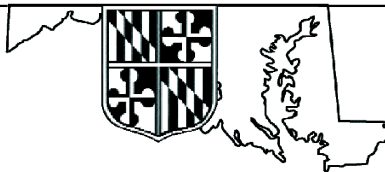


STATE BOARD OF ELECTIONS

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**The Maryland State Board of Elections (SBE) – Social Media Monitoring
eMMA Solicitation #BPM-022600**

I. Purpose of this Solicitation:

The Maryland State Board of Elections (SBE) is dedicated to minimizing digital threats to elections through a variety of defense, monitoring and response processes and tools.

Given that social media misinformation, impersonation, and other surface web manipulation and attacks can have an impact on US elections, SBE is soliciting proposals for digital risk management services.

II. Objective:

Detect, alert, and respond to social media and digital attack surface threats related to SBE and State of Maryland Elections.

III. Period of Performance:

Contract term will be one year (2/22/2023 – 2/21/2024)

IV. Required Services:

- 1) Digital Risk Management:** Offeror must demonstrate experience and capability to rapidly detect, alert, and respond to social media and digital attack surface threats related to SBE and State of Maryland Elections.
- 2) This includes, but is not limited to:**
 - A. Confidence/brand protection for SBE/State of Maryland Elections
 - B. SBE domain monitoring, reporting, protection including, but not limited to:
 - Sufficient API and keyword queries
 - Dedicated analysis and correlation
 - C. SBE Official/Executive risk protection (minimum of 10)
 - D. Web monitoring/alerting/protection including, but not limited to:
 - a. Surface web
 - b. Dark web/deep web
 - c. App store
 - d. Sufficient takedowns for these types of risks/attacks (minimum of 5)
 - E. Web and social media monitoring and defense:
 - a. Must include Twitter, Facebook, Instagram, LinkedIn, YouTube.
 - b. Sufficient social media takedowns (unlimited preferred)

- F. Authenticated defense for SBE social media accounts (minimum 3: Facebook, Instagram, and Twitter)
- G. Dedicated analyst (or equivalent)
- H. Access for a minimum of 5 users.
- I. Easy to use dashboard and reporting targeted at both technical and executive users.
- J. A summary of the Offeror's work with 4 recent clients for showing experience (government and election experience preferred)

V. Evaluation Criteria:

- A. Experience providing Required Services to a similar state or local agency
- B. Capability to provide the Required Services
- C. Previous experience (years, number of contracts)
- D. Service differentiators (see submission requirements)
- E. Pricing

VI. Submission Instructions and Requirements:

Please include with your proposal the following information:

- A. A summary of any key differentiators that make Offeror uniquely positioned to provide digital risk management services to the SBE.
- B. A summary of any key differentiators or additional features in the Offeror's proposal that will enhance protection for SBE.
- C. Grand total pricing inclusive of all costs for the period of 2/22/2023-2/21/2024.
- D. Please submit your proposal to Whitney.LeRoux@Maryland.Gov by January 26, 2023 at 3:00 pm.