



Social Media Monitoring Products and Services
Executive Summary

Lead Agency: Region 4 Education Service Center

Solicitation: 18-10

RFP Issued: July 11, 2018

Pre-Proposal Date: August 1, 2018

Response Due Date: October 21, 2018

Proposals Received: 4

Awarded to: Social Sentinel, Inc.

Contract No. R181002

Region 4 Education Service Center issued RFP 18-10 on July 11, 2018, to establish a national cooperative contract for Social Media Monitoring Products and Services.

The solicitation included cooperative purchasing language in Section A. Introduction, I. Background and Region 4 Education Service Center. It states:

“Region 4 Education Service Center (“Region 4 ESC” herein “Lead Public Agency”) on behalf of itself and all state, local governments, school districts, and higher education institutions in the United States of America, and other governmental agencies and non-profit organizations (herein “Participating Agencies”) solicits proposal from qualified Offerors to enter into a Vendor Contract (“Contract”) for the goods or services solicited in this proposal.”

“Contracts are approved and awarded by a single governmental entity, Region 4 ESC, and are only available for use and benefit of all entities complying with state procurement laws and regulations (public and private schools, colleges and universities, cities, counties, non-profits, and all governmental entities). These types of contracts are commonly referred to as being “piggybackable.”

“Region 4 ESC’s purchasing cooperative was established in 1997 to increase their economic and operational efficiency. The purchasing cooperative has since evolved into a National Cooperative used to assist other government and public entities increase their economical and operational efficiency when procuring goods and services

Notice of the solicitation was sent to potential offerors, as well as advertised in the following:

- Region 4 ESC website
- National IPA website
- USA Today, nationwide
- Arizona Business Gazette, AZ
- San Bernardino Sun, CA
- Honolulu Star-Advertiser, HI
- The Advocate – New Orleans, LA
- New Jersey Herald, NJ

- Times Union, NY
- Daily Journal of Commerce, OR
- The State, SC
- South Carolina website/newsletter (get from Chris White)
- Houston Community Newspapers, Cy Creek Mirror, TX
- Deseret News, UT
- Richmond Times, VA
- Seattle Daily Journal of Commerce, WA
- Helena Independent Record, MT
- Las Vegas Review Journal, NV

On October 21, 2018 proposals were received from the following offerors:

- Media Sonar Technologies
- Meltwater News US Inc.
- SlateXP, Inc.
- Social Sentinel, Inc.

The proposals were evaluated by an evaluation committee. Using the evaluation criteria established in the RFP, the committee elected to enter into negotiations with Social Sentinel, Inc. and proceeding with contract award upon successful completion of negotiations.

Region 4 ESC, National IPA and Social Sentinel successfully negotiated a contract, and the Region 4 ESC executed the agreement with a contract effective date of October 23, 2018.

Contract available to K-12 and Higher Education only

Contract includes:

- A library of over 450,000 behavioral threat indicators designed to return actionable alerts and minimize noise.
- Local+ Lists that give users the means to combine their local knowledge about the people, infrastructure, places, and events under the agencies care with their robust threat library
- The ability to go beyond the geofence to help agencies surface the needles in the haystack.
- Licenses with the major social media companies providing the explicit right to (1) access the social media companies' content for safety and security purposes and (2) pass content that triggers a safety and/or security alert to an agency public safety team member.

Term:

Initial three-year agreement from November 1, 2018 through October 31, 2021 with the option to renew for two (2) additional one-year periods through October 31, 2023.

Pricing/Discount:

Service fee per student count; ranging from >1,000 to 75,000+

National IPA Web Landing Pages:

<http://www.nationalipa.org/Vendors/Pages/SocialSentinelInc.aspx>