

TERMS OF REFERENCE

SOCIAL MEDIA MANAGEMENT AND STRATEGIC PLANNING AGENCY

I. Project Description

Content creation and full-service management of the Department of Tourism's (DOT) official social media platforms to further strengthen the Department's presence online.

II. Overview / Background

When the world reopened its doors to travelers after two years of unprecedented challenges brought by the pandemic and shifted into the new normal, the interest and demand for travel remarkably changed. Travelers are looking forward to new and unique experiences and are willing to spend more but highly consider flexibility in travel. Moreover, domestic travel is expected to take the lead while international travel will be the least priority to some. With the anticipated changes in travel and tourism, social media plays a vital role for every individual, especially travelers.

In this regard, the DOT must amplify its presence in social media to provide parallel visibility on all Philippine destination and tourism products across all social media platforms and deliver up-to-date and relevant messages across all target markets worldwide. The Department must also create new and timely social media campaigns and tactics, engage with its online audiences, and encourage new followers to achieve leverage on the increasingly fast and ever-changing nature of social media. As the travel and tourism industry adapts to the increasing demands of the public to travel and explore unique experiences post lockdown, the DOT aims to further strengthen its online presence and activities to promote the Philippines by hiring an experienced social media agency.

This project will help the DOT develop and implement a strategic digital communication plan by creating social media content and ideas that are informational, relevant, entertaining and engaging made for each platform. Furthermore, this project will also help the DOT optimize its platforms and distribution channels, connect and establish trust with the online community, and maximize its media investment based on analytics and key trends.

III. Scope of Work and Deliverables

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

Scope of Work	Deliverables
---------------	--------------

<p>Managing all Social Media accounts (strategy, engagement, and community management) and Developing Content</p>	<p>Facebook</p> <ul style="list-style-type: none"> - Community management of both FB pages (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) - Generate awareness for both FB pages (The Philippines and Department of Tourism) as the credible platforms for tourism information in the Philippines - Increase by at least 50% the current (from date of notice to proceed) followers/ subscribers of FB Corp. Page and 30% for The Philippines page - Creation of weekly content calendar - Creation of campaign to generate engagement and trust among social media users - Creation of gender-sensitive content and materials that do not objectify and discriminate women - Creation of materials that will improve representation and/or portrayals of women and children - To capture active social media communities that can augment current campaigns of the DOT - To provide moment and seasonal marketing content as much as needed <p>Twitter</p> <ul style="list-style-type: none"> - Community management of DOT Twitter page (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) - Generate awareness of DOT Twitter account (@TourismPHL); as a credible platform for tourism information in the Philippines - Creation of twitter campaign to increase visibility, and engagement - Creation of gender-sensitive content and materials that do not objectify and discriminate women - Creation of materials that will improve representation and/or portrayals of women and children - Increase by at least 30% the current (from date of notice to proceed) followers of the page - Creation of weekly content calendar
--	--

	<ul style="list-style-type: none"> - Provide moment and seasonal marketing content as much as needed <p>Instagram</p> <ul style="list-style-type: none"> - Community management of DOT IG page (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) - Increase by 50% the current (from date of notice to proceed) followers of the page - Creation of weekly content calendar - Creation of campaign to generate engagement and trust among twitter communities - Creation of gender-sensitive content and materials that do not objectify and discriminate women - Creation of materials that will improve representation and/or portrayals of women and children - Curation of Instagram campaign for the newsfeed and Instagram short stories (maximize short-form videos to promote current DOT campaigns, PH Destinations, and other related projects) - To provide moment and seasonal marketing content as much as needed <p>Tiktok</p> <ul style="list-style-type: none"> - Community management of both FB pages (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management) - Increase by at least 50% the current (from date of notice to proceed) followers of the page - Creation of tiktok campaign to engage GenZ and TikTok users - Creation of gender-sensitive content and materials that do not objectify and discriminate women - Creation of materials that will improve representation and/or portrayals of women and children - To propose a social media campaign (subject for approval) that includes KOLs (Key Opinion Leaders) who can effectively communicate DOT's campaigns/ projects
--	--

	<p>YouTube</p> <ul style="list-style-type: none">- Increase by at least 50% the current (from date of notice to proceed) followers of the page- Creation of weekly content calendar- Creation of campaign to generate engagement and trust among twitter communities- Creation of gender-sensitive content and materials that do not objectify and discriminate women- Creation of materials that will improve representation and/or portrayals of women and children- Develop DOT's YouTube's channel by producing new hero content and hygienic materials that will increase the number of viewership and subscribers- To propose a social media campaign (subject for approval) that includes KOLs (Key Opinion Leaders) who can effectively communicate DOT's campaigns/ projects <p>In addition</p> <ul style="list-style-type: none">- Propose content creators that can effectively communicate DOT's campaigns and projects- Explore and propose other social media platforms to maximize online presence
--	--

<p>Purchasing and Monitoring Paid Social Media</p> <p><i>Note: <u>Native Advertising</u>, <u>Rich Media ad placement</u>, <u>Facebook ad placement</u>, <u>Youtube ad placement</u>, <u>TikTok ad placement</u>, <u>Google ads placement</u></i></p>	<ul style="list-style-type: none"> - To propose materials that are suited for social ads/ paid ads - Materials and strategies for Native Advertising in social media platforms through, but not limited to, social infeed ads, custom ads, twitter hashtags, TikTok trends, and Spotify playlist. - 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)
<p>Providing Social Media Analytics</p>	<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 - Present from time-to-time different social media trends and new social media platforms that can help DOT to maximize its digital presence - Provide monthly comprehensive performance reports for DOT's review and evaluation

IV. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a period of seven (7) 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 Forty Million Pesos (Php 40,000,000.00) 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:

MILES STONES	% OF PAYMENT
Submission of Approved Social Media Strategy upon acceptance of end-user	20%
Submission of rollout report of implemented social media communications plan and strategy on the 1 st month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 2 nd month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 3 rd month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 4 th month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 5 th month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 6 th month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 7 th month upon signed approval of end-user	10%
Submission of Terminal Report for the whole campaign upon signed approval of end-user	10%
TOTAL	100%

V. 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 social media accounts of at least one multinational brand during its existence
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VI. Minimum Required Key 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	7 years
2. Digital Marketing Manager/ Social Media Manager	10 years
3. Content Manager	7 years
4. Community Manager	7 years
5. Digital Strategist/ Planner	7 years
6. Graphic Artist	5 years
7. Photographer	5 years
8. Videographer	5 years
9. Video Editor	5 years
10. Senior Copywriter	7 years
11. Junior Copywriter	5 years

VII.

Note:

Bidders are encouraged to employ additional personnel deemed fit for the team

VII. 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 will be required to present their proposed campaign to the members of the Technical Working Group (TWG), and other DOT personnel involved in the project.
2. A pitch presentation is required, and bidders are given a maximum of thirty minutes (30 minutes) will be given for each agency excluding the question and answer portion with BAC and TWG Members and such other individuals to be invited by the DOT.
3. Pitch presentation will be rated by 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.	Appropriateness of the agency for the assignment Social Media Agency	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.	Extent of network of the agency	15%

	<p>Has international offices, sister companies or digital media partners as well as national digital media partners</p> <p>Agency competency in Native Ad execution</p> <p>In partnership with a Global Native Advertising Service Provider “Global” defined as:</p> <ul style="list-style-type: none"> • In Top 10 Native Ad Companies Worldwide • With operational presence in multiple countries including the Philippines • Has direct hired personnel present in the country • With clients and proven track record locally Global Company holds an active membership with at least one Philippine Digital Media/Advertising organization 	15%
	Has national digital media partners only	10%
C.	Similar projects completed in the last 3 years	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 and above	10%
	5 to 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 PHP17.5 Million	10%
	Less than 3 of the social media campaigns had a contract cost equal or greater than PHP17.5 Million	5%
II	QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB	20%
	Required number and positions of personnel with minimum years of experience is exceeded by an additional 6 personnel following any of the profiles of the identified minimum required personnel	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 PHP17.5 Million	20%
	5 or more projects with contract cost equal or greater than PHP17.5 Million	15%
	No projects with contract cost equal or greater than PHP17.5 Million	10%

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, Community manager, and Senior copywriter – Handled at least 8 social media accounts during their entire career	10%
	For digital strategist/ planner, graphic artist, photographer, video editor, and junior copywriter - launched at least 3 social media campaigns	10%
B.	Expertise and Capability of the Firm	30%
I.	Services rendered in completed projects in the past three (3) years	
	Social Media/Community Management	2.5%
	Digital Strategic Management	2.5%
	Content Production (Graphics and Video)	10%
	Copywriting	2.5%
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	12.5%
C.		Social Media Campaign Strategy	50%
	I.	Social Media Content Plan	
		Relevance of proposed materials and social media content of the agency	20%
		Soundness of strategy in maximizing social media activities to drive engagement and create awareness and credibility	20%
	II.	Content Creation	
		Quality of proposed key visual designs (must be contemporary, relatable, fun, and educational)	10%
		Total	100%

VIII. 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. Agency should submit a monthly roll-out report of the implemented social media communications plan and strategy to be signed by the end-user.
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.


Atty. Mae Elaine T. Bathan
Undersecretary and Chief of Staff