



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at *wvOASIS.gov*. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at *WVPurchasing.gov* with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header @ 4 List View

General Information | Contact | Default Values | Discount | Document Information

Procurement Folder: 599044

Procurement Type: Central Contract - Fixed Amt

Vendor ID: 000000193075

Legal Name: TLC

Alias/DBA:

Total Bid: \$1,000,000.00

Response Date: 07/16/2019

Response Time: 12:40

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Close Time: 13:30

Status: Closed

Solicitation Description: Addendum - Social Media Management Platform Project

Total of Header Attachments: 4

Total of All Attachments: 4



Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

State of West Virginia  
 Solicitation Response

Proc Folder : 599044

Solicitation Description : Addendum - Social Media Management Platform Project (OT19149)

Proc Type : Central Contract - Fixed Amt

Date issued	Solicitation Closes	Solicitation Response	Version
	2019-07-16 13:30:00	SR 0210 ESR07161900000000213	1

VENDOR
000000193075 TLC

Solicitation Number: CRFQ 0210 ISC2000000001

Total Bid : \$1,000,000.00      Response Date: 2019-07-16      Response Time: 12:40:04

Comments:

**FOR INFORMATION CONTACT THE BUYER**  
 Guy Nisbet  
 (304) 558-2596  
 guy.l.nisbet@wv.gov

Signature on File	FEIN #	DATE
-------------------	--------	------

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Overall Total Cost: Meltwater Social or Equal	1.00000	YR	\$1,000,000.000000	\$1,000,000.00

Comm Code	Manufacturer	Specification	Model #
80140000			

**Extended Description :** 3.1.1 Contract Service Item #1: Meltwater Social or Equal  
3.1.1.1 Vendor must provide an all-in-one social media management platform.  
\*Vendor is to insert their TOTAL BID AMOUNT from Exhibit A on the Commodity line. Vendor must attach Pricing Page

# West Virginia Office of Technology



Solutions that Deliver



**Submitted by:**

**The Library Corporation**

Research Park

Inwood, WV USA 25428

Federal Identification No.: 52-1043428

Toll-Free: 800.325.7759 Fax: 304.229.0295

**Visit: [TLCdelivers.com](http://TLCdelivers.com)**

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# MANDATORY REQUIREMENTS

## PUBLISHING TOOLS

**Create, schedule, edit, and preview posts across multiple social media networks such as but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.**

### TLC: Complies

SocialFlow provides a single enterprise solution to manage and monitor your current and future social media accounts across Facebook, Instagram, Twitter, LinkedIn, Pinterest (+Reporting for Apple News).

- SocialFlow supports the ability to publish text, photos, video, gifs and links to Facebook and Twitter. For Instagram, single image posts and video are supported.
- SocialFlow provides the ability to schedule content to published at one or more identified times/dates.
  - Optimize: Our technology will calculate the best time to send your content based on our real-time data to maximize your engagement. You can still control the timing by entering a custom time window and using a priority level (see below).
  - Publish: Time-sensitive messages or breaking news can be sent out immediately.
  - Schedule: For messages that need to go out at a specific date and time.
  - Hold: If you're not sure or not finished with a message, you can place it on Hold, which sets it aside in the queue. You will need to change the message's status to Optimize, Publish, or Schedule when you're ready, in order to send it.
    - SocialFlow provides the ability to allow users to set and save preferred publishing time windows for accounts.
    - SocialFlow enables the ability to simultaneously publish to multiple accounts and social channels.
    - Twitter's Automation Rules do not allow the same tweet to be published to multiple accounts simultaneously. Within SocialFlow,
    - You can send the same tweet to 10 different Department Twitter accounts as long as they are set to 'Hold' (draft).
    - SocialFlow has a mobile app that enables access to all major functions via smartphone and/or other mobile device. Major functions include publishing/scheduling/optimizing posts, viewing metrics, queue management and pausing publishing.

## Manage and assign user and team roles

### TLC: Complies

SocialFlow allows for unique logins, permission levels and internal groups for an unlimited number of users. SocialFlow has been trusted to help large enterprises (i.e. BBC with over 3000+ users) scale usage of our tool to help automate workflows and improve performance.

Within SocialFlow, you will have the ability to provide tiered permissions on individual users for each social account, giving people the ability to perform functions within the system and excluding them from other options. See the next section for more details on permissions and roles.

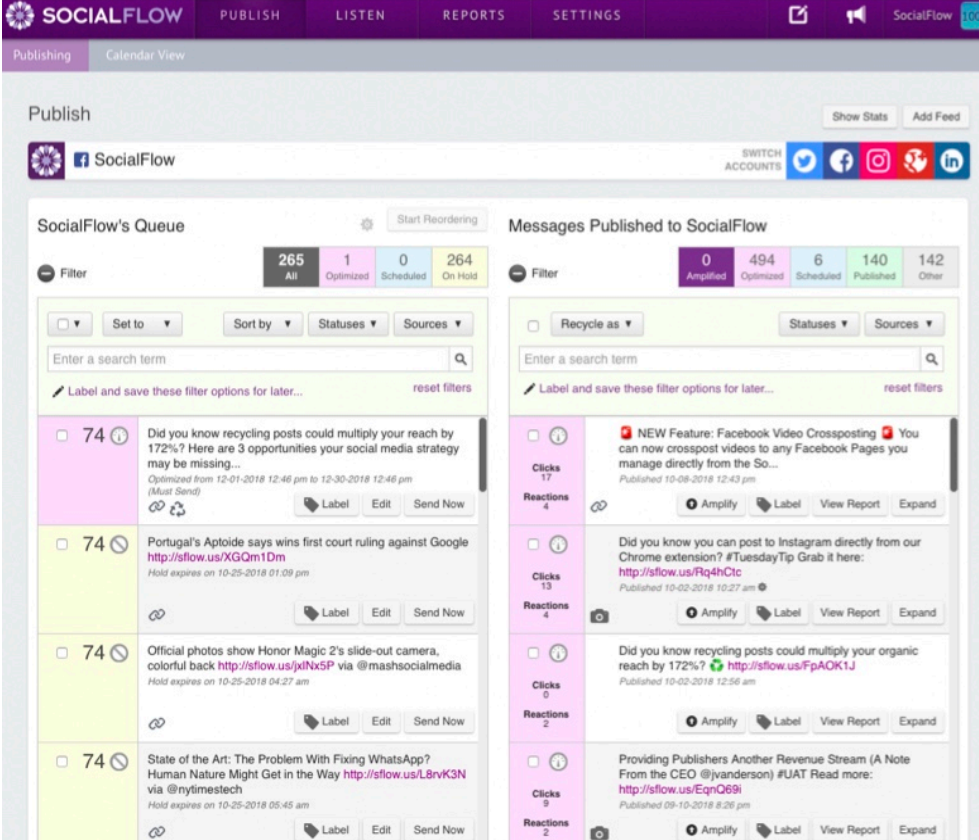


## Create a workflow approval process.

### TLC: Complies

SocialFlow provides a lightweight, easy to use, streamlined, intuitive workflow interface.

SocialFlow provides the ability to monitor, track and manage both inbound and outbound content. Workflows can be set up for inbound and outbound items through the two content queues in our Publish tab.



The screenshot displays the SocialFlow Publish interface. At the top, there are navigation tabs: PUBLISH, LISTEN, REPORTS, and SETTINGS. Below the navigation, there are social media icons for Facebook, Twitter, Instagram, and LinkedIn. The main content area is divided into two panels:

- SocialFlow's Queue:** This panel shows a list of potential social media content. It includes a filter section with a search bar and dropdown menus for 'Set to', 'Sort by', 'Statuses', and 'Sources'. The queue contains four items, each with a score of 74. The items are:
  - Item 1: "Did you know recycling posts could multiply your reach by 172%? Here are 3 opportunities your social media strategy may be missing..." (Optimized from 12-01-2018 12:46 pm to 12-30-2018 12:46 pm)
  - Item 2: "Portugal's Aptoide says wins first court ruling against Google" (Hold expires on 10-25-2018 01:09 pm)
  - Item 3: "Official photos show Honor Magic 2's slide-out camera, colorful back" (Hold expires on 10-25-2018 04:27 am)
  - Item 4: "State of the Art: The Problem With Fixing WhatsApp? Human Nature Might Get in the Way" (Hold expires on 10-25-2018 05:45 am)
- Messages Published to SocialFlow:** This panel shows a list of published messages. It includes a filter section with a search bar and dropdown menus for 'Recycle as', 'Statuses', and 'Sources'. The panel contains five items, each with a score of 74. The items are:
  - Item 1: "NEW Feature: Facebook Video Crossposting" (Published 10-08-2018 12:43 pm)
  - Item 2: "Did you know you can post to Instagram directly from our Chrome extension? #TuesdayTip Grab it here:" (Published 10-02-2018 10:27 am)
  - Item 3: "Did you know recycling posts could multiply your organic reach by 172%?" (Published 10-02-2018 12:56 am)
  - Item 4: "Providing Publishers Another Revenue Stream (A Note From the CEO @jvanderzon) #UAT Read more:" (Published 09-10-2018 8:26 pm)
  - Item 5: (Partially visible)

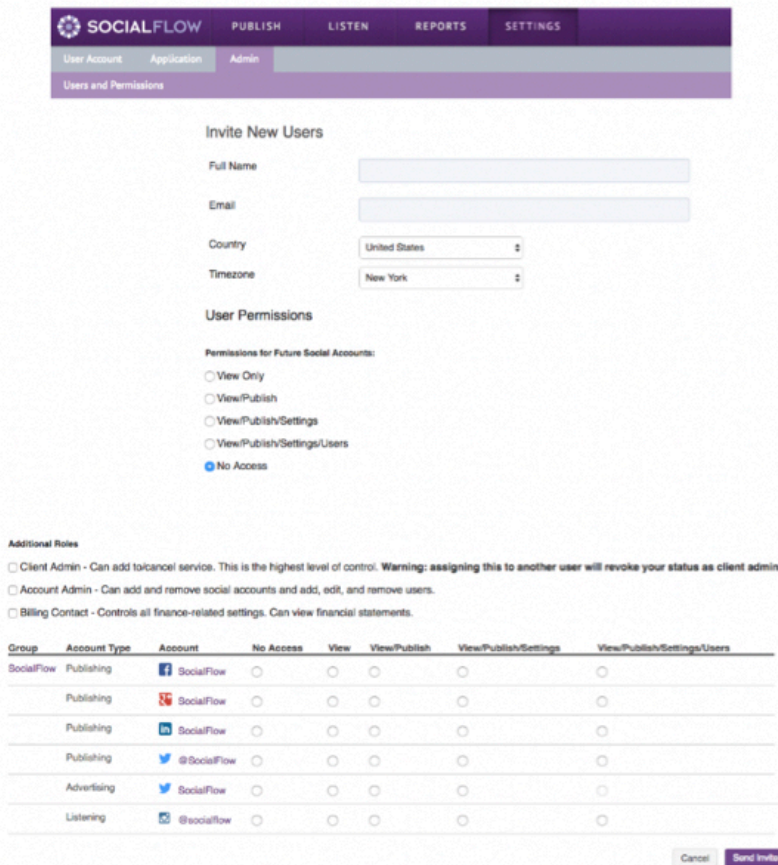
- Inbound queue, on the left, contains all of your potential social media content from various sources like RSS, MRSS or content you manually enter. The numbers on your content in the queue represent our real time evaluation of your content. This score ranges from 1 to 100 and is based on current topical relevance and activity level among your fans or followers. You'll be able to edit posts from the queue, label and select from the different publishing options. From the Messages Published Queue on the right, the Calendar View and
- Messages Report, you will be able to monitor, track and manage your outbound content across all social channels. Utilizing boolean search terms, you can quickly identify content by keywords and view single message reports, amplify to promote a post, or recycle content either individually or in bulk. For content approval, SocialFlow users will set status to Hold. Approvers then create a personalized queue view to select from a drop-down to pull all their queued posts for review.
- Within SocialFlow, you will have the ability to provide tiered permissions on individual users for each social account, giving people the ability to perform functions within the system and excluding them from other options.
  - Client Admin: A super user: who oversees all of the accounts, users and settings. Has publishing rights to all accounts
  - Account Admin: A secondary super user who can oversee all accounts, users and settings. Has publishing rights to all accounts.
  - Tiered permissions per user per social account:





- View: Allows users to view queue and timeline as well as reports for this social account.
- View/Publish: Allows users view rights plus ability to create and send posts to this social account.
- View/Publish/Settings: Allows user view and publish rights plus access to settings for this social account.
- Groups
- Publishing Limits
- Tracking Tags
- Content Sources
- Link Shortener
- Re-authing Account
- Removing Account
- View/Publish/Settings/Users: Allows user view, publish and settings rights as well as ability to manage users for this social account.
- Invite users to social account using Settings>Admin>Users and Permissions
- Assign and manage user permissions for this social account

See examples of permission screens below:



**Invite New Users**

Full Name

Email

Country

Timezone

**User Permissions**

Permissions for Future Social Accounts:

View Only

View/Publish

View/Publish/Settings

View/Publish/Settings/Users

No Access

**Additional Roles**

Client Admin - Can add to/cancel service. This is the highest level of control. **Warning: assigning this to another user will revoke your status as client admin.**

Account Admin - Can add and remove social accounts and add, edit, and remove users.

Billing Contact - Controls all finance-related settings. Can view financial statements.

Group	Account Type	Account	No Access	View	View/Publish	View/Publish/Settings	View/Publish/Settings/Users
SocialFlow	Publishing	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Publishing	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Publishing	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Publishing	@SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Advertising	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Listening	@socialflow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cancel Send Invite

## Access to asset storage and management

**TLC Complies:** Users have the ability to upload images, videos and other multimedia assets into SocialFlow. These assets can be accessed by users within the message that they were uploaded to.



## MONITORING TOOLS

### Real time social media listening.

**TLC:** SocialFlow provides real-time analytics that can be summarized across any combination of accounts authorized into SocialFlow.

Within our Listen section, SocialFlow provides ability to engage with external social media users. Interactions include, but are not limited to: Reply, Retweet, Like, Comment and Delete. Within SocialFlow's Listen section, DOI can easily set up custom views of top influencers so real-time conversations can be monitored and engaged across Twitter, Facebook and Instagram. Twitter lists can also be imported.



### Traditional Media Monitoring

SocialFlow supports traditional social media monitoring and the ability to setup customizable listen profiles across social platforms. For Twitter, SocialFlow users can import Twitter Lists, view Live Streams, Search using keywords or hashtags, monitor mentions, Direct Message and identify expired content from your content queue. On Facebook, users can see all posts and comments in the Timeline feature, monitor competitors or



partners via Page Search functionality, view Unpublished Page Posts and Expired content from your content queue and monitor Page Mentions. For LinkedIn user can see their Timeline, Company and Expired content and have the ability to Comment and Like. And for Instagram, users can see their Timeline, search Users and User Stories. For more details on SocialFlow's listen section please see attached User Guide.

#### Track online campaign performances.

**TLC:** SocialFlow can provide high level metrics in reporting dashboard and run campaign set reports as frequently as needed

#### Create custom queries to track topics, keywords, and phrases.

**TLC Complies:** SocialFlow provides ability to monitor social media sites for all mentions of the Organization, its bureaus and programs, and occurrence of keywords or hashtags within our Listen section. SocialFlow provides the ability to save unlimited custom searches.

#### Custom alerts based on geo-targeting or volume of posts around a certain term or topic.

**TLC Complies:** SocialFlow can geo-target to a specific segment of followers within Twitter with active ad account and valid funding source, however Twitter have announced that they'll be deprecating this feature possibly by end of year.

## ANALYTICAL TOOLS

#### Track performance metrics on content that is paid for and owned

**TLC:** SocialFlow can provide campaign set reports along with paid and organic campaign reports

#### Build and create custom analytical reporting.

**TLC Complies:** SocialFlow's 'Label' feature allows users to tag posts as part of a campaign, program, issue, etc. Labels are internal within the platform, and are great for both analytics as well as searching for content. SocialFlow enables the creation, organization and re-organization of sub-groups of accounts. Utilizing our 'Label' feature, you and your sub-groups will be able to segment content by organization, region, content campaign and more. You will have the ability to share analytics across the different groups within SocialFlow. For added security, you can set users to have the appropriate access for each social account or group of social accounts. For example, users can be set to have View Only access to specific social accounts so that they can view analytics while not being able to edit/publish posts.

#### Create reports for individual social media accounts, specific groups of social media accounts, and overarching group of social media accounts managed on the platform.

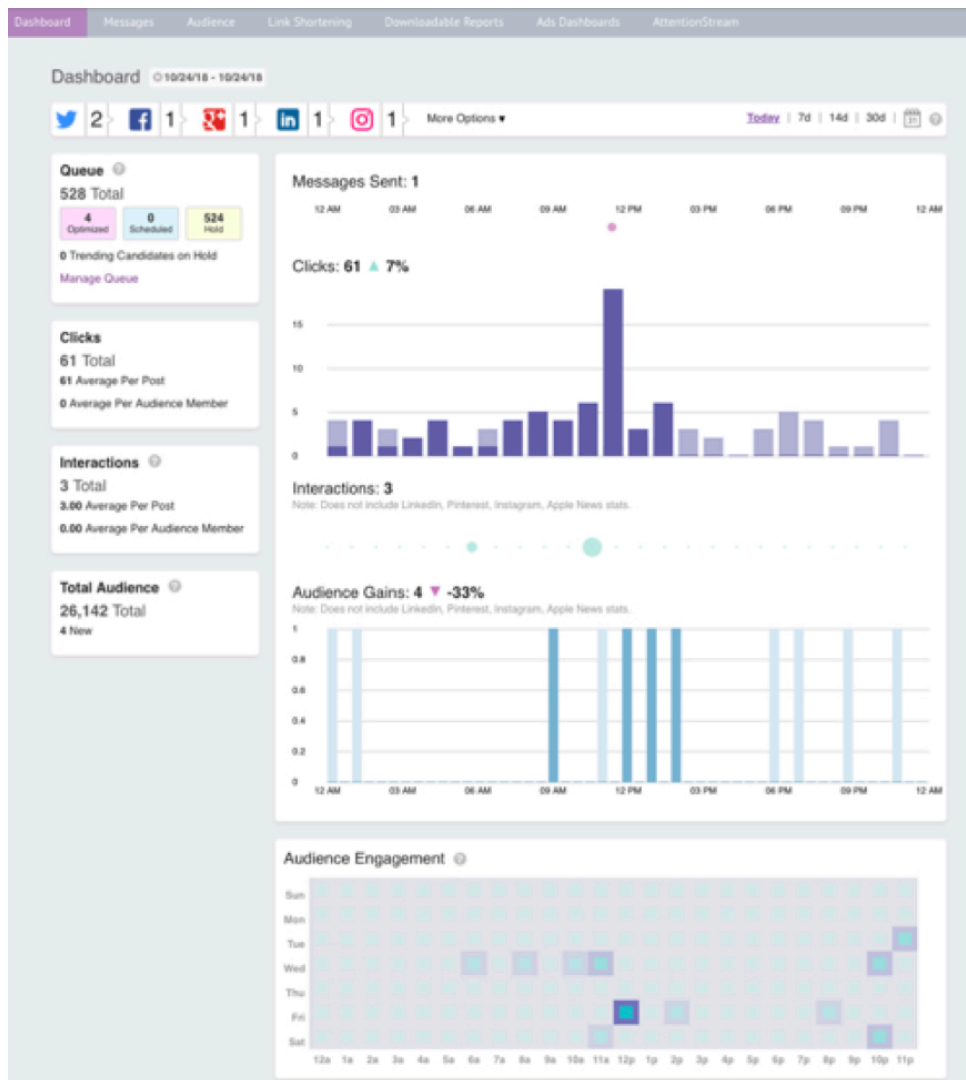
**TLC Complies:** SocialFlow provides ability to generate reports combining data from multiple accounts. This can be performed on each Reports page: Dashboard, Messages and Downloadable Reports. On the Dashboard page, you will be able to access analytics that include:

- Messages Sent: How many messages you've sent through SocialFlow on all or a selection of your social platforms, broken down by day. The percentage next to this number indicates whether or not you've published more or less than the previous time frame.
- Clicks: (Previous clicks v. current clicks): The total sum and graph (see below) indicate how many link clicks your content has received in the given time frame. The percentage shows how that total



compares to the previous time frame, as does the graph. The lighter shaded bars represent that day, last time compared to the darker shaded bar representing that day, this time frame.

See example on the next page:



## AUDIENCE TOOLS

**TLC:** There are no current audience insights available through SocialFlow however clients of SocialFlow commonly use CrowdTangle. And depending on scope of the deal, SocialFlow can also include data pulled from Facebook insights

**Identify and manage information about “influencers” — those social media accounts posting with high reach and/or frequency about topics pertaining to state officials, agencies, or initiatives.**

**TLC Complies:** Within SocialFlow's Listen section, you can easily set up custom views of top influencers so real-time conversations can be monitored and engaged across Twitter, Facebook and Instagram. Twitter lists can also be imported. Socialflow's publishing dashboard also provides top engager lists per account on Facebook and Twitter



**Vendor's platform must provide unlimited user seats for a minimum of 12 months from the date of award.**

**TLC Complies:** Unlimited users are included.

**Vendor's platform must provide access to unlimited social media listening queries and search results.**

**TLC Complies:** SocialFlow provides unlimited queries and search results

**Vendor must provide support that includes the following:**

**Access to help center, webinars, handbooks, guides, and online support resources.**

**TLC Complies :** SocialFlow has years of experience transitioning, onboarding, training and supporting teams of large scale (i.e. BBC has over 3000 enterprise users that log-in to our platform every day). SocialFlow will work with you to create an onboarding calendar. Introductory live instructor-led webinars will be held for all authorized administrators and users. These webinars can be recorded so that DOI can access webinar recordings at anytime.

For the duration of the contract, ongoing training support will be available to you. SocialFlow also proposes regular check-ins (monthly or quarterly, as needed) with the team leads and account managers. This will be to review status, any issues, update on product requests, etc.

Training sessions can be recorded for viewing anytime by users. On-site training person to person can also be included (travel costs to be reimbursed to SocialFlow).

A User manual will be provided to all users along with SocialFlow Operational Support Document included in RFP submission.

Included with our services are unlimited users, ongoing dedicated account management and 24/7 priority support.

Setup/configuration and Engagement Plan:

The setup and onboarding will be divided into three main parts

- Setup and configuration of social handles/pages
- Training of users
- Setup of Accounts & Users
  - Establish the structure of the account
  - Create and setup the accounts
  - Create and assign users to accounts and handles/pages

**A maximum response time of 1 business hour for telephone, email, chat, and in-app support available 24 hours a day 7 days week.**

**TLC Complies:** 24/7 priority support is provided and SocialFlow has included a copy of their Escalation Support Documentation

We are including SocialFlow Operational Support \_ 2019.docx as an attachment to this response.



**Extensive experience working with government agencies**

**TLC Complies:** SocialFlow is part of TLC's suite of GSA Schedule approved products. TLC has extensive experience working with City, County, State and Federal government agencies

**A minimum of 1 dedicated account consultant, who shall provide a resolution to an Agency reported Social Media Management Platform issue that has significant business impact within a maximum of 1 business hour.**

**TLC Complies:** SocialFlow shall provide a dedicated account manager for DOI. The account manager will be familiar with the Department's account, needs and contract, with a goal of achieving and maintaining an excellent business working relationship based on good communication principles. SocialFlow recommends at least quarterly, or even monthly review meetings.



# Alternative 'or Equal' Submission

**Vendor submitting an alternate brand must provide alternate brand information with alternative product number on Pricing Page upon request.**

**TLC Complies:** TLC is submitting the SocialFlow product. We are an authorized reseller for SocialFlow and also the exclusive distributor in the Public, School and Academic Library marketplace. A full user guide has been included in this submission.

We are including SocialFlow User Guide March 2019.docx.pdf as an attachment to this response.

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# Pricing

## Price Sheet

We consider pricing to be proprietary and confidential. We have attached the pricing form and SocialFlowEnterprisePricing.pdf in the Form & Attachments portion of our response.

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# Forms & Attachments

## Request for Quotation Form

We are including Request for Quotation Form.pdf as an attachment to this response.

## Purchasing Affidavit Form

We are including Purchasing Affidavit SIGNED.pdf as an attachment to this response.

## AFFQ Form

We are including AFFQ SIGNED.pdf as an attachment to this response.

## Addendum 1

We are including Addendum Acknowledgement SIGNED.pdf as an attachment to this response.

## State of West Virginia Vendor Preference Certificate Designated Contact

We are including Designated contact SIGNED.pdf as an attachment to this response.



**ADDENDUM ACKNOWLEDGEMENT FORM**

**SOLICITATION NO.:**

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification. Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

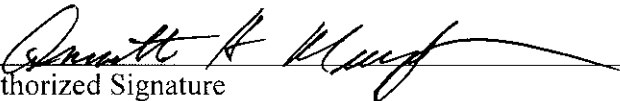
Addendum Numbers Received:  
*(Check the box next to each addendum received)*

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input type="checkbox"/> Addendum No. 2            | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

**The Library Corporation**

Company

  
Authorized Signature

**6/19/2019**

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.



**State of West Virginia  
Request For Quotation  
Service - Prof**

**Procurement Folder :** 592922


**Document Description :** Social Media Management Platform (OT19149)

**Procurement Type :** Agency Contract - Fixed Amt

Date Issued	Solicitation Closes	Solicitation No	Version	Phase
2019-06-13	2019-06-27 14:30:00	ARFQ 0210 ISC1900000019	1	Final

SUBMIT RESPONSES TO:	VENDOR
DEPARTMENT OF ADMINISTRATION OFFICE OF TECHNOLOGY 1900 KANAWHA BLVD E, BLDG 5 10TH FLOOR CHARLESTON WV 25305 US	<b>Vendor Name, Address and Telephone</b> The Library Corporation 1 Research Park Inwood WV 25428 800.325.7759

**FOR INFORMATION CONTACT THE**  
 Larry D McDonnell  
 (304) 558-9999  
 larry.d.mcdonnell@wv.gov

Signature X  FEIN # 52-1043428 DATE 6/19/2019  
 All offers subject to all terms and conditions contained in this solicitation

**ADDITIONAL INFORMATION**

The West Virginia Office of Technology is soliciting bids to establish a contract for a social media management platform that provides publishing tools, monitoring tools, analytical tools, and audience tools.

INVOICE TO		SHIP TO	
DEPARTMENT OF ADMINISTRATION OFFICE OF TECHNOLOGY 1900 KANAWHA BLVD E, BLDG 5 10TH FLOOR CHARLESTON WV25305 US		IS&C - CHIEF FINANCIAL OFFICER DEPARTMENT OF ADMINISTRATION BLDG 5, 10TH FLOOR 1900 KANAWHA BLVD E CHARLESTON WV 25305 US	

Line	Commodity Line Description	Qty	Unit Issue	Unit Price	Total Price
1	Overall Total Cost: Meltwater Social or Equal	4.00000	YR		

Commodity Code	Manufacturer	Model #	Specification
80140000			

**Extended Description**

3.1.1 Contract Service Item #1: Meltwater Social or Equal

3.1.1.1 Vendor must provide an all-in-one social media management platform.

For further details see attached specifications.

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Technical Questions Due	2019-06-20

**DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.**

Gerry Davies, MDM Sales Consultant

**(Name, Title)**

Gerry Davies, MDM Sales Consultant

**(Printed Name and Title)**

1 Research Park Inwood WV 25428

**(Address)**

800.325.7759

304.229.0295

**(Phone Number) / (Fax Number)**

gdavies@tlcdelivers.com

**(E-mail address)**

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

The Library Corporation

(Company)

  
(Authorized Signature) (Representative Name, Title)

Annette H. Murphy

CEO

(Printed Name and Title of Authorized Representative)

6/19/2019

(Date)

800.325.7759

304.229.0295

(Phone Number) (Fax Number)

STATE OF WEST VIRGINIA  
Purchasing Division

# PURCHASING AFFIDAVIT

**CONSTRUCTION CONTRACTS:** Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

**ALL CONTRACTS:** Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

**EXCEPTION:** The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

**DEFINITIONS:**

**"Debt"** means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

**"Employer default"** means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

**"Related party"** means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

**WITNESS THE FOLLOWING SIGNATURE:**

Vendor's Name: The Library Corporation

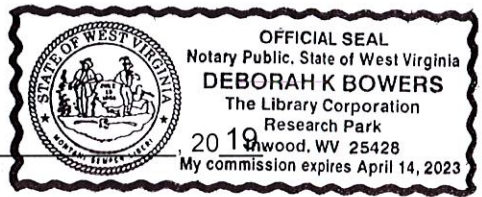
Authorized Signature: *Deborah K Bowers* Date: 6/19/2019

State of WV

County of Berkeley, to-wit:

Taken, subscribed, and sworn to before me this 19 day of June

My Commission expires April 14, 2023.



AFFIX SEAL HERE

NOTARY PUBLIC *Deborah K Bowers*

REQUEST FOR QUOTATION  
**Social Media Management Platform**

<b>Contract Manager:</b>	Gerry Davies
<b>Telephone Number:</b>	813.643.8868
<b>Fax Number:</b>	304.229.0295
<b>Email Address:</b>	gdavies@tlcdelivers.com

## Incident Management Process

### SocialFlow Incident logging (notification) process

In addition to the dedicated Client Account Manager, Technical Support or Helpdesk will be available by phone and email during weekday office hours from 9:00 a.m. to 6:00 p.m. eastern time, Monday to Friday, and on email during non-office hours (including, weekends and US holidays). Socialflow 24-Hour Support is available during off-peak hours.

### SocialFlow's support team can be contacted via:

Table 1: SocialFlow Support Contact Information

Who	Telephone Number	Email
Edgar Peña, Director of Support	(212) 833-9844	<a href="mailto:edgar@socialflow.com">edgar@socialflow.com</a> or <a href="mailto:support@socialflow.com">support@socialflow.com</a>
John Sidoti, Support Representative	(646) 234-8871	john.sidoti@socialflow.com
Craig Pentland, SVP of Client Services	(617) 584-5330	craig@socialflow.com
Joe Papperello, Chief Technology Officer	(718) 306-9279	<a href="mailto:joe@socialflow.com">joe@socialflow.com</a>
Jason Chang, Senior Client Strategist	(646) 240-8557	jason.chang@socialflow.com
SocialFlow 24- Hour Support	(651) 229-3044	N/A – FOR URGENT SITUATIONS. SUPPORT SHOULD BE PHONED.

- **Incident Severities and their definitions:**

SocialFlow will, acting reasonably and taking into consideration the Severity Descriptions in the table below, assign a Severity Type to all Issues (as defined below) raised by the CLIENT and use its best efforts to respond to and resolve all such Issues within the time frames set out below:



Table 2: Severity levels and target resolution times

Severity	Issue - Description	Acknowledgement Time	Notification Method	Updates to be provided every:	Target Resolution Time
Urgent	Issue renders the core functionality of the SocialFlow Service inoperable and no work around exists. Or the value of the SocialFlow Service is severely diminished or the integrity of the business is at risk.	15 minutes	Telephone then email	30 minutes	2 hours
High	Issue renders part of the core functionality inoperative, but does not stop the remaining part of the SocialFlow Service working.	1 hour	Telephone then Email	4 hours	8 hours
Medium	An Issue which has little impact on the SocialFlow Service and which a work around exists.	120 minutes	Email	1 Business day	Within 3 business days
Low	An Issue which has no impact on the day to day running of the SocialFlow Service. This includes product enhancements, documentation etc	2 business days	Email	Weekly	To be agreed on

If SocialFlow fails to meet the Target Resolution Times in the Severity categories Urgent and High as per Table 2 above, then, in addition to any other rights CLIENT may have, SocialFlow shall dedicate resources qualified to address the situation until resolved. SocialFlow will provide CLIENT with detailed fix plans and updates with the frequency set forth in the above table.

### Major Incident process, including escalation table and communications plan:

1	Stop all job queues
2	Remove non-admin access
3	Notify CTO + Account manager lead
3.1	Account manager lead will notify customer
4	De-activate all application access
4.1	Remove all pending jobs related to authentication
5	De-activate authentication tokens
6	Diagnose Issue
7	Notify clients of timeline for fix
8	Develop fix, move to test
9	Test in staging environment
10	Notify clients of promotion
11	Promote to production
12	Verify in production
13	Notify clients of availability
13.1	Client can elect to manually re-enable auth tokens
13.2	Client can elect to receive email instructions to re-auth users and accounts
14	Verify with client when users and accounts are added back
15	Review all processes and access logs at +1 hr, +6hr, +12hr, +24hr
16	CTO initiates post-mortem report
17	Review internally post-mortem within 48 hours
18	Provide client-ready post-mortem update to clients

**EXHIBIT A – Pricing Page  
Social Media Management Platform - OT19149**

**Note to Vendors: The Pricing Page is locked. Only the column for Alternate Part Manufacturer/Model and for Unit Cost is unlocked.**

Contract Item	Description	Alternate Part Manufacturer and Model if bidding *or equal products	Unit of Measure	Quantity	Unit Cost	Extended Unit Cost
3.1.1	Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
3.1.1	Optional Renewal Year 2: Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
3.1.1	Optional Renewal Year 3: Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
3.1.1	Optional Renewal Year 4: Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
					<b>Total Bid Amount</b>	<b>1,000,000.00</b>

Please note: This information is being captured for auditing purposes  
Contract will be evaluated on all lines but only awarded on first year. Renewal options for years 2, 3, and 4 will be initiated by the Agency, agreed to by the Vendor and processed by the West Virginia Purchasing Division as Change Orders for subsequent years.

  
Vendor Signature:

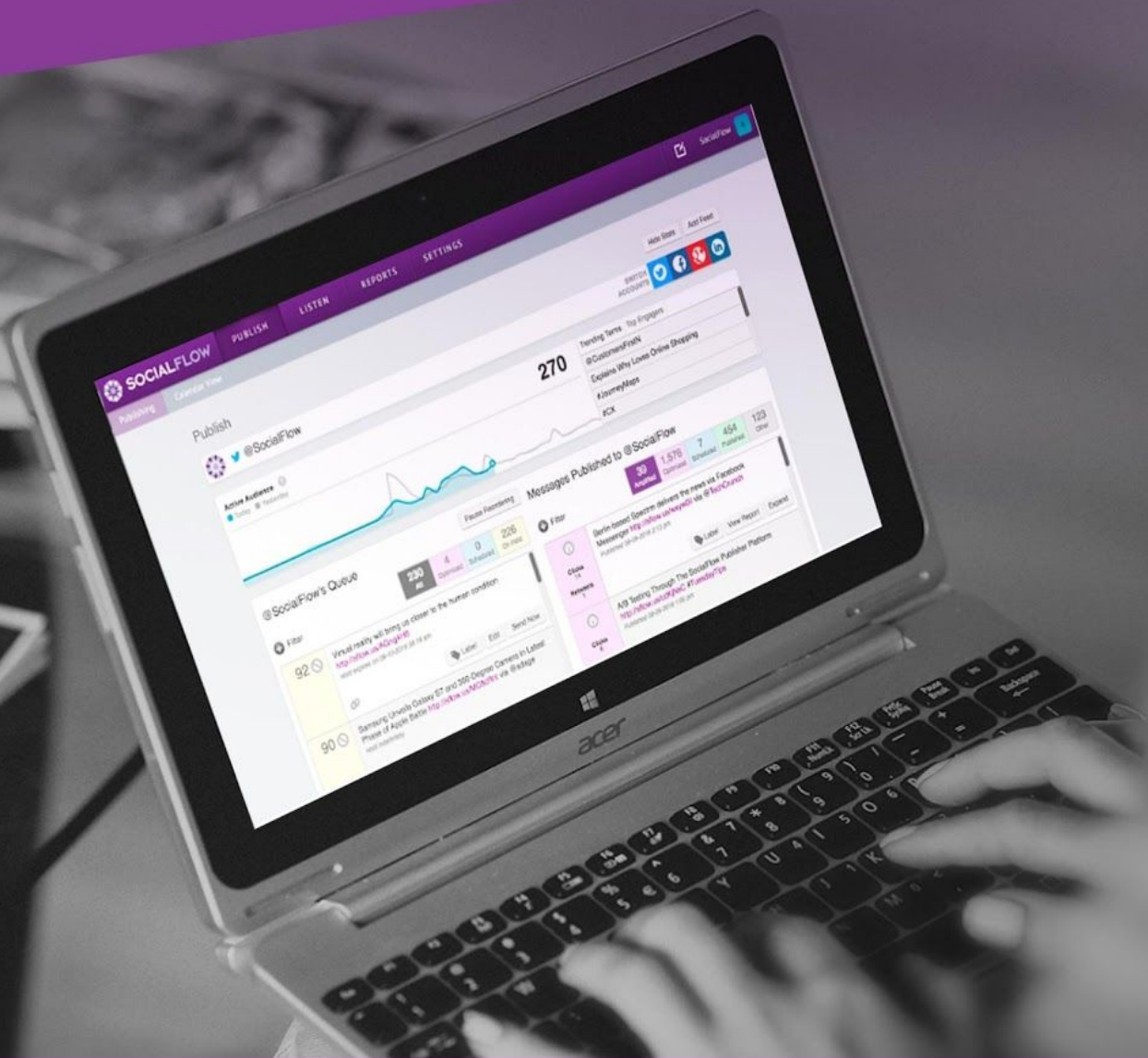
July 3, 2019  
Date:



SOCIALFLOW

PUBLISHER PLATFORM

# USER GUIDE



# Welcome to SocialFlow

## What is this?

This document will serve as your introduction, your guide, and your reference book as you become a SocialFlow power user. It will help you get closely acquainted with our platform so you can start optimizing your social publishing quickly and easily.

If you haven't yet set up your SocialFlow account and Dashboard, hold on! Before diving into our User Guide, contact your Client Services Manager or our support team for help getting set up.

[Contact the SocialFlow team!](#)

## A Quick Introduction

SocialFlow provides optimized publishing for Facebook, Twitter, Google+, Pinterest and LinkedIn. We also provide Listening and Monitoring capabilities for Instagram.

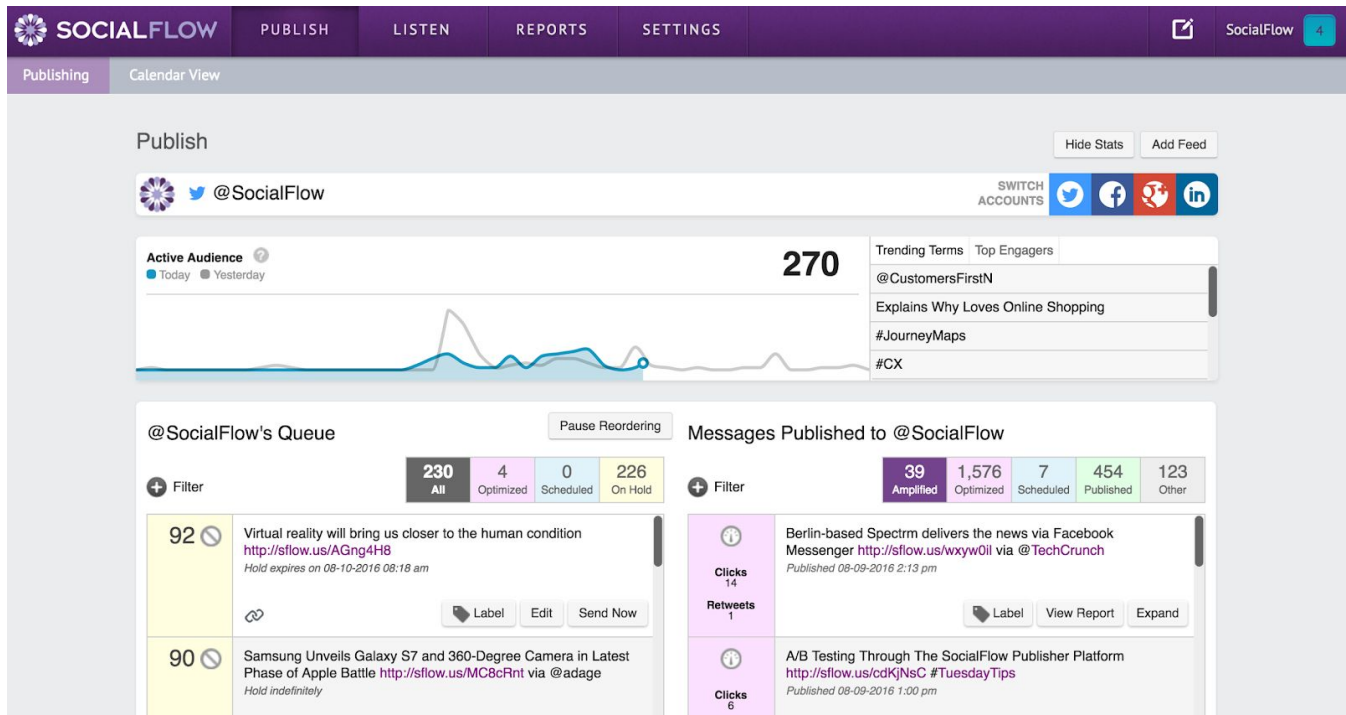
## How SocialFlow is Different

We have a proprietary algorithm that analyzes your social media audiences in real-time, monitoring activity levels and topical interests. This real-time information allows our system to determine the best time to publish your content to get you the most engagement.

For links to our case studies and research, visit [www.socialflow.com](http://www.socialflow.com)

# Your SocialFlow Platform

SocialFlow has four main tabs along the top navigation bar: Publish, Listen, Reports and Settings. When you first login, you'll land on Publish.

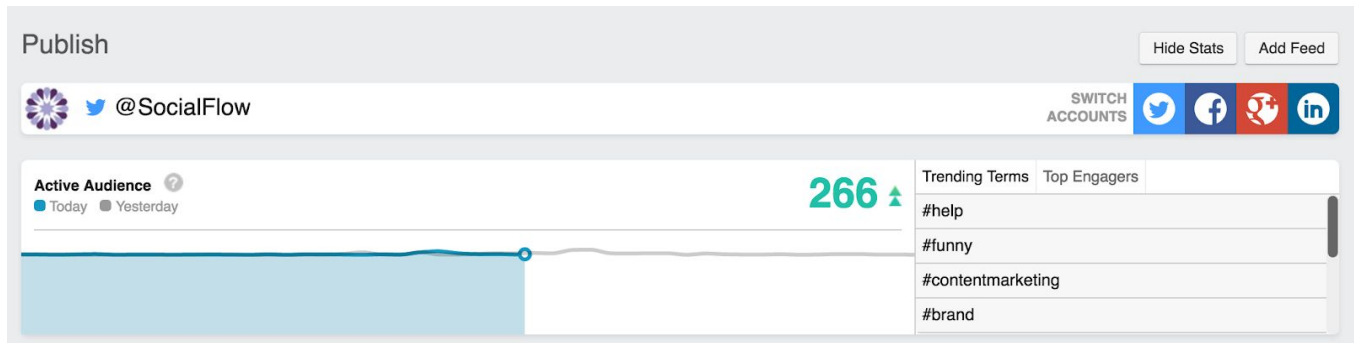


## Publish Page - View Accounts

Click on the social icons on the upper right of the Publish page to toggle between your social accounts and view audience data specific to each handle.

## Publish Page - Key Data Points

SocialFlow tracks a lot of data, but there are a few key data points we display on the Publish page.



1. **The Active Engagement** section tracks the number of active engagers in real-time today (the blue line) vs. yesterday's active engagers (the gray line).
2. **Trending Terms & Top Engagers:** Shows what your followers are talking about and who is interacting most frequently with your content.



Active Audience data is generated differently depending on the platform. Let's breakdown what it means for each of your social channels.

### Active Engagement for Twitter

Your total Active Audience on Twitter is:

- Anyone who clicked on one of your trib.al or bit.ly shortened links in the past and then recently clicked on another link shortened with one of those services (doesn't have to be your link).
- Someone who retweeted or favorited your content, or mentioned your handle.

**Trending Terms** are keywords, hashtags, and @names that people use when retweeting or replying to your content. You can click on these terms to see how else they are used in a Twitter search.

**Top Engagers** are people who have engaged with your tweets the most, in order of occurrence with most listed at the top. You can click on the account name to see their Twitter profile.

### Active Engagement for Facebook

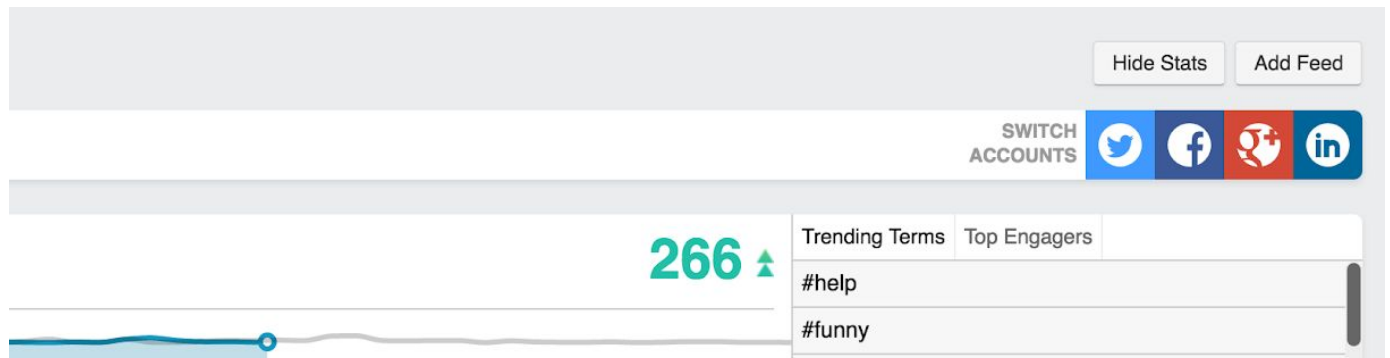
Your total Active Audience for Facebook is:

- Someone who clicked on one of your trib.al or bit.ly shortened links in the past and then recently clicked on another link shortened with one of those services (it doesn't have to be your link).
- Someone who commented on, liked or shared your content, posted on your wall, or liked or mentioned your page.

**Facebook Top Engagers** are your most active fans from the past few days. Facebook Interactions include comments, post likes and shares.

Facebook will display **Top Posts** as well as the number of comments on each.

**Pro Tip:** You can hide the key data points at the top of the Publish page, including the Active Audience to give you a bigger view of the queue and timeline. Just click the “Hide Stats” button above the social network icons.



### Your Content Queue: What is it?

Your queue contains all of your potential social media content from various sources including, RSS feeds, batch imports with Excel, or content you manually enter into the queue.



This gives SocialFlow the ability to analyze your messages and using the real-time data we have about your fans and followers (specific to each channel), our algorithm will decide which message is the most relevant right now to the current active audience.

The screenshot shows the SocialFlow interface with two main panels. The left panel, 'SocialFlow's Queue', has a 'Pause Reordering' button and a filter bar showing 264 All, 0 Optimized, 0 Scheduled, and 264 On Hold. It contains three message cards with attention scores of 76, 75, and 75. Each card includes a link, a 'Hold indefinitely' status, and 'Label', 'Edit', and 'Send Now' buttons. The right panel, 'Messages Published to SocialFlow', has a filter bar showing 0 Amplified, 366 Optimized, 5 Scheduled, 125 Published, and 142 Other. It contains three published message cards with engagement metrics (Clicks and Likes) and 'Amplify', 'Label', 'View Report', and 'Expand' buttons.

- **Queue:** List of unpublished messages on the left side.
- **Attention Score:** The numbers in the left column, next to your content in the queue representing our real time evaluation of your content. This score ranges from 1 to 100 and is based on current topical relevance and the activity level among your fans or followers.
- **Label:** You can add labels to messages before or after they publish to organize your content into categories. This is helpful for searching and reporting. The label button also allows you to manage existing labels. *Note: Labels are purely internal, your fans and followers will never see them.*
- **Messages Published to SocialFlow:** A timeline of messages that have gone live in the right hand column, the most recent at the top. Here you'll see a

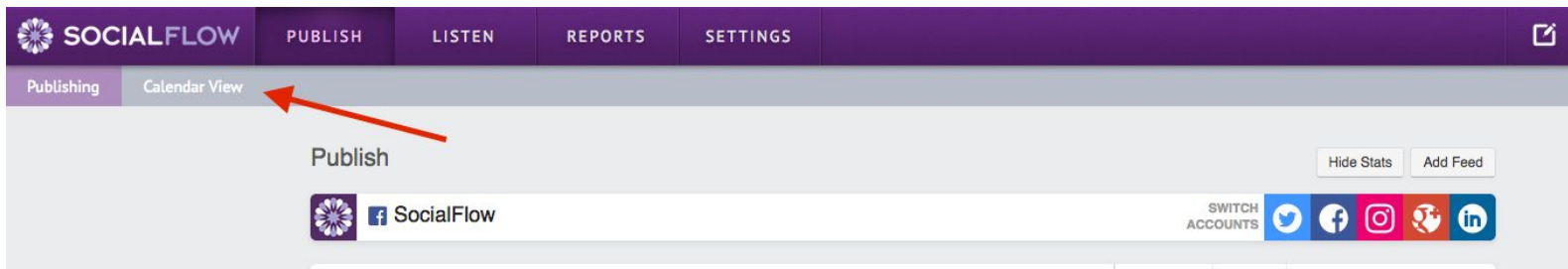
The screenshot shows the 'LABEL' management interface. It includes a title bar with a hamburger menu and a close button. The main content area explains that labels help organize messages and are not published. It provides examples like 'Fall Campaign' and 'favorite'. Below this, there are sections for 'Manage labels for this post' (with a search bar and 'Add New Label' button) and 'Manage labels for this account' (with a list of labels like 'Cloud Computing', 'Mashable', 'Webinar', 'Crescendo UPP', and 'Sports' with their respective counts). A final section for 'Manage labels for all accounts' is partially visible at the bottom.

snapshot of metrics such as Clicks and Likes or Retweets and a link to a more detailed report.

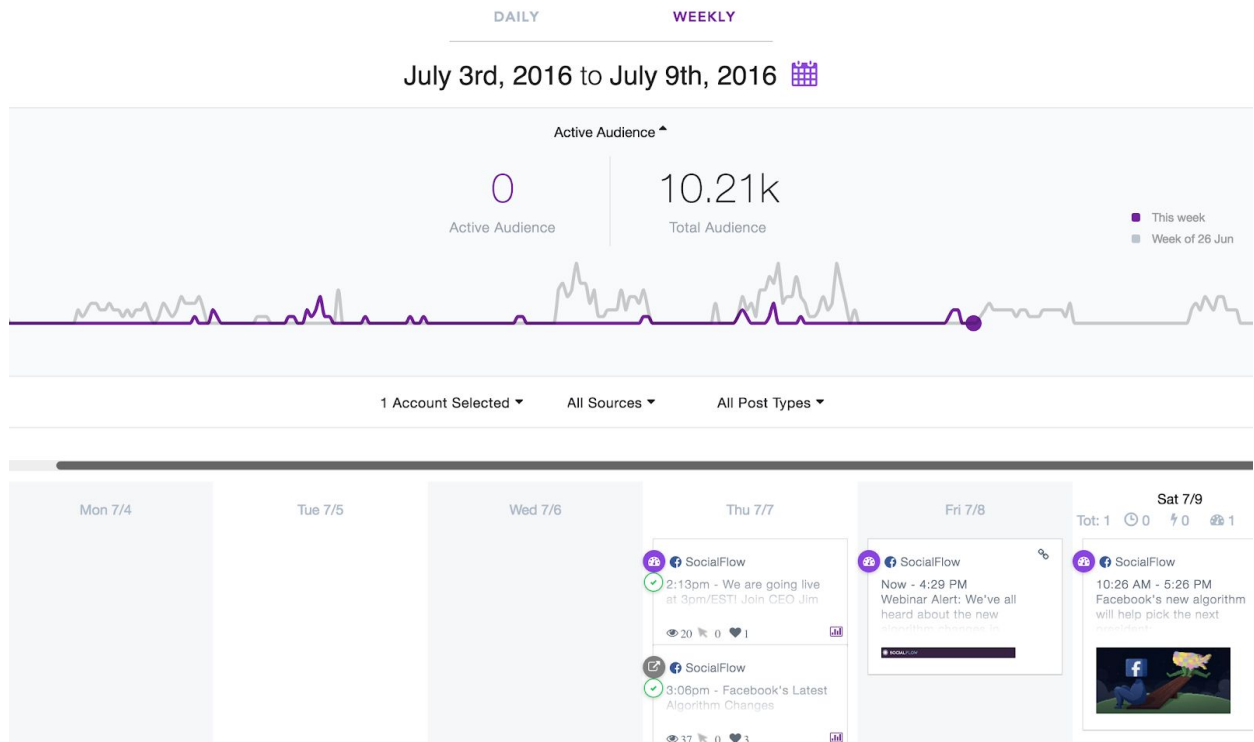
- **View Report:** You can view a report specific for each message you publish. Depending on the channel, it will include data such as: Link clicks, Retweets (w. Downloadable list of handles), Favorites, Click performance by location, as well as basic information about publish time and date.

## Publish - Calendar View

The Publish Page has a sub page or tab, called the Calendar View.



Here you can sort weekly or daily, by channel, post type, and content source. Calendar view is a great way to see how your content is spread out across the day or the week so you can plan ahead.



## Publish: How To

### Get Content Into Your Queue

#### RSS Feeds...

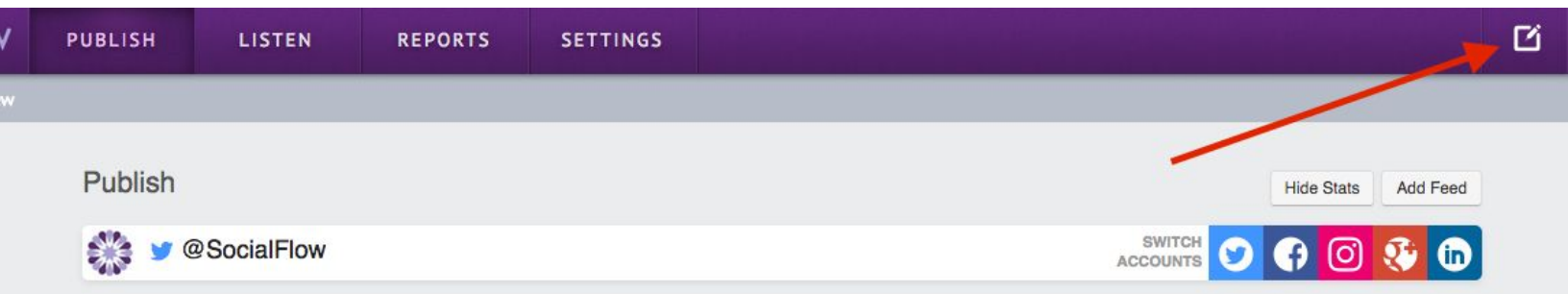
- a. Automatically import content from your website, Pinterest boards, Tumblr account, WordPress, YouTube channel or *anywhere* on the web with an RSS Feed
- b. Enter the RSS feed URL and SocialFlow will continually populate your queue with the latest content from that feed automatically and you can choose how to send it from there

#### Import Content...

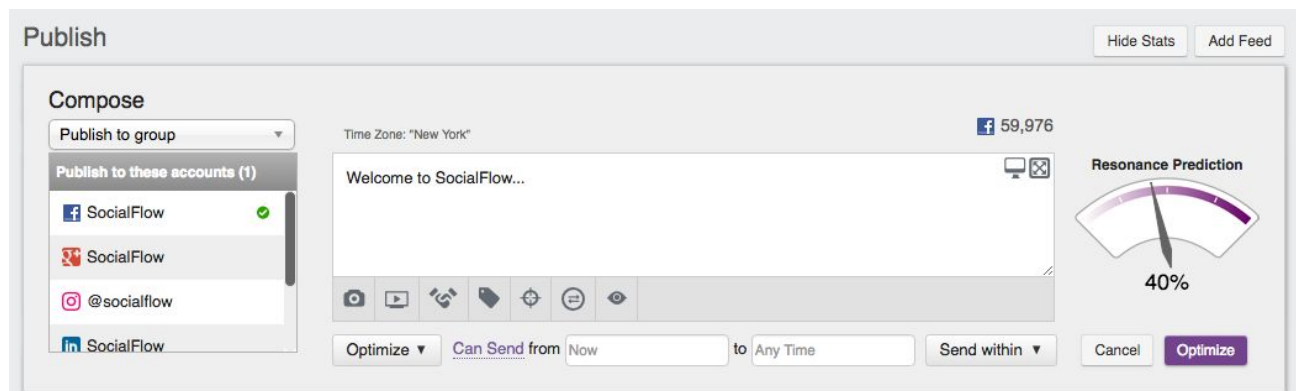
Import pre-written content using our [Message Template](#)

#### As you go...

Add posts or tweets as you go using our **Compose Box** which can be opened by clicking the pencil and paper icon on the upper right of the Publish page.

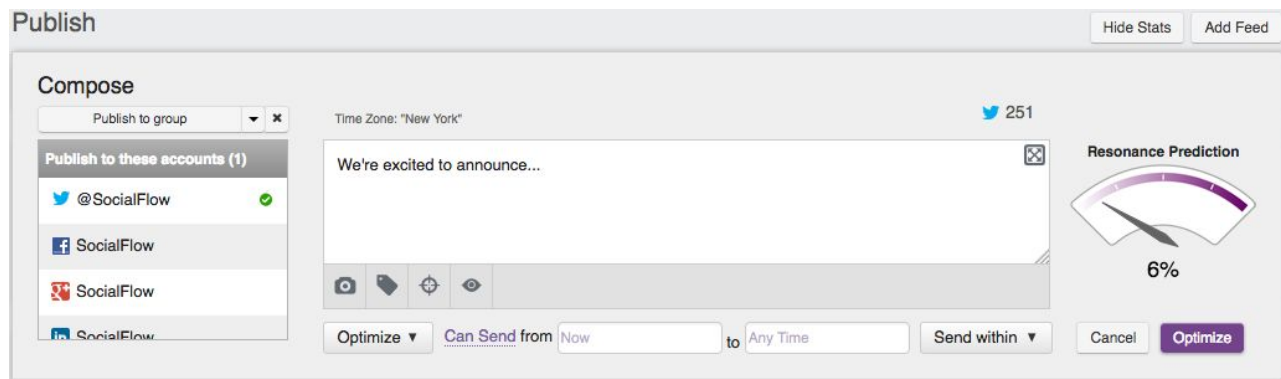


### Using the Compose Box



(Facebook selected)

With the Compose Box, you can manually create content to post on your social network(s).



(Twitter selected)

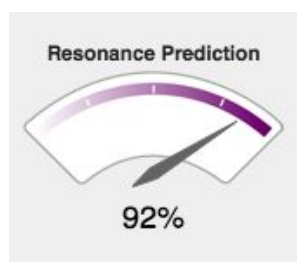
## Compose Box Features

**Selecting an Account:** Select a social media account or accounts from the “Publish to these accounts menu” in the Compose Box. A green checkmark will appear next to each selected account.

Keep in mind that Twitter released a new policy that no longer allows you to send the same tweet to multiple accounts. If you select multiple Twitter handles in our compose box, you will only be able to set that content to Hold. (See more about the Hold option in Publishing Specifications below).

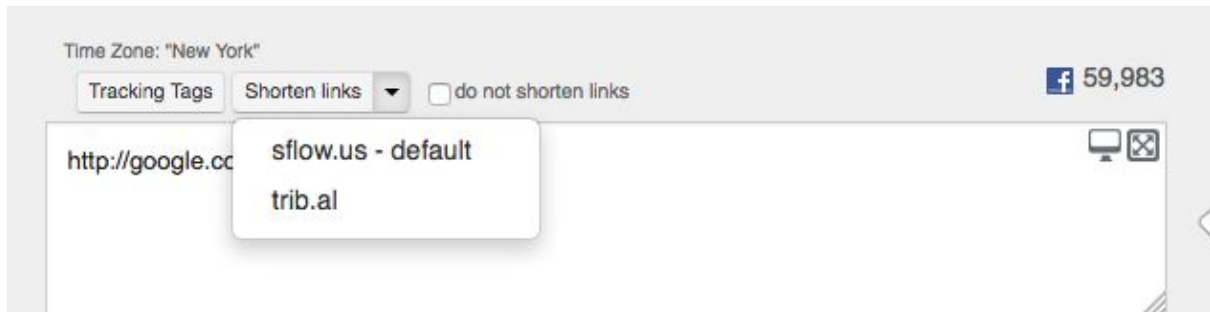
Each social network requires different formats and offers different features. The Compose Box in SocialFlow will only display the universal options or gray out certain options when you create content for multiple accounts at once.

**Please note:** The character counters associated with social platforms will automatically track the number of characters in your message in the upper right-hand side of the **Compose** screen. If you go over the limit, your message will not post.



**Resonance Prediction Meter:** On the right side of the Compose Box is a gauge or meter marked Resonance Prediction. This gauge evaluates your content based on the text you have written in the Compose Box and compares it to previous content to see if this new message is likely to perform well. Changing the wording of your text will move the gauge, providing instant feedback on the anticipated resonance with your audience.

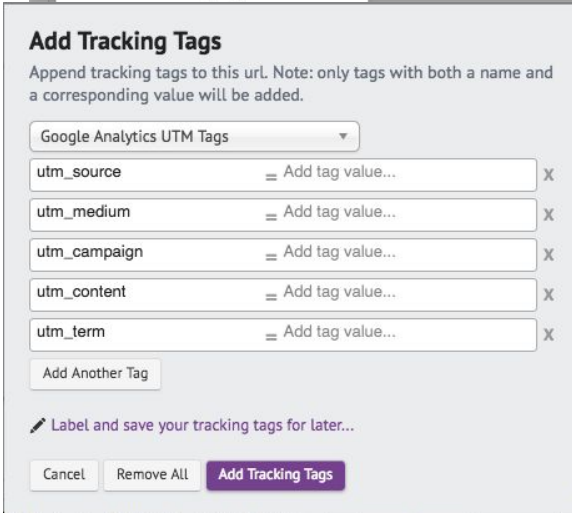
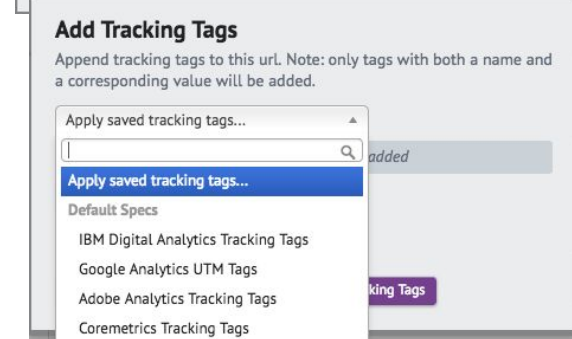
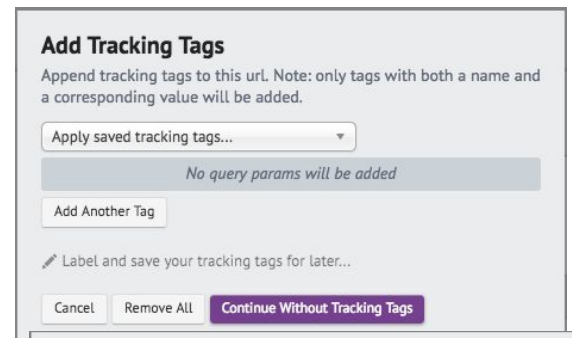
**Entering a link:** If you add in a link, be sure to use the full version of the link, including **http://** at the beginning. This way our system will recognize the link and shorten it for you. We have our own link shortening service built in, called Tribal and we also support Bitly and custom short domains.



**Tracking Tags:** Once you add a URL in Compose, you will see the option to add tracking tags.

When you open the tracking tags option, you'll see several tracking services to choose from including Google Analytics.

You can also label and save a set of tracking here to re-use easily.



**ProTip:** You also have the option to append tracking tags to all of your links automatically by entering tracking tags in the social account settings per handle. Navigate to *Settings>Application>Social Accounts* in the platform to find these settings.

## Compose Box Icons & Functions



**Photos & Videos:** Upload photos or videos to accompany your content by using our simple upload feature, available by selecting the camera icon or dragging your media into the compose box.

**Note:** See technical specifications for each social network in the chart on Page 13.

**ProTip:** You can use the camera to upload up to 5 images automatically creating a carousel post on Facebook. You can upload up to 4 images to create the grid photo design on Twitter or upload a single photo for Instagram.



**Facebook Slideshows:** Upload multiple static images to create a video slideshow for Facebook using this play button icon.



**Facebook Branded Content:** This handshake icon will allow you to tag a partner or sponsor in your post in the approved Facebook format.



**Labels:** Labels help organize your messages into categories for reporting or to easily find later. Labels are not published with your message and can only be seen by you and SocialFlow users accessing this account.



**Facebook Targeting (Preferred Audiences & Audience Restrictions):** The target symbol below the text field will allow you to choose targeting for your Facebook content. You can target Interests or Pages under the Preferred Audience and geotarget or set a minimum age target under the Audience Restrictions tab.

**Note:** Twitter will allow some organic geotargeting IF you have an ads account with Twitter.

The screenshot shows the Facebook targeting interface with two tabs: 'Preferred Audience' and 'Audience Restrictions'. The 'Preferred Audience' tab is active. It contains instructions: 'Choose the people you would like to reach in newsfeed. People in this group are more likely to see your post.' A note follows: 'Note: Enter the screen-name of the page you are targeting. The screen-name can be found immediately following the hostname. https://www.facebook.com/socialflow/ (e.g. 'socialflow') The page must have a custom screen-name set up.' Below this, it says 'Alternatively, you may enter the entire https://www.facebook.com/ URL of the sponsor page.' There are two input fields: 'Interests' and 'Pages'. At the bottom, there is a checkbox for 'Label and save these targeting options for later...' and three buttons: 'Cancel', 'Reset', and 'Add Targeting'.



**Facebook Video Settings:** This is an additional icon that only appears when a video file is attached for Facebook. It includes options such as allowing a video to be available for cross posting, adding Video Tags and using or creating video playlists.



**Facebook Cross Posting:** You can cross post a video from one Facebook page to another Facebook page. This way, you can get a cumulative look at stats on the video across pages.

For more details on cross posting, visit our blog:

<http://www.socialflow.com/new-feature-facebook-video-crossposting/>



**Twitter Studio (Video) Settings:** If you are already using Twitter Studio, you will see this icon when a video is uploaded. It opens a window for metadata options and the ability to monetize videos depending on your level of access with Twitter Studio. Having this integration also allows our TW Studio users to upload videos up to 10 minutes in length.

Metadata
Monetization

Title, description, and call to action will be displayed alongside video after it is published

Title	
Description	
Amplify Program	None
Call to Action	None
Call to Action Link	
Embed	No
Include Regions	None
Exclude Regions	None

Cancel
Reset
Save Settings

Metadata
Monetization

Please be sure your content complies with Twitters "Safe for Ads" Content Guidelines before monetizing. Monetize needs to be enabled for the selected options to be applied, otherwise they are only saved.

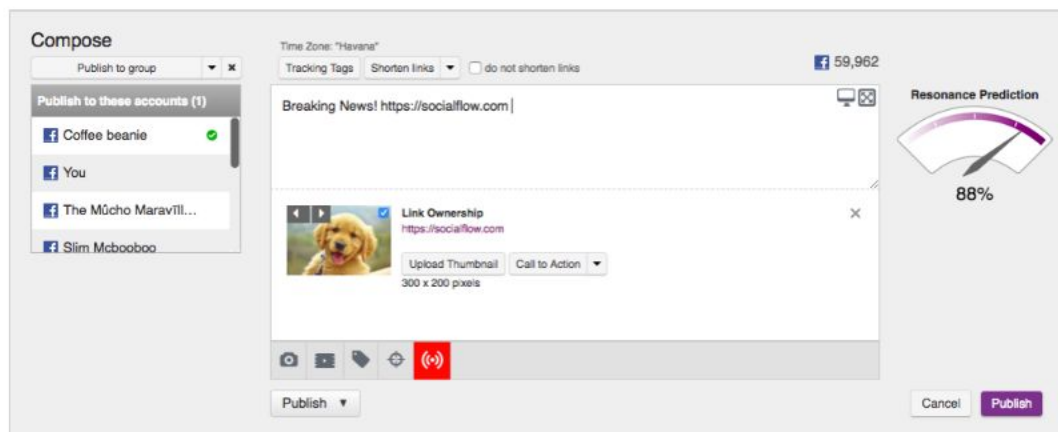
Monetize	No
Video Categories	None
Exclude Categories (optional)	None
Exclude Advertiser (optional)	None

Cancel
Reset
Save Settings



**Unpublished Page Posts:** This feature creates a hidden post not visible to your audience and only accessible by direct URL. These are often used in conjunction with an ads campaign.

**Facebook Breaking News:** Some publishers will have an option to send a post with a special Breaking News indicator as part of a closed beta trial on Facebook.



SocialFlow can only support this feature for clients already given access by Facebook. Read more about the breaking news feature on our blog: <http://www.socialflow.com/facebook-breaking-news-indicator/>

### Content Supported by Channel

We support the following types of content by channel:

Channel	Content Supported	Specifications
Twitter	Single image, multi image (4), 140 sec video, animated gifs (up to 10 minute videos if using Twitter Studio)	Image dimensions smaller than 4000 pixels, Gifs smaller than 15MB, 512 MB video
Facebook	Single image, multi-image carousel (up to 5), slideshow (3-7 images), video	Up to 1GB video
LinkedIn	N/A	
Pinterest	Single image	
Instagram	Single image	
Apple News	Link to article only	



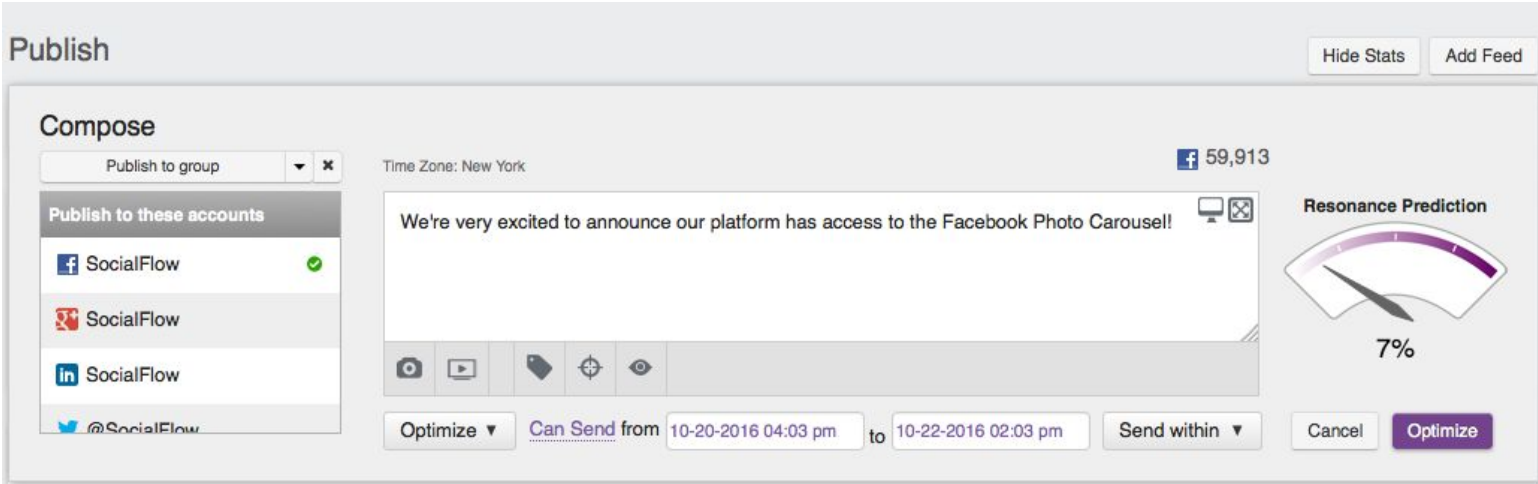
## Publishing Specifications

Once you have filled out the compose box or used an RSS feed to add content to the queue, there are a couple different publishing options and priority level settings you can use to control your flow of publishing.

1. **Optimize:** Our technology will calculate the best time to send your content based on our real-time data to maximise your engagement. You can still control the timing by entering a custom time window and using a priority level (see below).
2. **Publish:** Time-sensitive messages or breaking news can be sent out immediately.
3. **Schedule:** For messages that need to go out at a specific date and time.
4. **Hold:** If you're not sure or not finished with a message, you can place it on **Hold**, which sets it aside in the queue. You will need to change the message's status to **Optimize**, **Publish**, or **Schedule** when you're ready, in order to send it.

When you **optimize** content, you have two additional options to prioritize the message:

- **Can Send:** Marks the message as lower in priority. Our system will look for the optimal time within the time window to publish the message, but if we do not see an optimal time due to low audience activity or low topical interest, our system may choose to Expire the message rather than waste the content for little engagement. See more about **Expired** content below.
- **Must Send:** Tells SocialFlow that this content is important, and must go out, even if other content is ranked higher in relevance. By selecting Must Send, you ensure your content will definitely be published by the end of the time window.

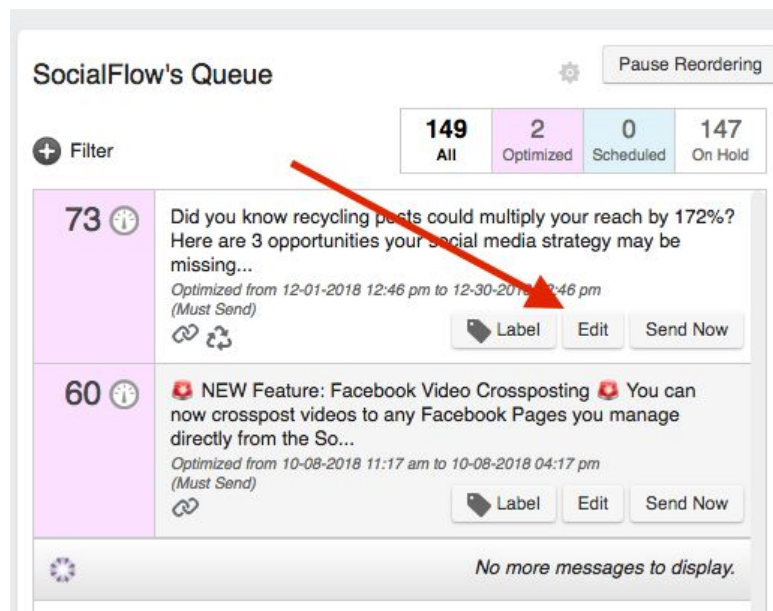


**Note:** Overusing Must Send may cause batch publishing, or multiple messages to go live at the same time (or in close proximity). When you use Must Send, be sure that the end date and time on any particular message does not match too closely to the end date and time of another message in your queue.

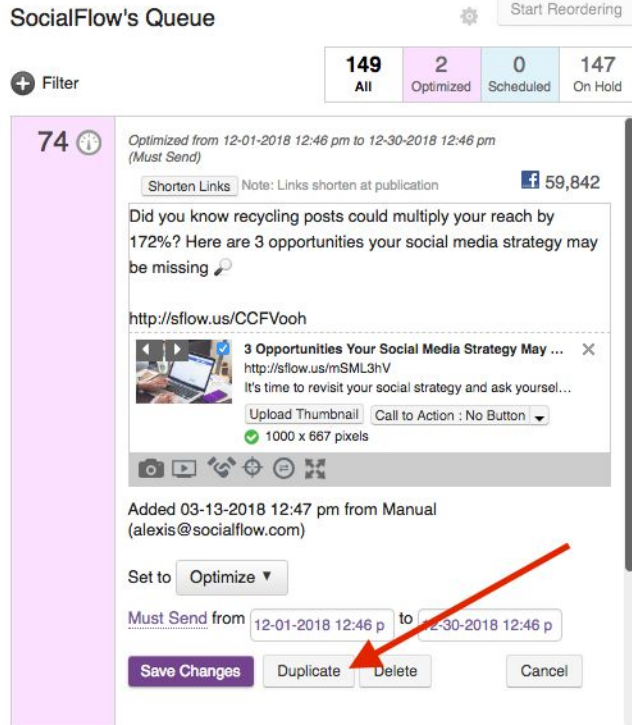
**Expire At:** Sets an expiration date for **Hold** messages to make sure your content stays current. Any Can Send content that our system chooses not to publish becomes Expired. Expired content is not deleted, it is simply moved from your queue to an Expired column on the Listen page where you can choose to send it back to the queue for another chance at publishing.

### Queue Options

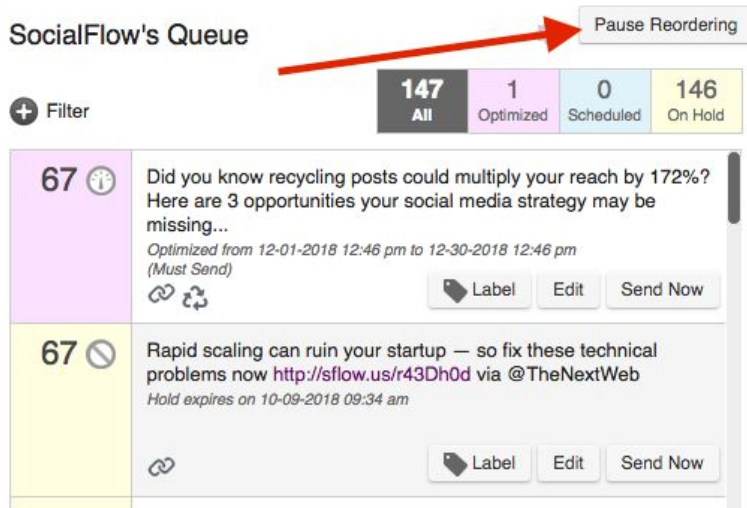
When you've added messages to your queue, there remain customization options at your disposal.



**Edit:** You can still edit all your content, at any point before it publishes.



**Duplicate:** Once you click Edit, you'll see you can duplicate content you want to send more than once. When you click Duplicate, it opens in the Compose box. This is useful for creating a new version of the same post or tweet for publishing later.



**Pause Reordering:** Your content will be scored and ranked continually throughout the day, with your most relevant content always floating to the top as topics change on the social network. You can pause this action in order to focus on specific content when needed.

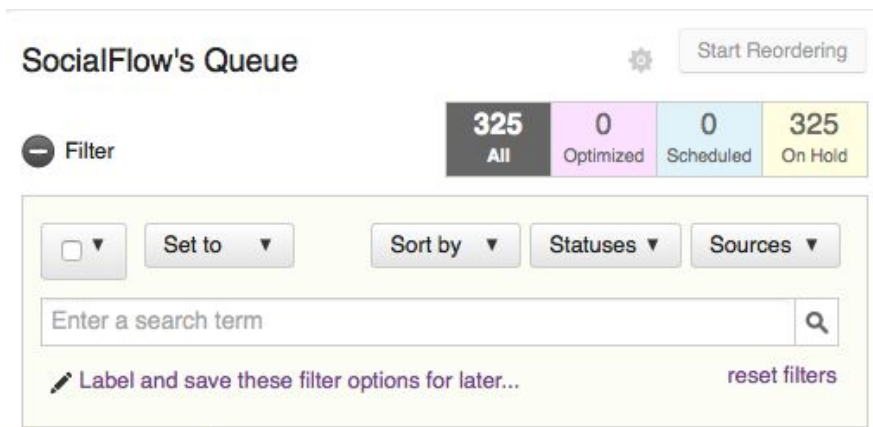
**Searching & Filtering:** By selecting filter in the queue, you can sort the content which is normally in **score** order by other criteria: Statuses, Sources (RSS feed name or bulk import file name), and most often used, Sort By for Date order.

If you prefer to have your content always sorted by Date for example, you use the Label & Save option to make that sort order your default every time you log in to SocialFlow.

Here's how:

1. Navigate to the top of your Queue
2. Click on the + icon next to **Filter**.
3. These choose one of the following:
  - **Sort By:** Allows you to sort content by optimized date, scheduled date, creation date, expiration date or score (the default).
  - **Search:** Used to look for a particular keyword or phrase.
  - **Sources:** Shows which content source the content came from. You can isolate one feed or source at a time to view only those pieces of content.
  - **Statuses:** Groups the content based on how it is set to send out i.e.: Optimized, Schedule, or Hold. You can click the boxes at the top of the queue to filter these from view.

4. Click "Label and save these filter options for later..." and give this sort a name



**ProTip:** You can also batch select using the checkbox next to Set To to change messages to optimize, hold, or even delete.


### What to do when you have a social emergency...Pause Publishing

You can pause all publishing for a social account as needed. We made this possible for rare cases such as:

- Breaking news and world events when you need to exercise extreme discretion about what you publish
- Live publishing when all posts should be specific to the event taking place and you don't want any interference from optimized or scheduled content

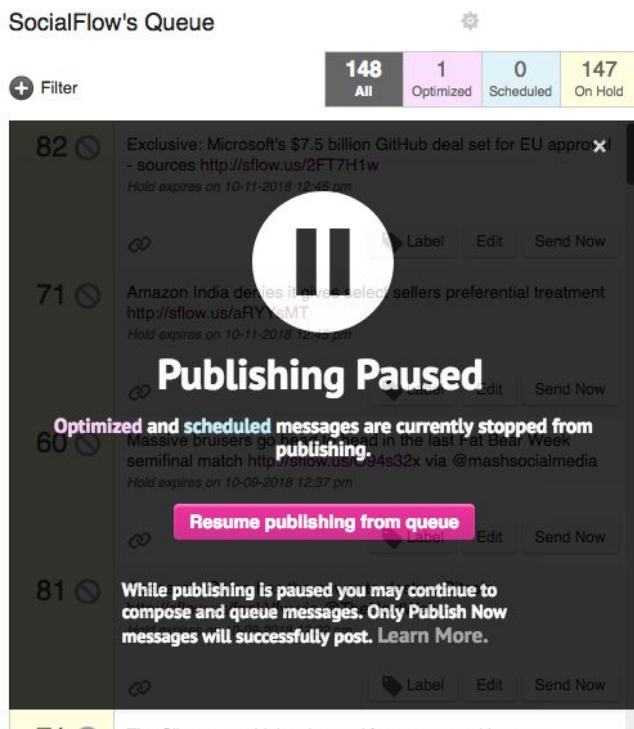
## How Do I Pause Publishing?

There are two ways to pause publishing:

1. Navigate to *Settings > Application > Social Accounts*. Click the pencil icon  next to the social account you want to pause. Under the **Publishing Limits** section you will find the button at the bottom right that says **Pause publishing from queue**.

2. A faster way to pause publishing is to click the gear icon near the top of your **Queue** on the **Publish** page. This is a short cut to the settings page for that specific social account. You can then pause publishing as you would above.

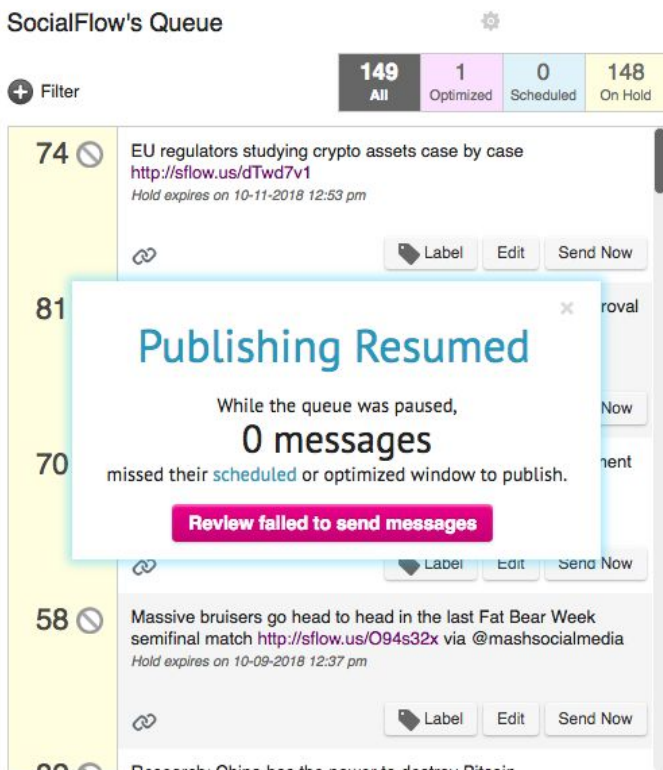
**Please note:** Only admins in SocialFlow can pause publishing.



## What Happens When I Pause Publishing?

- Content from your queue will stop publishing and there will be a screen overlay on the queue to ensure any team member who logs in will be informed.

- All optimized and scheduled messages from any source, added manually or from feeds, with any publish setting will NOT be sent. As long as your queue is paused, all messages that are supposed to publish during that paused time, will be marked as 'Failed.'



- You can still create a message and publish it immediately from the Compose box, if needed while the queue is on pause.

- Once you resume regular queue publishing, the messages that failed to publish will appear in red at the top of your queue. You will need to edit the status of each message in order for them to be considered again for publishing or you may delete them.

## Published Messages

As well as customizable options for scheduled and upcoming content, there are also ways to make the most of the messages you've already published.

### Amplifying Content


The Amplify button will appear on all of your published messages on the main Publish page. This button may display in orange any time a message is performing above average in terms of engagement. You can click the amplify button to connect your ads account and boost or promote the post, adding budget in order for the message to reach a larger audience.

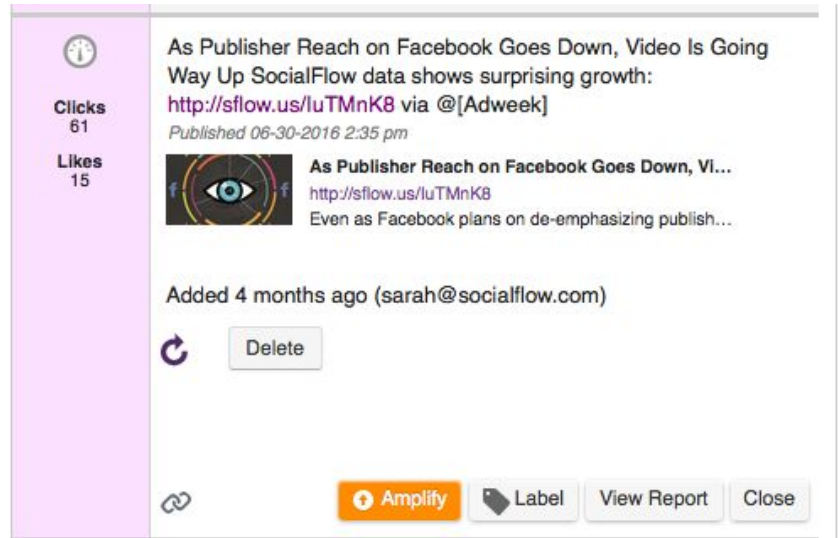


## Recycling Content

You might want to put evergreen content or content that has performed well back in your Queue.

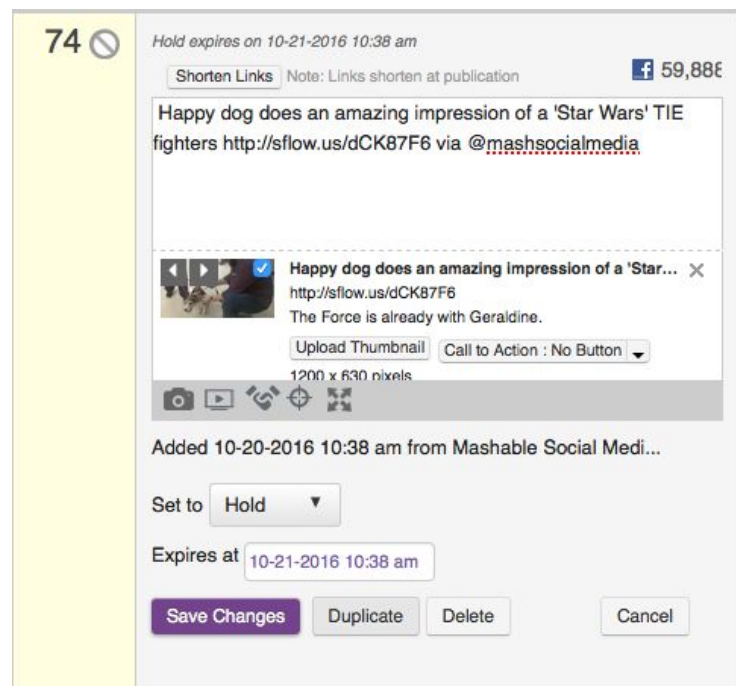
Here's how:

1. Navigate to: *Publish Page* and view your *Messages Published Timeline*
2. Click the **expand** button on the piece of content in your Timeline, then click the recycle icon  to create a duplicate version back in the Compose box.



Likewise you can duplicate from the queue. This will place a copy of the message back in the compose box and you can send the message out again or from a different social account.

You can also recycle in bulk by using the Filter drop down and selecting multiple messages. Please note, because of Twitter's new policy, you will not be able to recycle tweets to another Twitter handle in bulk.

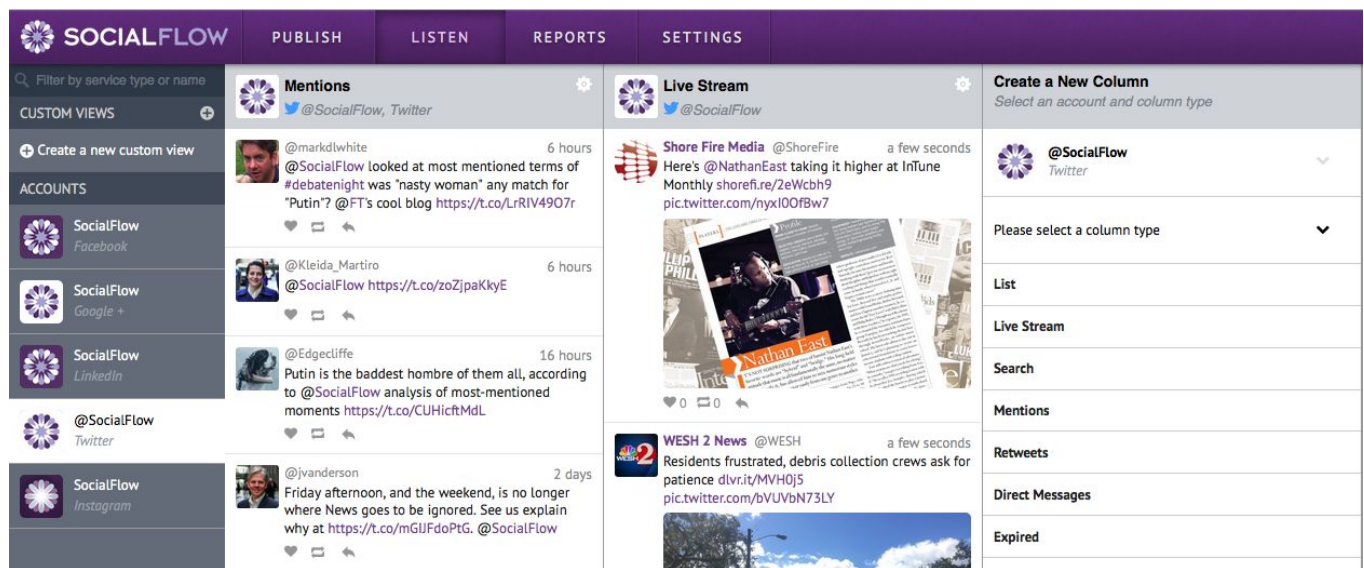


# Listen: Engaging Your Audience

Listening to your audience with SocialFlow will allow you to monitor the engagement and response you are receiving from your fans and followers. You can also search topics and monitor your competitors.

First, click which social account you want to display information for on the left side of the page. Then open a column available for that account on the right side of the page.

Please note: There is a limit of 10 columns per social account.



- **Columns:** These are customizable by social network to help you organize and monitor your engagement. The column options are always listed on the right side of the page.
- **Custom Views:** You can create and name a custom view to centralize the data that matters most to you for a given timeframe or project. This may mean viewing only your account's Facebook timeline, or perhaps your unpublished posts.
- **Filter Search:** You can filter the Listening view by service type or name.

Each social media network has unique columns, let's break down what's available by network:



Channel	Columns	Actions/Functions
Twitter	<p>List - to view a list of Twitter users you may want to retweet or engage with</p> <p>Live Stream - to view everyone you follow</p> <p>Search - to look up keywords or hashtags</p> <p>Mentions - to see who is mentioning you</p> <p>Direct Messages - to see private messages</p> <p>Expired - outdated RSS feed content that never published or Can Send content which you can send back to the queue</p>	<p>Retweet</p> <ul style="list-style-type: none"> <li>- Optimize a RT</li> <li>- RT immediately</li> <li>- Edit &amp; RT</li> <li>- Quoted RT</li> </ul> <p>(explained further below)</p> <p>Like</p> <p>Reply</p>
Facebook	<p>Timeline - to see all your posts and their comments, to respond to comments</p> <p>Page Search - to monitor competitors or partners</p> <p>Unpublished Page Posts</p> <p>Expired - outdated feed content or Can Send content that never published</p> <p>Page Mentions – to see what other pages are saying about your page or other pages (ex. celebrity pages)</p>	<p>See # of Shares</p> <p>Comment</p> <p>Like a Comment or Post</p> <p>Delete a Comment</p>
LinkedIn	<p>Timeline</p> <p>Company</p> <p>Expired</p>	<p>Comment</p> <p>Like</p>

Pinterest	Boards Pins by Domain	View Comments View Repins
Instagram	Timeline User Search User Story	

### Custom Views for Listening

You can create a custom dashboard essentially to pick and choose which columns you need to see most frequently. You can select various columns from each social handle and have them display on one page or tab.

The screenshot displays the SocialFlow dashboard interface. At the top, there are navigation tabs: PUBLISH, LISTEN, REPORTS, and SETTINGS. Below the navigation is a search bar and a 'CUSTOM VIEWS' section with a plus icon. The main content area is divided into three columns:

- Expired:** Shows a list of expired posts from 'SocialFlow'. The first post is about a White Paper analysis of 8M social posts.
- Live Stream:** Shows a list of live stream updates. The first is a retweet from @jamieNBC6 about politics.
- Timeline:** Shows a list of posts from 'SocialFlow'. The first is about a Facebook Live event on October 17, 20...

On the left side, there is a sidebar with 'ACCOUNTS' and a list of social media handles: SocialFlow Facebook, SocialFlow Google+, SocialFlow LinkedIn, @SocialFlow Twitter, and SocialFlow Instagram.

## Retweeting Options

The screenshot shows the SocialFlow dashboard with a purple header containing 'SOCIALFLOW', 'PUBLISH', 'LISTEN', 'REPORTS', and 'SETTINGS'. Below the header, there are three main columns: 'Mentions', 'Live Stream', and 'Create a New Column'. The 'Mentions' column displays a list of tweets mentioning @SocialFlow. A context menu is open over a tweet from Alice B. (@NBCConnecticut), showing options: 'Optimize', 'RT Now', 'Edit & RT', and 'Quoted RT'. The 'Live Stream' column shows a tweet from New York Magazine (@NYMag) and another from Alice B. The 'Create a New Column' column has a dropdown menu with the option '@SocialFlow Twitter' and a prompt 'Please select a column type'.

Once you click the double arrow to retweet a tweet, you'll see a list of options.

This is a close-up of the retweet options menu shown in the previous screenshot. The menu is overlaid on a tweet from Alice B. (@NBCConnecticut) and lists four options: 'Optimize', 'RT Now', 'Edit & RT', and 'Quoted RT'. The tweet text is partially visible in the background.

**Optimize...** Allows you to create a retweet to publish at the optimal time, when more people may see it. The function creates a copy of this retweet and places it in your queue, just like your other content. You won't be able to edit the copy but you can set a custom time window for it to publish or even schedule it for a specific time. Once live, the retweet still appears as a regular native retweet on Twitter.

**RT Now**...Publishes the retweet immediately.

**Edit & RT**...this is the older version of retweeting, where RT@ is added to the beginning of the tweet and any copy you add will be counted as additional characters.

**Quoted RT**... the current version of retweeting on Twitter, this function will allow you to add a comment that will not be counted towards the original tweet's character limit. And once live, the original tweet will display below your comment as if it were being quoted by you.

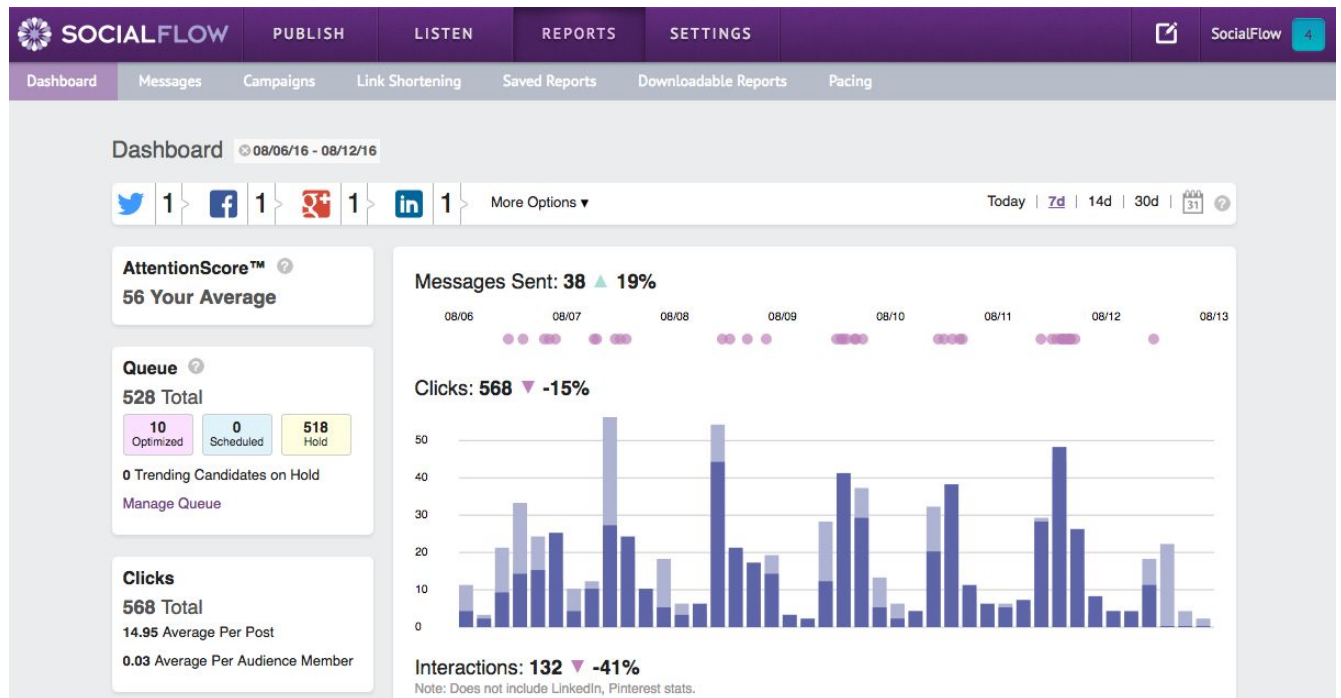


## Reports: Measuring Your Progress

Welcome to the Reporting tab on your SocialFlow dashboard! We all know how important metrics are, which is why we've made a rich but easy-to-use dashboard of the most relevant data for all your social channels. You can customize your view by date, time period, social channel, or predefined groups.

In addition to live data sets, you can download reports for specific purposes. We offer reports detailing your metrics week over week or month over month. Even if you don't download any specific reports, we'll automatically send you a weekly roundup to keep you up to date on your social growth and activity.

## Reports > Dashboard Page



### Key Terms & Actions for Reporting

Let's break down what you'll see when you navigate to your Reporting tab.

**Messages Sent:** How many messages you've sent through SocialFlow on all or a selection of your social platforms, broken down by day. The percentage next to this number indicates whether or not you've published more or less than the previous time frame.

**Clicks** (Previous clicks v. current clicks):

This total sum and graph indicate how many **link clicks** your content has received in the given time frame. The percentage shows how that total compares to the previous time frame, as does the graph. The lighter shaded bars represent that day, last time compared to the darker shaded bar representing that day, this time frame.

**Interactions:** This data includes everything outside of the click: retweets, mentions, comments, shares, likes and +1s of your content so that you can get a general sense of how much engagement has increased or decreased. It does not include

#### Clicks

**568 Total**

**14.95 Average Per Post**

**0.03 Average Per Audience Member**

#### Interactions ?

**152 Total**

**4.00 Average Per Post**

**0.01 Average Per Audience Member**

#### Total Audience ?

**21,516 Total**

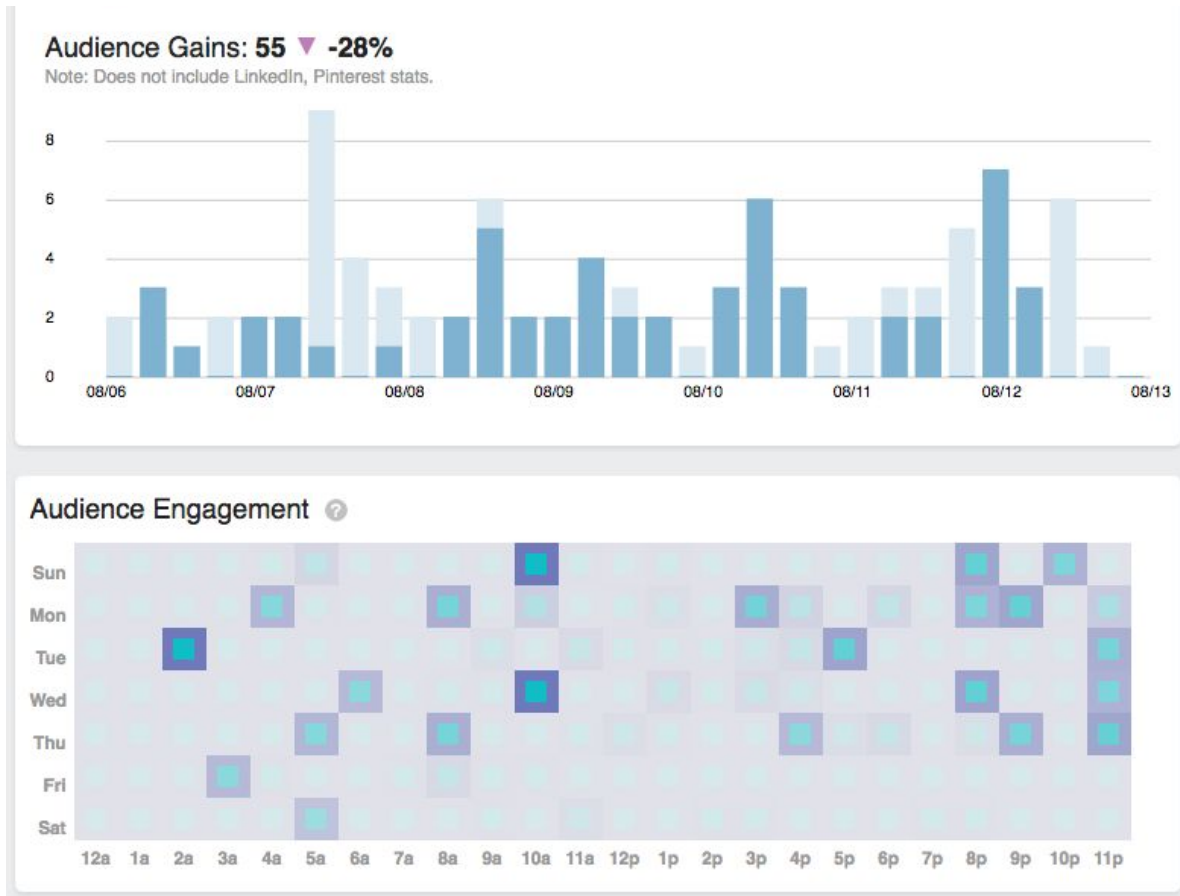
**55 New**

LinkedIn stats since LinkedIn is not currently providing them through their API.

**Total Audience:** Total number of follows per channel, all channels, or a selection of channels.

**Audience Gains:** How your audience grows over time!

**Audience Engagement:** Audience activity including clicks, tweets, retweets, mentions, likes, comments, and shares. This is broken down hourly to show you which time period had the most engagement.



### Reports > Messages Page

This page includes an easy way to find top performing content. Just filter the messages by the engagement you want to focus on by clicking the column headers.

Account	Clicks ↓	Likes	Shares	Publish Date	Message	Media
SocialFlow	25	2	0	04 May 2017	"any attempts to call an early victor in the election now would be absolute conjecture." Our team has accurately predicted the Brexit vote and Donald Trump's victory. Up next, France's election <a href="http://sflow.us/7mktClo">http://sflow.us/7mktClo</a>	
SocialFlow	22	5	0	05 Apr 2017	We're so excited to announce our special guest speaker at ROAR: A journalist from NBC, CNN & more. Drum roll, please... <a href="http://sflow.us/KJPMCS8">http://sflow.us/KJPMCS8</a>	
					Facebook faces questions over role in Donald	

You can find more stats to filter by such as Video Views if you click the 3 dot icon on the right.

Account	Clicks	Likes / Favorites	Shares / Retweets	Visitors	Publish Date	Message	Media
SocialFlow	50	1	1	0	01 Oct 2018	Did you know recycling posts could multiply your organic reach by 172%? <a href="http://sflow.us/IQWOdYk">http://sflow.us/IQWOdYk</a>	
SocialFlow	24	0	2	0	02 Oct 2018	Did you know you can post to Instagram directly from our Chrome extension? #TuesdayTip Grab it here: <a href="http://sflow.us/uKCKen9">http://sflow.us/uKCKen9</a>	
SocialFlow	7	1	0	0	02 Oct 2018	Did you know you can post to Instagram directly from our Chrome extension? #TuesdayTip Grab it here: <a href="http://sflow.us/Rq4hCtc">http://sflow.us/Rq4hCtc</a>	
SocialFlow	4	0	0	0	08 Oct 2018	<b>NEW Feature: Facebook Video Crossposting</b> You can now crosspost videos to any Facebook Pages you manage directly from the SocialFlow platform with just a few simple clicks! Find out more <a href="http://sflow.us/R4Hazj">http://sflow.us/R4Hazj</a>	

**ProTip:** Once you filter your messages to view top performing content, you can then bulk recycle using the checkbox feature here. You can even recycle content that wasn't sent through SocialFlow originally.

## Reports > Audience Page

If you authorize your Google Analytics account into SocialFlow, you will see this Audience tab. Here you can see which of your webpages is currently receiving the most site visitors and if there is a post or tweet in your queue linking to that page. If not, you may want to publish a new message to your social media accounts to get even more visitors to the webpage.

Account	Page	Visitors	Awaiting Publish	Published To
company.socialflow.com	SocialFlow - Social Media Solutions for Publishers & Media Companies - SocialFlow	9	1 Queues	0 Account(s)
company.socialflow.com	White Papers - SocialFlow - SocialFlow	5	0 Queues	0 Account(s)
company.socialflow.com	How Often Should You Recycle That Post? - SocialFlow - SocialFlow	1	4 Queues	0 Account(s)
company.socialflow.com	ROAR 2017 - SocialFlow - SocialFlow   Page 8	1	0 Queues	0 Account(s)
company.socialflow.com	Are News Stories in Your News Feed Really "Terrible"? - SocialFlow - SocialFlow	1	0 Queues	0 Account(s)

## Reports > Link Shortening

This Link Shortening page allows you to enter in a long URL and have it shortened by our platform. Then you can use that new short link outside of SocialFlow (ex. email, marketing campaign, etc) and this page will display the click count since our system shortened the link.

The screenshot shows the SocialFlow interface for the Link Shortening page. The top navigation bar includes 'SOCIALFLOW', 'PUBLISH', 'LISTEN', 'REPORTS', and 'SETTINGS'. Below this, a secondary navigation bar has 'Dashboard', 'Messages', 'Audience', 'Link Shortening', 'Downloadable Reports', 'Ads Dashboards', and 'AttentionStream'. A 'Manage Links' link is visible in the bottom left of the navigation bar.

### LINK SHORTENING

Create and track links using your own branded short domain name.

paste your link here to shorten trib.al **SHORTEN**

Create a custom hash for your shortened link

CREATED	All links	LINK	CLICKS	
07-13-2018 5:34 pm	sflow.us	<a href="http://sflow.us/ahw29rB">http://sflow.us/ahw29rB</a> <a href="http://feeds.mashable.com/~r/Mashable/~3/0lXn8Dt2fo/?utm_...">http://feeds.mashable.com/~r/Mashable/~3/0lXn8Dt2fo/?utm_...</a>	0	REPORT
07-13-2018 5:34 pm	sflow.us	<a href="http://sflow.us/xHDfsbN">http://sflow.us/xHDfsbN</a> <a href="http://feeds.mashable.com/~r/Mashable/~3/0lXn8Dt2fo/">http://feeds.mashable.com/~r/Mashable/~3/0lXn8Dt2fo/</a>	0	REPORT
07-13-2018 5:28 pm	sflow.us	<a href="http://sflow.us/us0f3o7">http://sflow.us/us0f3o7</a> <a href="http://adage.com/article/media/trump-s-antitrust-boss-restarts-...">http://adage.com/article/media/trump-s-antitrust-boss-restarts-...</a>	0	REPORT

## Reports > Downloadable Reports Page

Here you can generate and download Excel files of your account's data for closer analysis. First, click on the Create Report button on the right.

The screenshot shows the SocialFlow interface for the Downloadable Reports page. The top navigation bar includes 'SOCIALFLOW', 'PUBLISH', 'LISTEN', 'REPORTS', and 'SETTINGS'. Below this, a secondary navigation bar has 'Dashboard', 'Messages', 'Audience', 'Link Shortening', 'Downloadable Reports', 'Ads Dashboards', and 'AttentionStream'. A 'New recurring report' button is visible in the top right of the main content area.

### RECURRING REPORTS

account	recipients	format	name	timing	
SocialFlow	megan@socialflow.com	Customizable Columns	weekly conversions round up	weekly	trash icon, info icon, + icon

### GENERATED REPORTS

PREV Page 1 of 61 NEXT Create report

account	created	format	name	time period	
117040427	2 hours ago	Campaigns by Campaign Set	Harley Davidson_7.16		trash icon, refresh icon, + icon
116855375	3 days ago	Campaigns by Campaign Set	ESPN_Harley Davidson_7.13		trash icon, refresh icon, + icon

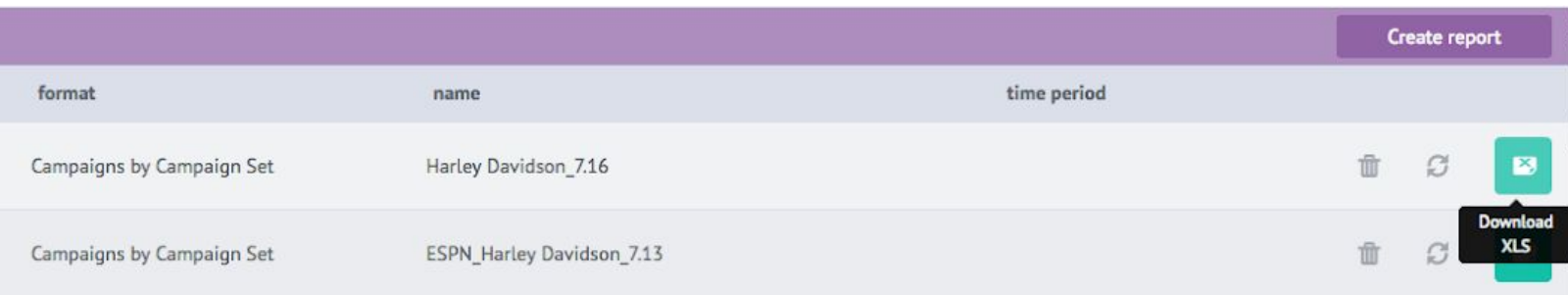









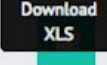
There are a few different report types:

- **Message Report**
  - This report will list all messages for the account and time frame that you'd like to review. It includes all the engagement metrics for the messages as well as the user who created the message and the label on that message.
- **Label Report**
  - As you use labels on the Publish page, you can select the label you want to analyze and only see messages and their data, related to that label. You can select multiple labels to make comparisons of different types of content and which performs better.
- **Month Over Month**
  - This report shows your total engagement data per month for your individual accounts for whatever time frame you select. It includes percentage of change for each of the stats you can quickly get a high level view of how the account has progressed.
- **Week Over Week**
  - Similar to the month over month report, this report shows your total engagement data per week and also includes the percentage of change.
- **Day Over Day**
  - Same as above but to be used for daily comparisons.

Once you select the type of report, you can choose which social account and for what time frame you need data for in the pop up window. The report will generate and create a new line item in the reports list. Just click the green download button to open the new Excel spreadsheet.



The screenshot shows a user interface for managing reports. At the top right, there is a purple button labeled "Create report". Below it is a table with three columns: "format", "name", and "time period". The table contains two rows of reports. The first row has the format "Campaigns by Campaign Set", the name "Harley Davidson\_7.16", and icons for delete, refresh, and a green download button. The second row has the format "Campaigns by Campaign Set", the name "ESPN\_Harley Davidson\_7.13", and icons for delete, refresh, and a black download button labeled "Download XLS".

format	name	time period
Campaigns by Campaign Set	Harley Davidson_7.16	  
Campaigns by Campaign Set	ESPN_Harley Davidson_7.13	  

All of these reports are now available to receive automatically through email on a recurring basis. Just click “**New Recurring Report**” and select one of these report options outlined above.

## Settings Overview

Though we go through set up with you over the phone or in person, here is some information you may need to return to after you’ve been set up...

- Adding and Removing Social Accounts
- Account Settings
- User Permissions
- Feed Settings
- Link Shorteners

## Adding and Removing Social Accounts

To Add:

- Navigate to *Settings>Application>Social Accounts*
- Find the “Add a Social Account” drop down on the right in purple
- Click the drop down to select a social network
- Click the network (Facebook, Twitter, etc.) to be prompted for login and permission authorization

To Remove:

- Navigate to *Settings>Application>Social Accounts*
- Find the account you wish to remove
- Click the trash can icon next to it on the far right
- Click to confirm removal

SOCIAL ACCOUNTS					6 accounts remaining.		
Add Group		Edit Group					
service	account	status	group	date added			
	SocialFlow	Valid	SocialFlow	2013 Aug 14			
	SocialFlow	Valid		2013 Oct 23			
	SocialFlow	Valid		2014 May 08			
	@SocialFlow	Valid		2013 Aug 14			
	socialflow	Valid		2016 Jul 01			

## Account Settings

From the *Settings>Application>Social Accounts* page you can also click the pencil icon to access settings for that handle.

Here you may want to update Publishing Limits or Tracking Tags. This is also where you can Pause All Publishing in case of emergency.

### Publishing Limits

<b>Reset All to Optimized</b>	Let us calculate the best time to publish your content	<a href="#">Reset to Optimized</a>
<b>Max Messages Per Day</b>	Optimize	<a href="#">Edit</a>
<b>Max Messages Per Hour</b>	Optimize	<a href="#">Edit</a>
<b>Message Window</b>	Optimize (time zone: UTC)	<a href="#">Edit</a>
<b>Minimum Message Interval</b>	Optimize	<a href="#">Edit</a>
<b>Max Minutes Between Messages</b>	Optimize	<a href="#">Edit</a>
<b>Pause optimized and scheduled publishing</b>		<a href="#">Pause publishing from queue</a>

### Tracking Tags

<b>Google Analytics</b>	utm_source: utm_medium: utm_campaign: utm_content: utm_term:	<a href="#">Edit</a>
<b>Other Tags</b>		<a href="#">Edit</a>

## User Permissions

Navigate to Settings>Admin>Users and Permissions and here you can either invite a new user, remove a user, or edit permissions for an existing one. Here are descriptions of the different permission levels:

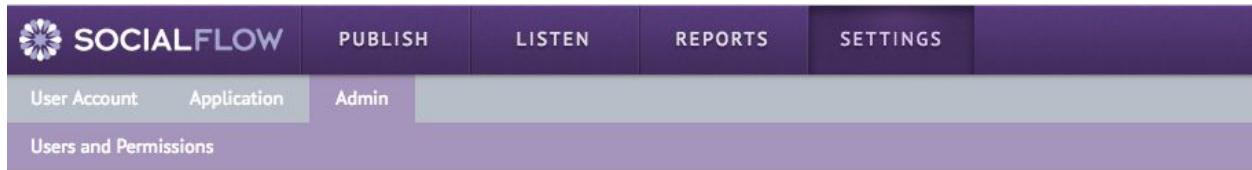
**Client Admin:** A superuser who oversees all of the accounts, users and settings. Has publishing rights to all accounts.

**Account Admin:** A secondary superuser who can oversee all accounts, users and settings. Has publishing rights to all accounts.

Permissions Per Social Account:

- View
  - Allows users to view queue and timeline as well as reports for this social account.
- View/Publish
  - Allows users view rights plus ability to create and send posts or Tweets to this social account.
- View/Publish/Settings
  - Allows user view and publish rights plus access to settings for this social account.
    - Groups
    - Publishing Limits
    - Tracking Tags
    - Content Sources
    - Link Shortener
    - Reauthing Account
    - Removing Account
- View/Publish/Settings/Users
  - Allows user view, publish, and settings rights as well as ability to manage users for this social account.
    - Invite users to social account using Settings>Admin>Users and Permissions
    - Assign and manage user permissions for social account

Example of roles when inviting new user:



### Invite New Users

Full Name

Email

Country

Timezone

### User Permissions

**Permissions for Future Social Accounts:**

- View Only
- View/Publish
- View/Publish/Settings
- View/Publish/Settings/Users
- No Access

**Additional Roles**

- Client Admin - Can add to/cancel service. This is the highest level of control. **Warning: assigning this to another user will revoke your status as client admin.**
- Account Admin - Can add and remove social accounts and add, edit, and remove users.
- Billing Contact - Controls all finance-related settings. Can view financial statements.

Group	Account Type	Account	No Access	View	View/Publish	View/Publish/Settings	View/Publish/Settings/Users
SocialFlow	Publishing	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Publishing	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Publishing	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Publishing	@SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Advertising	SocialFlow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Listening	@socialflow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Link Shorteners

### Link Shorteners

[Add Link Shortener](#)

Service	Domain	Username	API Key	Associated Social Account	
<input type="text" value="Bitly"/>	<input type="text" value="optional"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="Client Wide"/>	<a href="#">Save</a>
<input type="text" value="Bitly"/> <input type="text" value="Po.st"/> <input type="text" value="Custom"/>	<input type="text" value="sflow.us"/>			<input type="text" value="Client Wide"/>	<a href="#">Delete</a>

In case you want to change your link shortening service or add a custom short domain, navigate to Settings/Application/Link Shorteners.

## Feed Settings

As a refresher, the message expiration setting is the most commonly edited setting and controls how long content stays in the queue. If your content is more time sensitive, you can shorten the time frame; if your content is more evergreen, you can lengthen the time frame. You can also tailor how the content enters the queue by editing the template.

Content Source: [NYT > Technology](#)

Active	<input checked="" type="radio"/> On <input type="radio"/> Off	
Labels	None	<a href="#">Edit</a>
Default Message Status	Hold	<a href="#">Edit</a>
Copy to Another Social Account	<input type="text" value="SocialFlow (Facebook)"/>	<a href="#">Copy to Account</a>
Messages Expiration	1 days	<a href="#">Edit</a>
Expiration Behavior	Expire at expiration date	<a href="#">Edit</a>
Delete Content Source	<p>ATTENTION: Deleting a content source will also delete all messages from this content source in your queue.</p> <p>If you would like to stop importing new messages from this content source without deleting the messages that have already been queued, please change the content source status from active to inactive instead.</p>	<a href="#">Delete Content Source</a>
Templates	Content source templates let you add prefix, postfix, titles, and more.	<a href="#">Edit</a>
Filters	Filters let you include or exclude content containing certain words	<a href="#">Edit</a>
Tracking Tags	Tracking tags let you include Google Analytics and Omniture tags to your content.	<a href="#">Edit</a>
Publication Limits	Note: changing these may impact SocialFlow's ability to optimize content.	<a href="#">Edit</a>

## Conclusion

This guide will be updated regularly. If you think you may have an outdated version, just reach out to your Client Services representative or Support for an updated copy.

If you're still feeling a bit lost, remember, our Client Services Team and rich support center are here to help when you need it.

[SocialFlow Blog](#)

Contact SocialFlow Support  
[support@socialflow.com](mailto:support@socialflow.com)

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SINCE 1974.**



## Get in touch

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Phone: (800) 325-7759 | Email: [BidDept@TLCdelivers.com](mailto:BidDept@TLCdelivers.com) | [www.TLCdelivers.com](http://www.TLCdelivers.com)



**EXHIBIT A – Pricing Page  
Social Media Management Platform - OT19149**

**Note to Vendors: The Pricing Page is locked. Only the column for Alternate Part Manufacturer/Model and for Unit Cost is unlocked.**

Contract Item	Description	Alternate Part Manufacturer and Model if bidding *or equal products	Unit of Measure	Quantity	Unit Cost	Extended Unit Cost
3.1.1	Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
3.1.1	Optional Renewal Year 2: Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
3.1.1	Optional Renewal Year 3: Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
3.1.1	Optional Renewal Year 4: Contract Service Item #1: Meltwater Social or Equal	SocialFLOW *Implementation and training included	Yearly	1	250000.00	250,000.00
					<b>Total Bid Amount</b>	<b>1,000,000.00</b>

Please note: This information is being captured for auditing purposes  
Contract will be evaluated on all lines but only awarded on first year. Renewal options for years 2, 3, and 4 will be initiated by the Agency, agreed to by the Vendor and processed by the West Virginia Purchasing Division as Change Orders for subsequent years.

  
Vendor Signature:

July 3, 2019  
Date:

**ADDENDUM ACKNOWLEDGEMENT FORM**

**SOLICITATION NO.:**

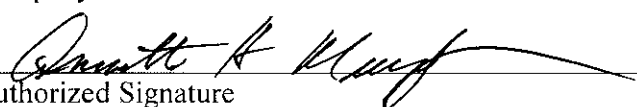
Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification. Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:  
*(Check the box next to each addendum received)*

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6  |
| <input type="checkbox"/> Addendum No. 2            | <input type="checkbox"/> Addendum No. 7  |
| <input type="checkbox"/> Addendum No. 3            | <input type="checkbox"/> Addendum No. 8  |
| <input type="checkbox"/> Addendum No. 4            | <input type="checkbox"/> Addendum No. 9  |
| <input type="checkbox"/> Addendum No. 5            | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

**The Library Corporation**  
\_\_\_\_\_  
Company

  
\_\_\_\_\_  
Authorized Signature

**6/19/2019**  
\_\_\_\_\_  
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.

SocialFlow Enterprise Pricing:

5 social handles with unlimited users - \$24,000

20 social handles with unlimited users - \$40,000

50 social handles with unlimited users - \$75,000

100 social handles with unlimited users - \$120,000

200 social handles with unlimited users - \$200,000

Unlimited social handles with unlimited users - \$250,000