



stats sa

Department:
Statistics South Africa
REPUBLIC OF SOUTH AFRICA

REQUEST FOR QUOTATION (RFQ) – SOCIAL MEDIA MONITORING AND ENGAGEMENT PLATFORM FOR 12 MONTHS

1. Background

Statistics South Africa (Stats SA) utilises 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 social 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 social media coverage;
- Analyse tone, sentiment and reach;
- Identify negative or high-risk coverage timeously;
- Generate regular social media reports;
- 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 the following platforms: X (Twitter), Facebook, YouTube, LinkedIn, TikTok and Instagram.

3. User and Licensing Requirements

Minimum 5 licences for social media monitoring.

4. Technical and Functional Specifications: 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 functionality to schedule posts across multiple social media platforms
- In-platform function to assign and delegate tasks to team members as well as manage team performance.
- The platform must support multiple user roles with configurable permissions.

5. Reporting Requirements

The reports must include:

- Monthly social media performance reports, including tone, sentiment, reach, number of followers. 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;
- In-platform assignment and content sharing functionality;
- Single integrated platform with customisable and user-friendly interface;

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. Demonstration (If Required)

Stats SA reserves the right to request shortlisted suppliers to provide a demonstration of the platform's functionality for evaluation purposes.

8. Pricing Information

Quotations must clearly indicate:

- 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. Demonstration (if required)
3. Price and preferential points

Stage 1: Technical specification

The service provider must:

- Have at least five (5) years' proven experience providing social media monitoring platforms
- 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
- 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

The platform must be able to deliver all the required technical and functional specifications as outlined above.

Stage 2: Demonstration (if required)

Stats SA reserves the right to request shortlisted suppliers to demonstrate the functionality of the platform for evaluation purposes.

Stage 3: Price and Preference

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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