



KWAZULU-NATAL PROVINCE

TREASURY
REPUBLIC OF SOUTH AFRICA

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TERMS OF REFERENCE

REQUEST FOR KWAZULU-NATAL PROVINCIAL TREASURY SOCIAL MEDIA CONTENT BOOSTING FOR THE PERIOD OF 12 MONTHS ON AN "AS AND WHEN REQUIRED" BASIS

1. SCOPE / DIRECTIVE

The KwaZulu-Natal Provincial Treasury (KZNPT) is inviting credible service providers to submit proposals for social media content boosting on Facebook and Tiktok for the period of 12-months.

The KZNPT will provide boosting posts with the aim to reach at least a minimum of 20 000 viewers. The boosting posts will vary including but not limited to the following methods amid, **videos, voice recordings, digital banners, Word Documents, PDF File Documents as well as a combination of still visual images and audio.**

2. CONTENT BOOST NUMBER OF DAYS AND TARGETED AUDIENCE

The KZNPT will specify the content to be boosted on social media and the number of days the boosting will be required to run.

The KZNPT will also set parameters for boosting posts specifications, including but not limited to; **the target audience, nature of the content, age, location, interest (social, business, finance, economic, development, media, research, political) and project-based boosting.**

3. RISK TRANSFER

The appointed service provider will be given access to the KZNPT social media profiles to make payments on Facebook and TikTok for boosting posts.

4. REQUIREMENTS

The appointed service provider must be familiar with and meet the Facebook and TikTok policies to ensure high quality and professional service.

5. COST

Bidders are requested to indicate the percentage of management fee that s/he intends to charge the KZNPT for each social media boosting post required. The management fee shall be fixed for a period of 12 months, variable cost shall be determined by the specification.

6. VETTING PROCESS

The successful service provider shall be subjected to a security screening investigation by the State Security Agency.

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7. LEGAL AND ETHICAL CONSIDERATIONS

Services must adhere to all relevant laws and regulations, especially regarding advertising and data privacy.

8. PAYMENT

The appointed service provider shall be required to provide the KZNPT with proof of payment, bearing details of the service(s) rendered.

The invoice to the KZNPT must include:

- Applicable rates for the service (s) rendered as charged by Facebook and Tiktok.
- * • Management fee (fixed rate)
- VAT (if the appointed service provider is a VAT vendor)

The applicable charge rates would fluctuates based on various requirements in the specification such as the number of days the boosting post will run or the actual cost for the boosting & etc.

9. CONFIDENTIALITY

The credentials of the KZNPT shall remain the intellectual property of the KZNPT, sharing the KZNPT credentials to unauthorised individual/s is prohibited. KZNPT reserves the right to follow any legal route for violation of its rights.

The appointed service provider's employees that would come into contact with the KZNPT's confidential information and documents may be required to sign confidentiality agreements to protect the interest and rights of the KZNPT.

10. EVALUATION GUIDE

Proposals shall be evaluated on the following evaluation criteria

EVALUATION CRITERIA'S	
STAGE 1	SUPPLY CHAIN ADMINISTRATIVE COMPLIANCE
STAGE 2	80/20 PRICE AND PREFERENCE POINTS SYSTEM

8.1 STAGE 1: SUPPLY CHAIN ADMINISTRATIVE COMPLIANCE

- The bid document must be complete in all respect.
- The following forms must be duly completed and be submitted with the bid on the closing date and time of the RFQ:

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COMPULSORY BID FORMS		COMPULSORY	TICK TO INDICATE SUBMISSION
PART A	INVITATION TO BID (SBD 1)	COMPULSORY	
PART B	TERMS AND CONDITIONS FOR BIDDING (SBD 1)	COMPULSORY	
SECTION C	DECLARATION THAT INFORMATION ON CENTRAL SUPPLIER DATABASE IS CORRECT AND UP TO DATE	COMPULSORY	
SECTION F	BIDDER'S DISCLOSURE (SBD 4)	COMPULSORY	
SECTION I	AUTHORITY TO SIGN THE BID OR SUBMIT ENTERPRISE RESOLUTION LETTER	COMPULSORY	

Failure to comply with the Supply Chain Administrative Compliance shall result in the offer considered non-responsive and shall be rejected.

8.2 STAGE 2: PRICE AND PREFERENCE POINTS

This invitation is issued in terms of section 5 of the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000) and its Regulations, 2022.

The applicable preference points system for this RFQ is 80/20 wherein 80 points shall be allocated for price and 20 points shall be allocated for specific goals, as follows:

Preference points system	
Price	80
Specific Goals	20
• Historically Disadvantaged Persons (HDP) – Black Owned Enterprises	20
Total	100

It is mandatory for tenderers to complete SBD 6.1 to claim the points for specific goals, failure to complete the SBD 6.1 shall be interpreted to mean that the points for specific goals are not claimed.

It is compulsory for bidders to substantiate that they meet the above specific goals requirements by submitting the following evidence:

- Copy of Enterprise Registration Certificate (CIPC).
- Valid B-BBEE certificate or sworn-affidavit confirming percentage of Black ownership.
 - The B-BBEE certificate or Sworn Affidavit must be valid.
 - A duly completed sworn affidavit signed by the deponent and commissioned by the authorized commissioner of oaths.

Failure on the part of a bidder to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, shall be interpreted to mean that preference points for specific goals are not claimed.

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11. CONTACT PERSON FOR SCM AND TECHNICAL ENQUIRIES

SCM enquiries may be directed to:

Mr M.O. Kubheka Tel. No. (033) 897 4495 Mphikeleli.kubheka@kzntreasury.gov.za or
Ms. S. Khumalo Tel. No. (033) 897 4300 and email Slungile.khumalo@kzntreasury.gov.za or Ms. T.
Makhathini Tel. No. (033) 897 4440 Thandeka.makhathini@kzntreasury.gov.za

Technical enquiries may be directed to:

Ms Thembeke Dlungwane (033) 897 0455 and email: Thembeke.Dlungwane@kzntreasury.gov.za or
Mr S Msomi (033) 846 6984 and email: Sibonelo.Msomi@kzntreasury.gov.za or
Ms A. Xaba (033) 846 6967 and email: Amanda.Xaba@kzntreasury.gov.za

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SOCIAL MEDIA BOOSTING - SUBMISSION

Final Audit Report

2025-04-30

Created:	2025-04-30 (Central Africa Time)
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Status:	Signed
Transaction ID:	CBJCHBCAABAABHaBEo88HxRVVY5h0n2_ErequzS2M8W-
Number of Documents:	3
Document page count:	11
Number of supporting files:	0
Supporting files page count:	0

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Document e-signed by Carol Coetzee (carol.coetzee@kzntreasury.gov.za)

Signature Date: 2025-04-30 - 15:55:31 GMT+2 - Time Source: server- IP address: 41.10.118.190



Agreement completed.

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