



INTEGRATED MEDIA MONITORING FOR UNICEF GEORGIA

Terms of Reference

Background

UNICEF identifies communication and advocacy as an essential strategy for achieving programmatic goals. Communication and advocacy will be used to win support for the cause of children from decision-makers and the wider public, place the rights and well-being of the most vulnerable children of Georgia at the heart of the social, political and economic agendas, and foster greater social engagement for children. UNICEF's Global Communication and Advocacy Strategy aims at enhancing UNICEF's leadership as a credible and trusted **voice** for children; **reaching** decision-makers and more people with evidence-based messages and **engaging** civil society groups and opinion makers to take action and demand specific changes for the most vulnerable children.

To implement UNICEF's Strategy, a comprehensive monitoring and evaluation framework was developed to support and strengthen the achievement of the Strategy's goals and specific objectives: voice, reach and engagement. Within each of the strategic areas, key performance indicators (KPIs) were identified that measure how we are delivering on our communications strategy.

UNICEF is seeking to select a professional company to provide media monitoring services.

Objectives

To provide daily media monitoring, including quantitative and qualitative analysis of the media content as it relates to UNICEF's work and reputation:

- ✓ Provide real time access to information, findings, data and insights related to UNICEF Georgia programmatic priorities;
- ✓ Identify pressure points on brand reputation to inform strategic response;
- ✓ Carry out brand awareness quick surveys;
- ✓ Integrate and, where possible, correlate data from diverse sources (own and earned media);
- ✓ Contribute to regular brand equity studies in major markets;
- ✓ Identify key influencers and priority channels; and
- ✓ Provide comparative peer analysis.

Media monitoring and content analysis

The company will track coverage of UNICEF and its key issues in both traditional media (print, broadcast, websites of major print/broadcast outlets) and consumer generated media (social media – blogs, discussion boards, etc.). During the setup phase, UNICEF and the company will agree on a list of media outlets to be analyzed.

The company will provide a team of analysts who will read, analyze, code and tag all collected articles. UNICEF will work with the company to refine and clarify the scope and parameters of the content acquisition and research matrix of issues/topics and messages to monitor within the coverage. The company is responsible to ensure its research teams are knowledgeable with the necessary background information on UNICEF. The research matrix may evolve over the life of the project as new issues emerge, others recede, and messaging points change.

All analyzed content will be manually reviewed. The quality of the content displayed in the dashboard and selected for analysis in the quarterly reports will be assured through some combination of manual and automated analyses. During the project setup phase, the company will provide additional details on how manual analyses will be applied at each stage and for each platform.

Media monitoring items

Media monitoring company will have to be able to track at least the following media channels but the list can further be finalized in consultation with UNICEF:

TV - I Channel, Tele school-education, Rustavi 2, Imedi TV, Formula TV, Mtavari TV, Kavkasia, Maestro, Ertulovneba, Palitra TV, TV Pirveli, Euronews Georgia, Starvizion, Obiektivi TV, Pos TV, Pulsi TV, TV 24

Online publications: ipn.ge, ghn.ge, pirveli.com.ge, medianews.ge, expresnews.ge, news.ge, frontnews.ge, info9.ge, netgazeti.ge, tabula.ge, publica.ge, on.ge, commersant.ge, gbc.ge, presa.ge, droni.ge, palitra.tv.ge, civil.ge, media.ge, humanrights.ge, geonews.ge, for.ge, medportal.ge, ambebi.ge, navigator.ge, bpi.ge, news.boom.ge, gncc.ge, fact.ge, foreignpress.ge, itv.ge, newspress.ge, newposts.ge, regions.ge, tspress.ge, tv25.ge, reportiori.ge, opinion.ge, pirveliradio.ge, Kvira.ge, Freshnews.ge, <https://mtisambebi.ge/>, agenda.ge, georgiatoday.ge

Radio – GPB, IMEDI, Pirveli Radio, Radio Tavisufpeba, Fortuna, Comersant, Palitra, Maestro, Radio1, Abkhazetis Khma, <https://www.radioatinati.ge/>

Print: - Alia, Kviris Kronika, Akhali Taoba, Rezonansi, Kviris Palitra, Akhali Versia, Asaval-Dasavali, Sakartvelos Respublika, Prime Time, Adjara, Adjara PS, Kakhetis Khma, Batumelebi, Akhali Gazeti, Bankebi da Finansebi, Sakartvelo da Msofli, Georgian Journal, Financial, The Messenger, Caucasian Business week, Georgia Today, Commercial, Kartuli sitkva, Agraruli Sakartvelo, Premieri, Salkartvelos Ekonomika, Kronika+, Spektri.

Magazines: Sarke, Tbiliselebi, Rating, Gza, City; Forbs, Hello, OK, Indigo

Regional media: Adjara TV, TV 25(Adjara), Trialeti TV(Gori), Tanamgzavri TV(Kakheti), Rioni TV(Imereti), Mega TV(Imereti), 9th Wave TV (Poti), TV 3(Rustavi), Marneuli TV, Parvana TV(Samtskhe-Javakheti), TV Dia(Gori), Guria TV, Odishi TV(Samegrelo), Channel 9 TV(Akhaltzikhe), www.ick.ge, www.gurianews.com, www.Qartli.ge, www.icmm.ge, www.batumelebi.ge, www.tspress.ge, www.livepress.ge, www.rustavisambebi.ge, www.newspress.ge, www.sknews.ge, <http://www.kutaisipost.ge/>, <http://www.heretifm.com/>

Dashboards

The company will provide an online dashboard customized as required for UNICEF's needs. This dashboard will be the primary platform for providing a quick overview of coverage and trends, housing all of the data being collected for UNICEF, filtering, customized searches and drill-down to the source.

The dashboard should present data visually in a user-friendly format, with easy to read graphs and charts, supplemented by data tables as needed, to clearly illustrate and document the parameters being tracked and analyzed (volume prominence, tone and sentiment, per cent of stories about UNICEF that contain core messages, countries and languages). It should provide access to data over time for trend analysis. The dashboard should house the digital content in the user-friendly format that will allow UNICEF to further share the media clippings.

The dashboard will support segmentation by issues/messages tracked and will also drill down to the original sources (article, post, etc.). The tool will allow users doing custom searches, displaying results visually (graphs and charts) and printing of reports with selected groups of KPIs.

The company will be responsible for the keeping the dashboard constantly updated with fresh articles and clips.

KPIs to be tracked by the company

UNICEF is interested in tracking the following broad sets of issues in both traditional and consumer-generated media:

- ✓ Number of articles/stories with UNICEF mentions in top-tier media outlets (as defined by UNICEF)
- ✓ Coverage and discussion of key messages related to UNICEF's work in the organization's 'focus areas' including but not limited to: child rights, child poverty and social protection system; malnutrition, pre-school education, early child development, education, juvenile justice, child care reform, children with disabilities, children living and working on the streets, violence against children, child mortality, mother and child health, health system strengthening, home visiting, lead contamination and environmental health, young people's health and development, and ethical media reporting on children.
- ✓ Percentage of media coverage that includes UNICEF's key messages in the context of country priorities (defined as the number of articles that include a UNICEF key message divided by the total number of articles with UNICEF mentions analyzed in the sample, multiplied by 100)
- ✓ Share of voice on children's issues in traditional media in the context of country priorities (defined as the number of articles with UNICEF mentions divided by the total number of articles with mentions of UNICEF or a comparative organization, multiplied by 100)

Campaign related messaging – each UNICEF campaign comes with specific key messages that should be tracked along the generic messages. For each issue/message, UNICEF requires the company to analyze: volume (number of stories/posts), prominence, tone and sentiment analysis, plus any available information on audience segments. UNICEF and the contracted party will discuss during the project setup phase all the details related to key messages and development and update of a research matrix.

KPIs

- Share of voice on child-related issues in traditional media
- Share of voice on all stories related to issues that affect children on broadcast media (include TV and radio and regional media)
- Share of voice on all stories related to issues that affect children on print media (include regional press)
- Share of voice on social media
- Percentage coverage of UNICEF that is positive on online media
- Percentage coverage of UNICEF that is positive on print and broadcast media (include TV and radio whenever possible)
- Percentage of coverage that includes key messages (qualitative analysis)
- Percentage of coverage that includes quotes from UNICEF spokespeople
- Percentage of coverage that includes quotes from UNICEF Goodwill Ambassadors or celebrity partners
- Percentage of media coverage citing UNICEF data, reports, or evidence
- Percentage of media coverage with positive sentiment
- Number of UNICEF mentions in target media (number of articles/stories)
- Number of potential impressions on online media
- Number of potential impressions through broadcast media (include TV and radio and regional media)
- Number of potential impressions through print media (include regional press)
- Number of potential impressions on social media networks: Twitter, Facebook, Youtube
- Number of users that interacted with the web content (including blogs and other relevant websites)
- Number of online supporters: # of people that liked the Facebook page, # followers on Twitter;
- Engagement score (Facebook): Engaged Users / Total Reach x 100
- Engagement score (Twitter)
- Number of returning users to websites, blogs and other relevant sites

Reporting - In-depth qualitative analysis reports (monthly and annual)

The company will provide UNICEF with written analytical reports as follows:

1. Qualitative analysis reports (monthly and annual)
2. Standard media monitoring report (monthly and annual)
3. Comparative analysis (monthly and annual)
4. UNICEF Message Penetration (monthly)
5. KPI Scorecards (quarterly) summarizing all KPIs for the quarter and comparing the quarter to the previous one

The comparative analysis should include different UN agencies defined by the agency and UNICEF and should look into the content concerning social issues/children.

Quality control

The contracted party will put in place the necessary quality control measures to ensure all content delivered to UNICEF meets monitoring criteria.

Duration of the contract

The duration of the contract is three years (2021-2023) subject to termination in case of unsatisfactory performance or changes of the UNICEF priorities (one month's prior notification to be given). Any other task that does not significantly change the scope of the present terms of reference or has no considerable budgetary implications can be added to this assignment if need arises.

Performance indicators for evaluation of results: (e.g. timeliness, value of services rendered in relation to their costs, etc.)

- ✓ Timeliness
- ✓ Quality of analytical reports, scorecards and email alerts
- ✓ Reliability of the online dashboards
- ✓ Customer service and responsiveness of the company to UNICEF's requests
- ✓ Flexibility

Qualifications or specialized knowledge/ experience required

- ✓ Extensive proven experience in media monitoring and analysis
- ✓ Significant track record of continuous service innovation and development in media measurement and impact analysis
- ✓ Expertise of rolling out global solutions of this nature

Payment Terms

Payments will be issued on quarterly basis. UNICEF recourse in case of unsatisfactory performance: Payment will only be made for work satisfactorily completed and accepted by UNICEF.

Selection and Evaluation process

Evaluation criteria		Score Weight (%)
1.	Technical Evaluation Criteria	70
2.	Financial Evaluation Criteria	30
TOTAL SCORE		100

Documents to be submitted:

- Company's profile.
- Project proposal with description of the proposed work plan and timeline.
- CVs of suggested experts.
- Information regarding organization's bank account issued by Bank (stamped).
- filled VMIP Vendor Registration form (template is attached).
- Financial proposal.

Prepared by: _____ Date: _____

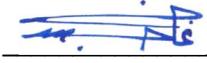
Maya Kurtsikidze, Communication Officer

Endorse by: _____ Date: _____

Vakhtang Akhaladze, Operations Manager

Endorsed by: _____ Date: _____

Amy Clancy, Deputy Representative

Approved by:  _____ Date: 26.01.2021

Ghassan Khalil, UNICEF Representative in Georgia