

UNICEF Lebanon Terms of reference (TOR) for Digital and Social Media Services Long Term Arrangement (LTA)

PROJECT/ASSIGNMENT TITLE:

The Long-Term Arrangement is for the provision of a variety of services relating to Digital Communication and Social Media (products, projects, campaigns)

Background:

The UNITED NATIONS CHILDREN'S FUND (UNICEF) is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential through country programs and National Committees in more than 190 countries.

Digital and Social Media context:

UNICEF is a leader amongst nonprofits and humanitarian organizations when it comes to social media. Globally, UNICEF has approximately 50 million fans and followers across all social media channels. UNICEF uses its channels to advocate on important issues pertaining to children's rights around the world.

Within the scope of its mandate UNICEF Lebanon needs additional external capacity to provide digital communication services and social media support. Trends continue to emerge in the social media space, making it imperative for the organization to have external vendors to tap for additional service and support, particularly in the complex and challenging context of Lebanon since 2019.

Digital communication trends focus on social media campaign development, social media content creation, social media research, community management, graphic design, social media influencer collaborations, social media filter generation, paid online marketing support, web editing, monitoring and reporting.

Objectives:

UNICEF is seeking to establish Long Terms Arrangements (LTA) with digital agencies/individuals that have skills focused on digital and social media services that can support UNICEF's digital communication's performance, particularly in the current crisis context.

The agencies/individuals will provide professional digital services to UNICEF Lebanon to strengthen its capacity of digital and social media efforts for the organization while utilizing top talent, creativity, and production efforts externally.

Purpose of Assignment and Scope of work:

All work assignments under this contract shall take place within Lebanon, and it will be assumed that the service provider is in Lebanon and holds the responsibility to ensure all permissions to work in the country. The material will be credited to UNICEF. All original materials will be handed over to UNICEF and will remain UNICEF property. Each work assignment shall be discussed in advance and a specific contract (Purchase Order) describing the nature of the job request, timeframe, and budget, shall be issued. Assignments will be requested and managed by the Communication section in the Lebanon country office. All copyrights of material produced in the performance of this contract is vested exclusively in UNICEF. Any use of the material by the service provider, should be made with written prior consent of UNICEF Lebanon Communication Chief of Section. agency/individual

Qualified vendors are invited to submit proposals for the following service categories:

A. Digital campaign development

This service will require an agency/individual to drive awareness, engagement, and advocacy on issues via social media and digital journeys. New audiences through social media should be targeted, reached, and engaged through UNICEF's messages. As such, stronger integration of social media and digital journeys needs to be considered before launching any campaigns. Agencies will get involved in the preparation phase of UNICEF campaigning. These campaigns can drive awareness through social media and then prompt audiences to take an online and/or offline action.

The below are example of activities are required for this service:

- Develop and produce social media driven ideas harnessing video producers, technology producers, graphic designers, and editors which engage audiences.
- Develop social media content, strategies, activations and editorial plans, devising cohesive digital journeys and engagement strategies at various stages of the campaign.
- Conduct qualitative research pertaining to specific social media focused ideas.
- Research target markets and help identify select audiences that should be targeted for specific campaigns.
- Monitor the existing social media landscape to understand what exists, which audience segments are already engaged, and which are not.
- Propose calls to action based off the audience segment being targeted.
- Create and optimize social media marketing plans for the campaign; either through paid, earned, or owned media approaches.
- Implement social and digital media marketing plans when applicable.
- Conduct Public Relations activities to ensure the campaign can reach its full impact and generate as much attention as possible.
- Report on the effectiveness of the social media campaign.

B. Social media focused content creation

This will allow for agencies/individuals to think up insights and propose ideas for content that can be placed within UNICEF's social media channels and engage specifically with UNICEF's target audiences that are native to these platforms. This content can then drive significant engagement and further conversations about the issue. Examples of this could range from social media messages, experiment videos to Instagram Stories to GIFs (Graphics Interchange Format) to evergreen content.

The below are the example of activities are required for this service:

- Develop compelling social media messages focused on the situation of children and families in Lebanon, the impact of UNICEF programmes, Campaigns, newly published Stories, and Press Releases)
- Creative planning and strategy to develop ideas for content pieces to be utilized across social media channels Video production that can live on social media channels.
- Graphic design production for the development of short form content such as: GIFs, banners, infographics, and other relevant social media content.
- Pitching the content to digital media outlets for placement, as applicable
- Package, upload, and schedule of social media materials
- Live streaming during events

C. Digital Advertising/ Paid marketing through social media

Creating ads for UNICEF's social media channels can help to better target potential advocates of the brand with content relevant to them. Better targeting and planning can be done in this regard with support from agencies that have experience across all channels and regions.

The below are example of activities are required for this service:

- Develop paid marketing strategies for social media channels.
- Research and analyse select target demographics or audiences associated with the marketing plan in mind.
- Provide creative design related to the marketing plan and how to attract the largest audience for the lowest value.
- Implement paid marketing plan across all social media channels as needed, including Facebook, Twitter, LinkedIn, Instagram, YouTube, or other channel.
- Monitoring and listening once ads are implemented to ensure feedback by users is being delivered to the organization.
- Art direction for the development paid content assets.
- Report on the effectiveness of the select initiative.

D. Graphic Design for digital presence

Conceptualizing and developing the branding and graphic design of dedicated digital presences and other aspects of UNICEF's social media platforms (including Facebook, Twitter, Google+, Instagram, Pinterest, Snapchat, Tumblr and LinkedIn), various materials (print, PowerPoint, proposals, guidance material) and other initiatives as requested. The below are example of activities are required for this service:

- provide design guidance and support for UNICEF's social media platforms and Website and respective campaigns.
- provide design and branding support and implementation for the projects and campaigns
- Develop a branding strategy for all social media projects and platforms
- Conceptualize and design infographics, factographs and quote graphics, to communicate key messages around specific topics.
- Conceptualize and produce short animations and videos to share through digital platforms.
- Support other team members in the preparation of interactive multimedia presentations (GoogleDocs Presentations, PowerPoint, Keynote, etc.)
- Coordinate translations of factographs and social media covers with language digital producers.

E. Community Management

UNICEF social media accounts daily moderation, which involves monitoring and responding to comments, questions, and content on social media sites in a timely manner, as well as escalating where appropriate.

The below are example of activities are required for this service:

- Monitor daily and in a timely manner all comments and messages received on UNICEF Lebanon social media platforms, including Facebook, Instagram, twitter, LinkedIn, and YouTube.
- Drafting engaging and insightful responses that strengthen the brand positioning, advocates for the rights of the child, helps provide audience with information, and helps build trust.
- Respond effectively to the comments and messages received, according to UNICEF's FAQs guidance.
- Flag any reputation risk identified among the messages received on timelines or private messages and that needs to be addressed. This includes any severe criticisms or specific allegations about UNICEF, the UN or our work, or any breaking news that relates directly to children. Look out especially for multiple comments/tweets on the same issue or messages from influential figures.
- Assist with creating effective strategies to deal with online criticism and minimize the reputational damage/risk.
- Provide weekly, monthly and quarterly, insights/reports on the comments, messages, issues and effectiveness of moderation, including relevant number of comments received, sentiment, response rate, feedback received on UNICEF social media channels; and daily when launching a social media campaign.
- Gather and archive all the formulated responses for the different type of

questions/comments received on UNICEF Lebanon main social media platforms.

F. Social Media Coverage and Live stream

Social media live streaming and reaching audience on channels like Facebook, Instagram, Twitter, and LinkedIn in real time to promote UNICEF activities, engage a target audience, or host a live conversation.

G. Social media influencer activation and creative utilization

This service can not only provide significant advocacy for UNICEF, but also tap new youth focused audiences that can become future UNICEF advocates.

These influencers can introduce the brand in a way social media audiences trust and find authentic.

The below are example of activities are required for this service:

- Social media influencer research and outreach.
- Creative production of content in tandem with social media influencer.
- Propose, create, and action marketing strategies related to influencer engagement.
- Conduct Public Relations activities to generate as much attention as possible for the influencer engagement.
- Social media influencer management and coordination.
- Report on the efforts of the engagement.

Timing

The duration of the LTA is anticipated for 3 years and might be extended for 2 additional years, upon satisfactory performance and the ongoing need for such services.

Qualification Requirements:

- The bidder must demonstrate that it employs qualified personnel to support UNICEF. UNICEF will require skilled personnel be assigned from the bidder to execute the services indicated in this RFPS document. The contracted vendor must assign an account team.
- The bidding company must provide evidence of its organizational structure, technical capability, and track record of similar experience and services required through the provision of the following documents as part of the technical proposal for evaluation:
Company profile and Portfolio of work
- Experience with UN Agencies is an asset.
- In a separate envelope the bidders are required to provide the financial proposal including Price schedule (as specified below)

Project management:

UNICEF's Communication section will be responsible for project management under the supervision of the Communication Officers or the Chief of Section depending on the assignment.

PRICE SCHEDULE (MUST be presented in a separate envelope than the technical offer)

The financial schedule for this LTA is based on a daily rate per person who are involved in the above activities. The financial bid should specify the allocated time to complete the job

1. Description of function for personnel allocated to complete the job; for each of the team members please identify the level/task description. Below are indicative descriptions as examples:

- Director: Rate per day: USD XXXXXXXX
- Producer: Rate per day: USD XXXXXXXX
- Editor: Rate per day: USD XXXXXXXX
- Graphic designer: Rate per day: USD XXXXXXXX

Evaluation Criteria

The technical evaluation will carry 70% of the total evaluation score.

Qualification Requirements: - The Bidders shall be requested to submit the following as part of the technical submission:	Grading
Offers submitted without the example digital campaign pitch/proposal shall not be considered for technical evaluation. Each will be evaluated for creativity, innovation and technical proficiency.	
Bidders are required to provide the following documents as part of the technical proposal for evaluation: - Company Profile including staff structure. - Portfolio of work - Example pitch	
Evaluation Criteria	Maximum Score
Development of digital strategies: Digital activations strategies, including digital campaigns and all digital activities, such as writing creative briefs and concept notes; ensure proper brand utilization and consistency in all digital activities implemented; live coverage of events through live streams and live tweeting; production of photos and videos for digital platforms social and web; editorial calendars; digital	

<p>advertising plans across all digital platforms and paid marketing; creative design related to the marketing plan/advertising; digital reporting.</p> <p>20 points: 8 points creativity, 12 points implementation, engagement, and reach.</p> <p>Samples of previous work to be provided.</p>		
<p>Production of social media packages including copy, writing and design services:</p> <p>Content development for digital platforms: social media, blogs and websites, products, multimedia content, social media packages, graphic design for digital presence, design and branding support, compelling and informative infographics, and other relevant assets produced for campaigns or stand-alone initiatives, publish and schedules (social, web and videos). This criterion considers the conceptualization of comprehensive campaigns or projects led/implemented by the agency.</p> <p>20 points: 8 points creativity, 12 points implementation, engagement and reach.</p> <p>Samples of previous work to be provided.</p>		
<p>Digital Influencers Services</p> <p>Social media influencer mapping, research and outreach, submit influencers activation examples, engagement plans, marketing strategies related to influencer engagement, public relations activities to generate as much attention as possible for the digital influencer engagement, and other relevant materials produced by the agency.</p> <p>10 points: 5 points creativity, 5 points implementation, engagement and reach</p>		
<p>Community Management Services:</p> <p>Examples of pages monitored and managed, examples of responses drafted to online</p>		

<p>community, engage with the audiences by responding to comments and questions misinformation/criticism, provide effective strategies to deal with online criticism and minimize the reputational damage/risk, insights/ monitoring platforms, discussions a trends, reports on comments, messages, issues and effectiveness of moderation, performs qualitative and quantitative analysis</p> <p>10 points: for implementation, for formulated responses and engagement with community, 5 for monitoring.</p>		
<p>Relevant work experience with the United Nations or Humanitarian organizations and NGOs.</p> <p>10 points (up to 2 campaigns/initiatives): 5 points / up to 5 campaigns/initiatives = 7 points / more than 8 campaigns/initiatives = 10 points)</p> <p>Samples of previous work to be provided.</p>		