**

- Proven business experience of at least 10 years in media monitoring, social media listening, analysis, and reporting.
- Work experience with renown companies; experience with any agency of the United Nations (desirable).
- Software capacity to monitor and analyse data from national media (newspapers, TV, radio), online media and relevant social media channels.
- Strong awareness of social media communication behaviour in developing regions/countries
- Bidder must have registered company to conduct business and provide copy of business incorporation.
- The contractor will be responsible for providing appropriate staffing and oversight for the efficient completion of the services
- The contractor has human resources capacity to deliver results reliably and respond quickly to requests.
- Provide sample news coverage report of articles mentioning and/ or quoting UNHCR and UNHCR spokespeople published over the course of one week organized into an optimal, easy-to-read format, prioritizing top stories from top tier media at national level and around the world.
- Experience with media monitoring and social listening in Romania and / or Eastern European context.
- Knowledge of Romania language is mandatory.

## Technical evaluation criteria (70 points)

- Sample reports (40 Points with a minimum passing score of 20 points) as follows:
  - Media monitoring report
  - Media analysis quantitative and qualitative report
  - Social media listening and analysis report
  - Strategic analytical report

Keywords for the first three test reports are (refugees, migrants, asylum, temporary protection, world refugee day, UNHCR, UN refugee agency) for the period of 10-23 June 2024. Separate reports should be submitted for each topic.

The test Strategic analytical report should present the potential impact of the national electoral campaign for local and European elections on refugees in Romania.

A minimum passing score for this sub criteria "sample reports" is 20 points, proposals which scores below 20 points will be considered technically not compliant.

- Infrastructure and human resources 10 points
  - You should submit the team who will be supporting UNHCR for this service and the relevant experience of the key persons.
  - You are also requested to submit the relevant systems and/or software that you will be using to provide the service.
- Previous experience in providing social media listening, monitoring and analysis 10 points.
- Previous experience in providing strategic analytical reports based on media content 5 points.
- Previous experience in working with UN and/or international organisations 5 points.

The cut-off points for submissions to be considered technically-compliant will be **42 points of the total available technical score (70 points), additionally minimum pass score of 20 points for the reports is requested to be considered technically compliant.**

## General conditions: procedures and logistics

Contractor will work outside UNHCR premises, except for convened meetings.

## Timeframe and duration of the assignment

UNHCR reserves the right to select all or part of your offer. The selected contractor will work under a Service Contract for an initial period of two years, starting immediately after the selection process, with possibility of extension for two additional years based on satisfactory performance.

The first two/one month(s) will be considered as probation period to allow UNHCR to evaluate and confirm the level of service.

## Monitoring and evaluation of the assignment

The contractor will work in close cooperation with the UNHCR Public Information/ Communications Unit.