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Tender

## **ITT for the Provision of Social Media Management Tool**

Energy Saving Trust Ltd

F02: Contract notice

Notice identifier: 2025/S 000-059729

Procurement identifier (OCID): ocds-h6vhtk-05a232

Published 25 September 2025, 2:14pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Energy Saving Trust Ltd

223-231 Pentonville Road

London

N1 9NG.

#### **Contact**

David Angelini

#### **Email**

[david.angelini@est.org.uk](mailto:david.angelini@est.org.uk)

#### **Telephone**

+44 1315557900

#### **Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA14923](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA14923)

**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

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

**I.4) Type of the contracting authority**

Other type

Not for Profit

**I.5) Main activity**

Environment

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ITT for the Provision of Social Media Management Tool

#### **II.1.2) Main CPV code**

- 48000000 - Software package and information systems

#### **II.1.3) Type of contract**

Supplies

#### **II.1.4) Short description**

Energy Saving Trust owns over 38 social media accounts across various channels. To manage all the accounts effectively, we need a powerful social media management tool. As our social media presence continues to grow, we would like to evaluate the tools available in the market and select the best tool that is in line with our budget and can empower us to achieve our marketing goals.

#### **II.1.5) Estimated total value**

Value excluding VAT: £22,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 48000000 - Software package and information systems
- 48500000 - Communication and multimedia software package
- 48520000 - Multimedia software package

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

Energy Saving Trust owns 42 social media accounts across various channels. To manage all the accounts effectively, we need a powerful social media management tool. As our social media presence continues to grow, we would like to evaluate tools available in the market and select the best tool that is in line with our budget and can empower us to achieve our marketing goals. Please refer to below for requirements.

##### Role of the Contractor

Provide all of the “essential” requirements and any or all of the “value-added” of the social media management tool requirements and specifications listed in the ITT:

##### Scheduling:

###### Essential

- Simple scheduling process (including multimedia posts)
- Scheduling across multiple platforms (including story scheduling)
- Reel scheduling with Instagram grid option
- Filing posts by campaign
- Post preview
- Save as drafts
- Repost evergreen content
- Content approvals
- Accept multiple image/video formats
- Add alt text

##### Reporting:

###### Essential

- Overview of paid and organic post-performance across platforms

- Engagement metrics: likes, shares, comments, saves, reactions
- Reach and impressions tracking (paid vs. organic)
- Follower growth over time
- Click-through rates (CTR) for links in posts
- Video views and watch time
- Campaign-level performance reporting
- Platform-specific breakdowns
- Exportable reports (e.g., PDF, CSV)
- Custom date range selection
- Top-performing content identification
- Audience demographics overview
- Paid media spend and ROI tracking
- Cost-per-click (CPC), cost-per-impression (CPM), and conversion metrics

#### Value added

Provides clear insights into both paid and organic performance. Helping teams access quick reporting tools to make informed decisions on campaign activity.

#### Social listening and brand mentions

##### Essential

- Real-time monitoring of brand mentions across platforms
- Sentiment analysis of audience conversations
- Keyword and hashtag tracking
- Competitor mention tracking
- Influencer and media coverage alerts

- In-depth reporting for posts and inbox messages
- Campaign-level analytics

#### Social community management and engagement:

##### Essential

- Ability to respond to inbox messages and comments across platforms (Facebook, Instagram, LinkedIn, Twitter/X, YouTube, TikTok, BlueSky)
- Unified inbox for monitoring comments, mentions, and messages
- Reporting on number of messages responded to
- Assign messages to specific team members or platform users
- Forward messages and comments via email
- View full message history from users
- Add and manage customisable tags for message categorisation

#### Governance and Team Management:

##### Essential

- Granular control over user access and permissions
- Ability to assign roles based on responsibilities (e.g. content creator, approver, analyst)
- Audit trail of user activity for accountability (e.g. compliance and audit)
- Centralised management of social media accounts
- Ability to manage multiple teams or departments within the platform
- Customisable workflows for approvals and publishing

#### Customer support and training:

##### Essential

- Availability of customer support for troubleshooting and assistance

- Access to training materials and resources (tutorials, user guides, FAQs)
- Onboarding sessions or training programs provided by the vendor
- Dedicated account manager for ongoing support and queries

## IT security and GDPR

### Essential

- Server infrastructure must comply with UK GDPR requirements
- Data must be stored and processed securely within approved jurisdictions
- Platform must support secure user authentication and access controls
- Ability to archive and retrieve communications for compliance purposes
- Clear data handling policies aligned with FCA and ICO expectations
- Support for data subject access requests (DSARs) and deletion requests
- ISO/IEC 27001 certification or SOC2.

### **II.2.5) Award criteria**

Quality criterion - Name: Technical Expertise / Weighting: 55%

Quality criterion - Name: Sustainability / Weighting: 10%

Quality criterion - Name: Community benefits / Weighting: 5%

Price - Weighting: 20%

### **II.2.6) Estimated value**

Value excluding VAT: £22,000

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

Start date

6 April 2026

End date

31 March 2027

This contract is subject to renewal

Yes

Description of renewals

Possibility of a further two extensions of 12 months each

**II.2.10) Information about variants**

Variants will be accepted: No

**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: No

### **IV.2) Administrative information**

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

Date

31 October 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**

Tender must be valid until: 31 October 2025

#### **IV.2.7) Conditions for opening of tenders**

Date

31 October 2025

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Please refer to the ITT and PSQ documents attached to this notice.

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=811264](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=811264).

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](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:811264)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court and Justice of the Peace Court

Saughton House, Broomhouse Drive

Edinburgh

Country

United Kingdom