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Contract

Social Media Monitoring Platform

Scottish Qualifications Authority

F03: Contract award notice

Notice identifier: 2025/S 000-028872

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

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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.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.1.6) 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.2.11) Information about options

Options: No

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.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-011869](#)

Section V. Award of contract

Contract No

SQA2515

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI. Complementary information

VI.3) Additional information

(SC Ref:800324)

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>