



SEAOSC SOCIAL MEDIA MANAGER

CONTRACTOR RFP

released December 30, 2021

The Structural Engineers Association of Southern California (SEAOSC) seeks an individual or firm to develop, oversee, and implement a social media program for the Association. The role would work as an independent contractor reporting to the Executive Director for the duration of the 12-month contract.

PURPOSE:

The purpose of the SEAOSC social media program is to create an online presence that focuses on attracting new members, retaining existing members, increasing attendance and participation at SEAOSC events and programs, and affirming SEAOSC as an active political and community voice in its areas of expertise (structural design, safety, etc.)

The primary platforms to be used at this time are LinkedIn, Twitter, and Facebook. There is an active Instagram account managed by the SEAOSC Younger Members Committee that could be integrated at a later date.

BACKGROUND:

The Structural Engineers Association of Southern California (SEAOSC) is a non-profit professional organization of Civil and Structural Engineers, which also includes affiliated construction industry members and students. SEAOSC is incorporated as a California not-for-profit, tax exempt, trade association under Internal Revenue Code Section 501(C) (6). Please visit www.seaosc.org to obtain comprehensive information on the association. Currently, there are approximately 700 paying members and approximately 1,100 total members at the various membership levels.

SEAOSC has worked since 2020 to increase the consistency and relevance of its social media posts, establishing a baseline of posting engagement. This work focused on increasing the size of the social media audience, increasing engagement with posts (likes, clicks, posts, etc.), and generally formalizing the social media presence of the association.

SCOPE:

SEAOSC seeks a consultant to manage all aspects of social media, in coordination with the Executive Director, Board, and communications committee. This includes:

1. Development of a purposeful content calendar that includes
 - a. At least 3 posts per week on LinkedIn
 - b. At least 3 posts per week on Twitter
 - c. At least 1 post per week on Facebook
 - d. An action for each post; defining the Call to Action (CTA) for each post
 - e. Include appropriate tags within
2. Crafting posts (create content) that include photos, video, and other engaging content
3. Engaging with key members, associations, government officials, and news organizations on social media through tagging, commenting, liking, sharing, reposting, etc.
4. Promote sponsorships and highlight sponsors with the goal of increasing SEAOSC sponsorships
5. Track and provide monthly metrics as defined with the SEAOSC leadership, including but not limited to follower growth, number of comments, number of shares, number of click throughs, and trackable CTAs
6. Refine the SEAOSC voice/tone and maintain uniform brand
7. Develop and use a hashtag protocol
8. Tag, monitor, and interact with partner association's social media channels to increase engagement within and outside of membership (resulting in more members and participation at SEAOSC events). It is anticipated this would apply to approximately 10 to 20 outside associations.
9. Highlight members, member milestones, and other member successes
10. Track and post to trending topics; be able to respond to relevant breaking news
11. Convene monthly social media planning meetings (approximately 1 hour in duration) with SEAOSC leadership

SELECTION

SEAOSC reserves the right to accept or reject any or all submittals, to take exception to these RFP specifications, or to waive any formalities. The successful applicant will be chosen based on ability to provide service and benefit to SEAOSC.

RESERVATIONS

SEAOSC reserves the right to do the following at any time and for its own convenience, at its sole discretion:

- To reject any and all RFPs, without indicating any reasons for such rejection.
- Waive or correct any minor or inadvertent defect, irregularity or technical error in any RFP or procedure, as part of the RFP or any subsequent negotiation process.
- Withdraw this RFP and issue a new Request for Proposals anytime thereafter.
- Extend any or all deadlines specified in the RFP, including deadlines for accepting proposals, by issuance of an Addendum at any time prior to the deadline for receipt of responses to the RFP.
- Disqualify any Respondent on the basis of any real or perceived conflict of interest or evidence of collusion that is disclosed by the RFP or other data available to SEAOSC. Such disqualification is at the sole discretion of the SEAOSC.
- Reject the RFP of any Respondent that is in breach of or in default under any other agreement with the County.
- Reject any Respondent deemed by the SEAOSC to be non-responsive, unreliable, or unqualified.

- SEAOSC specifically reserves the right to negotiate a contract with any party.

SUBMISSION SHOULD INCLUDE:

1. Examples of similar social media work
2. A 12-month work plan addressing the components of the Scope above
3. In no more than two pages, describe how you will accomplish the scope above
4. Two professional references for similar scope/work
5. In less than a page, describe who would be working on this account from your organization and how you envision the interaction on a regular basis as well as during
6. Assign hours and values to each of the items in the scope

DEADLINE FOR RESPONSE:

Please submit an electronic version in pdf of your Proposal, in response to this RFP, no later than **January 31, 2022**, at or before **3:00 p.m. Pacific Time**.

Proposals shall be emailed to SEAOSC@SEAOSC.org with the email subject line "PROPOSAL FOR SEAOSC SOCIAL MEDIA MANAGEMENT SERVICES - CONFIDENTIAL SUBMITTAL"