



# Rockwood School District Social Media Monitoring Service

The Rockwood School District is investigating options for a solution to monitor social media for the district and schools.

As the next step of this process, we are asking potential providers to respond to this Request for Information (RFI). This request does not obligate the District in any way (i.e., to any further action or to pay any costs incurred by providers related to the submission of this RFI).

Please review and complete the following four sections by typing in your responses. Return the completed document via email attachment or by mail by Friday, November 16, 2018, to Karl Weinrich, Coordinator of Web Services, for the Rockwood School District, at this email address: [weinrichkarl@rsdmo.org](mailto:weinrichkarl@rsdmo.org) or at the address below.

Attention: Karl Weinrich  
Rockwood School District  
500 N. Central Avenue  
Eureka, MO 63025

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## General Questions

Question	Response
1. Is your company public or privately held? If public, please provide your market symbol.	
2. How many years has your company been doing business under your current name?	
3. Has your company ever done business under another name? If so, what name?	
4. Where is your headquarters located?	
5. How many full-time employees?	
6. Do you have a Midwest office/presence? If so, where?	
7. Do you have a Missouri office/presence? If so, where?	
8. What is the name of your social media monitoring tool?	
9. How long has your product been generally available on the market?	
10. How many US Pre K12 school districts are running the current version of your product?	
11. How many US Pre K12 school districts with an active student enrollment of 20,000 or more are currently using your product?	
12. How many state of Missouri PreK-12 school districts are currently using your product?	
13. How many state of Missouri PreK-12 school districts with an active student enrollment of 20,000 or more are currently using your product?	
14. What components/features are included in your "core" product offering? <ul style="list-style-type: none"> <li>● Web based system</li> <li>● Mobile app</li> <li>● Number of user accounts</li> <li>● Reporting</li> <li>● Schedule and email reports</li> <li>● Alert notifications</li> <li>● Archive data offline</li> </ul>	

<ul style="list-style-type: none"> <li>• Backup of data</li> </ul>	
15. What other components are available beyond your core product?	

## General System Features and Functions

Question	Response
1. What social media sites does your tool monitor?	
2. What languages does your product support?	
3. How many individual social media accounts does the tool allow you to monitor?	
4. How often does your tool scan social media sites?	
5. What methods are used to scan for content?	
6. Does your tool offer a real-time search function?	
7. Would we be able to add our own criteria for monitoring?	
8. Does your tool allow for location filtering or geofencing restrictions?	
9. Can individual names be entered into the tool for filter criteria?	
10. Slang terms and abbreviations that are used on social media are constantly changing, how does your company respond to these changes?	
11. Does the tool allow the creation of different monitoring criteria for different reports or is the criteria a global setting?	
12. Does your tool offer any sort of predictive analysis to identify threats?	
13. Is the reporting of post/comments only done by software or is there staff at your company monitoring as well?	
14. How long does your tool take to report/notify selected staff?	
15. What forms of notification are available for your users?	

16. Can we “flag” certain social media accounts to monitor more closely?	
17. When a social media post or comment has been “flagged”, what actions can be taken in your software?	
18. Is your product primarily used for marketing and brand awareness or for safety monitoring?	
19. Does the tool allow for reporting on the number of mentions, tweets, comments, etc on specified social media accounts that the district manages?	
<b>Protection of Privacy and Data</b>	
20. What assurance of the security of system as it applies to the Federal Rights to Privacy Act?	
21. What security layers are in place for the protection of school data?	
22. Do you offer any social media safety or best practices training programs for our social media users (parents/students/staff)?	
<b>Training and Support</b>	
23. Do you provide technical assistance for remediation? Email or phone? Response time?	
24. What training programs do you offer for new users of your product?	
25. Do you offer online training?	

## Implementation

Question	Response
1. What software applications are needed by your product?	
3. Does your product have any plug-in requirements for installation?	
4. What is the average training time for a user?	
5. What is the implementation timeline?	
6. Based on past performance, how often does your product require upgrades?	

## Cost

Question	Response
1. Explain your pricing schedule for your social media monitoring service.	
2. Do you have a set-up fee? If so, what is included in the set-up fee?	
3. Do you have a plan fee rate?	
4. What recurring cost can we expect?	
5. List any other one-time or recurring costs not mentioned above.	

The District understands this is general cost information and not a proposal to provide specific services at a specific price. In the event the District elects to move forward with a system, the provider will have an opportunity to refine and submit a formal cost proposal.

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To fully comprehend the information contained within a response to the RFI, the reviewing group at the Rockwood School District may seek further clarification on that response. This clarification may be requested in the form of brief verbal communication by telephone; written communication; electronic communication; or a presentation of the response in a meeting.

## Response Schedule

The schedule for responding to this RFI is as follows. Please note that early responses are encouraged.

RFI issued: Tuesday, October 23, 2018

RFI responses due: Friday, November 16, 2018

Return the completed document via e-mail attachment or by mail to the following:

Karl Weinrich  
Coordinator of Web Services  
Rockwood School District  
E-mail address: [weinrichkarl@rsdmo.org](mailto:weinrichkarl@rsdmo.org)  
Or by mail to: Rockwood School District  
500 N. Central Avenue  
Eureka, MO 63025