

Call for Applications

Social Media Listening and Analysis consultant

Context

Search for Common Ground (Search) is the world's largest dedicated peacebuilding organization working to transform the way the world deals with conflict, away from adversarial approaches towards collaborative solutions. For 40 years Search has implemented peacebuilding programs in more than 30 countries across Africa, Asia, the Middle East and in the United States. Teams across the world working for and partnering with Search deploy a wide range of peacebuilding approaches including media, dialogue, and the use of collaborative approaches to transform conflict.

In line with Search for Common Ground's strategic direction, we are seeking a strategic partnership which will grow our capability to understand the digital manifestations of conflict through using appropriate social media listening tools. We aim to equip our program and research teams to use social media listening tools effectively to generate insights on the manifestation of conflict online, inform programming (both online and off-line) and measure reach and impact of our digital programs.

Search is seeking a consultant, company or organization (hereafter the 'consultant') that will be the go-to partner for a period of 8 months, during which a team of estimated 6 members will work in direct collaboration with the consultant.

Justification

Search defines digital peacebuilding as the ability to understand and respond to digital drivers of conflict, and the use of technology to contribute to peacebuilding. Search's ability to understand the digital landscape as part of its ongoing conflict analysis depends on our ability to harness the appropriate social media listening tools. Search understands the potential to use social media listening tools for peacebuilding to be multi-faceted.

This includes:

1. **Conflict and context analysis.** This entails monitoring of conflict drivers, specific positive or negative narratives, generating dashboards and data visualizations to provide trends and insights in real time. This could also include periodic assessments and analysis of the data to offer 'conflict snapshots' or summaries.
2. **Research on specific online conversations, insights and trends, about a specific issue or set of issues.** This entails targeted research on online perceptions of an issue, tracking of hate speech, and/or the juxtaposition of online trends with offline events. This research could be used to inform offline or traditional media initiatives to tackle the conflict drivers. For example, this may include research which seeks to understand which groups

or individuals are promoting specific narratives in support of violent extremism, and which audiences are most consuming such narratives.

3. **Narrative analysis.** This entails the use of social media listening with a semi-automated dataset that generates data for narrative analysis. This may involve juxtaposing social media monitoring with specific narrative analysis in order to monitor conflict drivers and inform peacebuilding initiatives.
4. **Identification and monitoring of specific sources, influencers and channels.** This entails the mapping and subsequent tracking and analysis of specific sources, influencers or channels who are deemed relevant for a particular audience or geography. This may include an understanding of how the social media space is polarized, and where potential connectors could be amplified.
5. **Media and campaign monitoring.** This entails the use of social media listening in order to monitor the reach and engagement of specific media products, such as campaigns or outreach by media, non-governmental organizations or online influencers.

Goals and objectives

The successful consultant or organization will be able to offer the following:

1. **Capacity building.** This would be undertaken with designated members of Search's Kenya team, where they will
 - a. strengthen their ability to translate specific, discreet project objectives and outcomes into a strategic social media listening process;
 - b. enable them to use the social media listening tool once it has been 'set up' by the consultant or organization;
2. **Implementation of social media listening in partnership with Search Kenya.** This entails:
 - a. determining which appropriate tool/technology is adapted to the needs of the specific Search team and project(s) based on an understanding of the particular use case;
 - b. setting up the specific social media listening tool for the project, including establishing relevant data to collect, identifying key data sources, organizing data into congruent categories, setting up a dashboard with relevant visuals / searchable tables, and iterating on this process as needed until applicable social media data results are achieved;
 - c. supporting Search teams with identifying and interpreting patterns in social media data for use in project objectives and outcomes. When applicable, this may include facilitating the process of utilizing data insights and analysis to select relevant digital peacebuilding response mechanisms derived from the social media listening process.

Geographic Locations

The successful consultant or organization will be able to offer the above-mentioned support for Search Kenya team.

Timeline

Activities will commence in **April to November 2026**, with a research project in Kenya.

Pricing model

The Consultant should outline the pricing model to be used to price future projects under this agreement. The pricing model should specify daily rates of personnel or consultants, the cost of specific social media listening tools, any relevant data access or storage costs and any other costs.

If selected, a master service agreement will guide the overall scope and pricing of the partnership between the Consultant and Search. In each project where the partnership is activated, agreement will be reached with the consultant as to which of the 'tiers' or components of the pricing model to be utilised. Payments will be made as new 'work orders' as deliverable-based agreements per project with reference to the master agreement.

In order to reflect how these costs will manifest in projects, as part of the application the Consultant should present a pricing model for two illustrative projects:

- a. An initiative to set up ongoing social media listening over a **8** month period looking for particular existing lexicon accessible to communities in the coastal region of Kenya and Garissa.

If the Consultant chooses, the pricing model may be presented as several 'tiers' of pricing models depending on the degree of training and coaching required in order to achieve illustrative outcomes.

G. Preferred Capabilities and Experience:

The Consultant is anticipated to have the capability to deliver strategically, creatively, and operationally, demonstrating the following preferred capabilities and experience:

- Capacity and experience in using social media listening tools effectively to tackle issues related to conflict and peacebuilding, good governance, violent extremism, hate speech and/or polarization;
- At least 10 years of experience working with diverse social media listening tools and platforms;

- At least 5 years of experience and demonstrated success supporting teams in diverse contexts to use social media monitoring and data analysis to design and implement digital peacebuilding projects across a wide variety of issues areas.
- Familiarity in several of the geographic or conflict contexts where Search currently works. Ability to work in French or Arabic with Search teams will be an advantage.
- Capability and experience with cycles of learning and adaptation as part of a replication and scaling approach.

H. Selection Process & Scoring Criteria

Search will evaluate all materials submitted and engage in interviews with the shortlisted consultants. Submissions will be evaluated based on the scoring criteria outlined below. Search will favourably consider proposals from consultants that demonstrate a commitment to participatory processes, and diversity and inclusion practices.

I. How to Apply

Interested candidates should submit:

1. A brief outlining the approach to achieving each of the three objectives, including any tools or methodologies to be used;
2. CV of key personnel who will be part of the core team
2. Samples or references for relevant past projects (in annex or with links)
3. Pricing model, reflecting potential different *tiers* of support and costs for different types of projects, along with two illustrative budgets for:
 - a. An initiative to set up ongoing social media listening over a **8** months period looking for particular existing lexicon accessible to communities in the coastal region of Kenya
4. Names of references from 3 past collaborations

Please send the above to kenyaprocurement@sfcg.org by 20th April 2026. Only shortlisted candidates will be contacted.