



Request for Proposals

Social Media Marketing Services

The Department of Communication (DC) is seeking proposals from qualified firms and individuals for strategic social media services.

The deadline for receipt of electronic proposals is: Monday 21 August 2017 at 5:00pm ADT. Proposals must be received in digital form by this deadline and by the following contact person:

Department of Communications
c/o Aderonke Bademosi Wilson,
Director
abwilson@gov.bm

Any proposal received after the date and time listed above will not be considered.

Questions pertaining to this Request for Proposal (RFP) must be communicated in writing and be received via email by Thursday 17 August 2017 at 5:00pm AST. Questions must be sent to the email address below and should include a reference to the appropriate page and section number of the RFP:

Aderonke Bademosi Wilson, Director

abwilson@gov.bm

RFP Timeline:

- RFP Issued: 15 August 2017
- Document Submission Deadline: 21 August 2017 at 5:00pm ADT
- Selected Agency Notified: 22 August 2017
- Agency Start Date: 23 August 2017



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PUBLIC ACCESS TO INFORMATION: Any information collected or used by or on behalf of the Government of Bermuda (“Government”) under this solicitation document is subject to the Public Access to Information Act 2010 (“Act”). The information belongs to a class of information that might be made available to the general public under the Act. The person who gives information to the Government in response to this solicitation document consents to the collection and use of the information and waives any right to challenge any decision made by the Government to disclose the information. Any questions regarding the collection, use, or disclosure of the information should be directed to the public authority that issued this solicitation document.

Part 1: Overview

[Department’s Background](#)

In April 2017 the department changed its name from Department of Communication and Information to the Department of Communications. The department comprises six sections: Administration, Communications (formerly Public Affairs), Creative Services, CITV (located at The Berkeley Institute), Portals Management and Customer Service Representatives (formerly Government Telephone Operators).

The Communications section is where the social media requirements will be administered. The section’s objectives are to:

- develop and implement communications campaigns that provide accurate and timely information to relevant stakeholders about Government initiatives, services and programmes;
- provide support, guidance and expertise to Government’s decision makers to ensure their key messages are communicated clearly; and
- develop communications platforms where employees can learn about the organization from within the organization.

[Current Marketing Activities Overview](#)

Various media are used to communication with the public, they include but are not limited to:

- Press conferences and press releases;
- Gov.bm – is the government website which provides fast and easy access to information about government ministries, departments, services and programmes;
- CITV – the Government television station;
- social media – Facebook, Twitter to communication government information.

[Current Social Media Overview](#)

At this time the Government has a general presence on social media, including:

- A Facebook account (/BermudaGovernment) – with 1,484 followers
- A Twitter account (@bdagovernment) – with 1,592 followers

Part 2: Objectives

[Social Media Program Objectives](#)

The Government is looking for a social media partner based in Bermuda with a proven understanding of



local stakeholders. We seek to increase the overall public awareness and value of the Government's policies, services and programmes through strategic social media campaigns with the following outcomes in mind:

1. Continue to enhance Government's social media reach to become the trusted and top of mind source for anyone looking for information.
2. Establish a strategic, comprehensive link between highlighted Government services and programmes and members of the public.
3. The engagement will last no longer than ten weeks.

Selection Process Requirements

The Government will select a social media entity that takes a methodical approach to the work as well as demonstrates a general understanding of Bermuda's demographics and how they consume social media. The selected bidder will develop a structured program that includes:

- A process to assist the Government in clearly defining its social media programme;
- Development of audience groups and stakeholders, including analysis of what is important to stakeholder groups: general public, young people, parents, and agency partners;
- Build a strategy, timeline, and execution plan to engage these audiences;
- Clear documentation of a strategic plan, including timelines and required resources, supported by regular reporting and analytics.

Part 3: Scope of Work and Deliverables

Bidders Areas of Responsibility

- Develop ongoing content support to drive engagement.
- Conduct a social media audit to benchmark the Government's existing status in social media and provide clear guidelines for developing successful social media engagement strategies.
- Provide recommendations for day-to-day community management, including required resources, initial program and asset setup, and maintenance. Responsibilities of the community manager will include:
 - Content creation, posting strategy for social media platforms including Facebook, Instagram, and Twitter.
 - Develop a monthly content calendar based on information provided by the Government as well as information secured during the course of program work.
 - Real-time engagement with stakeholder groups on all platforms:
- Graphics support, including photos, original infographics, memes and other visual audience engagement assets for use in various social media channels. (Note that the Government has a bank of original photos suitable for this purpose.)

Target Audiences

The Government has identified the following audience groups it aims to reach through this social media program:

1. Young people – under 30
2. General population – 30 – 60
3. Seniors – 60 plus



4. Agency partners
5. Parents

Part 4: Bidder Information and Questions

[General Agency \(Company\) Overview](#)

In 300 words or less, please explain:

- Who are you and why is your agency the best match Government requirements for social media services?
- What are your company's core competencies and domains of expertise (both functional and industry-specific)?
- Describe the social media tools you will be using for the project.

[Work Methodology](#)

Please provide your response to each of the following in no more than three sentences per question:

1. Where is your team physically located and how often (if ever) do you recommend face-to-face interaction with the client?
2. How often will the team require email or phone contact?
3. For how many clients do you currently provide social media services?
4. What is the first action your company would advise the Government to take in social media given our objectives?
5. What success metrics do you recommend to measure our progress for this project?
6. What is your approach to content development and management on social media?

[References](#)

Provide three references of companies for which you provide social media services, including contact name, email address, phone numbers and URLs of your client's social media channels. If possible, please note and include at least one company where you have built their social media presence from scratch.

Part 5: Proposal and Submission

[Submission Format](#)

Proposal packages must be submitted digitally as PDF files. Maximum file size is 10MB, this includes all documents defined below as well as any supplemental information included in your submission. Fully completed proposals must be delivered to the RFP contact at the top of this document by the dates set out above.

[Response](#)

Responses must be clear and thorough, but concise, and written in plain, easy-to-understand language and in English. Responses must follow the format defined in this RFP.

[Cover Letter](#)

All proposals must include a cover letter submitted under the firm's name on the firm's letterhead



containing the signature and title of a person or an official of the firm who is authorized to commit the firm to a potential contract with the Government. The cover letter must also identify the primary contact for this proposal and include the RFP title. The cover letter should express the firm's interest and serve as an executive summary of the proposal.

Include the following statement in your proposal: I/We consent to the collection and use of the information I/we give to the Government of Bermuda in response to the solicitation document and agree to waive any right to challenge any decision made by the Government to disclose the information.

Proposal Presentation

The central element of your RFP response should be a standalone document. In this document applicants should outline all important elements of their offerings, including:

- Strategic process/approach overview and description;
- Identification of all team members who will work on the project (as defined previously in this document);
- A proposed timeline of the work, including any ramp-up, research, and planning phases;
- Descriptions of all core processes involved, including research, content development, engagement process, and so on;
- Description of key milestones and any regular cadence of client-agency meetings and/or working sessions;
- Examples of previous engagements, especially as they relate to industry consortia, not-for-profit entities, Government industry experience;
- Full list of agency capabilities, beyond what is called for in this RFP (e.g.: search engine optimization, PR, writing, and so on).

Budget

As an attachment, provide a clear cost proposal on hourly rates and monthly basis, including any initial ramp-up phase, and broken down by service. Please also provide:

- an overview of your billing and expense practices;
- a rate card that outlines team member billing rates by level and/or experience; and
- an overview of what is considered billable, not-billable, and out of scope given the objectives the Government requires in this document.

Make a clear division of costs between social media/community management, analysis and reporting, and account management.

Please also provide detailed explanations of any assumptions that the proposer made in calculating the project costs to provide sufficient information for the Government to be able to conduct a detailed cost analysis and comparison.

Specify how your company proposes that costs be billed to the Government (e.g. actual expenses (time and materials), flat fee, capped, not-to-exceed, etc.) and:

- Proposed billing and invoicing processes (e.g. progress payments, milestone, weekly, monthly, etc.)



- Indicate if the proposal includes work in separate phases or sections. If so, provide separate sections identifying costs for each of the proposed phases and describe the proposed work that would be accomplished in each of the phases.
- Indicate if any items are optional and specify them in a separate section.

[Attachments, Resources, Materials for Review](#)

In addition to the budget proposal, please provide links, attachments or other materials relevant for our review of your proposal, including **Annex A** Certificate of Confirmation of non-collusion.

Part 6: Selection and Contract Award

Proposals will be evaluated based on the requirements set forth in the RFP. Selection of the agency and/or consultant will be at the discretion of the Government and will be based on the proposal(s) that the Government deems to be the most responsive and effective and best serves the interests of the Government. Selected companies may be required to make on-site verbal and visual presentations or demonstrations at the request of the Government. The Government will schedule the time and location for any presentations. Costs and equipment for such presentations are the responsibility of the proposing company. Best and Final offers may be solicited from the pool of finalists prior to selection of the successful firm.

Proposals will be reviewed by a selection committee and will be evaluated based on the following criteria:

1. Firm Experience and Qualifications
 - a. Experience with projects of similar type and scope
 - b. Experience with private and public sector organizations and industries.
 2. Staff Expertise/Implementation and Operational Teams
 - a. The experience of staff proposed to be involved in the project
 - b. Proven and demonstrated hands-on expertise of key team members and staff in this area of work
 - c. Demonstrated expertise in being a strategic partner with clients
 3. Demonstrated ability to:
 - a. Communicate in a variety of social media
 - b. Effectively combine words and images
 - c. Write clearly and persuasively
 - d. Be creative
 4. Financial Proposal
 - a. Total cost to Government as it relates to the services
 5. Financial Viability
 - a. Contractor's ongoing financial viability to provide services to the Government
 6. References. Feedback from submitted references.
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Annex A CERTIFICATE OF CONFIRMATION OF NON-COLLUSION

To be completed by Bidder and returned with their proposal

Notes for the tenderer/bidder

The essence of Open Tendering is that the Government of Bermuda shall receive bona fide competitive Tenders from all persons tendering. In recognition of this principle, all companies submitting a tender will be required, by way of the signature of the Company Principle, state their agreement to the statements below, which indicates that the tender has been submitted without any form of collusion.

The Certificate of Confirmation of Non-Collusion is a mandatory requirement from all bidders. Any bids submitted which do not include a signed copy of the Certificate will be wholly rejected and will not be included in the evaluation process.

If it is later found that the undertakings made below have been breached at any stage of the process, the bidder will be expelled from the process immediately. In the event that this is discovered after a contract award, legal action may be taken against the bidder and/or any party involved in the matter.

False submissions may also exclude the bidder, and any other person or company involved in collusion, from bidding for future contracts tendered by the Government of Bermuda.

Confirmation of non-collusion

I/We certify that this is a bona fide Tender, intended to be competitive and that I/We have not fixed or adjusted the amount of the Tender or the rates and prices quoted by or under or in accordance with any agreement or arrangement with any other person.

I/We confirm that we have not received any additional information, other than that contained within the tender pack, or supplementary information provided to all bidders.

I/We also certify that I/We have not done and undertake that I/We will not do at any time any of the following acts:

- (a) communicating to a person other than the tender administrator the amount or approximate amount of my/our proposed Tender (other than in confidence in order to obtain quotations necessary for the preparation of the Tender for insurance) or
- (b) entering into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any Tender to be submitted; or
- (c) offering or agreeing to pay or give or paying any sum of money, inducement, gift /hospitality or valuable consideration directly or indirectly to any person in relation to this tender.

Signed

(1) _____ Title _____ Date _____

(2) _____ Title _____ Date _____

for and on behalf of _____