

**TERMS OF REFERENCE
LONG-TERM ARRANGEMENT**

Title of Assignment	Media Monitoring and Social Listening – LTA
Section	Communication
Location	Sofia
Duration	24 months, with the option to extend
Start date	May 2023

BACKGROUND AND PURPOSE OF THE ASSIGNMENT

The United Nations Children’s Fund (UNICEF) works to support Government efforts in advancing the realization of children’s rights in the country. Together with partners, we support reforms in health, child and social protection and education so that all children in the country have a foundation for a fair chance to survive, thrive and reach their full potential. We use a mix of strategies including communication for social change strategies - public advocacy, social mobilization and communication for behaviour change - to inform, inspire and engage audiences to support change for children and trigger positive changes in attitudes and practices.

Within the current Country Programme Document 2023-2027, together with partners, UNICEF Bulgaria will continue to work so that every child has the best start in life, feels safer, and receives better support to develop their full potential.

The strategies to drive change include strengthening partnerships with institutions and business; youth engagement and empowerment, behavioral and social change for positive knowledge, attitudes, practices and norms; and fostering innovations. UNICEF will continue to focus on the most vulnerable groups of children in Bulgaria. UNICEF will move towards a stronger convening and advocacy role and aim to foster effective public and private investments for children to reduce the equity gaps.

Early childhood development, protection from violence, quality inclusive education, youth empowerment, social inclusion and child rights monitoring will be prioritized during the 5-year period of the Country Programme.

UNICEF Bulgaria is looking for one or several companies to provide media monitoring and analysis, social media listening, and campaign monitoring. The purpose is to monitor stories and conversations that relate to UNICEF and its work on children’s rights, to follow related stories and conversations in real time, and to help us in engaging with key audiences on various issues that we advocate for.

Media monitoring and analysis, social listening, and data analytics help UNICEF to measure the effectiveness of our traditional media and digital media efforts and identify pressure points on our brand reputation not only to establish an immediate response, but also to better understand our target audiences and tailor our communication and advocacy strategies through strategic insights and lessons learned.

Through this Request for Proposal for Services (RFPS), UNICEF is seeking to establish non-exclusive Long-Term Arrangements (LTA) with a vendor/s to provide media monitoring and analysis, social media listening and campaign monitoring solutions. Companies interested in the tender can bid for one or both two categories of services. UNICEF reserves the right to award LTAs to two separate companies for the two separate service categories.

DESCRIPTION OF SERVICES AND SPECIFICATIONS

We are requesting vendors to submit proposals under one or both of the following categories:

CATEGORY 1: TRADITIONAL MEDIA MONITORING AND ANALYSIS

- Monitor and provide real-time data and robust analytics on media coverage in relation to UNICEF's programmatic and advocacy priorities, initiatives, and humanitarian emergencies, as well as issues related to UNICEF's brand and reputation, and broader trends and developments related to its mission, mandate and child rights
- Provide access to both real-time and historical data and robust analytics to better understand UNICEF's media performance in relation to key performance indicators, including share of voice, key message penetration, the volume of media coverage, quotes from spokespeople, sentiment, and prominence, among other key metrics.
- Capacity to capture data from a wide array of local media outlets in Bulgarian and English.
- Ability to generate reports with key trends and insights to present to management teams at UNICEF.
- Ability to create customizable dashboards to provide a quick overview of the coverage of interest to UNICEF
- Ability to create automated and scheduled daily news alerts and news digests
- Ability to export data, press clippings, and charts/graphics from search feeds, analytics, and dashboards

The solution provided by the vendor will track coverage of UNICEF, key partners (and other organizations with similar focus/in the sector) and key programmatic issues in traditional media (print and online). During the set-up phase UNICEF Bulgaria and the vendor will agree on a selected list of target media outlets to be included.

UNICEF is interested in dashboards that can provide a quick overview of our coverage and trends, housing all the data being collected for UNICEF, and allowing for the filtering and drill-down of results. The dashboard should display results in a visually appealing and user-friendly way (including graphs and charts), allowing for various combinations of measurement metrics for display, and the ability to export press clippings and reports directly from the dashboard. The vendor should specify if the platform includes the ability to share interactive (i.e., URL) or static (i.e., PDF) dashboards and reports.

Specific Work Assignment (Category 1)

The company will have to complete the following specific tasks:

1. Preparing daily media monitoring by 10:00 AM (7 days a week) – summary in Bulgarian and its translation in English of the news and articles published in the last 24 hours most relevant to UNICEF and its work and basic information such as media, title, author, link to the original article. The keywords and the media list will be defined and agreed upon between UNICEF Bulgaria and the provider.

Daily monitoring of:

- National daily and weekly newspapers
 - National monthly editions: mass and specialized magazines (lifestyle, parenting, finance, international relations, business etc.)
 - Regional editions
 - Online news agencies and websites
 - National radio and TV stations
 - Regional radio and TV stations
 - Regional online websites and agencies
2. Preparation of **monthly media reports** including qualitative, quantitative and comparative analysis, and UNICEF message penetration (as per UNICEF KPIs)
 3. Preparation of **annual media report** including qualitative, quantitative and comparative analysis, and UNICEF message penetration (as per UNICEF KPIs)
 4. Preparation of **media reports on public events and campaigns** organized by UNICEF Bulgaria (keywords will be preliminary defined)
 5. Preparation of **ad hoc media content analysis** on topics related to UNICEF's work or to forthcoming campaigns of the organization

UNICEF KPIs

- UNICEF share of voice on all stories related to issues that affect children in online media
- UNICEF share of voice on all stories related to issues that affect children in broadcast media (include TV and radio)
- UNICEF share of voice on all stories related to issues that affect children in print media
- UNICEF share of voice on all stories related to issues that affect children in regional broadcast, print and digital regional media
- % positive sentiment; % neutral; and % negative coverage of UNICEF in online media
- % positive sentiment; % neutral; and % negative of UNICEF in print and broadcast media (include TV and radio whenever possible)
- Percentage of coverage that includes key messages - % media coverage that reflects UNICEF key advocacy, programmatic and brand messages
- Percentage of coverage that includes quotes from UNICEF spokespeople
- Percentage of coverage that includes quotes from UNICEF Goodwill Ambassadors or celebrity partners
- Percentage of coverage that includes quotes from UNICEF corporate partners
- Number of UNICEF mentions in target media – number of articles/stories in top-tier media outlets, as defined by the UNICEF office
- Number of potential impressions in online media
- Number of potential impressions through broadcast media (including TV and radio and regional media)
- Number of potential impressions through print media (including regional press)

CATEGORY 2: SOCIAL LISTENING, DIGITAL MONITORING, ANALYTICS AND ANALYSIS

The analytics/reporting solution for social listening and digital monitoring should include:

- Daily resume of social media and digital content from multiple sources—including major networks such as Facebook, Twitter, Instagram, LinkedIn, YouTube, and others as identified by UNICEF Bulgaria It includes information, data and insights related to UNICEF’s work, brand, reputation, programmatic priorities, humanitarian emergencies, campaigns and initiatives, in English and Bulgarian.

- Capacity to monitor brand image and reputation, to help ensure that UNICEF’s values are well communicated and understood among key audiences. This includes providing a 360-degree view of our brand (conversations, key audiences, amplifications, etc.) through social listening
- Create customized dashboards for real-time monitoring of topics
- Create immediate and scheduled news alerts, newsletters, and reports
- Capacity to spot emerging trends with real-time social listening
- Ability to generate reports with key trends and insights to present to UNICEF Bulgaria management team

The service provider shall be able to comply with global regulatory frameworks governing social media data access and sharing.

Specific Work Assignment (Category 2):

1. Daily social listening reports (7 days a week) related to UNICEF’s work, brand, reputation, programmatic priorities, humanitarian emergencies, campaigns and initiatives, in English and Bulgarian. The keywords will be defined and agreed upon between UNICEF and the provider.
2. Ad hoc analyses and reports with key trends and insights

CONTRACT SUPERVISOR AND FREQUENCY OF PERFORMANCE REVIEW:

The contract will be supervised and validated by the Communications Officer of UNICEF Bulgaria and performance reviewed at the end of each assignment issued through the long-term arrangement.

ESTIMATED DURATION OF CONTRACT

It is expected that the long-term arrangement will last 24 months from May 2023 to May 2025, with the option to extend for additional 12 months.

DUTY STATION

Assignments will be primarily linked to UNICEF work in Bulgaria; on rare occasions, the contractor may be engaged by UNICEF offices in other countries.

QUALIFICATION OR SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED

- Proven track record in providing traditional media monitoring and/or social listening (minimum 3 years of experience)
- Proven track record of managing international accounts, preferably including not-for-profit clients

PAYMENT TERMS

Details are to be included in related contracts established through the long-term arrangement and based on deliverables and submission of invoices paid in BGN.

RECOURSE

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered, or for failure to meet deadlines.