



BIDDER'S CONFERENCE – MINUTES OF MEETING

RFQ/UNDP/SP4N LAPOR/188216/015/2022

Assignment Name:

Digital Agency for Social Media Campaigns and Ads

Date/Time: Wednesday, 29 June 2022, starting 10.00 hour (GMT+7)

Place: Zoom Online meeting

Meeting ID: <https://undp.zoom.us/j/89873349603?pwd=o5xx06tRVReI3PBBFZWpQpyhaSKBkH.1>
(898 7334 9603)

Passcode: 938229

Closing Date:

Please refer to the e-tendering system with event ID: IDN10 - 0000012915

Link to the recorder:

https://undp.zoom.us/rec/share/8B-1gOqVXHbLHJABhYRWM1tft-yCofDb4Em_MN87ieEQ1rW7ITR8eYiFTBh4m9w.bp4ukPv4t3l3eaaU (passcode: cJOVb\$P1)

TO ALL INTERESTED BIDDERS

No.		Introduction and Guidance
Information		<p>Bid Conference was opened with following agenda:</p> <ol style="list-style-type: none"> 1. Explanation on RFQ document – administrative issue (closing date, submission & method, delivery place for submitting offer, contract award, etc.). 2. Explanation on the Data Sheet 3. Explanation on the Term of Reference (TOR). 4. Explanation on the Submission Forms 5. Explanation on in etendering system (BELOW USD 50K) 6. Q & A (going through all sessions)
Questions and Answers		
1	Q	Do you have any success stories (rate completion of complaint)/study case on SP4N LAPOR to understand on how SP4N LAPOR works and understand its approach?
	A	<i>You may visit www.lapor.go.id for general information about LAPOR. You can also access directly the complaint handling platform by log in to the website or access via application available in play store. We did the 2020 satisfaction survey in which the satisfaction rate is 76%. We just try this approach (testimonial, human interest stories) and we do not have much on success story yet. The approach was mostly infographic/announcement as this is a recommendation of our communication strategies to have the campaign/success stories on LAPOR.</i>
2	Q	Which social media (e.g twitter, Instagram, Facebook) gives the highest complaint queries through LAPOR?
	A	<i>The complaint cannot be directed through social media, but citizens have to submit their complaint through website/mobile apps/SMS as the platform that will be follow up by the admin operator SP4N</i>

		<i>LAPOR. Through this campaign, we want to know which social media can get highest engagement and the suitable approach to do the outreach through social media.</i>
3	Q	Is there any specific threshold for the amount of Ad Cost can be spent for this campaign?
	A	<i>We cannot disclose any numbers to bidder. Bidder may refer to the qualifications stated in the tender document and offer the proposal.</i>
4	Q	What is the basis of the target setting to put such targets on the tender document?
	A	<i>It is based on the number of followers, we aim for 10% followers' growth, while engagement and click through rate is based on 1% of the follower number. This target is based on growth target of NGO sector in which mostly is 1%.</i>
5	Q	How important to have the right percentage of the target? Can we adjust the target on the different set of channels as long as it's effectively reaching the target?
	A	<i>We encourage you to be based/follow on the target stated in the tender document</i>
6	Q	Please confirm is there any employment status requirements for these positions? Should they all be having full time engagement with the agency, or can they be freelancers/part-timers, etc?
	A	<i>There are no certain regulations on that matter, but the agency is the one who we will be hired and responsible to UNDP. We do not set any limitations on the employment modality.</i>
7	Q	Will you share the meeting recording?
	A	<i>You may access the recording through the following link https://undp.zoom.us/rec/share/8B-1gOqVXHbLHJABhYRWM1tft-yCofDb4Em_MN87ieEQ1rW7lTR8eYiFTBh4m9w.bp4ukPv4t3l3eaaU (passcode: cJOVb\$P1)</i>
8	Q	Please confirm how long (duration) is the complaint handling process will take?
	A	<i>The complaint handling will be processed by national admin (KemenPAN RB) and will be directed to the respective institution's admin. If the case is not complex it might be sooner to be processed but if it is complex, it can take more days/months to be processed. But normally for simple case it will be processed within 14 days. Please refer to PANRB ministerial regulation number 62 year of 2018 (PERMENPAN NOMOR 62 TAHUN 2018) chapter VI section C.</i>
9	Q	Please clarify the Performance Expectation of the RFQ, since some of the metrics such as Engagement Rate & Click through rate (CTR) is not in a correct measurement as of now. Since the CTR is set based on numbers while usually it was set in percentage? Or you have another calculation on the target setting?
	A	<i>You may refer to the number stated or the 1% percentage whichever applicable</i>
10	Q	Please clarify will UNDP provide a social media content template guideline?
	A	<i>Since the campaign will be run through KemenPAN RB social media, once the vendor selected, we will have the discussion with KemenPAN RB (subject to the discussion with KemenPAN RB).</i>
11	Q	Please confirm will the post is mirroring throughout Facebook, Instagram, and Twitter?
	A	<i>The graphic may be the same but in terms of the content being written, it should be different and based on each channel approach.</i>
12	Q	Please clarify the access of the social media being obtained by the selected vendor (e.g google analytics, social media dashboard) for running the campaign?
	A	<i>In terms of social media data & graphic, KemenPAN RB will share it to the selected vendor, but for posting, it will be under KemenPAN RB social media admin. Selected vendor will create the content and collaborate with the KemenPAN RB social media admin for further implementation. As for the ads etc it should be under discussion between vendor and UNDP – KemenPAN-RB. But based on our previous experience, ads will be under selected vendor overall management but final approval from KemenPAN RB should be obtained.</i>
	Q	Please confirm that the target stated in the tender document is accumulated for 3 Commemorative Days (for 4 months) or for each commemorative day only / per program?
	A	<i>The targets stated in the tender document for Facebook (2K growth rate, 200 engagement, 200 click through rate) is for each commemorative day. This applies to growth rate, engagement and click through rate for Twitter and Instagram. The duration to run ads for each commemorative day is 5 days, and therefore, the selected bidder have to achieve these targets within that duration. Please refer to section 3.1.4 in the TOR</i>
	Q	Please confirm whether the consultant will be given access into social media accounts: Facebook (LAPOR – Online People's Aspirations and Complaints Service), Instagram (LAPOR1708), and Twitter (LAPOR1708)?

	A	<i>The access to LAPOR Social Media will be handled by KemenPAN RB's admin. The vendor will collaborate with KemenPAN RB's admin to schedule the posting. The access for the public engagement during the campaign is subject for further discussion with KemenPAN.</i>
	Q	Please confirm whether the Ads are paid partnerships listed on behalf of vendors or UNDP's names?
	A	<i>The selected vendor will do the social media ads, without the need for mentioning that it is paid by UNDP. The words "paid partnership with..." or other similar text indicating that UNDP are paying for social media advertisements should not be shown. If this is the standard for all advertisement (e.g default template from the social media platform), the word "sponsored" might be used. But any other word, aside from word "sponsored", the vendor must avoid.</i>

***Jakarta,
July 5th, 2022***