

UoS/DH/24/25/QTR4/Social Media Management Tool

Provision and Renewal of a Social Media Management Platform

University of Salford

1. Overview

The University of Salford invites suitably qualified and experienced suppliers to submit quotations for the provision and renewal of a Social Media Management Platform. The intended contract will be for an initial term of one (1) year, with the potential for further extension subject to performance and budget availability.

2. Scope of Requirements

The successful supplier shall provide a comprehensive solution that meets the following minimum functional requirements:

- User Access: Support for approximately 80–100 individual users.
- Content Management: Capability to create and schedule posts across multiple social media platforms.
- Community Management: Tools to manage and respond to community interactions across platforms.
- Social Listening: Real-time monitoring and analysis of public social media content.
- Engagement Tools: Facilities to boost engagement and manage campaigns.
- Analytics and Reporting: In-depth performance metrics and analytics for continuous improvement.

3. Contract Term

- Duration: 12 months (initial contract)
- Commencement Date: September 2025

4. Submission Requirements

Interested suppliers are required to submit a full cost proposal inclusive of licensing, onboarding, support, and any additional fees. All pricing must be valid for a minimum of 90 days from the closing date of this quotation exercise.

5. Evaluation Criteria

Quotations will be evaluated on the basis of:

- Compliance with functional requirements
- Value for money
- Technical capability and user support
- Supplier track record and references