

## THE PRESIDENCY - REPUBLIC OF SOUTH AFRICA

### Questions from Accenture Interactive:

1. **Supporting documentation and acceptable formats:** Over and above the sections of the RFP that need to be answered in 'black ink' what format do the credentials and relevant experience, strategic approach and methodology, project execution, and skills and qualifications need to be in i.e. printed and bound copies, USB containing PowerPoint or PDF documents?

**USB AND PRINTED COPIES**

**Print copies**

2. **Content and engagement channels:** Can you please share all of the digital channels' URLs and handles that we will have to service? **THE PRESIDENCY TWITTER , YOU TUBE, WEBISTE , MINI SITE, FACEBOOK , AUDIO VISUAL CONTENT FOR ALL OTHER CHANNELS**

**The Presidency Website - <http://www.thepresidency.gov.za/>**

**State of the Nation Website - <https://www.stateofthenation.gov.za/>**

**@PresidencyZA YouTube -**

**<https://www.youtube.com/channel/UCaVkkSluweIBM9inQwm91FA>**

**@PresidencyZA LinkedIn**

**<https://www.linkedin.com/company/presidencyza/?viewAsMember=true>**

**@PresidencyZA Facebook**

**<https://www.facebook.com/PresidencyZA>**

**@PresidencyZA Twitter**

**<https://twitter.com/PresidencyZA>**

**@PresidencyZA Instagram**

**<https://instagram.com/PresidencyZA>**

**Podcast**

3. **Social listening:** Will there be a need for social listening (and if so for what criteria e.g. share of voice, sentiment, volume) and is there a tool in place for this? **THERE WILL BE A NEED AS DETERMINED BY SPECIFIC BRIEFS . NO TOOL CURRENTLY EXISTS**
4. **Technology for social channels:** what technology, if any, will be used to manage social channels?

**Citizen Engagement Tool**

**Analytics Tool**

5. **Associated volumes:** Do you have an indication of the amount of content published over a week/month/quarter - as an average? **THIS WILL BE COVERED IN BRIEF TO APPOINTED PANEL**
6. **Community management resources:** how many Community Managers do you currently have and do they have end-to-end responsibility or are they focused on specific channels, segments or organisational pillars? **WE HAVE STAFF THAT ARE CROSS SECTORAL AND WORK ON CAMPAIGNS THROUGH THE LINE**

**No Community Management exists at the moment – this function to form part of agency brief**

7. **Content production efficiency:** Is it required to publish unique content to specific digital channels or do you expect one piece of content to be cross channel posted? **WILL DEPEND ON CAMPAIGN BRIEF**

**Both – depending on nature of content and channel requirements**

8. **Coordination of content calendars:** Do you currently make use of content calendars to what degree are they coordinated with those of other key governments departments such as GCIS, specific national, provincial and local government ministries? **ONLY VIA LINKS**

**Yes – Presidency content calendars aligned to Presidency's diary of public engagement and government wide campaigns all aligned to work of GCIS and ministries**

9. **Content Strategy and process:** Do we have to create a process to create content or will the content themes be provided by the Presidency? **THEMES WILL BE PROVIDED BY PRESIDENCY**

10. **Response prioritisation:** Is there a triage system in place for the social channels (e.g. a workflow for content, responses and human failure) **NO**

11. **POPIA compliance:** Will the responses and interactions on the social channels be tracked and archived and is there a POPIA process in place if this does happen? **WE CANNOT ARCHIVE OTHER PEOPLES CONTENT , ONLY TRACK AS PART OF SOCIAL LISTENING**

**Interactions to be tracked and archived via digital reporting and analytics**

12. **Social Media risk mitigation:** What security measures are currently in place to prevent unauthorised handle management and malicious content being posted? **NONE , WE REPORT TO THE CHANNEL**

**Identity and Access Management – clear protocol to granting access to the platforms**

13. **Content performance:** Is there a tool in place to manage content performance and what is the current performance benchmark? **NO TOOL**

**Content performance gauged via analytics built in to the platforms**

14. **Digital Asset Management (DAM):** Will there be a DAM (digital asset management) in place for all imagery needed for the digital campaigns, or would the imagery have to be created / sourced? **AN IMPROVED SYSTEM WILL NEED TO BE SET UP AND MANAGED**

**Imagery will be provided by the GCIS Photo unit and where required there will be a need for image creation/sourcing and relevant licensing obtained**

15. **Realtime and dynamic content:** Do you want to make use of real-time streaming services as part of your content creation execution? **WE ALREADY STREAM LIVE WHEN REQUIRED**

**Yes, except for LinkedIn and Instagram platforms**

16. **Paid media advertising:** kindly confirm if this is media buying only or whether this includes the creation of assets / creative development? **MEDIA BUYING IS NOT PART OF THE SPECIFICATION**

**It does includes Digital Media Advertising, creation of assets and strategy development**

17. **Skills development and knowledge transfer:** do you foresee this taking place in the delivery of day-to-day on the job processes or would you require a formal learning and development programme? **ORGANIC**

**Both**

18. **Best practice & comms coordination platforms:** do you foresee a need to coordinate your communication planning, execution efforts and resultant impacts with that of GCIS/other government departments in order to evolve and set a benchmark that improves overall perceptions for all government communications **THIS IS A GCIS RESPONSIBILITY**

**Yes – Most of Presidency programmes and campaigns are implemented in collaboration with the GCIS/ line functions and there is need to refine and document the process flow.**

END