

TERMS OF REFERENCE
SOCIAL MEDIA MANAGEMENT
Department of Tourism

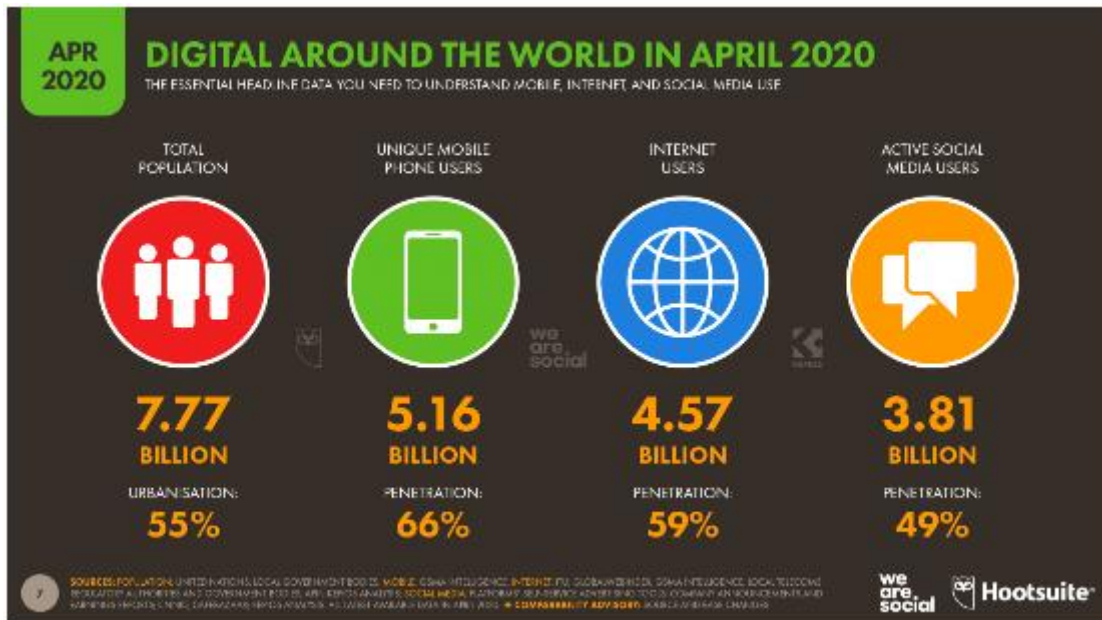
I. Overview and Background

Procurement of a creative agency that will manage and monitor all social media accounts of the Department of Tourism

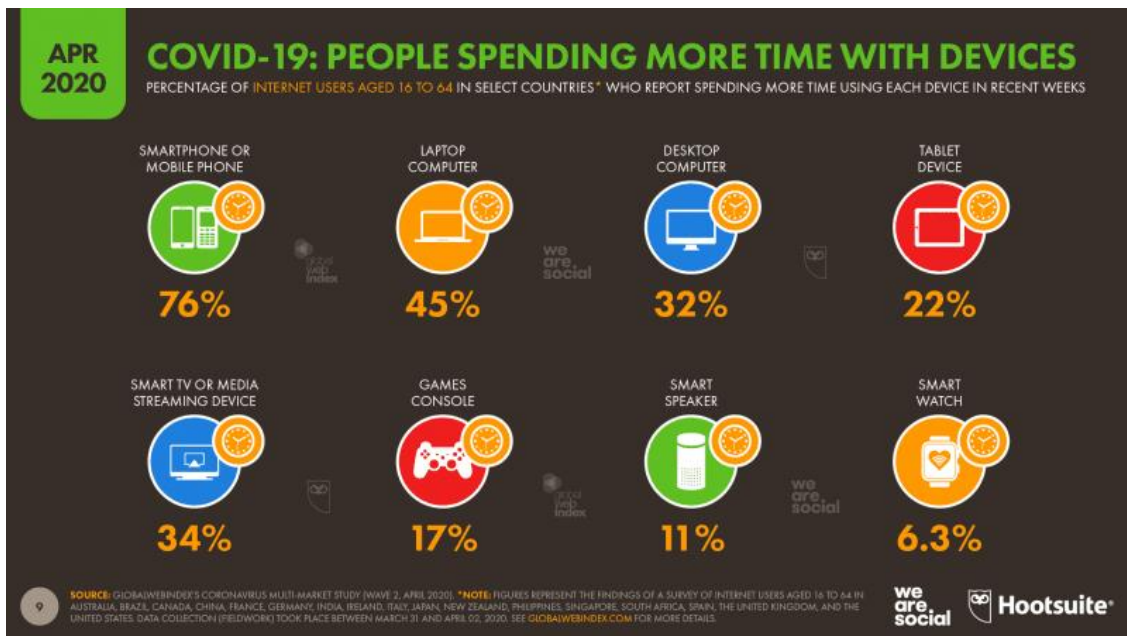
As daily routines changed dramatically because of the pandemic more of people’s’ daily and work lives shifted online, and social media became an even more important tool for connection. Social Media plays a key role in building and maintaining a brand and increasing its visibility by reaching a wider audience.

Therefore, the Department of Tourism (DOT) aims to continually increase online presence and social media engagement through promotional and informational materials.

We Are Social and Hootsuite’s latest collection of DataReportal analysis indicates that 4.57 billion people now use the internet, an increase of more than 7% since this time last year. Social media users are growing even faster, up by more than 8% since April 2019 to reach 3.81 billion today



Detailed research from GlobalWebIndex reveals that people all over the world have been spending considerably more time on their digital devices as a result of coronavirus lockdowns.



Source: <https://thenextweb.com/growth-quarters/2020/04/24/report-most-important-data-on-digital-audiences-during-coronavirus/>

In regards to this, the DOT will hire an experienced social media agency to help the Department maintain and further enhance online activities and to deliver up to date and relevant messages across the target market worldwide.

II. Scope of Work and Deliverables

The objectives of the procurement of the services of an experienced social media agency will be as follows:

- To enhance the current online performance of the Department of Tourism in all social media platforms (Facebook, Instagram, Twitter, YouTube, TikTok etc.)
- To improve online engagement and response rate
- To maximize the opportunity to capture wider global audience through social media campaigns/ activities.

Scope of Work	Deliverables
Managing all Social Media accounts (strategy, engagement, and community management)	<ul style="list-style-type: none"> - To create a content calendar for all social media accounts with supporting proposed materials to generate engagement - To capture active social media communities - To conceptualize and execute social media activities to drive engagement, such as but not limited to contests, promos, etc. (cost of prizes must be within the ABC of this project and any required permits is care of the winning agency) - To further increase our number of following in all social media platforms by at least 30% upon the execution of contract

Purchasing and Monitoring Paid Social Media	<ul style="list-style-type: none"> - To propose materials that are suited for social ads/ paid ads - To craft paid campaigns that may yield to returns (e.g. increased traffic, increased visibility, booked a flight, redirected to private partners, booked a tour, booked a hotel) - To propose a social media campaign that includes content that are gender-sensitive and research-based materials
Developing content	<ul style="list-style-type: none"> - To produce content including but not limited to social cards, videos, curated albums, infographics, GIFs to promote any DOT related events, press releases, announcements, et al. - To provide moment and seasonal marketing content as much as needed - To create promotional materials that are gender-sensitive (in compliance to the Gender-Fair Media Guidebook) - To propose a social media campaign (subject for approval) that includes KOLs (Key Opinion Leaders) who can effectively communicate DOT's campaigns/ projects
Providing Social Media Analytics	<ul style="list-style-type: none"> - Monitor the performance and progress of all the official social media accounts of DOT using top-tier listening and social media tools - Provide monthly comprehensive performance reports for the DOT's review and evaluation

III. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a **period of four (4) months**, to commence upon the receipt of Consultant of the Notice to Proceed (NTP).
2. The Approved Budget of Contract (ABC) for the project is Twenty Million Pesos (Php 20,000,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	% OF PAYMENT
Submission of Approved Social Media Strategy	10%
Submission of rollout report of implemented social media communications plan and strategy on the 1 st month	20%
Submission of rollout report of implemented social media communications plan and strategy on the 2 nd month	20%
Submission of rollout report of implemented social media communications plan and strategy on the 3 rd month	20%
Submission of rollout report of implemented social media communications plan and strategy on the 4 th month	20%
Submission of Terminal Report for the whole campaign	10%
TOTAL	100%

IV. Qualifications

1. The agency must be an experienced social media agency or a creative/media/PR agency that has a dedicated team for social media management with the required manpower/personnel and staff that is duly established in the Philippines.
2. The agency must have been in existence for at least five (5) years, and must have handled at the social media accounts of at least one Multinational brand during the last three (3) years.
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

V. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
A DEDICATED TEAM FOR DOT THAT CONSISTS OF THE FF:	
1. Account Manager	10 years
2. Digital Marketing Manager/ Social Media Manager	10 years
3. Content Manager	10 years
4. Community Manager	7 years
5. Digital Strategist/ Planner	7 years
6. Graphic Artist	5 years
7. Video Editor	5 years
8. Copywriter	5 years

Note:

Bidders may recommend additional personnel deemed fit for the team.

VI. Criteria for Rating

Stage 1- Submission of eligibility documents

Stage 2- For short-listed bidders, submit brief credentials and the proposed media plan

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids may be required to present their proposed campaign to the members of the Bids

and Awards Committee (BAC), and the Technical Working Group (TWG), DOT officials and other tourism stakeholders that the DOT will invite during the pitch presentation if necessary.

2. Should a presentation be required, a maximum of thirty minutes (30 minutes) will be given for each agency for its presentation excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. Should a presentation be required, it will be rated by BAC and TWG members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)

I	APPLICABLE EXPERIENCE OF THE CONSULTANT	60%
A.	<i>Appropriateness of the agency for the assignment</i>	15%
	Social Media Agency	15%
	Creative agency/ Media Agency that has a dedicated team for Social Media Management	10%
	Public Relations Agency that has a dedicated team for Social Media Management	5%
B.	<i>Extent of network of the agency</i>	15%
	International Agency (has international branches/sister companies) with international and local clients	15%
	Local Agency with local clients	10%
C.	<i>Similar Projects Completed in the last 3 years</i>	10%
	Social Media Agency targeting global market	10%
	Social Media Agency targeting a domestic market only	5%
D.	<i>Years in Existence As Social Media Agency or Creative/Media/ Public Relations Agency that has a dedicated team for Social Media Management</i>	10%
	10 years & above	10%
	5-9 Years	5%
E.	<i>Contract cost of Completed Projects in the last 3 years</i>	10%
	At least 3 of the social media campaigns had a contract cost equal or greater than PHP10 Million	10
	Less than 3 of the social media campaigns had a contract cost equal or greater than PHP10 Million	5
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years exceed the minimum amount by at least 50% or four (4) additional personnel with at least 5-years' experience	20%
	Required number and positions of personnel with minimum years of experience is met	15%
III	CURRENT WORKLOAD RELATIVE TO CAPACITY	
	Number of on-going similar and related projects relative to capacity	20%
	1-4 projects with contract cost equal or greater than PHP10 Million	20%
	5 or more projects with contract cost equal or greater than PHP10 Million	15%
	No projects with contract cost equal or greater than PHP10 Million	10%
	TOTAL	100%

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be assigned to the project	20%
I.	For Account Manager, Social Media Manager, Content Manager, and Community manager – Handled at least 8 social media accounts (individually) during their entire career	10%
II.	For digital strategist/ planner, graphic artist, video editor, and copywriter - launched (individually) at least 3 social media campaigns during their entire career	10%
III.	Required number of social media accounts/campaigns is not met	0%
B.	Expertise and Capability of the Firm	30%
I.	Services rendered in completed projects in the past three (3) years	
	Social Media/Community Management	5%
	Digital Strategic Management	5%
	Content Production (Graphics and Video)	5%
	Copywriting	5%
II.	Experience and Credentials	
	At least three (3) successful campaigns related to Social Media Management, validated by previous clients, the agency has launched within three (3) years	10%
C.	Social Media Campaign Strategy	50%
I.	Social Media Content Plan	
	Relevance of proposed materials and social media content during the pandemic	15%
	Soundness of strategy in maximizing social media activities to drive engagement	10%
II.	Content Creation	
	Consistency and Frequency of Hero-Hub-Hygiene Strategy	15%
	Quality of proposed key visual designs (must be contemporary, relatable, witty)	10%
	TOTAL	100%

VII. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the agency at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. All advertising and creative concepts and original materials (raw and edited) formulated and designed in conjunction with this campaign shall be owned by DOT, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally. This should be submitted to the DOT in a sturdy hard drive/s;
3. The selected agency shall be subject to assessment of the DOT as to the effectiveness of any phase of the digital management project.
4. The firm shall submit regular reports detailing work progress, issues and concerns, and recommend next steps in relation to the project as part of the deliverables.
5. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project

6. Any excess remuneration or compensation in the form of rebate from the agency, shall be negotiated with the DOT in the form of additional promotional materials and/or extended social media management, in order to maximize the effect and benefit of the campaign.

VIII. Contact Person

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