



# City of San Antonio

## Agenda Memorandum

**File Number:**

---

**Agenda Item Number:** 7

**Agenda Date:** April 3, 2025

**In Control:** City Council A Session

---

**DEPARTMENT:** Finance Department

**DEPARTMENT HEAD:** Troy Elliott

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Social Media Management Tool

**SUMMARY:**

This ordinance approves a contract with Social News Desk, Inc. to provide a Social Media Management Tool for the Communication & Engagement Department for an estimated cost of \$35,760 for the first year of services and an estimated total cost of \$189,855 over the contract term. The initial term of the contract will be for the period beginning upon award by City Council and continue in full force and effect for a one-year period. Four additional one-year, renewal options will also be authorized by this ordinance. Funding for this contract is available from the General Fund FY 2025 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

**BACKGROUND INFORMATION:**

Submitted for City Council consideration and action is a proposal submitted by Social News Desk, Inc. to provide a Social Media Management enterprise solution that would allow the ability to manage, schedule and analyze social media content and interactions on a single platform. The City currently uses Facebook, Instagram, X (formerly Twitter), YouTube, Nextdoor and LinkedIn;

however, the City does not have an enterprise social media management tool to effectively monitor, manage, and engage across all social media platforms.

The City issued a Request for Competitive Sealed Proposals (RFCSP) for “Social Media Management Tool” (RFCSP 24-125, 6100018167) on September 4, 2024, with a submission deadline of October 10, 2024. The RFCSP was advertised in the HartBeat, TVSA channel, the City’s Bidding & Contracting Opportunities website, the San Antonio e-Procurement System and an email notification was released to a list of potential respondents. A total of four proposals were received; however, two proposals were deemed non-responsive. One firm’s proposal took exceptions to City terms and conditions and another firm’s proposal failed to provide required proposal documents in manner set forth in the RFCSP. The remaining two proposals were deemed responsive for evaluation.

The evaluation committee consisted of representatives from the Communication & Engagement Department, Information Technology Services Department, Convention & Support Facilities Department, and Aviation Department. The Finance Department, Procurement Division assisted by ensuring compliance with City procurement policies and procedures. The evaluation of each proposal was based on a total of 100 points: 40 points were allotted for experience, background and qualifications; 40 points were allotted for proposed plan; and 20 points were allotted for price. Additional categories of consideration included references and financial qualifications.

The evaluation committee met to discuss and score the two proposals on November 21, 2024. The top-ranked firm was Social News Desk, Inc., and is recommended for award.

The initial term of the contract will be upon award by City Council and continue in full force and effect for a one-year period. Four additional one-year, renewal options will also be authorized by this ordinance.

## **ISSUE:**

This contract will provide a Social Media Management (SMM) enterprise solution that would streamline and enhance the City’s digital engagement strategy, improve public service delivery, and ensure a coordinated approach to communicating with residents. As a large municipality with numerous departments, agencies, and officials communicating with the public across a multitude of accounts and platforms, a centralized tool would ensure streamlined messaging, improved coordination, and increased responsiveness to residents' concerns.

This contract is within the scope of the Small Business Economic Development Advocacy (SBEDA) Program. However, due to lack of available firms and/or subcontracting opportunities, the Goal Setting Committee was unable to apply a SBEDA tool to this contract.

This award is an exception to the Local Preference Program.

The Veteran-Owned Small Business Preference Program does not apply to non-professional

service contracts, so no preference was applied to this contract.

**ALTERNATIVES:**

Should this item not be approved, the Communication & Engagement Department will need to re-solicit for a Social Media Management Tool. The alternative to not having an enterprise social media management tool is a decentralized, manual approach, where each City department independently manages its own social media accounts using native platform tools (e.g., Facebook Business Suite, Twitter/X, Instagram, LinkedIn, etc.).

**FISCAL IMPACT:**

This ordinance will approve a contract with Social News Desk, Inc. to provide a Social Media Management Tool for the Communication & Engagement Department for an estimated cost of \$35,760 for the first year of services and an estimated total cost of \$189,855 over the contract term to include initial term of 1 year with four, one-year options to renew. Funding for this contract is available from the General Fund FY 2025 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

**RECOMMENDATION:**

Staff recommends approval of this ordinance.

This contract is procured by means of Request for Competitive Sealed Proposals and a Contracts Disclosure Form is required.