



Independent Communications Authority of South Africa

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**REQUEST FOR QUOTATIONS TO PROCURE A SOCIAL MEDIA MONITORING
AND REPORTING SOFTWARE TO ICASA FOR A PERIOD OF 12 MONTHS**

1. INTRODUCTION

- 1.1.** The Independent Communications Authority of South Africa (ICASA) is the regulator of the broadcasting, telecommunications, and postal services in the public interest. ICASA utilizes various social media platforms to disseminate information and to provide services to stakeholders which include among others, licensees, and the public.
- 1.2.** It is important for ICASA to keep track of how it is mentioned and perceived by various stakeholders on social media.
- 1.3.** ICASA must track all social media platforms so that it can engage with online stakeholders to guide them, prevent misinformation, protect the ICASA brand image, and provide services to stakeholders.

2. BACKGROUND

- 2.1.** ICASA would like to procure the services of a suitably qualified and experienced service provider to provide Social Media Monitoring and listening software. The Social Media monitoring tool must be made available to ICASA for a period of 12 months.

3. SCOPE

- 3.1. Social Media monitoring and reporting software refers to programs that allow brands to engage with their audience through one platform. The software allows for the management of multiple accounts from one dashboard.
- 3.2. The software provided must allow for a minimum of five (5) employees to have profiles and access the software.
- 3.3. ICASA requires a Social Media monitoring and reporting tool for the management of the following social media and blogging online profiles:
 - 3.3.1. Facebook and Facebook Messenger
 - 3.3.2. Twitter
 - 3.3.3. LinkedIn
 - 3.3.4. Instagram
 - 3.3.5. YouTube
 - 3.3.6. Google My Business

This is not an exhaustive list as the authority may, in future decide to utilise other social media platforms. The tool provided should therefore be able to accommodate additional social media platforms.

4. MANDATORY REQUIREMENTS

- 4.1. The Social Media monitoring software must have the following critical features and capabilities:
 - 4.1.1. Social Media monitoring and listening

The software must allow us to see how people engage with the Icasa brand online across all platforms. It must among others, crawl social media sites for queries, mentions, keywords and other data.
 - 4.1.2. Scheduling

The software must enable ICASA to schedule social media content posts in advance.
 - 4.1.3. Engagement

The software must allow us to respond to social media comments, mentions and direct messages.
 - 4.1.4. Analytics and reporting

The software must enable ICASA to track its performance. This must include how long it takes the social media team to respond to comments and how frequently they respond. It must allow us to set response goals and monitor them to ensure that the team is working efficiently.

The software must generate reports for ICASA to track performance and compare progress.

4.1.5.Security

The software must have safety features against cybercrime. It must allow for different users to be allocated different levels of access or permissions.

4.1.6.Team collaboration

The platform must have a message approval system that makes it possible for certain team members to craft social media messages, while also requiring those messages to be approved by someone with more authority over posting.

4.1.7.Content library

The tool must have an option to create libraries with pre-approved messages or images that can be used as content or future posts.

4.1.8.Campaign planning

The software must enable Icasas to create, publish, measure, and compare social media campaigns in one place.