

## SOCIAL MEDIA DATA SYSTEMS

Orange County, Florida is interested in purchasing a Social Media Data system developed specifically for public health conversations, sentiment, and public opinion as expressed online. To date research within the industry has indicated to the County that AlphaVu's systems is the only program that fulfills the requirements below.

### **Minimum Specifications features and capabilities are listed below:**

1. An algorithms which identifies unique characteristics of social media conversations, based on proprietary and patent pending network analysis techniques.
2. Technical infrastructure for the automated detection of public social media accounts in Orange County.
3. Machine Learning based, automated scoring of social media conversations, with accuracy rates customized for conversations related to COVID-19.
4. Machine Learning based, automated scoring of misinformation and disinformation in social media conversations, with accuracy rates customized for conversations related to COVID-19.
5. The ability to segment these online conversations by:
  - a. Specific COVID-related sub topics.
  - b. Conversations within higher at-risk population demographic categories.
  - c. Time period.
  - d. Custom geographic areas within the service area (including zip code, city council districts, etc.).
  - e. Sentiment ranges.
6. Production of daily audience public opinion metrics indicating both overall sentiment and the volume of engagements with client's social media accounts.
7. Generation of customized social media advertising audiences based on COVID-specific frequency, sentiment, and misinformation analytics, both within at-risk groups and at-large in Orange County.
8. Incorporation of additional data sources into daily public opinion, sentiment, and misinformation metrics, including:
  - a. Customer support emails.
  - b. Customer support call center call recordings/transcripts.
9. Client reporting via both regularly updated visual dashboard and consultations with expert human analysts.

Any vendor meeting the County's requirements is invited to contact **PATRICE HAUSER** and provide information on their product/service specifications by email at [Patrice.Hauser@ocfl.net](mailto:Patrice.Hauser@ocfl.net) no later than by **5:00 PM (local time), Friday, October 23, 2020**.