



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 # L192217
Due on March 10, 2022 no later than 2:00 PM, MST**

The following questions were received prior to the close of the Technical Question period on March 1, 2022 at 12:00 PM MST:

- 1. Given it is a SaaS product, is there any flexibility on the University using our terms given they are designed for this type of subscription? If not, do you need to receive our redlines of the T&C's as part of our submission on March 10th, or will this be dealt with after?**

Redlining will be handled as part of the contracting process.

- 2. What SSO are you currently using? Is your current SSO being used with your current SMM tool?**

Shibboleth IdP. Yes it's being used with our current SMM tool

- 3. What other SAS product integrations are you interested in?**

Integrations with Salesforce, IntelligenceBank would both be of interest.

- 4. Can you clarify this question Row B49 (attachment A). "Are there additional costs based on levels of provisioning?"**

Will there be different costs associated with different levels of user licenses? I.E. will an admin license cost more than an analyst license.

- 5. What is your Go Live Date, and when would you want to start training?**

Our goal is to go live July 1, 2022 with training beginning in early June.

- 6. Can you provide a weighting criteria/percent for your evaluation criteria?**

20% Engagement / Client Care
20% Listening
20% Reporting
15% General
15% Publishing
10% Price

- 7. Under the "# of competitive benchmarks" section of the pricing sheet, are these requested numbers for the number of pages you wish to have in the solution for benchmarking purposes (ie. Grand Canyon University on Facebook, Twitter, Instagram, and YouTube would count as 4 channels), or is this referring to the number of competitors you want to benchmark against in general (ie. in the "Best" scenario, you wish to be able to benchmark against 15 schools across all social channels?)**

This number refers to the number of competitors we wish to benchmark (Arizona State, Northern Arizona, etc.).

- 8. In the RFP it states that the University of Arizona has 1,200 accounts at the college, department, and unit levels. Does this mean that under the "Best" scenario in Attachment you would like to have over 1200 profiles attached to the account at a given time, or is that the number of colleges, departments, etc. all with their own FB, IG, TW, YT accounts? (ie. 4800+ profiles/pages in total)**

We would like more than 1,200 separate social profiles to be attached. This number takes into consideration the multiple accounts each college, department, etc. may have.

- 9. General. How many admin (log in users) does U of A require?**

We will need between 11 and 15 admin logins.

- 10. General. How many profiles does U of A intend on linking and actively publishing to?**

Our initial goal is to link the accounts that currently actively utilize our social media software (more than 400). Eventually, we plan to link and actively publish to all official social media accounts at the university (around 1,200).

- 11. Reporting. We also offer human curated reporting for things like monthly, quarterly and annual qualitative analysis. Is that a requirement of U of A or is the desire to have just the in-platform, on-demand reporting capabilities?**

No, this is not a requirement of U of A. Our desire is to just have the in-platform, on-demand reporting capabilities.

- 12. Budget. What is the annual budget allocated for this project? Does the LSO have a budget limitation for this project?**

The University is seeking to understand the full and actual costs associated with the enterprise social media services model described in the RFP before defining strict budget limitations and goals.

- 13. Monitoring. Although not explicitly referenced in the RFQ requirements, will there be a need to monitor traditional news media (online, print, broadcast, podcast content etc.)?**

There will be no need to monitor traditional news media as we have other software for that need.

14. General. Does U of A require vendors provide a mobile app that allows users to search for coverage while on the go?

Monitoring news coverage is not a requirement for the mobile app.

15. General. Are there any specific aspects that the U of A is looking to improve upon from the current vendor?

We are looking for a more robust system that is easy for users with any level of social media management experience. It is important that we have a singular system we are all using, so we can be aligned on best practices and work cohesively.

16. Reporting. Can U of A provide an example of the current reporting deliverables?

We currently have no reporting deliverables that we share out. We are looking for deliverables that showcase engagement within the platform, link clicks and total reach to gauge share of voice.

17. General. Can you describe the average daily workflow of a user within your current management and listening platform?

The average daily workflow of a user varies based on their social media involvement.

At the MarCom level, we have at least four users within the platform daily, doing community management, social listening and scheduling content.

18. Reporting What is the cadence of your earned, owned, paid reporting (daily, weekly, monthly, quarterly, ad-hoc, event based etc.)?

We are currently working towards a monthly, quarterly, fiscal year and event based reporting system.

19. General. Will the U of A team allow demonstrations of the software for top performing submissions?

Yes, vendors selected to move to Round 2 will be asked to provide both a sandbox and a product demonstration.

End of addendum, all else remains the same.