**Lebanese Union for People with Physical Disabilities (LUPD)**

**The Youth Leaders Fellowship Program**

**Request for Quotation (RFQ) - Social Media Training & Campaign Production**

**Issue Date: July 15, 2024**

**Proposal Deadline: July 29, 2024, 4:00 pm Beirut Time to:** [**info@lupd-lb.com**](mailto:info@lupd-lb.com)

**Background**

**Summary**

LUPD is seeking the expertise of a creative and experienced social media production partner to: (1) train 25 youth leaders to develop social media content for four online campaigns and to enhance their social media content/products through ongoing coach and mentoring and 2) co-develop and execute a social media campaign in collaboration with the Lebanese Union for People with Physical Disabilities (LUPD) with technical input from LEB-CAAP.

The anticipated period of performance for this consultancy is August 1, 2024 through December 18, 2024. The successful bidder will play a pivotal role in building the capacities of the youth leaders and leveraging social media platforms to enhance the campaign messages and engage with diverse audiences across the country to drive meaningful impact.

**About LUPD**

Founded in 1981, the Lebanese Union for People with Physical Disabilities (LUPD) is a non-profit organization founded and led by persons with disabilities committed to advancing the rights and inclusion of people with disabilities, with a special focus on youth development and leadership. The Union has five branches across the country and a membership base of 612. Since 1996, the LUPD has engaged in non-stop advocacy and awareness campaigns to advance the political rights of persons with disabilities in Lebanon, utilizing each electoral cycle to lobby for accessible and inclusive elections for voters with disabilities.

**Project Context**

In line with its mission that aims to advocate for the inclusion, equality, and rights of persons with disabilities in Lebanese society and push for significant advancements and changes around these rights, the LUPD is implementing the project **“Advocating for Accessible and Inclusive Municipal Elections and Equal Political Rights”** to ensure more inclusive and effective youth political participation, through a grant from the USAID-funded Lebanon Civic Action Accelerator Program (LEB-CAAP). The project covers a period of 18 months, from July 2023 to December 2024 and continues the “HAQQI Campaign” launched as the National Campaign for Recognizing the Political Rights of Persons with Disabilities in Lebanon” in 2005.

**About the Youth Leaders Fellowship Program**

Within this project, LUPD in partnership with LEB-CAAP are implementing the Youth Leaders Fellowship Program which aims to expand LUPD's network of youth leaders to advocate for the political participation and inclusion of persons with disabilities, especially first-time voters. The program has empowered 25 youth leaders to advocate for inclusive and accessible elections and promote active democratic engagement by equipping them with essential knowledge and skills for advocating disability rights and inclusive governance and training them on to refine their leadership skills, advance policy advocacy, promote inclusiveness, and drive political change, ensuring long-term sustainability by institutionalizing youth engagement and leadership development.

The youth leaders comprise four campaign teams - with a diverse mix of genders and abilities – across four regions: 5 from the south, 9 from Beirut and Mount Lebanon, 7 from Beqaa-Hermel, and 4 from North Tripoli-Akkar. Participants range in age from 18-29, with approximately 70% having physical disabilities.

|  |  |  |  |
| --- | --- | --- | --- |
| Gender | Total Count | With Physical Disabilities | Without Physical Disabilities |
| Male | 13 | 10 | 3 |
| Female | 12 | 7 | 5 |

The youth have defined their campaign scopes and activities, almost exclusively focused on social media outreach and online content to raise awareness around specific issues but one campaign team will organize a half-day “Disability Rights Festival” in a public space in Baalbeck to highlight the importance of community collaboration and engage up to 200 people.

**Scope of Work**

The successful bidder will (1) support the youth in developing a social media strategy and content calendar; (2) designing and delivering training and coaching youth to produce content such as social media posts, reels, and other forms of online engagement to promote their campaigns; (3) producing video content for LUPD on selected project activities; and (4) reporting on implemented tasks and the results of the campaign.

Specifically, the successful bidder will design and conduct a 3-day training bootcamp to introduce the youth to simple tools and guidelines for content production, elicit initial ideas for the content calendar, and prototype initial content. Based on initial preparatory meetings with LUPD and the training bootcamp, the successful bidder will submit the strategy and content calendar which provide guidance on campaign themes, proposed content pillars, and key messages with a clear plan for posts and the channels that will be used to distribute the content and a timetable for production and dissemination. Then the successful bidder will produce selected content and in parallel, coach the youth to produce the other simpler parts. Finally, the successful bidder will be responsible for managing LUPD’s existing channel for the HAQQI Campaign (ADD URL) and implementing the campaign on Facebook, Instagram, and YouTube as well as reporting on the metrics.

In developing the campaign strategy, the successful bidder will tailor content to each of the four local campaigns, creating meaningful content across all social media platforms, guided by LUPD disability experts to ensure the use of appropriate disability protocol language. The successful bidder will be responsible for editing social media posts to promote each local campaign, raising awareness, and encouraging social media engagement. They will also communicate with social media followers, and capture and analyze relevant social data, metrics, insights, and best practices to measure the success of each regional campaign.

The table below outlines the components, tasks, deliverables and anticipated timeline for this consultancy.

| **LUPD Social Media Campaign Consultancy (final tasks/deliverables and due dates to be completed during contract negotiations)** | | | |
| --- | --- | --- | --- |
| **Components** | **Description of Tasks** | **Deliverables** | **Anticipated Timeframe / Due Date** |
| **1. Training (August) & Coaching (August-December)** | **Social Media Training Bootcamp**   * Conduct meetings with LUPD focal point to understand the campaigns’ goals, action plans, and main advocacy messages * Develop and implement a pre-workshop assessment to understand the current social media skills and knowledge of participants to tailor training. * Prepare and deliver 3-day Social Media Training Bootcamp   Suggested workshop structure is as follows:  Day 1:   * Elicit content ideation and preliminary calendar for each campaign. * Platform-Specific Training: teach best practices for Facebook, Instagram, and YouTube. * Storytelling Techniques to advance advocacy goals.   Day 2:   * Intro to content production through online tools and equipment with hands-on exercises. * Content Creation Tools: offer free tools like Canva and Adobe Spark for independent content creation.   Day 3:   * Youth start prototyping content for their campaigns. * Peer Review System: Implement peer reviews to foster collaboration and learning.   *(NOTE: LUPD will directly manage all logistics, venue, and confirmation of participants)* | * Pre-assessment and post-test * Workshop Agenda, Training Curricula, and other resources as relevant * Implementation of 3-day Social Media Training Bootcamp for 25 youth leaders * Workshop report | 3-day Training Bootcamp to be held in Beirut on August 16-17-18 or August 23-24-25 (dates TBC)  Timeline for deliverables to be finalized during negotiations. |
| **Coaching (average 2-3 hour sessions for each group)**  Coaching the four youth groups through a series of online and in-person meetings to finalize the strategy and content calendar, develop agreed-upon content. These sessions will assist the youth in content production and social media management and may include the creation of templates that youth can easily customize for their content. The successful bidder will work with LUPD focal point to review and approve all content in advance of dissemination. | * Agenda for coaching session * Minutes of meeting summarizing the results of each mentoring session * Reviewed/finalized youth-produced content (reels, posts, etc.) | Coaching to take place throughout the consultancy period of performance. Minutes of meetings due within 1 day of each coaching session. |
| **2. Content Creation**  **(Aug – Oct)** | **Social Media Strategy & Content Calendar**  Following the bootcamp, the successful bidder will produce the social media strategy and content calendar for the four campaigns and overarching HAQQI campaign umbrella including content pillars, key messages, tone, posting strategy, etc. The content calendar details all posts and content to be produced and distributed across all campaigns. | * Social strategy and PPT * Master Content calendar | Within 5 days of Bootcamp completion |
| **Content Creation**  Create visuals, videos, infographics, and written content based on the approved content calendar. | * Produce up to 8 Reels. * Produce up to 18 Engaging Posts including Carousels & Learn More Stories. * Produce 6 Videos with montage [Max 3 min each] | Production timeline (including revision rounds) to be developed during final contract negotiations |
| Map out and coordinate with potential influencers/key figures to promote the campaign and encourage youth to post their stories using agreed on hashtags | * List of potential influencers for approval. | TBD |
| **3. Campaign Implementation (Oct-Dec)** | **Photography & Videography Production**   * Provide photography and videography services covering (1) Social Media Training Bootcamp; Disability Rights Festival in Baalbeck; and Project Closing Event (December 3, 2024 TBC) and produce videos on each event. | * Photographs * Three 2-3 minute videos on each event | Production timeline (including revision rounds) to be developed during final contract negotiations |
| **Campaign Management (Posting, boosting, and monitoring)**   * Actively post, manage, schedule, and boost YLP campaigns on social media platforms throughout campaign duration. * Utilize social media tools and strategies to maximize the campaign's reach in videos and engagement. * Regularly monitor the performance of boosted posts and adjust targeting and budgets as necessary to optimize results. Collaborate with LUPD to review and discuss the reports and make any necessary adjustments to the campaign management based on the insights gained. * Engage with the audience, respond to comments and inquiries promptly in coordination with LUPD, and encourage active participation and sharing. | * Weekly Report on Social Media - including evidence of the status of scheduled posts and videos, boosting and summary of ongoing engagement with the audience (including key metrics such as reach, engagement, conversions, and any other relevant performance indicators) to ensure active participation and interaction. | Due the following Monday by noon |
| **Final Reporting (December)** | * Analyze the data collected throughout the campaign, including reach, engagement, conversions, and any other relevant metrics, to assess the effectiveness of the campaign in achieving its objectives. * Provide a summary of the key findings, trends, and insights derived from the data analysis, highlighting successful strategies, challenges faced, and lessons learned. | A comprehensive Final Report that includes:   * Summary of key highlights including quotes, outcomes, and KPIs. * Analysis of data collected and key findings. * Identify lessons learned and best practices. * Comparison of campaign performance across different platforms. * Visual representations and supporting data. * Recommendations for future campaigns or initiatives.   Template of the final report will be provided by LUPD. | December 10, 2024 |

NOTE: All deliverables will be produced in Arabic with videos to include English and subtitles. All communications products produced must adhere to USAID branding and marking requirements and will be cleared in advance of public dissemination by LUPD and LEB-CAAP. Final number of communications products (videos, reels, etc.) will be determined during the final negotiations with LUPD.

**Qualifications Required**

LUPD is dedicated to fostering diversity and inclusivity and welcomes all applicants, regardless of gender, religion, or disability status, to apply.

Bidders must have:

* Minimum 3-5 years of experience in social media campaign management.
* Familiarity with Lebanese youth culture and digital behavior.
* Experience in teaching content creation tools (e.g., Canva, video editing software).
* Experience in participatory training and coaching methods for diverse learning needs.
* Ability to adapt strategies based on real-time campaign performance.
* Strong communication and collaboration skills, with the ability to work effectively across diverse teams and stakeholders.
* Proficiency in social media analytics tools and the ability to derive actionable insights to inform campaign strategy.
* Commitment to diversity, equity, and inclusion principles, with experience in creating inclusive online communities.
* Proven track record and relevant experience in developing and executing social media campaigns and videos for nonprofit organizations or similar entities.
* Experience in creating accessible content for diverse disabilities is a plus
* Understanding of disability rights and youth issues is a plus

**Application Process**

Bidders are invited to apply by submitting their proposal and quotation to [info@lupd-lb.com](mailto:info@lupd-lb.com). The deadline for submissions is July 29, 2024.

**Content of Quotation:** Bidders must submit all of the following items for their quotation to be considered complete and eligible for review.

1. **Legal Status:** (a)Certificate of registration or incorporation papers in PDF: شهادة تسجيل and (b) Tax ID number.
2. **Portfolio:** Bidders should provide a portfolio with work samples demonstrating their ability to complete the scope of work. The portfolio must include URLs for similar or relevant assignments, including examples of social media campaigns related to advocacy or social causes with information on reach and impact. Samples demonstrating experience with accessibility in social media content is a plus.
3. **Project team:** CVs of key personnel who will be working on the project, including the proposed trainer(s) and coach(es).
4. **Brief methodology:** Bidders should provide an overview of their proposed approach to building the capacities of the Youth Leaders to produce and implement effective social media campaigns. Bidders should explain their approach to achieving the learning goals by (1) providing feedback on the draft structure of the 3-day Bootcamp and (2) describing their coaching methods with youth.
5. **Client References:** Bidders should provide three client references from the past two years, including the following information: client name, summary of assignment/tasks, links to the work (if different from the portfolio links), and client contact (mobile number and email address).
6. **Cost Matrix:** Bidders must complete the cost matrix below, stating the unit cost for each deliverable as outlined. All costs must be stated in USD without VAT. Please note that the costs should include any Accessibility services (captioning, alt text, etc.), subtitling into English and sign language, and any additional tools or software licenses needed.

Please fill the empty cells in the below table.

| **Deliverables** | **Cost per Unit** | **# of Units**  (TBC during final negotiations) | **Total** |
| --- | --- | --- | --- |
| 3-day Social Media Training Bootcamp (including prep, delivery, reporting) |  | 1 |  |
| Social media strategy and content calendar |  | 1 |  |
| Coaching sessions (including prep, delivery, reporting and follow-up) = estimated at 2 sessions per month \* 4 campaign teams \* 3 months (Sept-Oct) |  | 24 |  |
| Reels including influencer stories |  | 8 |  |
| Teasers |  | 3 |  |
| Boosting Fees for social media campaigns/platforms |  | Lump sum |  |
| “Engaging” Posts (learn more, swipe up, carousels) |  | 18 |  |
| Video Production (up to 3 min each) including full day photography and videography services during each |  | 3 |  |
| Weekly Reports on Social Media |  | 15 |  |
| Final Report |  | 1 |  |

**Validity of Offer:** The quotation and all related documents and correspondence must be in English. The bidder’s quotation must remain valid for 60 days from the submission date.

**Evaluation of Offers:** The following evaluation criteria will be utilized:

| **Criteria** | **Points** |
| --- | --- |
| Demonstrated impactful social media campaigns related to social causes or advocacy | 40 |
| Proposed methodology to achieve the learning goals of this project to build the capacities of youth leaders | 20 |
| Proven track record in training and coaching youth or people with different learning needs | 20 |
| Price Reasonableness | 20 |
| **Total** | 100 |

Shortlisted applicants will be invited for an interview with the recruiting committee and might be requested to submit an updated offer for final evaluation based on the discussions with the recruiting committee where final deliverables and costs will be agreed upon prior to contracting.

The application that offers the best price and is responsive to the ToR terms will be selected. LUPD reserves the right to accept or reject any or all offers and to cancel the procurement process and reject any or all offers for any reason at any time before awarding the purchase order, without incurring any liability to the affected bidder(s). During the evaluation, bidders may be requested to provide additional information in writing or to clarify points in their responses. The shortlisted bidder will be required to provide additional information to conduct a background check prior to signing the contract.

**NOTE: The award is contingent upon donor approval and funding availability.**