

TERMS OF REFERENCE
Engagement of a Service Provider
for News Monitoring and Social Listening

I. BACKGROUND / RATIONALE

The PDIC brand is characterized by a professional, committed and responsive public service. In order to help maintain this, the PDIC shall sustain its image-building and reputational management initiatives and one such way to do this is through proactive news monitoring and social listening. In order to mitigate the risk of PDIC failing to manage sustained negative or inaccurate news media coverage, and to effectively manage sustained negative publicity through social media, the PDIC shall have constant monitoring and regular analyses of news stories, posts and comments about PDIC on various news and media platforms in print, broadcast, online and social media.

There is need to continue with the engagement of an external service provider with extensive/expansive capability to provide news monitoring and social listening services to PDIC to ensure that Management is constantly updated with regard to important news and potential issues. This requirement becomes more relevant given the potential risks of the ongoing pandemic, US Fed rate hike, geopolitical conflicts, and internal and external challenges to the Corporation.

The existence and ubiquity of social media and the ease in which millions of social media users can talk about products, services and brands, plus PDIC's presence on social media, likewise makes it necessary to track posts, comments, and public sentiment about the Corporation to manage reputational risk.

Monitoring and understanding what is being said about PDIC on broadcast, print, online and social media can provide critical information that will help the Corporation strengthen brand awareness, identify opportunities and risks and adjust communication strategies accordingly, and respond more quickly in times of crisis.

In this regard, the PDIC requires the services of a provider engaged in news monitoring, social media listening and analytics to be able to sustain an enhanced news monitoring across various media platforms, and social listening efforts.

II. SCOPE OF WORK AND OUTPUT

The service provider must be able to undertake the following tasks and deliver/produce the corresponding outputs:

1. News Monitoring

Task: Monitor/track² PDIC-related news and content, as well as news and updates about financial regulators, the banking industry and related topics on traditional media outlets/channels, online news sites, relevant blogs, and social media platforms.

Output: Deliver³ daily news alerts to specified recipients via e-mail seven (7) days a week. These news alerts will include but not be limited to content in PDF, text, video or audio file formats.

2. Quarterly Analytics Reports

Task: Provide a quarterly analytics reports, or a platform or system to facilitate such reports that measure factors such as brand presence, message delivery, communication strategies, and quality of exposure. The report will include data on media coverage, audience reach and social engagement, as well as an analysis of PDIC's reputation based on news reports gathered during the covered period.

Output: Deliver media analytics reports, which will include insights on traditional/online media and on social media, on a quarterly basis. Present the report, if required, to the PDIC Executive Committee.

3. Media Directory/Media Distribution System

Task: Provide an extensive and constantly updated media directory searchable by topic, media channel, industry, keywords or location. The service provider must also provide a media distribution system, with media release templates, that will facilitate contact with publications and programs, individual journalists or groups⁴, and enable sending of media releases or press invitations to targeted media recipients.

Output: Provide PDIC a comprehensive and constantly updated media directory, which can be classified according to media channel (e.g., print, online or broadcast), topic (e.g., banking and finance), and geography (e.g., Metro Manila, Cebu or Davao), and facilitate contact with media and distribution of press releases to targeted media recipients.

4. Social Listening

Task: Track/monitor² posts, comments, conversations and sentiment related to PDIC on top social media platforms, such as Facebook, Twitter and YouTube, blogs and posts of influencers, columnists and

² 24/7

³ Main mode of delivery shall be through e-mail; other digital platforms as mode of delivery may be made available by the service provider

⁴ Journalist groups may depend on industry (e.g., business or banking beat reporters), or channel (e.g., newspaper reporters)

commentators who take interest in pertinent topics, thus facilitating social listening for the Corporation.

Output: Deliver social listening alerts (i.e., posts/comments pertinent to PDIC) to specified recipients on an agreed upon schedule (e.g. generate an alert every time PDIC is mentioned), and provide media impact/analytics reports on a monthly basis.

5. Social Media Analytics

Task: Provide a system for easier collection/tracking/monitoring of data, such as reach, impressions, followers, and engagement on PDIC-owned social media accounts

Output: A system presenting metrics/data such as reach, impressions, followers, engagement on PDIC-owned social media accounts in an organized, easily accessible format for easier tracking/monitoring and to facilitate analytics.

III. QUALIFICATIONS

The service provider must be an organization or firm that:

1. Has been in the news monitoring business for the last five (5) years;
2. Has the capacity to track/monitor public posts/comments related to PDIC on social media and to provide media impact/analytics reports on an agreed upon schedule;
3. Has completed at least one (1) similar project/contract for a Philippine government department/agency/bureau/unit in the last five (5) years, with corresponding proof of previous similar project/contract;
4. Is registered with the Department of Trade and Industry or the Securities and Exchange Commission;
5. Has a valid business or Mayor's permit;
6. Is registered with the Philippine Government Electronic Procurement System (PhilGEPS);
7. Must have a responsive platform that is readily accessible on a desktop computer, laptop or mobile device;
8. Must have won local or international awards in the last five (5) years for providing media intelligence and insights, through monitoring, measurement and analytics, to clients; and
9. Has experience with crisis communications monitoring and measurement (local or international) and a media file repository where news reports will be stored, readily accessible and available to PDIC. These are preferred but not required.


IV. DURATION

Twelve (12) months to start after the winning bidder receives and signs the Purchase Order for the engagement.

V. PROPOSED APPROVED BUDGET FOR CONTRACT (ABC)

₱996,000.00 for 12 months or ₱83,000.00 per month, inclusive of all taxes. Payment terms will be on a monthly basis, where the service provider is responsible for the submission to PDIC of the Statement of Account/Billing Invoice no later than seven (7) days reckoned from the serviced month.

Prepared by:


MARIA AURORA A. MENDOZA
Asst. Dept. Manager

Reviewed by:


AURAMAR D. CALBARIO
Manager, CCD

Recommending Approval:


JOSE G. VILLARET, JR.
Vice President, CAG

Approved by:

ROBERTO B. TAN
President & CEO