



## Social Media Management & Engagement Platform

### **Buyers' Guide**

A guide for organisations on how to  
procure services using this framework

## Who can use this Framework?

It is anticipated that this Framework arrangement will initially be used by police forces, however there is scope for other emergency services and other contracting authorities to access the services under the framework. A full list of contracting authorities that can access the framework is listed in the [contracting bodies document](#) available on the Knowledge Hub.

## How long can the Framework and Call Off Contracts be for?

The Social Media Management & Engagement Platform Framework is available for a period of two years from 23 April 2021 until 22 April 2023. There is the option for PDS to extend the framework for a further two renewal periods of 12 months each.

Call Off Contracts under the Framework Agreement will be for a minimum of 24 months, with the option for two further extension period of 12 months each. Call Off Contracts may be entered into at any time during the term of the Framework Agreement and go beyond the expiry of the Framework Agreement.

## What is available through this Agreement?

Social media continues to be a key channel for police forces to interact with the public. This framework provides access to a social media management platform which allows forces to manage all their social media accounts in one place, and respond to contact as professionally as with a 999 or 101 call, holding real-time conversations with the public via social media accounts.

This framework offers solutions that meet nationally agreed standards for social media management. This includes the ability to fully audit all activities and export data for criminal justice purposes, whilst meeting robust standards of information security and data protection.

Each solution is fully consistent with the National Police Chiefs' Council's Social Media Target Operating Model and enables the facilitation of a 24/7 digital desk to manage all social media contact, if desired.

The platform will be used for both inbound and outbound contact and engagement and enables police forces and other contracting authorities to do the following:

- facilitate social media as a public contact channel for the recording of crime and incidents, including emergencies, with the ability to fully audit all contact and activities and allow the export of data for criminal justice purposes;
- publish content (both live and scheduled);

- provide basic insight data into the external user including influence, key words, type of content, demographic information and location when available;
- create and maintain a content management library;
- host live events; and
- hold real-time conversations with members of the public.

## Benefits

The following table summarises key benefits available under this framework:

| Benefit                 | Description  |
|-------------------------|--|
| Procurement timelines   | Shortened procurement time as advertisement in OJEU and Request to Participate stage has already been undertaken.  |
| Direct award capability | Reduced timescales by having the ability to direct award to the chosen framework supplier.   |
| Increased competition   | Encourages competition by carrying out mini competitions between framework suppliers, for example where there is a form of integration.  |
| Value for money         | The framework represents excellent value for money, with significant savings, for UK policing.   |
| Social value            | Social value benefits available to end users dependent on the framework supplier.  |
| Standards               | Consistent and robust national standards for service delivery and Information security and data protection standards.<br><br>Consistent with the NPCC Social Media Target Operating Model. |

## How to use the framework

A contracting authority will need to determine whether its requirement can be met by the available services and that all of the terms of the proposed contract are laid down in the framework agreement and the call-off terms and conditions do not require material amendment. If so, then a Direct Award without re-opening the competition applies.

If a contracting authority requires the framework supplier to develop proposals or a solution to meet requirements and/or it's not possible to determine which of the framework suppliers is able to provide best value; and/or the call-off terms and conditions need to be amended or refined to reflect the requirements, then a mini competition must be undertaken.

The contracting authority is responsible for producing the specification, pricing schedule and other documentation required to undertake further competitions.

An overview of the required steps for both processes is detailed below.

### Direct Award without re-opening competition

| Stage  | Action                    | Process  |
|--------|---------------------------|--|
| Step 1 | <b>Notification</b>       | Notify Police Digital Service that you are considering an award for the available services to a framework supplier.  |
| Step 2 | <b>Requirements</b>       | Develop a statement of requirements setting out its requirements for the available services.   |
| Step 3 | <b>Supplier Selection</b> | Identify the framework supplier(s) capable of meeting the contracting authority's statement of requirements and apply the award criteria in order to establish which of the framework suppliers provides best value for money. |
| Step 4 | <b>Order Form</b>         | Once the successful framework supplier is chosen by the contracting authority, the contracting authority shall enter into a call off contract by completing the order form with the successful supplier.                       |

| Stage | Action | Process  |
|-------|--------|--|
|       |        | It is the responsibility of the contracting authority to raise and complete the order form and send through to the supplier. |

### Mini Competition Procedure

| Stage  | Action                      | Process   |
|--------|-----------------------------|---|
| Step 1 | <b>Notification</b>         | Notify Police Digital Service that you are considering an award for the available services to a framework supplier.   |
| Step 2 | <b>Requirements</b>         | The contracting authority will be required to develop a statement of requirements setting out its requirements for the available services and identifying the framework suppliers capable of meeting the contracting authority's statement of requirements. |
| Step 3 | <b>Terms and conditions</b> | The contracting authority will refine the call-off terms and conditions to reflect its requirements only to the extent permitted by and in accordance with the requirements of the Public Contracts Regulations 2015.                                       |
| Step 4 | <b>Mini competition</b>     | All framework suppliers should be invited to tender against the requirements. The award criteria detailed in the table below should be applied when carrying out a mini competition.  |
| Step 5 | <b>Order Form</b>           | The framework supplier who best meets the requirements of the individual requirement, will be awarded the call off contract.  |

| Stage | Action | Process  |
|-------|--------|--|
|       |        | <p>The contracting authority shall enter into a call-off contract by completing the order form with the successful supplier.</p> <p>It is the responsibility of the contracting authority to raise and complete the order form and send through to the supplier.</p> |

#### Award Criteria

| Criteria | Sub Criteria (where applicable)   | Percentage weightings range (total should equal 100) |
|----------|---|--|
| Price    | n/a   | 30-60%   |
| Quality  | <p>For example:</p> <ul style="list-style-type: none"> <li>• Usability /mobile access for front line officers</li> <li>• Build in CRM functionality</li> <li>• Integration - command and control</li> <li>• Changing social media landscape</li> <li>• Integrations</li> <li>• Audit capabilities</li> <li>• Workflow/ configuration</li> <li>• Scheduling content</li> <li>• Training</li> <li>• Channel coverage</li> <li>• Solution demonstration</li> </ul> | 40-70%   |

Full details of the Ordering Procedure is set out in the Framework Agreement.

## Supplier Management

The Social Media Management & Engagement Agreements have been set-up and entered into by PDS. There are two (2) framework suppliers:

| Supplier                          | Contact Details  |
|-----------------------------------|--|
| SocialSignIn Ltd, trading as Orlo | Gurdip Sodhi<br>Account Director (Head of Policing Sector)<br>07936 963751<br><a href="mailto:Gurdip.sodhi@orlo.tech">Gurdip.sodhi@orlo.tech</a> |
| Softcat plc (Salesforce)          | Steve Norris<br>Public Safety Market Director<br>07880 102300<br><a href="mailto:Steve.norris@salesforce.com">Steve.norris@salesforce.com</a>    |

## Other information

### Management Charge

There is a management charge payable by the framework suppliers to PDS of 1% of the total charges, excluding VAT for all call-off contracts through this framework.

Any pricing provided by a framework supplier must comply with the framework pricing in the framework and will be inclusive of this management charge.

### Police Digital Services Knowledge Hub

This Buyers Guide, FAQs on how to transact business and details of existing commercial deals available to UK policing can be accessed via the PDS Knowledge Hub at <https://knowledgehub.group/web/social-media-management-and-engagement-platform-framework>. If you are not yet registered with the Knowledge Hub, you will need to complete the simple registration process first and ask to join the **Social Media Management and Engagement Platform Framework** group.

### Contacting Us

If you have any further questions regarding this Guide please contact [Commercial@pds.police.uk](mailto:Commercial@pds.police.uk)

## Public Procurement references

Set out below is reference and a link to the underlying procurement documentation.

|                       |   |
|-----------------------|---|
| TED Reference Number: | <a href="#">2020/S 240-594963</a>               |
| Framework Name:       | Social Media Management and Engagement Platform |
| Start Date:           | 23 <sup>rd</sup> April 2021                     |
| End Date:             | 22 <sup>nd</sup> April 2021                     |
| Value:                | £12,000,000.00                                  |
| Suppliers:            | 2   |
| Primary CPV Code:     | 72268000  |