

Statement of Requirement (SoR)

For: Business consultancy ☐ Corporate Procurement ☒

Reference Number	[REDACTED] 40 – Commercial Interest
Version Number	0.1
Date	07/01/2025

1.	Requirement
1.1	Title
	Social media management tool
1.2	Summary
	Dstl Communications need access to an online social media management tool to securely and efficiently publish content on our official social media channels and evaluate the impact of our communications. [REDACTED] 40 – Commercial Interest [REDACTED] 40 – Commercial Interest
1.3	Background
	Dstl currently runs two main social media channels: LinkedIn and X. These channels are used to promote our work to key stakeholders and audiences across Government, industry, academia and internationally, from MPs to potential suppliers. We have 16,000 followers on X and more than 70,000 on LinkedIn. We post at least once a day on these channels (alongside our other channels including our website), as well as using them to interact with other related organisations and individuals and monitor and manage our public reputation both in and out of hours. We also have two minor accounts, on Facebook and Instagram, which are mainly used when Dstl is actively recruiting large numbers of staff. The accounts are managed by members of the [REDACTED] 40 – Commercial Interest

	<p>team, primarily by the digital manager and social media lead, plus 3 members of the on-call and press team.</p> <p>Until March 2025 [REDACTED] 40 – Commercial Interest has access to the social media management tool [REDACTED] 40 – Personal Information, under an agreement put in place by [REDACTED] 40 – Commercial Interest. This agreement ceases on [REDACTED] 40 – Commercial Interest from which data Dstl will be without a tool for managing our own social media accounts.</p> <p>It is possible for social media channels to be managed natively ie directly within the LinkedIn, X or other website. However, there are significant limitations to this approach, and using a social media management tool brings multiple advantages:</p> <ul style="list-style-type: none"> • Security and governance – using a social media management tool rather than letting everyone log in with a single password to X, LinkedIn etc, means that we can minimise the number of people knowing the passwords for our social media accounts, and have an audit trail of who posted what • Efficiency – scheduling, approving and sharing content is a lot quicker and easier, and provides us with additional functionality over that of the native platforms • Insights and evaluation – enables us to better monitor and measure our activity, particularly important following a directive from the [REDACTED] 40 – Commercial Interest to show the impact of all communications work and highlight how it is helping Dstl achieve our strategy
1.4	Requirement
	<p>We require a social media management tool that will enable us to manage our 2 core social media accounts on LinkedIn and X and our 2 auxiliary accounts on Facebook and Instagram accounts, as well as having the potential to be used by any major new social channels that may emerge as mainstream for our audiences and be authorised for use by [REDACTED] 40 – Commercial Interest</p> <p>Security and governance</p> <p>The tool should:</p> <ul style="list-style-type: none"> • enable access for a minimum of 5 users each with their own individual log in • enable users to post to our social media accounts and view analytics without needing to input the native social media passwords

- provide a clear audit trail of activity – who has posted what and when
- enable us to ensure our posts meet all relevant UK legislative requirements and best practice in accessibility e.g. alt text for imagery
- require two-factor authentication for user logins
- comply with [REDACTED] 40 – Commercial Interest standards to keep secure our information including social media passwords and immediate communications plans (although nothing above [REDACTED] 40 – Commercial Interest is posted on social media)
- be managed by Dstl staff and not require third parties to have access to sensitive information (such as social media passwords) in order to set up our account

Efficiency

The tool should:

- enable scheduling of posts across channels at different times
- enable clear workflows, for example drafting of posts by one person and approval by another within the tool
- use relevant insights and evidence to suggest optimal times to schedule posts
- be quick and intuitive to use, including initial set-up
- enable posting of multimedia content (imagery and video including video thumbnails – and their relevant accessibility features)
- be accessible through a desktop computer web browser and on a mobile (either via a browser or app) – without logging on to the Dstl network, for use out of hours and for resilience during incidents
- support users with clear guidance and help resources

Insights and evaluation

The tool should:

- enable automated monitoring of key social media accounts, trends, topics and mentions of Dstl
- provide a full suite of social media analytics and trend data including impressions, engagement and followers
- enable automated reporting

	<ul style="list-style-type: none">• enable downloading of performance data• enable us to tag posts thematically so we can report on the impact of our communications across the aims of the Dstl strategy <p>Retrospective data</p> <p>Ideally the tool would not be a blank slate and would be able to be populated with past data from at least the last 12 months, to enable us to benefit from trends and make intelligent comparisons in our performance.</p> <p>Timescale</p> <p>Ideally the tool would be in place before [REDACTED] 40 – Commercial Interest</p> <p>[REDACTED] 40 – Commercial Interest</p>
1.5	Options or follow on work
	<p>We would be interested in pricing for training and technical support but ideally the tool would be intuitive and not require these.</p>

1.6	Deliverables & Intellectual Property Rights (IPR)					
Ref.	Title	Due by	Format	Expected classification (subject to change)	What information is required in the deliverable	IPR DEFCON/ Condition <i>(Commercial to enter later)</i>
D – 1	Social media management tool	14 February 2025	Online tool	[REDACTED] 40 – Commercial Interest	Access to online social media management tool for 5 individuals, plus guidance on how to set up and manage accounts and functionality.	DEFCON 705 shall apply

1.7	Deliverable Acceptance Criteria
	<ul style="list-style-type: none"> • Access to online social media management tool for 5 individuals • Guidance on how to set up and manage accounts and functionality

2.	Quality Control and Assurance
2.1	Quality Control and Quality Assurance processes and standards that must be met by the contractor
	<input type="checkbox"/> ISO9001 (Quality Management Systems) <input type="checkbox"/> ISO14001 (Environment Management Systems) <input type="checkbox"/> ISO12207 (Systems and software engineering — software life cycle) <input type="checkbox"/> TickITPlus (Integrated approach to software and IT development) <input type="checkbox"/> Other: (Please specify below)
2.2	Safety, Environmental, Social, Ethical, Regulatory or Legislative aspects of the requirement
	Enable posts on [REDACTED] [REDACTED]

3.	Security				
3.1	Highest security classification				
	<table> <tr> <td>Of the work</td><td>[REDACTED]</td></tr> <tr> <td>Of the Deliverables/ Output</td><td>[REDACTED] 40 – Commercial Interest</td></tr> </table>	Of the work	[REDACTED]	Of the Deliverables/ Output	[REDACTED] 40 – Commercial Interest
Of the work	[REDACTED]				
Of the Deliverables/ Output	[REDACTED] 40 – Commercial Interest				

3.2	Security Aspects Letter (SAL)
	Not applicable If yes, please see SAL reference-
3.3	Cyber Risk Level
	[REDACTED] 40 – Commercial Interest
3.4	Cyber Risk Assessment (RA) Reference
	[REDACTED] 40 – Commercial Interest If stated, this must be completed by the contractor before a contract can be awarded. In accordance with the Supplier Cyber Protection Risk Assessment (RA) Workflow please complete the Cyber Risk Assessment available here

4. Government Furnished Assets (GFA)					
GFA to be Issued - No					
<i>If 'yes' – add details below. If 'supplier to specify' or 'no,' delete all cells below.</i>					
GFA No.	Unique Identifier/ Serial No	Description: <i>Classification, type of GFA (GFI for information for example), previous MOD Contracts and link to deliverables</i>	Available Date	Issued by	Return or Disposal Date <i>Please specify which</i>
GFA-1					

5.	Proposal Evaluation criteria
5.1	Technical Evaluation Criteria
	<p>As per the requirements section, the tool would be assessed on:</p> <ul style="list-style-type: none"> • Security and governance • Efficiency • Insights and evaluation • Retrospective data • Timescale <p>Framework T&C's evaluation criteria may apply.</p>
5.2	Commercial Evaluation Criteria
	Framework T&C's evaluation criteria may apply.

6.	Defcons
Defcon:	Covering:
76	<i>Contractors are required to work at MOD premises</i>