

Responses to Pre-Bid Queries

SI No.	RFP Document Reference (s) (Section & Page Number(s))	Content of RFQ requiring Clarification (s)	Points of Clarification	Election Department's Remark/Reply
1	Page 8 Section 3.1 Scope of Work	Monitor the ad libraries of top social media platforms like social media, Twitter and Instagram, YouTube etc.	Request clarification on the meaning of ad libraries.	The Ad Library is a place where you can search for ads that are running across social media. You can use it to get information about the ads you see. For all ads, you can search for ads that are currently active on the social media. For ads that are about issues, elections or politics, you can also search ads that are inactive (no longer running across social media Products). Ad Library also shows you additional information about these ads, such as who funded the ad, a range of how much they spent, and the reach of the ad across multiple demographics.
2	Page 8 Section 3.1 Scope of Work	The mechanism of updating CEO has to be online as well as offline and accordingly, the agency should have appropriate software for updating CEO	Please specify software if possible. We may choose to work on Google Sheets or have a custom solution designed for security reasons.	Any solution where the details and analysis can be viewed by the CEO office through secure login and in an appropriate format will be eligible. In addition to that CEO office should have access to the said information for future reference also.
3	Page 8 Section 3.1 Scope of Work	Crisis Monitoring and Response Management	Response Management also falls under Social Media Management scope. Will the Social Media Monitoring Agency also be responsible for Response Management?	All posts/comments shall be monitored and responses required should be communicated to the Social Media team of CEO office and coordinate with them in response management. In addition to that a daily update has to be given on the responses provided to the CEO.
4	Page 9 Pre-Qualification Criteria Point No 2	Experience in Outreach Media/ event Management	Will experience of executing Social Media Monitoring for self or self owned entities be counted towards experience?	No. Self owned entities will not be considered.

Note: