



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

REQUEST FOR QUOTATION (RFQ) - NATIONAL AND INTERNATIONAL MEDIA MONITORING AND ENGAGEMENT PLATFORM

1. Background

Statistics South Africa (Stats SA) utilises traditional and social media platforms to disseminate information and promote its work. Due to the immediacy and reach of these platforms, continuous monitoring is required to manage organisational reputation, analyse media coverage, and generate insights.

Stats SA invites quotations from suitably qualified service providers for the provision of a national and international media monitoring and engagement platform. *Note: Stats SA manages its own media accounts and does not require media management or content posting services.*

2. Scope of Services

The service provider must provide a platform that enables Stats SA to:

- Monitor and analyse print, digital, broadcast and social media coverage;
- Analyse tone, sentiment and reach;
- Identify negative or high-risk coverage timeously;
- Generate regular media and social media reports;
- Archive and retrieve media mentions efficiently;
- Post content across multiple social media accounts from a single platform; and
- Engage with users from within a single platform, without having to visit the native social media platform

Coverage must include national and international media, including English and non-English language content.

3. User and Licensing Requirements

Minimum 10 simultaneous users, with varying access levels;
Minimum 5 licences for traditional media monitoring;
Minimum 5 licences for social media monitoring;

4. Technical and Functional Specifications

4.1 Traditional Media Monitoring (Print, Digital and Broadcast) The Platform must provide:

- Unlimited digital access to national and international media content, including subscription-only sources; must include access to community media (print, radio and TV)
- AI features (sentiment analysis, theme detection), "Google-like" ad-hoc search, and real-time dashboarding.
- Digitised access to print, digital and broadcast content for monitoring and analysis;
- Web-based access from any location;

- Full compliance with copyright legislation (Copyright Act 1978 and amendments);
- Archiving and retrieval of all Stats SA mentions for the contract period;
- Access to at least 180 days of historical content;
- In-platform tools to email and internally share content;
- Ability to translate non-English media content into English.
- Ability to compute and report on the estimated advertising value equivalence on a real time, monthly and annual basis.
- Usable and exportable information (Excel or CSV)

Bidders are required to comply fully with all the requirements outlined in the Technical and Functional Specifications. Failure to comply with any of the above-mentioned requirements shall render the bid non-responsive.

4.2 Social Media Monitoring and Engagement The platform must provide:

- Monitoring of all major social media platforms, blogs, vlogs and online comment sections;
- Measurement of conversation activity, reach, sentiment, growth and platform usage;
- Identification and tracking of influential users;
- Comparison between traditional and social media activity;
- Benchmarking against similar organisations;
- In-platform tools to schedule and publish content;
- Monthly social media performance reporting;
- Translation of non-English content into English.
- Real-time monitoring, measuring and alerts of activity on all online, social media and broadcast platforms both in South Africa and abroad.
- Usable and exportable information (Excel or CSV)
- In-platform function allowing direct engagement with users
- In-platform function to assign and delegate tasks to team members

5. Reporting Requirements

The reports must include:

- Monthly and quarterly media analysis reports, including tone, sentiment, reach and key outlets;
- Monthly social media performance reports; Sample reports to be submitted with the quotation.

6. Platform Capabilities

The solution must include:

- Unlimited keyword searches;
- Ability for Stats SA users to add and amend keywords independently;
- Real-time monitoring and alerts;
- Customisable email alerts (immediate, daily, etc.);
- In-platform assignment and content sharing functionality;
- Single integrated platform with customisable and user-friendly interface;
- Mobile application for Android and iOS;

Bidders are required to comply fully with all the requirements outlined in the Technical and Functional Specifications. Failure to comply with any of the above-mentioned requirements shall render the bid non-responsive.

7. Proof of Concept (If Required)

Stats SA reserves the right to request shortlisted suppliers to provide temporary platform access for a limited number of users for evaluation purposes.

8. Pricing Information

Quotations must clearly indicate:

- Cost per licence for traditional media monitoring;
- Cost per licence for social media monitoring;
- Any once-off setup or training fees (if applicable);

9. Evaluation criteria

This RQF will be evaluated in three stages as follows:

1. Technical specification
2. Price and preferential points

Stage 1: Technical specification

The service provider must:

- Have at least three (3) years' proven experience providing media monitoring platforms; Submit at least three references in a client letter head indicating the scope of work delivered. Reference letters need to be signed off.
- Provide the core monitoring platforms directly (no outsourcing);
- Appoint a dedicated account manager based in South Africa;
- Provide initial user training and ongoing support, Provide training plan
- Provide at least three (3) client references, preferably including a public sector organisation. Submit at least three references in a client letter head indicating the scope of work delivered. Reference letters need to be signed off

Stage 2: Price and Preference will be evaluated as follows:

Price = 80

Preferential points = 20 as follows:

The specific goals allocated points in terms of this bid	Number of points allocated (80/20 system)
1.Race (Black)	10
2. Women	5
3. Disabled	2
4. Youth (below 35 years)	3

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