



May 31, 2012 (emailed to all proposers on this date)

**ADDENDUM # 5
RFP #021206
Social Media Software**

Please note the following answers to questions that were asked prior to the deadline for inquiries date of May 31, 2012 .

Q1: Custom tab/page development with permission controls. Is this requirement in reference to the user interface? Is ASU asking whether or not they can create custom tabs and permission controls for their internal team using the software?

A1: Yes, we would like the software to allow staff to build custom tabs/pages on Facebook.

Q2: Auto-follow replies so that DMs are allowed? Can you clarify this more? Is ASU asking if there is a way to directly message for example: who comment on a youtube or facebook post?

A2: We would like the software to auto-follow replies on Twitter so we can DM with tweeps.

Q3: Question on requirement from Section V: Track interactions between ASU Social Users and constituents; customer service/support tracking

- Is ASU asking if one of their internal team members is interacting with one of our constituents will their customer service/support be tracked (given a ticket number and have their support questions recorded by the software system internally)?

A3: Yes, we would like the software to create tickets for social media posts that require response from staff.

If you have any questions regarding this notice, please contact me at 480.965.8860 or Stacie.malekooti@asu.edu.

Thank you,

Stacie Malekooti, Sr. Buyer
Arizona State University
Purchasing & Business Services