Request for Proposals for Social Media Enterprise Software to Support Social Media Activities

Introduction
Johns Hopkins Center for Communication Programs (CCP) is an academic center affiliated with Johns Hopkins Bloomberg School of Public Health and works in over 30 countries using social and behavior change communication to promote healthy behaviors, addressing a variety of health concerns. CCP is seeking social media enterprise software to manage social media activities, including reporting on the Breakthrough ACTION project.

Background
Breakthrough ACTION is a five-year United States Agency for International Development (USAID) funded social and behavior change project led by CCP. Breakthrough ACTION seeks to use social media software to gain greater formative insights from the vast amount of user-generated content available across social media platforms, and ultimately allow for the development of more tailored and effective social and behavior change messages and campaigns.

Currently, Breakthrough ACTION teams around the world are using social media to identify and respond to rumors and misinformation around specific topics, such as COVID-19. Most teams are using native social media platforms or individual tools to conduct their social media work; however, this often creates inconsistencies in programmatic practices and in turn, inconsistencies in how social media work is monitored and measured. Because of internal and external reporting needs, CCP seeks a more efficient and consistent way to measure the metrics of work being carried out on social media.

General Scope of Work
The social media software should include tools for social media management, reporting and analytics, and social listening, and be set up as an enterprise system with the ability for different teams to have different levels of access. For example, a country team would have access to their accounts, while a super administrator at CCP headquarters would see the activity for the team and other teams on the account.

CCP is seeking to enter into an agreement with a software vendor that can satisfy the following feature requirements:

Administrative permissions
The enterprise system will be managed by a single CCP project manager who will maintain all administrative and super-user level controls and view all activity across the enterprise. A total of 5 project teams will be part of the initial onboarding for the enterprise system. Each project will consist of at least 3 users who will require varying levels of access for their project “space” on the platform. In total, we will require at least 20-25 user seats for the platform, with access to both social media management software and social listening software.

Social media management
CCP is looking for social media management software functionality that includes the following:

- Drafting, scheduling and posting content to social media platforms, including Facebook, Twitter, and Instagram, for 5 teams
- A social media content calendar that can be viewed at individual project level by a specific team, or at an enterprise level
- Identification of optimal send times for posts, dependent on target audience (age, gender, and location)
• Label or tagging system to organize content for easy selection/disaggregation for metric analysis
• Automated link tracking to understand social traffic
• Permission management for multiple teams and individuals, including assigning content creators and approvers for posts on different platforms within a team
• Tools to identify relevant influencer accounts on different social media platforms to promote or disseminate content
• **Optional:** Paid promotion tools for Facebook, Twitter and Instagram within the enterprise system, including the ability to compare metrics for paid content versus organic content

**Reporting and analytics**

The software should also include reporting and analytics available at the enterprise level, as well as each individual project. Specifically, it should include:

• Reporting on metrics/analytics on all owned accounts, to include post reach, page reach, post engagement, as well as other custom metrics
• Benchmarking module or features that allows for reports on metrics/analytics on non-owned accounts where Breakthrough ACTION content is reported, including metrics/analytics such as post reach and post engagement
• Tools to build custom dashboards for each Breakthrough ACTION project and across the enterprise account that can be accessed by CCP staff, as well as viewable by external stakeholders and partners
• Integration with data visualization platforms such as PowerBI or Tableau for project output visualization
• Tools to build custom reports and presentations that can be exported or delivered automatically to specified email address
• Tools to monitor influencer account activity, including dashboards/reports on specific influencer activity metrics
• Tools to create and define custom metrics for dashboards and reports
• **Optional:** Access to analytics for paid content on Facebook, Instagram, Twitter and LinkedIn

**Social listening**

Each team will also need their own access and space within the social listening software, with the ability to monitor at least 10 queries per project. This software should include the following capabilities:

• Run a variety of queries using specific keywords with the ability to run ad hoc queries, or to monitor a saved query
• Queries can be set up through Boolean logic with keywords, with filters for country or language, including English, French, Spanish, Portuguese, Filipino, Amharic, and Indonesian
• Provide access to public content, including historical data, from social media platforms such as Facebook, Twitter, Instagram as well as web, blog, news, and view original content/posts
• Export query results into different formats, such as CSV, through manual downloads or automatic exports to specified recipients
• Filter query results by time period, source, location of content, sentiment, or language of content
• View analytics for content appearing in query results, such as number of interactions or engagements
• Ability to engage and respond to social media content in query results
• Tools to conduct sentiment analysis of selected content from query results, with the ability to train the system and manually overwrite the assigned sentiment
• Tools to conduct audience research and segmentation to inform social media campaign strategies, including the identification of specific audience demographics such as gender, age group, residence, education level, etc.
• Tools to identify key influential accounts (individual influencers and organizations) on social media platforms by topics, industries, and target audience

If there are any limitations to posts per query, public data available, or requirements to connect personal accounts in order to access data on social media platforms, please describe this process in your proposal. If historical data is available, please specify the time period per platform.

Training and technical support
Due to the number of staff who will be using the enterprise system with varying levels of use and access, it will be essential for an initial extensive training to take place for core staff, as well as availability for on-going support throughout the duration of the contract. Specifically, the technical support should include:

• An initial virtual training of all components within the enterprise system with a core group of CCP staff, as well as the option for additional training on advanced topics as needed
• Training sessions when new features are launched, or when changes are made to the software
• An assigned point of contact or project manager available for ongoing support or technical questions as necessary

Given that the restrictions and laws around social media data is constantly changing, the process for how these changes will be handled should be outlined, should they arise during the duration of the contract.

Selection Criteria
Respondents will be evaluated based on the following criteria:

• Availability to begin implementation and training after full execution of the contract
• Evidence of software with the necessary tools and capabilities
• Demonstrated experience with organizations of similar size and scope as shown by prior work.

Proposal Requirements
Firms should be aware that services will be performed for a program operated by a department at a university, designed to benefit the public good through the improvement of international public health services. If the firm is willing to offer any appropriate discounts to CCP (for non-profits or educational organizations), such discounts should be included in the response.

Please submit a proposal that includes:

• Proposed approach to task: Proposals should include a detailed description of the software and features as well as any other relevant descriptions of the firm’s processes and ideas that it believes may be relevant to CCP to determine its suitability to complete the work.
• Budget: Please provide an itemized budget with justification notes for costs associated with this scope of work and/or a description of your fee schedule. Where costs can be itemized, please do so.
• Timeline: Please include a detailed timeline to accompany your approach.

CCP expects work to begin on this project immediately after the contract has been fully executed.
Proposal Dates

Wednesday, December 8: Proposal is issued
Thursday, December 16: Questions due by 5:00 pm EST
Friday, December 17: Responses to questions sent out
Friday, January 7: Proposals due by 5:00 pm EST
Wednesday, January 12: Winning firm notified of selection

Please indicate your intention to bid on this proposal by 5 pm EST, December 16, 2021.

Questions can be submitted in writing by 5 pm EST on Friday, December 16, 2021 to Saifra Khan Sohail at saifra@jhu.edu. Questions will be answered collectively in one document for the benefit of all bidders, without identifying information.

It is anticipated that the provider whose proposal is the best solution for this project will be selected on or about Wednesday, January 12. CCP will notify all vendors who respond to this RFP. If CCP does not receive a proposal that meets our needs adequately and cost effectively, we reserve the right to make no award at this time.