RFP 11/2026: Appointment of a service provider for the provision of Media Monitoring and Analysis Services.

Questions & Answers

Closing Date: 13 August 2026 at 11:00

#	Question	Answer
Clarification Request: Section 3.3 – Social Media Monitoring - To assist us in aligning our proposed solution with SARS' expectations, we would appreciate clarification on the following questions relating to the requirement:		
1.	"Early warning of trending topics that might affect the SARS brand."	The requirement for "early warning of trending topics that might affect the SARS brand" is intended to encompass both direct and indirect conversations that could influence SARS' reputation, stakeholder confidence, operating environment, or public perception
2.	How does SARS define "trending topics that might affect the SARS brand" for the purposes of this requirement?	**Trending topics that might affect the SARS brand** are emerging conversations, narratives, or events that have the potential to influence public perception of SARS, stakeholder confidence, taxpayer behaviour, or SARS' ability to effectively fulfil its mandate. This includes both direct references to SARS and broader issues that may have operational, strategic, or reputational implications for the organisation.
3.	Does this requirement extend beyond direct mentions of SARS, its services, employees, or operations to include broader conversations that may have a material impact on SARS' reputation, stakeholder sentiment, or operational environment?	**Yes.** The requirement extends beyond direct mentions of SARS, its services, employees, or operations to include broader conversations, emerging issues, and trends that may have a material impact on SARS' reputation, stakeholder sentiment, taxpayer behaviour, operational environment, or public confidence. Such topics should be proactively identified and escalated where they present potential strategic, operational, or reputational risks to SARS.

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4.	Would SARS expect the early warning capability to identify and monitor emerging discussions relating to: - Changes in immigration policy that may influence customs and border operations? - Tax policy developments, fiscal announcements, or national budget discussions? - Illicit trade, customs enforcement, and related regulatory matters? - Misinformation or disinformation relating to tax compliance, tax administration, or SARS services? - Broader economic, legislative, regulatory, or governance developments that could influence public perception of SARS?	- **Investigative journalism and exposés**, including stories relating to tax affairs, customs matters, financial misconduct, organised crime, leaked documents, or broader "follow the money" narratives that may influence public expectations regarding SARS' role or response - **Public conversations involving influencers, celebrities, business leaders, tenders, luxury lifestyles, unexplained wealth, or perceived tax non-compliance**, particularly where such discussions generate significant public interest and could create expectations of regulatory action or scrutiny by SARS. - **Broader discussions concerning government credibility, corruption, state capture, commissions of inquiry, governance failures, public accountability, and ethical conduct in the public sector**, where sentiment may indirectly affect trust and confidence in state institutions, including SARS. - **Misinformation or disinformation** relating to taxation, customs, tax compliance obligations, SARS policies, systems, services, enforcement activities, or taxpayer rights. - **Emerging economic, legislative, regulatory, or policy developments** that may generate substantial public debate and influence public perception of the tax administration environment.

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5.	What criteria does SARS apply when determining whether an emerging issue, conversation, or trend is sufficiently relevant to warrant escalation as an early warning alert?	SARS would expect an emerging issue, conversation, or trend to be escalated as an early warning alert where it demonstrates one or more of the following characteristics: • **Potential reputational impact** on SARS, including the likelihood of influencing public perception, stakeholder confidence, trust in tax administration, or confidence in SARS' ability to execute its mandate. • **Significant traction or amplification**, evidenced by rapid increases in volume, engagement, sharing, media pickup, influencer participation, or sustained discussion across social and traditional media platforms. • **Potential operational implications** for SARS, including matters that may affect revenue collection, customs and border operations, taxpayer compliance behaviour, service delivery, enforcement activities, or stakeholder interactions. • **Emerging narratives that may require proactive monitoring or response**, particularly where misinformation, disinformation, speculation, allegations, or unverified claims have the potential to gain momentum and shape public opinion. • **Issues linked to financial crime, organised crime, tax compliance, customs enforcement, corruption, public accountability, governance, or other matters that may create expectations of action, investigation, or comment from SARS.** • **High-profile or sensitive matters** involving public figures, influencers, business leaders, government institutions, tenders, alleged unexplained wealth, investigative journalism, exposés, leaked documents, or related "follow

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		the money" narratives where SARS may become associated with the public discourse. • **Broader socio-economic, legislative, regulatory, or political developments** that have the potential to affect taxpayer sentiment, compliance behaviour, or the public's perception of the effectiveness and credibility of SARS. The objective of the early warning capability is not only to identify direct references to SARS, but also to detect emerging discussions and narratives that could reasonably be expected to influence SARS' operational environment, stakeholder sentiment, reputation, or public confidence, thereby enabling timely assessment and, where necessary, proactive intervention.
6.	Does SARS expect proactive identification of indirect reputational risks where SARS is not explicitly mentioned but where the topic may have potential implications for SARS' mandate, operations, or stakeholder confidence?	**Yes.** SARS expects the proactive identification of **indirect reputational risks**, including emerging issues, conversations, or trends where SARS is not explicitly mentioned but where the subject matter may reasonably influence SARS' mandate, operations, stakeholder confidence, or public perception. Such topics should be monitored and escalated where they demonstrate the potential to create reputational, operational, regulatory, or public trust implications for SARS.
7.	Are there any other categories of conversations, issues, or trends that SARS considers strategically significant and expects to be included within the early warning monitoring capability?	**Yes.** In addition to direct references to SARS, the early warning monitoring capability should identify emerging conversations relating to tax compliance, customs and border matters, economic and fiscal developments, regulatory changes, organised crime, illicit trade, corruption, public accountability, misinformation, and other issues that could

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		reasonably influence SARS' operating environment, stakeholder confidence, or public perception. The expectation is that service providers apply proactive monitoring to detect issues with potential strategic, operational, or reputational implications for SARS.
	Should bidders submit their presentation materials and demonstration content as part of the initial bid submission, or will these be requested at a later stage?	Bidders are encouraged to submit all presentation materials and demonstration content as part of their initial bid submission.
	What is meant by "supplementary information" in the context of the bid submission requirements?	**"Supplementary information"** refers to any additional documentation or supporting material that a bidder considers relevant and necessary to strengthen, clarify, or provide further context to their proposal. Bidders may include such information at their discretion, provided it is relevant to the requirements of the bid.
	Can bidders submit their tender responses outside normal business hours, and how will SARS verify that submissions were received before the closing date and time?	**Yes.** The tender box is accessible 24 hours a day to allow bidders to submit responses at any time before the bid closing date and time. The tender box area is monitored by surveillance cameras, which may be used to verify the timing of submissions where required. Bidders remain responsible for ensuring that their submissions are deposited in the tender box before the specified closing date and time.

General and Important
Bidders must carefully read the RFP document and its annexures.