**Terms of Reference (TOR) for media monitoring and media analysis**

1. **Introduction to UNHCR**

The Office of the United Nations High Commissioner for Refugees (UNHCR) was established on December 14, 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It also has a mandate to help stateless people.

In more than five decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 6,600 people in more than 110 countries continues to help about 34 million persons. To help and protect some of the world’s most vulnerable people in so many places and types of environment, UNHCR must purchase goods and services worldwide. For further information on UNHCR, its mandate and operations please see http://www.unhcr.org.

1. **Background**

The political environment in Bulgaria with respect to refugees and migrants is unpredictable and complex. As part of its mandate UNHCR Bulgaria is actively working with authorities to ensure asylum and integration policy meet international and EU standards. Refugees, forced displacement and the relevant politics are of huge interest to media and society in the country. Because of this and because of the far-reaching influence that media narratives can have in shaping public discourse and government policies, UNHCR works closely with journalists and news organizations and closely monitor all developments relevant to the country operation shared publicly in the media.

In view of its mandate, UNHCR Bulgaria needs a comprehensive media monitoring service that will help us track any developments and sentiments in relation to UNHCR persons of concern in Bulgaria and take timely and informed decisions concerning our external communication activities. In this regard UNHCR Bulgaria is seeking to sign a contract on a subscription basis with qualified company to provide media monitoring service.

1. **Specifications and required services**

Media monitoring

* Monitoring of press, TV & radio, online media on national and regional level as well as social media and forums
* One topic of interest and various number of key words with option for unlimited number of edits
* Daily reporting with text, screenshots, links, transcripts, audio, video recordings
* Web-based media monitoring platform with archive and real-time search capability, option for generating and exporting reports

Media analysis

* In-depth analysis of key topic, brand or particular sphere of interest
* Option to include one or several media sources in Bulgaria upon request (broadcast, print, online, social media or blogs)
* Report covering random period of time and capturing custom metrics and features such as share of voice, volume of mentions, sentiment and trends analysis, opinion leader identification, etc.
1. **Supplier’s qualifications**

Well established information, media analysis/ intelligence agency with minimum 5 years of experience in media monitoring, social media listening and analysis, reporting in Bulgaria. The agency should have the capacity to cover wide range of Bulgaria media sources such as broadcast, print, online, social media, forums etc.