

Request for Proposals



NATIONAL
DEMOCRATIC
INSTITUTE
FOR INTERNATIONAL AFFAIRS

Social Media Monitoring Tool for Global Information Integrity Research

Issued: 8 August 2024
Responses Due: 22 August 2024 by 5:00 pm ET

Vendors may email questions and responses to the following contact:

Cat Ramsey
cramsey@ndi.org

National Democratic Institute
455 Massachusetts Ave, NW, 8th Floor
Washington, DC 20001

I. About NDI

The National Democratic Institute (NDI) is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to establish and strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 132 countries since NDI's founding. NDI has been a pioneer in the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

II. Introduction

Purpose

NDI is currently seeking vendors with established systems for monitoring both known and emerging global and regional narratives on social media platforms and the broader web. NDI's research and projects on information integrity issues are focused on social and traditional media abroad, and the Institute does not have democratic development programs in the U.S. These systems should generate insightful analyses on the dissemination of these narratives. Additionally, these monitoring solutions should be accessible to NDI partners and staff, efficient, user-friendly, and capable of providing comprehensive analysis of the gathered data.

Related terms: social media monitoring, social listening, social media platforms, malign narratives, research tool, online networks, global and local platforms

TIMELINE

Date of the publishing of the RFP:	8 August, 2024
Application Deadline:	22 August, 2024 COB ET
Review of Applications:	30 August, 2024 COB ET
Expected Contract Start Date:	20 September, 2024
Duration of the Project:	20 September, 2024 - 20 September, 2025

III. Scope of Work

- The selected vendor would provide platform accounts to NDI personnel and its global partners (organizations and individuals)
- The selected vendor would also provide staff support to account holders, including onboarding training and ad-hoc questions.

IV. Criteria for Vendor Selection

The bids will be evaluated based on the following criteria. Vendors must demonstrate:

- The vendor will have experience in supporting customers conducting similar types of projects and analyses globally and in global languages, specifically for non-profit organizations like NDI;
 - The vendor will have experience working with researchers in the international democracy space.
 - The vendor will have experience supporting local organizations supporting democracy within their country and / or region, to include experience monitoring the online environment surrounding elections
- The vendor is expected to have platform access to monitor a wide range of social media platforms and messengers.
 - This includes but is not limited to Facebook, Instagram, X, Telegram, YouTube, TikTok, and online media outlets.
 - When necessary, the vendor is able to add smaller market outlets and accounts
- Proposed team structure and role distribution for staffing support to NDI's global partners;
 - Vendors offering customer support in multiple languages, including smaller market languages will be given favorable consideration.
- Level of customer support and training included;
 - The vendor will aid in initial onboarding, and support setting up dashboards
 - The vendor will support curating and designing search queries
 - The vendor will offer customer support and training throughout the entire

- duration of NDI's use
 - The vendor will provide support for creating queries, adding data sources, using platforms and data analysis.
 - If supporting an election-related project, the vendor is able to offer localized, timely support on and around election day.
 - Separate fee for service to support analysis
- Flexibility with which accounts can be added
 - Timeline and cost for adding accounts
- The vendor will ensure a collaborative nature of the platform and its dashboards
 - This includes user's ability to work in groups and on shared platforms
- The vendor is expected to include real-time and historical data, region and language data parameters, data quantity search parameters, data export options and file formatting.
- Experience and similar use cases
 - The vendor is expected to have case study examples from organizations that monitor the information space in election contexts, track information manipulation narratives, or handle similar topics relevant to NDI's work.

Vendors who meet the following criteria will be given preference– dependent on ability to demonstrate value for money of the proposed budget:

- Vendors who have case study examples from organizations that monitor the information space in election contexts, track information, manipulation narratives, or handle similar topics relevant to NDI's will be given an advantage
- Data analysis and on-demand reporting
 - The ability to conduct in-house analytics, visualizations, and reporting would be considered an advantage

V. Proposal Guidelines and Submission Process

Proposals should include the following information:

- Company history and core services
- Client list, particularly any international, political or non-profit organizations
- Detailed budget containing all costs, including staff time and projected communication. Proposals may be priced by day or by hour. Different rates may be given for different services and/or different team roles.
- A portfolio of past work
- A description of the process for adding new channels, including illustrative cost and timeline
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. NDI will not refuse a proposal based upon the use of subcontractors, however, NDI retains the right to refuse the subcontractors selected by a vendor.
- The vendor is expected to provide automated data analysis in the dashboard including predictive analytics data

- The dashboard should be user-friendly and have user documentation, languages, and explanations available

VI. Selection Process

All final proposals should be submitted via email to Cat Ramsey (cramsey@ndi.org) at the National Democratic Institute by **5:00 pm ET on 22 August 2024**.

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before an award is made. NDI will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award. Please note that selected vendor(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.

NDI reserves the right to contact bidders for additional information and/or request demonstrations of the proposed services.