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Tender

Social Media Monitoring Platform

Scottish Qualifications Authority

F02: Contract notice

Notice identifier: 2025/S 000-011869

Procurement identifier (OCID): ocds-h6vhtk-04fa4f

Published 28 March 2025, 4:42pm

Section I: Contracting authority

I.1) Name and addresses

Scottish Qualifications Authority

Lowden, 24 Wester Shawfair, Dalkeith

Midlothian

EH22 1FD

Contact

Elizabeth Cunningham

Email

procurement@sqa.org.uk

Telephone

+44 03452136720

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.sqa.org.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00386

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publiccontractsscotland.gov.uk/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://www.publiccontractsscotland.gov.uk/>

I.4) Type of the contracting authority

Other type

NDBP

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Social Media Monitoring Platform

Reference number

SQA2515

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of services to deliver Social Media Monitoring Platform

II.1.5) Estimated total value

Value excluding VAT: £60,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79315000 - Social research services

II.2.3) Place of performance

NUTS codes

- UKM73 - East Lothian and Midlothian
- UKM82 - Glasgow City

Main site or place of performance

Glasgow

II.2.4) Description of the procurement

The purpose of this tender is to identify a vendor who can provide a social media monitoring platform to our organisation. The tender remit covers Facebook, X, Instagram and LinkedIn, as well as WhatsApp for customer service functions. Bluesky, Snapchat and TikTok functionality is desired by not essential.

Our new social media monitoring platform should be capable of monitoring social media platforms, identifying mentions of our organisation, our products or services, and relevant keywords, as well as enabling us to engage with our audience and respond to their queries. It should also provide real-time analytics and insights, as well as in-depth report generating capabilities.

II.2.5) Award criteria

Quality criterion - Name: Evidence of ability to meet requirements relating to social listening (requirements 1-5) / Weighting: 20

Quality criterion - Name: Evidence of ability of meet requirements of content generation and customer engagement (requirements 6 and 9) / Weighting: 20

Quality criterion - Name: Evidence of ability of meet other noted requirements / Weighting: 10

Quality criterion - Name: Provide information covering all proposal requirements / Weighting: 5

Quality criterion - Name: Evidence of value-added services / Weighting: 5

Price - Weighting: 40

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

30 June 2025

End date

29 June 2027

This contract is subject to renewal

Yes

Description of renewals

12 month extension

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.12) Information about electronic catalogues

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

18 April 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 24 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

18 April 2025

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=794664.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:794664)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=794664

VI.4) Procedures for review

VI.4.1) Review body

Scottish Courts

27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>