Procurement and Contracting Services

Request for Proposals for Social Media Management Software Services

ADDENDUM #1

Please mark all proposal submission Envelopes with the following information

Sealed RFP # L192202
Due on September 7, 2021 no later than 2:00 PM, MST
The following questions were received prior to the close of the Technical Question period on August 27, 2021 at 12:00 PM MST:

1. How many pages will you be managing through the platform? Is this a solution for the main University's Facebook, Instagram, Twitter, LinkedIn, and YouTube handles only (5 profiles), or is this going to be a campus-wide solution for all departments/faculties (250-300 profiles)?

   **We will be managing nine profiles at this time - the main University’s Facebook, Instagram, Twitter, LinkedIn, and YouTube, as well as University Admissions’ Facebook and two Instagram profiles (Admissions and Life@).**

2. How many competitor profiles would you need to be attached to the account (ie. if Arizona State University was a competitor that you wanted to benchmark your social efforts against, then their FB, TW, YT, and IG pages would count as 4 profiles)

   **We are currently looking at 15 competitors, each with 4 profiles for a total of 60 additional profiles.**

3. For listening, are you concerned with listening on the main social channels (ie. TW, FB, IG, YT) or would you like to also listen for review sites, blogs, online news content, etc.? How many listening results do you anticipate you will be pulling in each month with the search queries you hope to have set up? (we start at 25,000 mentions/month, but we can go far beyond that if needed)

   **We are primarily concerned with listening on the main social channels as noted, however listening options for other channels would be of interest if available. According to our current social media platform, we appear to use about 131,300 mentions per month at a minimum, although occasionally we see significant spikes which may be unpredictable.**

4. Would you need any chatbots set up for support in the community management/social customer care module?

   **Depending on cost this functionality may be considered but we do not believe this to be necessary.**

5. Will your team need any features such as SSO, Salesforce Integration for case creation, access to the reporting API to report through a BI tool such as Tableau, Power BI, etc.?

   **Salesforce Integration may be useful in specific circumstances and we’d like to know if this is available.. SSO integration is not necessary at current scale, but would be interested in knowing if it is an option. Tableau and other integrations are nice-to-have but not necessary.**
6. What teams/departments will be involved in the selected platform?

The three departments comprising the Marketing & Communications central division (Marketing, Communications, and Campus Brand Engagement) will be involved.

7. In terms of collaboration, is there a need for some teams to collaborate, and others to retain autonomous workflows?

At this time, all involved teams will collaborate. Ability to retain autonomous workflows is not necessary at this time, but if the product can provide this functionality, we would be interested in learning about the details.

8. What are the main roles of the users involved? (Social media managers, analysts, student workers, PR team, etc.)

Team roles involve Social Media Manager(s) who manage the accounts and publish, Social Media Analyst(s) who review and report data, and student workers, who perform multiple tasks including gathering content.

9. How does the university currently collaborate on content and engagement for social channels, if at all?

The University has merged Marketing and Communications functions with aspects of Admissions in order to promote synergistic content creation across media channels.

10. How does the university currently conduct training for new software?

The University relies on vendor partners to assist in providing training material and will augment as necessary for specific circumstances.

11. VPAT can be submitted. The correlating sections in the RFP is 5.7, are you asking us to answer those questions directly in the excel?

Correct. We are asking vendors to submit at VPAT if available and answer the additional questions in the Excel matrix.

12. The way pricing is requested in the RFP does not allow us to reflect the previous proposal given. Can we resubmit an old proposal in lieu of pricing doc? Or how would you recommend we reconcile.

Vendors should fill out the pricing sheet as requested. If the pricing provided to the University is still valid, you can fill in the spreadsheet with
the referenced pricing. Please keep in mind that there are pricing validity requirements in the RFP.

13. Can you elaborate on “Is an enterprise site license available?”

The University is interested in understanding all license offerings in order to find a solution that will meet our specific needs.

14. Our legal department wanted to clarify section 4 of the RFP and reserve the right to negotiate the terms in good faith at a later stage.

The University will negotiate, in good faith, on any exceptions submitted to the terms and conditions in the RFP and/or vendor terms and conditions upon award. Additionally, the University expressly rejects any required blanket acceptance of vendor terms and conditions as a condition of proposal acceptance.

End of addendum, all else remains the same.