

<b>The University of North Carolina at Greensboro</b> Dept. of Procurement Services 840 Neal Street, Suite 203 Greensboro, NC 27403	<b>REQUEST FOR INFORMATION NO. 69-2937 SOCIAL MEDIA MANAGEMENT SOFTWARE SOLUTIONS</b>  <b>Due Date: Tuesday, March 5th, 2024 by 2:00PM ET</b> Responses to be submitted via e-mail to askilar@uncg.edu	
<b>Refer Inquiries to:</b> Anthony S. Kilar Assistant Director   Procurement Services Telephone: 336-334-4463 Email: askilar@uncg.edu	Issue Date: Friday, February 2nd, 2024 Commodity: Software	
Using Agency: UNC Greensboro   University Communications		

**NOTICE TO VENDOR**

This is a Request for Information (RFI) only. This is not a solicitation for bids, request for offer, or an offer; responses to this RFI will not result in a contract award.

**E-MAILED SUBMISSION INSTRUCTIONS**

Vendor shall email one (1) electronic copy of the completed and executed RFI to Anthony Kilar at [askilar@uncg.edu](mailto:askilar@uncg.edu) no later than 2:00PM ET on **Tuesday, March 5th, 2024**.

The subject line of the email should read: **"RFI # 69-2937: Social Media Management Software Solutions, with your Company Name"**.

Emailed responses shall be timestamped and an acknowledgement of the receipt for the submitted response will be sent to the Vendor.

**WRITTEN QUESTION SUBMISSION INSTRUCTIONS**

Upon review of the RFI documents, Vendors may have questions to clarify or interpret the RFI in order to submit the best response possible. To accommodate the Questions process, Vendors shall submit any such questions by **Friday, February 16th, 2024** at 12:00PM ET.

Written questions shall be emailed to [askilar@uncg.edu](mailto:askilar@uncg.edu) by the date and time specified above. Vendors should enter "RFI # 69-2937 – Questions" as the subject for the email.

**EXECUTION BY VENDOR**

VENDOR NAME:	E-MAIL:	
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
TYPE OR PRINT NAME & TITLE OF PERSON SIGNING:	FAX NUMBER:	
AUTHORIZED SIGNATURE:	DATE:	

## **SOCIAL MEDIA MANAGEMENT SOFTWARE SOLUTIONS (RFI # 69-2937)**

### **1.0 EXECUTIVE SUMMARY**

The UNCG Departments of Procurement Services and University Communications, in collaboration with the University's Information Technology Services, is in the process of investigating Social Media Management Software Solutions.

This RFI is intended to collect information on available software solutions designed to support social media management across multiple platforms, with specific consideration to platform monitoring, analytics/reporting, publishing and scheduling.

A product demonstration shall be requested by University Communications for viable solutions that meet the requirements contained herein.

Upon review of the solutions offered and completion of the demonstration, a separate Request for Quote (RFQ) will be issued to those vendors to obtain pricing. While information regarding pricing structure is a component of this RFI, responsive vendors are urged and cautioned to **not** provide specific product pricing in their response to this solicitation.

### **1.1 SOCIAL MEDIA MANAGEMENT SOFTWARE SOLUTION REQUIREMENTS**

At a minimum, the Social Media Management Software Solution should provide the following:

- Be able to accommodate login credentials for 6-10 team members, and about 30 profiles.
- A user-friendly interface and integrations with Facebook, X, Instagram, TikTok, and LinkedIn with the ability to manage on desktop and mobile devices.
- Engagement and listening/monitoring tools, including the ability to view feeds, join conversations and respond to messages in real time; monitor mentions, keywords, and hashtags and other search criteria; tag and filter messages; and assign tasks to team members.
- Publishing and scheduling tools, including the ability to draft and publish multimedia to Facebook, X, Instagram, TikTok, and LinkedIn Pages, to schedule/auto-schedule posts with as much flexibility as possible, to store assets in a media library. Will need the ability to do basic image editing within the platform and have user-based publishing permissions.
- Ideally, the tool would include the ability to track paid campaigns.
- It is also important that we be able to publish videos and multiple images to Instagram feed and stories.
- Analytics and reporting tools, including the ability to track performance for individual posts and campaigns, and at the page/profile level for owned pages and competitors. The ability to publish reports daily should be part of the contract pricing, with unlimited exports ideal. Need the ability to export/print in pdf and csv and retrieve past data.
- The ability to send emails from the system, either for reporting or assigning tasks.
- Timely access to customer service representative.

The following items are considered optional:

- Provide Real Time Executive Alerts
- Employee/fan advocacy program
- Google Analytics and YouTube integration

## 1.2 **RESPONSE ITEMS**

The following items shall be used as evaluation criteria for the proposed Social Media Management Software Solution. Vendors shall provide a response indicating how their proposed solution meets the requirements listed in Section 1.1 above.

The vendor is encouraged to provide as much detailed information as possible in their response. A simple "Yes or No" response will not be sufficient for evaluation purposes.

The table below is provided for ease-of-use. If a separate document is needed or preferred to provide a more comprehensive response, please proceed accordingly. Supplemental information or materials may be attached in your response after Page 4 of this document.

<b>Evaluation Criteria</b>	<b>Vendor Response</b>
Can the solution accommodate login credentials for 6-10 users, and approximately 30 Profiles?	
Does the solution provide Analytics & Reporting capabilities?	
Does the solution provide Publishing & Scheduling capabilities?	
Please provide information on Customer Support Programs, Policies, Standards, etc.:	
Is the interface user-friendly, with the ability to access via desktop or mobile devices?	
Does the solution integrate with Facebook, X, TikTok, Instagram and LinkedIn (at a minimum?)	
Does the solution offer an Asset Library for collaborative publishing and asset management?	

Does the solution have capabilities for Team Management?	
Does the solution have engagement and listening/monitoring tools?	
Please provide information on the pricing structure (i.e. per user, flat group rates, etc.): Do NOT include product pricing in the response.	
Please provide information on Service Level Tier/Plan offerings (If applicable):	
Other Services:	

### 1.3 **POINT OF CONTACT FOR SCHEDULING DEMONSTRATION**

A product demonstration shall be requested by University Communications for viable solutions that meet the requirements listed above. Please provide the following contact information for the representative who will be able to schedule a product demonstration:

<b>Name:</b>	
<b>Title:</b>	
<b>Email:</b>	
<b>Phone:</b>	

## **2.0 RFI PROCEDURES**

### **A. Schedule**

Respondents will have approximately four (4) weeks to prepare their submissions to this RFI. Responses must be received via email by the date and time specified on the cover sheet of this RFI, **(Tuesday, March 5<sup>th</sup>, 2024 at 2:00PM ET)**. Respondents may also be required to prepare a virtual presentation to demonstrate the software. Respondents will be notified of the specific date and time at least one week in advance of their demonstration.

### **B. Clarification Questions**

Clarification questions will be accepted until **Friday, February 16<sup>th</sup>, 2024 at 12:00PM ET**, as specified on the Page 1 of this RFI. All questions must be submitted in writing via email. An addendum containing any general clarification questions and their answers will be issued as a Q&A addendum to this RFI on the NC eVP portal on or about Tuesday, February 20<sup>th</sup>, 2024.

### **C. Response**

The University recognizes that considerable effort may be required in preparing a response to this RFI. **However, please note this is a request for information only, and not a request to contract.** The Vendor shall bear all costs for preparing this RFI.

#### **1. Content and Format**

The University expects concise, detailed, point-by-point responses to each of the RFI response items identified in Section 1.2 of this RFI. While supplemental materials are appreciated, the University is not interested in brochures or “boilerplate” responses. Instead, responses should clearly define how the vendor’s proposed solution(s) would meet the University’s requirements. Any issues or exceptions to the University’s requirements should also be identified and explained.

#### **2. Multiple Responses**

Multiple responses will be accepted from a single vendor provided that each response is comprehensive, meets all of the University’s requirements, and is truly unique. If applicable, please submit multiple responses in a singular email and clearly label these responses as “Response #1, Response #2, etc.