

ADDENDUM NO. 3

DATE: March 9, 2017
TO: All Proposers 
FROM: Julie Smith Maxwell, Procurement Specialist
SUBJECT: Addendum No. 3 – RFP Social Media Archive Service
BIDS TO BE OPENED: March 28, 2017, at 11:00:00 a.m. Eastern Time

This addendum is being published to respond to questions asked by a potential proposer regarding the above-referenced Request for Proposals. This addendum becomes a part of the Contract Document and modifies the original specifications as noted.

Question 1: Is the request for a vendor to house already-collected data across the 3 social media channels mentioned (Facebook, Twitter, Instagram), or is it a request for the vendor to gather and deliver the public, previously posted content through its service?

Response: The City is seeking a social media archive service to collect and store the existing publicly viewable content from the three social media platforms in use. Additionally, the provider will collect and store all new content going forward.

Question 2: If it is the latter (vendor is requested to gather and deliver publicly posted content which was posted to the 3 social media channels mentioned), is there any degree of privately posted messages (for example, to the City of Knoxville's private inbox) that the vendor expected to store or archive? And if so how would this be made available to the vendor by the City of Knoxville?

Response: No. The City will not collect or archive private messages. Most City social media pages do not enable the private message option.

Question 3: Does the City of Knoxville already have a social media listening and/or analytics vendor in place, which has this information housed? If so, which service is this, how much content does this equate to (in number of posts / comments / mentions, and/or years of historical data) and will the already-gathered information be made available to bridge via API into the proposed vendor's software to save on cost?

Response: No. The City does not have a current vendor for such services.

END OF ADDENDUM NO. 3