

Technical Specifications

The 1-year digital public relations and press room platform should include the following features:

No.	Items to be Supplied	Description / Specifications	Latest Delivery Date
1	Monitor media coverage and mentions	Ability to monitor up to 15 keywords in national and international mainstream media, social media (Facebook, Twitter and LinkedIn), blogs and forums.	1 year subscription starting on 31 March 2020 at the latest.
		Ability to receive real-time notifications when there is a peak of mentions to up to 5 e-mail accounts.	
		Ability to receive daily updates of the key mentions of the last 24 hours to up to 5 e-mail accounts.	
		Ability to view the mentions in a news feed that is continuously updated.	
		Ability to categorize the mentions depending on media channel and keyword.	
2	Press room for press releases and news	Ability to create and publish up to 20 press releases, news and blogs in a pre-set and easy-to-use template.	1 year subscription starting on 31 March 2020 at the latest.
		Ability to add photos and graphics to the published material.	
		Ability to import contact lists.	
		Ability to find and target journalists and influencers that are prominent within a specific topics and/or keyword.	
		Ability to distribute the press releases, news and blog posts via a distribution channel.	
3	Analysis and benchmarks	Ability to see and obtain statistics of number of views, click through rate, downloads and time spent on site of published and distributed material.	1 year subscription starting on 31 March 2020 at the latest.
		Ability to see and obtain statistics of likes, comments and shares of the published material in social media (Facebook, Twitter and LinkedIn) both collectively and divided by each social media platform.	

		Ability to obtain statistics of how the readers accessed the published material and different traffic sources (direct, referred or search engine).	
		Ability to receive statistical reports for a specific, day month or year.	

If you have further questions please contact Stina Amnebjerg, Operations Associate at UNDP Nordic Office: stina.amnebjerg@undp.org

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