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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

Telephone

+44 1315557900

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

www.energysavingtrust.org.uk

Buyer's address

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publiccontractsscotland.gov.uk

I.4) Type of the contracting authority

Other type

Not for Profit

I.5) Main activity

Environment

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

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.

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: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