



Orlo – G-Cloud Commercials for Emergency Services.

The Community Engagement platform built for the public sector.

Date:

January 2026



Creating stronger, more resilient communities.

Step 1: Base Platform Subscription (required)

The Orlo Social Media Management Platform (SMMP) is the foundation of our service. A base platform subscription, scaled to your organisation's **user band**, is a mandatory prerequisite for all add-ons. Pricing is structured to ensure flexibility and value.

What's included in your base platform subscription:

- **Core Management tools:** Full access to the Orlo Inbox for community management, advanced scheduling tools, and comprehensive analytics.
- **Included Social Accounts:**
 - 2 x X (formerly Twitter) accounts
 - 2 x Facebook accounts
 - 2 x LinkedIn accounts
 - 2 x Instagram accounts
 - 2 x YouTube accounts
 - 1 x NextDoor account
 - 1 x TikTok account
 - 1 x Bluesky account
 - 1 x Threads account
- **Foundational support:** Standard onboarding and support access

Base Platform Pricing by Population Band:

Band:	User band:	Cost per user (exc VAT)
1	1 - 49	£1,180
2	50 - 100	£1,075
3	101 - 200	£726
4	201 - 300	£380
5	301 - 500	£318
6	501 +	£295



Step 2: Additional Services

We provide a range of additional services and standalone modules to ensure your platform is tailored to your specific requirements. These options allow for further customisation of your digital environment and can be added at any time during your contract.

To ensure these can be added during the term of your agreement, organisations should ensure their call-off contract value accounts for any potential future service expansion.

Module:	Total (exc VAT)
Social Listening (with 3 streams)	£8,000
Media Monitoring (with 3 streams)	£12,000
Additional listening & media streams	£1,500
AI Pack (Up to 600,000 messages)*	£50,000
VOC - Transactional surveys**	£15,000
VOC - survey creation & analysis	£5,000
Reviews (Up to 10 sites)	£5,000
Additional review sites	£500
Microsoft PowerBI	£3,000
CRM Integration	£3,000
WhatsApp / SMS	£2,500
Benchmark Analysis (with 3 slots)	£2,500
Additional benchmarking slots	£500
Additional social accounts***	£250
Chatbot	£6,000
LiveChat	£3,000

Online training (Half Day)	£750
Onsite training	£1,200

* This includes sensitive image detection, deep fake detection, suggested responses, message classification and profile summary

** Please note interaction costs for SMS credit is approximately £0.047 and email credit is approximately £0.0004

*** Additional social accounts inc. X, Facebook, LinkedIn, Instagram, YouTube, Nextdoor, Threads, Bluesky and TikTok