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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

Published 30 May 2025, 3:28pm

### **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](mailto: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](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

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**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

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## **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](#)

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## **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)

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## **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>