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[Publication](#) | 15.10.2024

## Media monitoring, social listening and media relations

### Call for offers

The Communications Unit in the Greens/EFA Group is looking for a provider of services for online media monitoring, social listening and media relations. The period of service would be for 1 year (with possible extension up to 5 years), starting in January 2025.

**The following technical specifications are required:**

#### **Social listening:**

- 3 users
- monitoring of all major social platforms
- analysis and insights
- benchmarking at least 70 profiles (our MEPs and competitors)
- ability to save at least 5 listening topics
- alert system for when things work better than average
- connection with Slack

#### **Online media monitoring:**

- 5 users
- monitoring of major national and regional online news publications from each EU country
- unlimited searches
- ability to save searches
- analytics, insights and reporting
- spike alerts

#### **Media relations:**

- database of media contacts / media lists
- press release distribution
- monitoring and analytics of open and click-through rates

**Other requirements:**

Full training and ongoing support of our team to develop our use of the tool

Technical support with set-up of searches and fine-tuning the tool for our needs

Please send an offer for the provision of the above services to [katy.cadwallader@ep.europa.eu](mailto:katy.cadwallader@ep.europa.eu)

To be included in the offer: technical requirements fulfilled, full breakdown of annual costs per service.

**Deadline for receiving offers: 12:00 on 25 October 2024**

- [Call for offers - Media monitoring, social listening and media relations \(PDF\)](#)

**Recommended**

Publication



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11.03.2025

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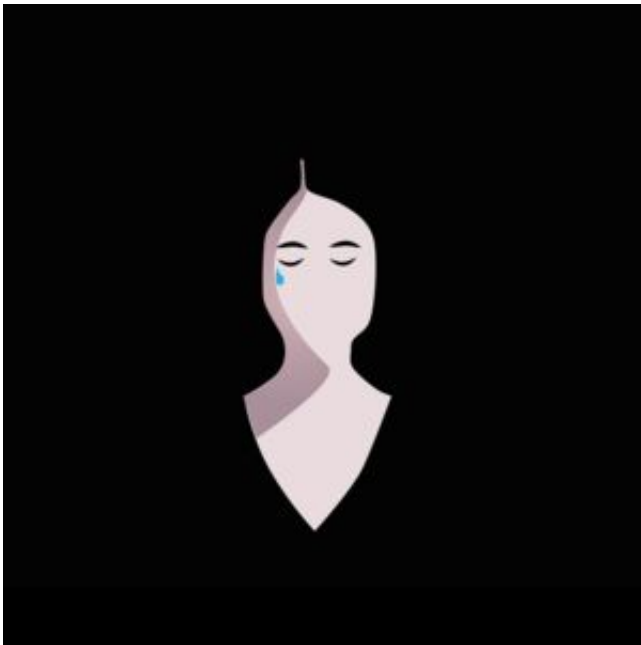
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## Eating Greens

11.04.2024

### **Contact person**



Katy Cadwallader

Communications assistant

### **Attached documents**

[Call for offers - Media Monitoring - October 2024](#)

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