

EXECUTIVE SUMMARY

PROPOSAL	:	Online and Social Media Monitoring Service 2021
DATE	:	January 2021 - April 2021
VENUE	:	MPC
ESTIMATED COST/ BUDGET	:	RM69,642.00 (inclusive 6% SST) for one year / (RM17,410.50 per quarter) Budget proposal : MPB-ICT
DIVISION/REGION/ UNIT	:	Corporate & Planning Division (CPD)
IMPACT TO PEOPLE	:	It provides current and better understanding on productivity through on-line news and social media by the public. Monitoring of online news and social media allows MPC to better strategize productivity communication activities.
BALANCE OF BUDGET ALLOCATION /SIGNATURE OF CHIEF ACCOUNTANT	:	
COMMENT/SIGNATURE OF PCT UNIT MANAGER	:	

PAPER FOR BOARD OF MANAGEMENT (BOM) APPROVAL

PROPOSAL FOR ONE YEAR ONLINE AND SOCIAL MEDIA MONITORING SERVICE FOR MPC

1.0 Introduction

Online and social media monitoring is the process of identifying and determining what is being said about a brand, individual or product through different social and online channels.

An **online and social media monitoring service** provide an organisation with documentation, analysis, or copies of current media content of interest to the clients.

Online media on both news and social **can be measured** and can provide critical information **in real-time**. For example, in any case of major incident, **online news and social media will share the current news within seconds**.

The news monitoring covers related aspect on productivity aligning to the Malaysia Productivity Blueprint (MPB) and all news captured will be **streamlined to Productivity WayUp Portal, MPC Website and MPC social media platform (Facebook & Twitter)**.

The purpose of this paper is to seek approval from the Board of Management (BOM) to carry out **one year online and social media monitoring service for MPC using MPB-ICT Budget**.

2.0 Advantages of Online Media and Social Media Monitoring

- i. Allow us to keep track of breaking news about MPC and related issues such as:
 - a. Productivity News
 - b. Competitiveness
 - c. Regulatory Review
- ii. Provide global, online media monitoring of more than 190,000 news publications as well as Twitter, YouTube, Facebook, and Blogs to deliver daily alerts, insights, and opportunities right in real-time.
- iii. Provide automatic Newsfeed to MPC Website and Productivity WayUp Portal.
- iv. Enable to measure the effectiveness and returns of its communication efforts and activities through PR Values and number of hits.
- v. Provide insights into brand perception and consistency of messages within the industry as a whole locally and regionally.

- vi. Identify news and social media trends to design our PR campaigns for maximum impact.

3.0 Proposed Online Media Monitoring Company

Meltwater will help MPC drive growth and build brands. Meltwater's online intelligence platform analyzes billions of digital documents daily to extract precise, timely business insights that help more than 20,000 organisations understand their markets, engage their customers, and master the new social business environment. Meltwater's proprietary search technology searches millions of online media sources in over 120 countries and in any language (<http://www.meltwater.com>).

4.0 News Monitoring and Fees

1. Sources of Meltwater News
<ul style="list-style-type: none"> Online News & Social Media monitoring newspapers, newswires, blogs, industry websites, subscription sites, Facebook, Twitter, YouTube, Blogspot and WordPress.
2. Coverage
<ul style="list-style-type: none"> Over 190,000 online sources (Locally and globally). Malaysia: Over 800 media sources.
3. Lead Time / Reporting
<ul style="list-style-type: none"> Email: Daily morning e-mail reports and real time delivery ad-hoc dashboard reports showing search results for Authorized Users.
4. News Monitoring License / Users
<ul style="list-style-type: none"> News Monitoring License/Users: Access by up to 7 Authorized Users (defined herein) to the Meltwater platform. "Authorized Users" means those specific employees or consultants located in Malaysia that Customer has authorized to use the Meltwater platform solely for Customer's own internal business purposes.
5. Add on functionalities / Information Management Tools
<ul style="list-style-type: none"> Searches: 20 Searches. A "Search" is a string of keywords used to search online news or social media sources and find relevant results in the form of articles or posts. Results are displayed in the Meltwater platform and contain a hyperlink to the original source article or post. Dashboards: 20 dashboard(s) on the Meltwater platform. Dashboards are customizable and display analytics and search results from any Searches. Each Dashboard can contain up to 9 Widgets. Widgets: Access to both Brand Monitoring and Brand Analysis widget groups, including Potential Reach, Sentiment Score, Share of Voice, Advertising Value Equivalency, Top Languages, RSS Feed, Content Streams, Media Exposure, World Heat Map, Trending Themes, Top Publishers and Top Locations widgets. Extras: Tagging, translation and distribution of search results. Sentiment: Natural Language Processing (NLP) analysis of article sentiment in selected languages. Support: Technical and Consultative support during normal local business hours, for the duration of the subscription.

6. Newsfeed
<ul style="list-style-type: none"> Receives 2 HTML newsfeed(s) on Customer's website or intranet or extranet site that mirror the News Link Search Results on the Meltwater Platform (a XML and RSS feed is provided without any additional layout or design). Newsfeed to be used for MPC Website & Productivity WayUp Portal.
7. 2 Insight Reports
<ul style="list-style-type: none"> 2 Insight Reports including any of the following data points as required by customer; Media Exposure, Reach by SimilarWeb, Top Publications, Top Influencers, Automated Sentiment Analysis and Net Tonality Score (NTS). Benchmarking and comparative analysis of up to 9 competitors. The reports in PDF format are delivered half yearly for 12-month subscription or as per customer request for shorter subscriptions. Subject to the approval of Twitter, Customer may receive content from Twitter or post content to Twitter ("Twitter Content") pursuant to this Agreement and Customer represents that it has read, understands, and agrees to be bound by Twitter's terms of service located at https://twitter.com/en/tos. Meltwater or Twitter may terminate Customer's access to Twitter Content if Meltwater or Twitter reasonably believes that Customer is violating Twitter's terms of service.
8. Social Analytics Platform (Monitoring Lite)
<ul style="list-style-type: none"> Social Media Analytics platform with access for up to three (3) Users located in Malaysia. Analyse content & performance of up to ten (10) Social Profiles. Social Profiles can be from any of Instagram, Facebook, Pinterest, YouTube, WeChat, Sina Weibo, Youku, LINE and Twitter. Metrics and analysis cover audience, followers, engagement and content of posts and comments. Subject to the approval of Twitter, Customer may receive content from Twitter or post content to Twitter ("Twitter Content") pursuant to this Agreement and Customer represents that it has read, understands, and agrees to be bound by Twitter's terms of service located at https://twitter.com/en/tos. Meltwater or Twitter may terminate Customer's access to Twitter Content if Meltwater or Twitter reasonably believes that Customer is violating Twitter's terms of service.
Fees: Price offered to MPC: RM65,700/12 months Total invoice amount including 6% SST: RM69,642.00/12 months.

5.0 Project Duration

The overall project duration is from January – December 2021.

Activities	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Online and social media monitoring				

6.0 Overall Cost

The overall cost of the project (1st Quarter to 4th Quarter) is RM69,642.00 as shown in the table below:

Item	Quantity	Total (RM)
Online and social media monitoring – Payment for 1 st Quarter 2021	3 months	RM17,410.50
Online and social media monitoring – Payment for 2 nd Quarter 2021	3 months	RM17,410.50
Online and social media monitoring – Payment for 3 rd Quarter 2021	3 months	RM17,410.50
Online and social media monitoring – Payment for 4 th Quarter 2021	3 months	RM17,410.50
Grand Total (RM)		RM69,642.00

7.0 1st Quarter Cost for BOM Approval

Following is the breakdown of the cost for 1st quarter for the purpose of BOM approval.

Item	Quantity	Total (RM)
Online and social media monitoring – Payment for 1 st Quarter 2021	3 months	RM17,410.50
Total (RM)		RM17,410.50

8.0 Conclusion

The approval of BOM is sought to approve the budget of **RM17,410.50** to utilise the **MPB-ICT** budget to conduct online and social media monitoring service for MPC for the **1st quarter 2021**.

Prepared by;

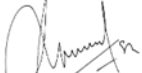


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19 January 2021

Reviewed by;




Shezlina Zakaria

Deputy Director

19 January 2021

Approved by;



Tn. Hj. Suhaimi Hamad

Director

25 January 2021