



Department for  
International Trade

# **Contract for the provision of Online Media Monitoring and Channel Platform Management**







Department for  
International Trade

Hootsuite Inc.  
5 East 8<sup>th</sup> Avenue,  
Vancouver BC,  
Canada  
V5T 1RC

[REDACTED]  
Date: 11 September 2020

[REDACTED]

**Award of Agreement: Online Media Monitoring and Channel Platform**

This letter (award letter) and Agreement set out the terms of the Agreement between The Department for International Trade as the Customer and Hootsuite Inc. as the Contractor for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this award letter have the same meanings as in the terms and conditions of the Agreement. In the event of any conflict between this award letter and the Agreement, the Agreement shall prevail.

For the purposes of the Agreement, the Customer and Hootsuite Inc agree as follows:

- [REDACTED]
- 3) The Term shall have deemed to commence on 16 September 2020 and the Expiry Date shall be 15 September 2021.
- [REDACTED]

**Customer**

Department for International Trade  
Windsor House  
50 Victoria Street  
London  
SW1H 0ET

**Contractor**

Hootsuite Inc.  
5 East 8<sup>th</sup> Avenue,  
Vancouver BC,  
Canada  
V5T 1RC

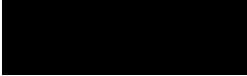
[REDACTED]



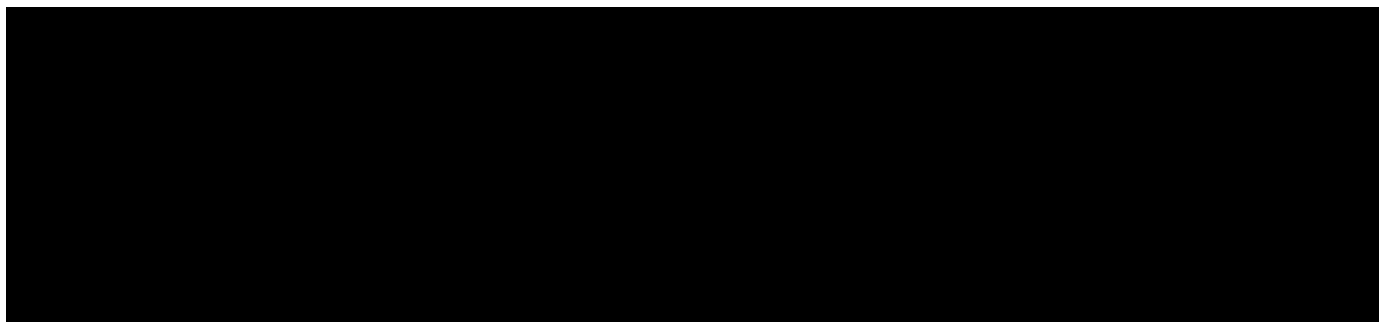
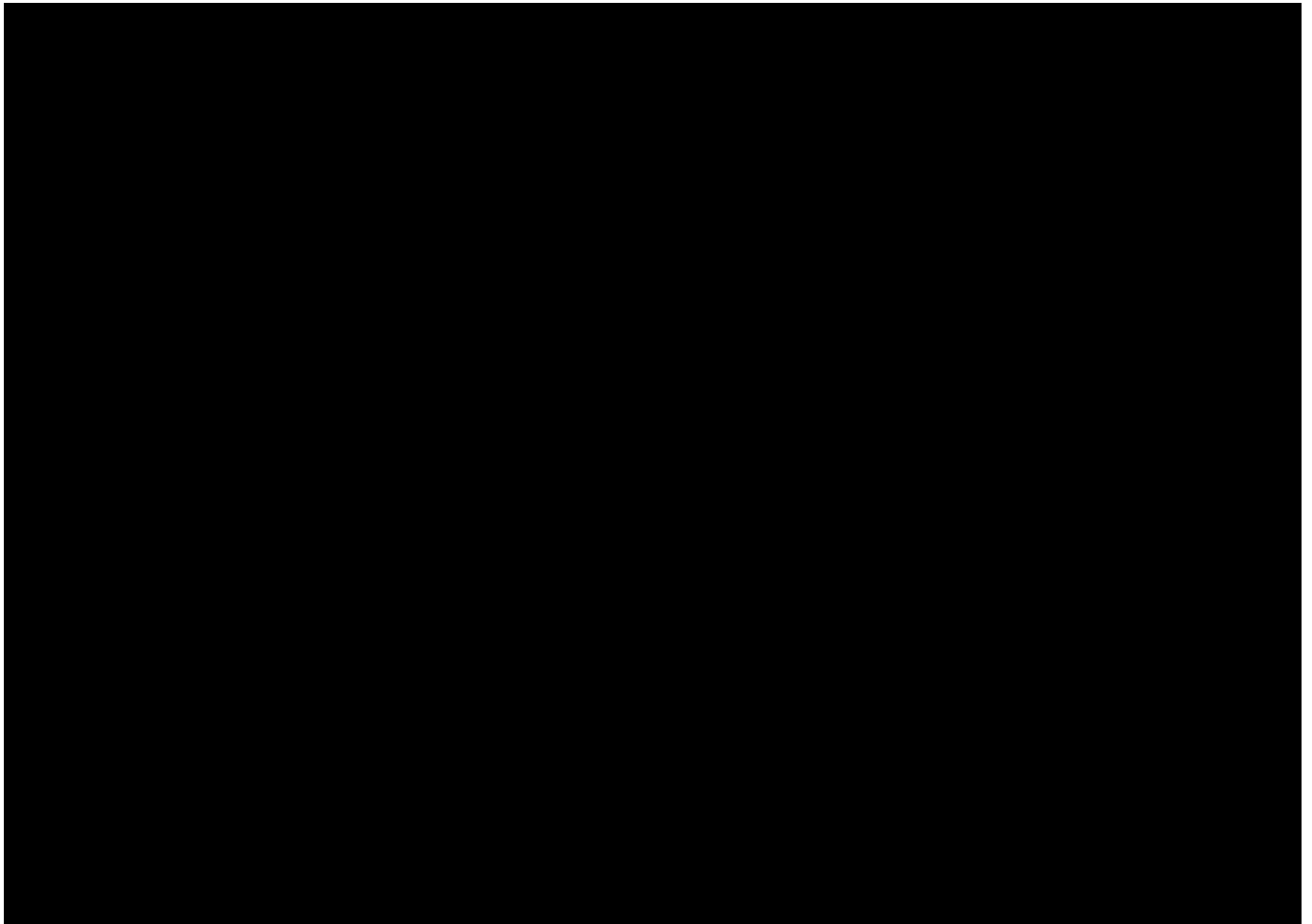


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- 5) The following persons are Key Personnel for the purposes of the Agreement:



Hootsuite Inc.



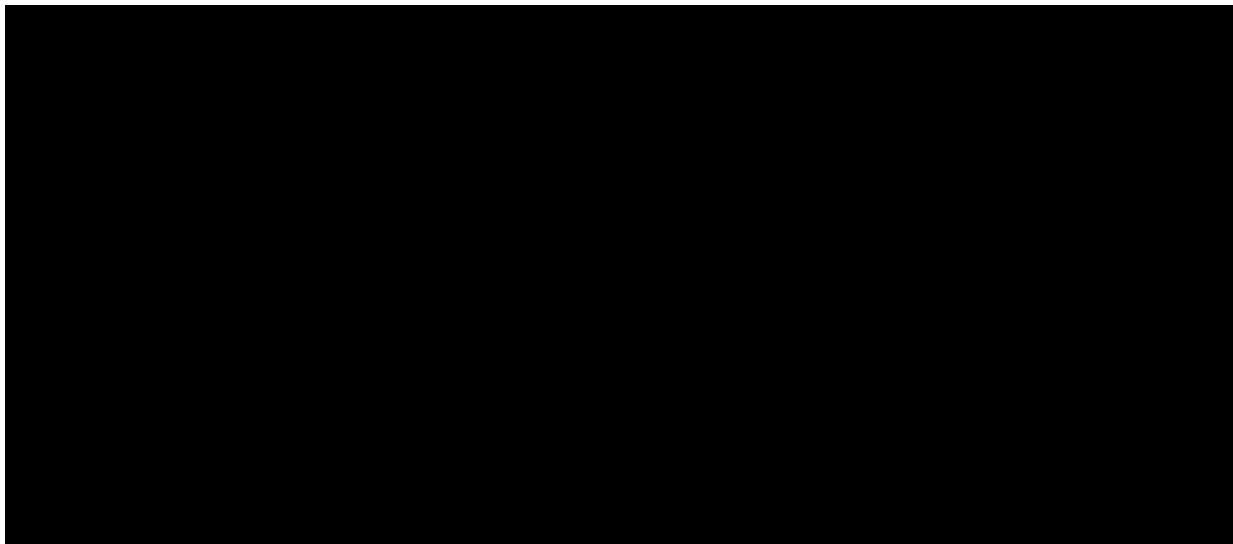
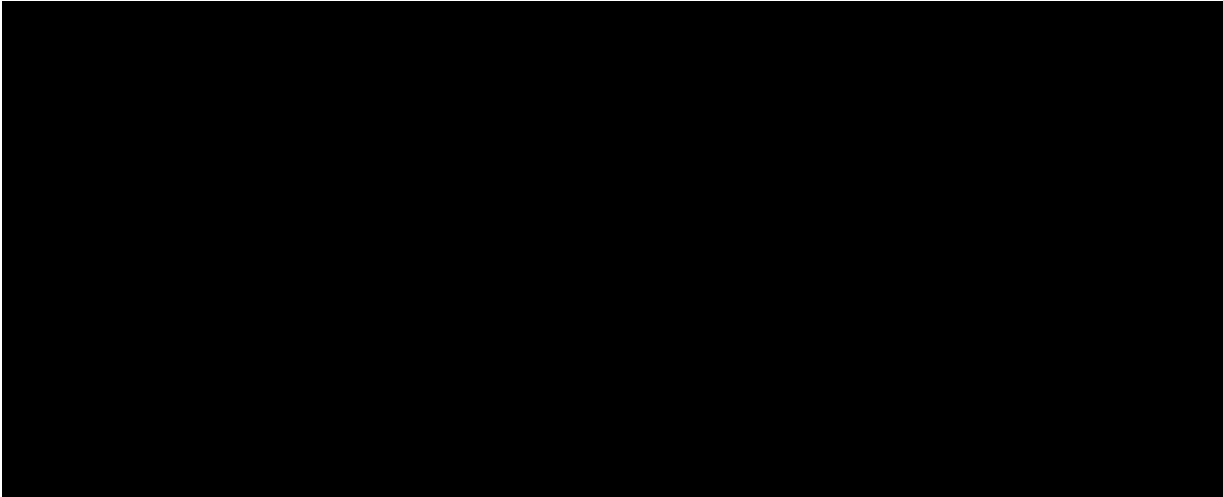




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We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful delivery of the Services. Please confirm your acceptance of the award of this Agreement by signing and returning the enclosed copy of this letter to [REDACTED] at the address shown below within seven (7) days from the date of this letter. No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this Agreement.

Yours sincerely





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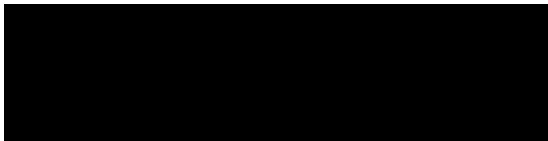


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## **Contract**

**Contract for the delivery of Online Media  
Monitoring and Channel platform  
management Services by Hootsuite Inc. to  
Department for International Trade**

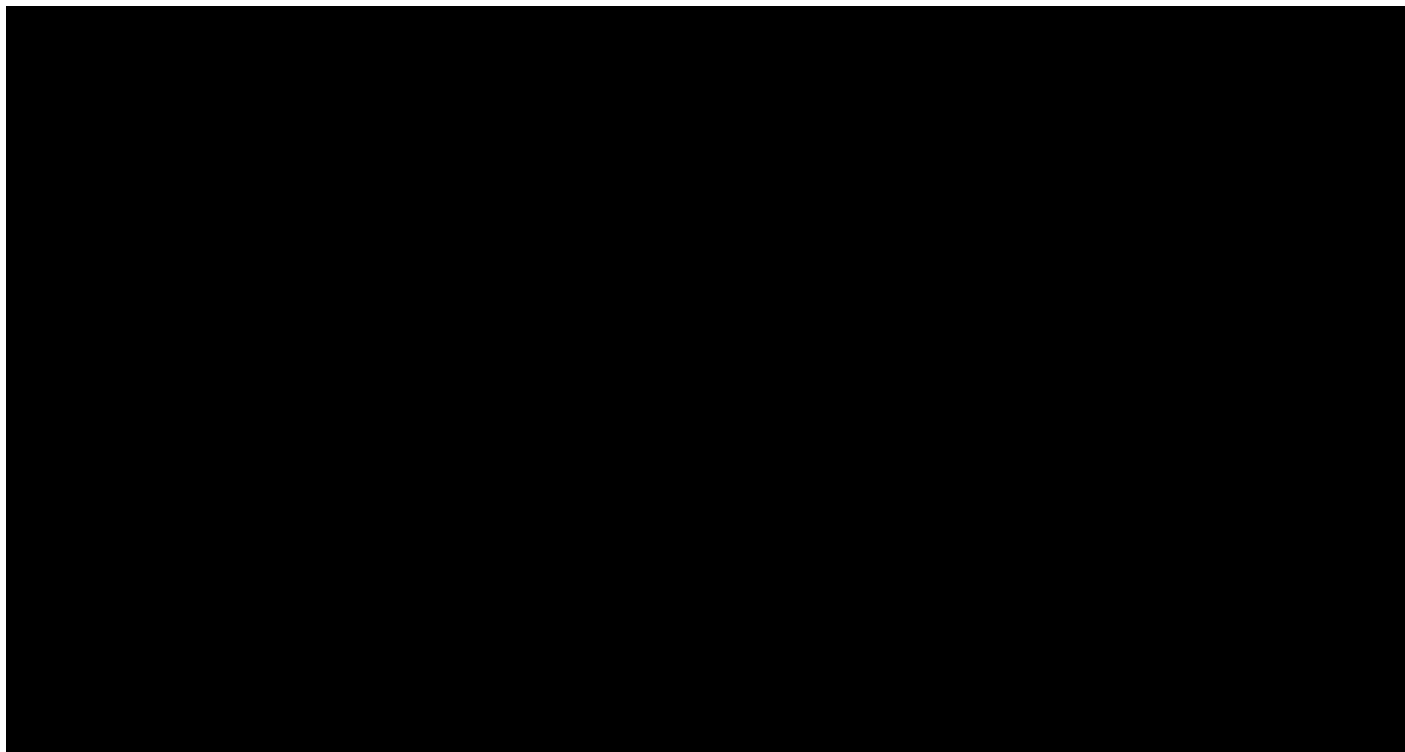


**11 September 2020**





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## **Appendix 1: Specification of Requirement**

### **1. About the Department for International Trade**

- 1.1 The Department for International Trade (DIT) was created in July 2016 and is responsible for promoting British trade across the world and ensuring the UK takes advantage of the huge opportunities open to the UK.
- 1.2 DIT's responsibilities include those of the former UK Trade & Investment in helping UK based companies succeed in the global economy. The Department also helps overseas companies bring their high quality investment to the UK's dynamic economy which is acknowledged as Europe's best place from which to succeed in global business.
- 1.3 The Department offers expertise and contacts through its extensive network in the UK and diplomatic offices around the world. The organisation provides companies with the tools they require to be competitive on the world stage.

### **2. Background to the Requirement**

- 2.1 DIT require an online monitoring and channel management platform. This tool should enable DIT staff around the world to monitor online content, plan/manage/engage and measure the impact of their activity on a variety of social media channels on one platform.

### **3. The Requirement**

- 3.1 We required a supplier that can provide the platform through internet-based access, without installations of software, and support during setup and on an ongoing basis throughout the contract.

The monitoring system is to enable us to analyse the full scale and breadth of online conversations and publications and take prompt action to rebut or defend the UK's or department's reputation.

[illegible]







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4. Key Performance Framework

4.1 This Performance Management Framework (PMF) will be used to monitor measure and control all aspects of Hootsuite Inc. performance of contract responsibilities. Its’ purpose is to set out the obligations on Hootsuite Inc., to outline how the Hootsuite Inc. performance will be evaluated and to detail the sanctions for performance failure.

5. Governance and Contract Management

5.1 Quarterly contract review meetings between representatives of the Department and the Hootsuite Inc.





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5.2 The contract review meetings will be held remotely via teleconference.

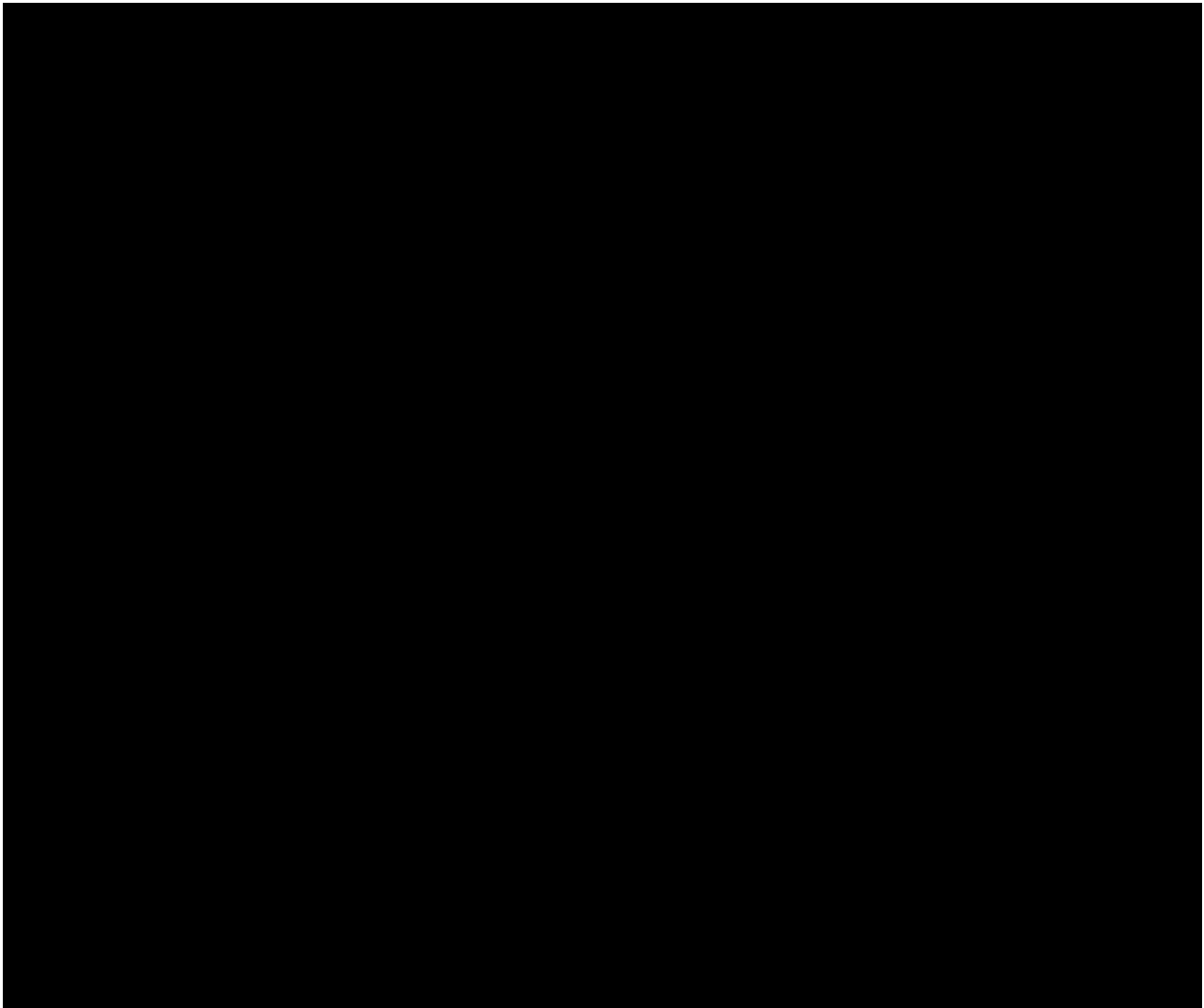
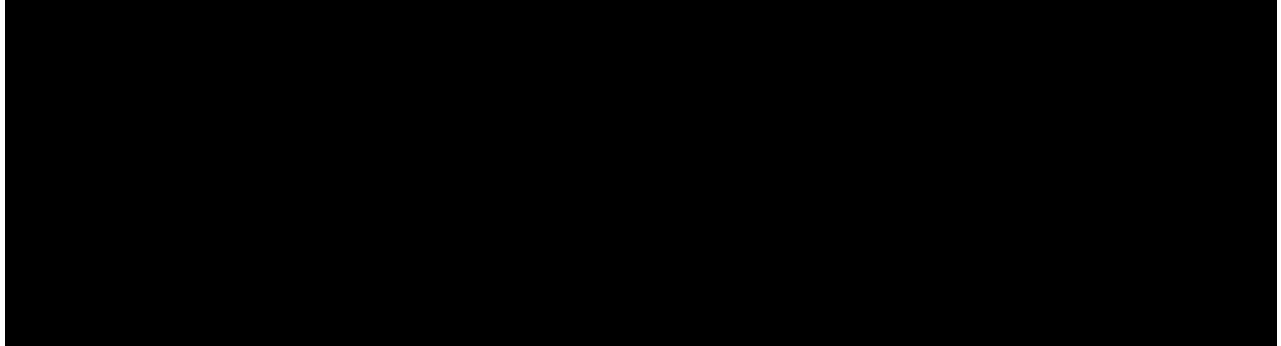




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## **Appendix 2 – Payment**

Quarterly staged payments will be made following the production of the quarterly activity reports, upon continued satisfactory performance of the service and the holding of each Quarterly Review meeting or by agreement of the DIT Contract Manager.





[illegible]

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**Total**

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## **Schedule 1– Schedule of Processing, Personal Data and Data Subjects**

