

Call for offers - Media monitoring, social listening and media relations

The Communications Unit in the Greens/EFA Group is looking for a provider of services for online media monitoring, social listening and media relations. The period of service would be for 1 year (with possible extension up to 5 years), starting in January 2025.

The following technical specifications are required:

Social listening:

- 3 users
- monitoring of all major social platforms
- analysis and insights
- benchmarking at least 70 profiles (our MEPs and competitors)
- ability to save at least 5 listening topics
- alert system for when things work better than average
- connection with Slack

Online media monitoring:

- 5 users
- monitoring of major national and regional online news publications from each EU country
- unlimited searches
- ability to save searches
- analytics, insights and reporting
- spike alerts

Media relations:

- database of media contacts / media lists
- press release distribution
- monitoring and analytics of open and click-through rates

Other requirements:

Full training and ongoing support of our team to develop our use of the tool
Technical support with set-up of searches and fine-tuning the tool for our needs

Please send an offer for the provision of the above services to katy.cadwallader@europarl.europa.eu. To be included in the offer: technical requirements fulfilled, full breakdown of annual costs per service.

Deadline for receiving offers: 12:00 on 25 October 2024