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Tender

## **Social media management system**

General Medical Council (GMC)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-009025

Procurement identifier (OCID): ocds-h6vhtk-04ec3e

Published 12 March 2025, 2:50pm

## **Scope**

## **Reference**

GMC2124

## **Description**

The purpose of this tender is to procure a system that will help us from September 2025 with:

- scheduling, creating and publishing content on social media platforms

- carrying out social listening to help us better understand the experiences and perceptions of our audiences (by identifying conversations involving the GMC, our regulatory functions and services, as well as key issues in the healthcare environment which are affecting the needs and interests of our audiences)

- evaluating the performance of the social media content that we publish and analysing the conversations we discover through social listening to help us identify insights about our

audiences and learning opportunities for our organisation.

### **Total value (estimated)**

- £200,000 excluding VAT
- £250,000 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 30 June 2025 to 29 June 2028
- Possible extension to 29 June 2030
- 5 years

Description of possible extension:

Extensions to be awarded based on strategic decisions and supplier performance

### **Main procurement category**

Services

### **CPV classifications**

- 72400000 - Internet services

## **Contract locations**

- UK - United Kingdom

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## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Enquiry deadline**

28 March 2025, 11:59pm

### **Tender submission deadline**

9 April 2025, 12:00pm

### **Submission address and any special instructions**

[www.mytenders.co.uk](http://www.mytenders.co.uk)

**Tenders may be submitted electronically**

Yes

**Languages that may be used for submission**

English

**Award decision date (estimated)**

22 May 2025

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**Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
System capability	System capability	Quality	45.50%
price	Price	Price	22.50%
Social Value	Social Value	Quality	10.00%
Account management	Account management	Quality	9.75%
Implementation proposal	Implementation proposal	Quality	9.75%
Terms and conditions	Terms and conditions	Quality	2.50%

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**Other information**

## **Applicable trade agreements**

- Government Procurement Agreement (GPA)

## **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Open procedure

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## **Documents**

### **Associated tender documents**

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=592419](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592419)

Invitation to Tender

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=592421](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592421)

Terms and Conditions

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=592422](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592422)

GMC Raising concerns policy

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=592425](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592425)

Annex A - Detailed requirements

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=592502](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=592502)

Security Questionnaire

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**Contracting authority**

**General Medical Council (GMC)**

- Charity Commission (England and Wales): 1089278

3 Hardman Street

Manchester

M3 3AW

United Kingdom

Contact name: Gordon Duffus

Email: [gmctenders@gmc-uk.org](mailto:gmctenders@gmc-uk.org)

Website: <http://www.gmc-uk.org>

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government