

**TERMS OF REFERENCE  
SOCIAL MEDIA MANAGEMENT AND STRATEGIC PLANNING AGENCY**

**I. Background**

The Department of Tourism (DOT) has recently introduced its most recent branding effort known as the "Love the Philippines" (LTP) campaign. This strategic initiative represents a concerted effort by the DOT to cultivate a positive image of the Philippines, with the ultimate aim of attracting both domestic and international tourists.

The campaign has already demonstrated considerable success, receiving an abundance of positive feedback, especially across various social media platforms. The positive reception is indicative of the campaign's resonance with the target audience and its effectiveness in capturing the attention and interest of individuals online.

The "Love the Philippines" campaign goes beyond conventional marketing by leveraging the power of social media which has proven to be particularly impactful. The campaign's success on these platforms suggests a widespread and enthusiastic endorsement from the public, further establishing the Philippines as a must-visit tourist destination.

**II. Objectives**

The Department of Tourism seeks the expertise of a social media agency that will help in:

- a. Maintaining and sustaining DOT's online presence, engagement and visibility through comprehensive and effective social media campaigns and tactics that will highlight the unique aspects of the Philippines as a tourist destination from its captivating landscapes, iconic landmarks to vibrant cultures, food and heritage to both local and international audience
- b. Amplifying the existing and future tourism marketing efforts leveraging on innovative and targeted social media strategies and technologies
- c. Fostering local pride and advocacy for the new tourism campaign, Love the Philippines that will encourage user-generated content amongst the target audience
- d. Increasing engagements across all official DOT social media accounts by creating compelling and engaging multimedia content that resonates with DOT's targeted audience

### III. Scope of Work and Deliverables

Scope of Work	Deliverables
<p>Strategy Planning and Development for DOT's Official Social Media Accounts</p>	<ul style="list-style-type: none"> <li>• Conduct a comprehensive audit of DOT's existing marketing and corporate social media accounts across all official platforms (Facebook, Instagram, Twitter/X, TikTok and YouTube)</li> <li>• Research and identify emerging social media trends and technologies relevant to the DOT brand</li> <li>• Develop a comprehensive content strategy that aligns with DOT's overall marketing goals and the objectives outlined in this TOR, aiming to enhance follower growth across all official social media accounts</li> </ul>
<p>Content Creation, Management and Implementation</p>	<ul style="list-style-type: none"> <li>• Create compelling and engaging multimedia content that will resonate to DOTs target audience, ultimately contributing to tourist arrival target. This said deliverable must utilize data and analytics to ensure optimized campaign performance and targeting</li> <li>• Plan, execute and monitor social media campaigns crafted out from the objectives of this TOR</li> <li>• Plan, execute and monitor social media campaigns related to addressing and increasing awareness on Gender and Development (GAD) issues</li> <li>• Develop and moderate user-generated content initiatives to foster local pride and engagement,</li> </ul>

	<p>may it be in a form of contests, challenges or other collaborative initiatives</p> <ul style="list-style-type: none"> <li>• Create and implement a weekly and monthly content calendar aligned with the LTP brand</li> </ul> <p><i>Note: Assemble a creative design team dedicated to completing the required creative deliverables for this project. As deemed necessary by DOT, the said team is also responsible for editing and repurposing existing and other branding and marketing materials including photos and videos.</i></p>
Community Management	<ul style="list-style-type: none"> <li>• Manage community engagement by responding to comments, messages and mentions promptly, professionally and in accordance with the DOT brand voice.</li> <li>• Facilitate online discussions and forums to build a sense of community among PH travelers</li> <li>• Develop relevant partnerships for influencer-led initiatives</li> <li>• Implement community management tools for monitoring and analyzing social media activity</li> </ul>
Social Media Analytics and Reporting	<ul style="list-style-type: none"> <li>• Implement regular and comprehensive social media reports on reach, engagement, and other applicable performance metrics to all DOT official social media account on a weekly and per end of campaign basis</li> <li>• Utilize analytics tools to monitor social media campaign performance</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide gender-disaggregated data in all the reports</li> </ul> <p><i>Note: The procured entity is required to regularly coordinate with the DOT team and other relevant consulting agencies; and update all teams concerned with the status of the deliverables.</i></p>
Terminal Report	Towards the completion of the engagement, the consulted agency must provide a terminal report citing the overall result of the campaign together with the agency's insights and recommendations as well as data that may be relevant to DOT's advocacies such as Gender and Development and barrier-free tourism.

**Official DOT social media accounts**

Facebook	The Philippines (Marketing Page) Department of Tourism – Philippines (Corporate Page)
Twitter/X	Visit Philippines (@TourismPHL)
Instagram	The Philippines (tourism_phl)
TikTok	Tourism Philippines (@tourismphilippines)
YouTube	Tourism Philippines (@TourismPhilippines)

**IV. Scope of Price Proposal and Schedule of Payment**

1. The campaign shall be for a period of eight (8) 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 Eight Million Pesos (Php 8,000,000.00) 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:

MILESTONES	% of Payment
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Submission of Approved Social Media Strategy upon acceptance of end-user	25%
Submission of rollout report of implemented social media communications plan and strategy on the first month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the second month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the third month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the fourth month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the fifth month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the sixth month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the seventh month upon signed approval of end-user	10%
Submission of Terminal Report for the whole campaign upon signed approval of end-user	5%

TOTAL	100%
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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 an individual or institution.
- 3 Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

VI. Minimum Required Personnel

Required Personnel	Minimum Years of Experience in handling related campaign/s required by DOT under this project
1. Account Manager	7 years
2. Social Media Manager	7 years
3. Content Manager	7 years
4. Community Manager	7 years
5. Senior Copywriter	5 years
6. Graphic Artist	5 years
7. Video Editor	5 years

*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. The pitch presentation must include a strategy outlining how to increase the number of followers across all social media accounts of DOT.
4. 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 (70% passing score)

<b>APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	<b>60%</b>
A. <i>Appropriateness of the agency for the assignment</i>	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. <i>Extent of network of the agency</i>	15%
Has international offices, sister companies or digital media partners as well as national digital media partners	15%
Has national digital media partners only	10%
C. <i>Similar projects completed in the last three years</i>	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%
7 years or more	10%
5-6 years	5%
E. <i>Contract cost of Completed Projects in the last 3 years</i>	10%
a. At least 3 of the social media campaigns had a contract cost equal or greater than PHP 2 Million	10%
b. Less than 3 of the social media campaigns had a contract cost equal or greater than PHP 2 Million	5%
<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
A. Required number and positions of personnel with minimum years of experience is exceeded by an additional 3 personnel following any of the profiles of the identified minimum required personnel.	20%
B. Required number and positions of personnel with minimum years of experience is met	15%

<b>CURRENT WORKLOAD RELATIVE TO CAPACITY (Number of on-going similar and related projects relative to capacity)</b>	<b>20%</b>
5 or more projects with contract cost equal or greater than PHP 2 Million	20%
1-4 projects with contract cost equal or greater than PHP 2 Million	15%
No projects with contract cost equal or greater than PHP 2 Million	10%

B. Technical Bid/Proposal Criteria and Rating (70% passing score)

CRITERIA	RATING
<b>A. QUALITY OF PERSONNEL TO BE ASSIGNED TO THE PROJECT</b>	<b>20%</b>
I. For Account Manager, Social Media Manager, Content Manager, Community manager, and Senior copywriter - handled at least 6 social media accounts during their entire career	10%
II. For Graphic artist and Video editor - launched at least 2 social media campaigns	10%
<b>B. Expertise and Capability of the Firm</b>	<b>40%</b>
I. <i>Services rendered in completed projects in the past three (3) years</i>	
Social Media/Community Management	5%
Digital Strategic Management	5%
Content Production (Graphics and Video)	10%
Copywriting	10%
II. <i>Experience and Credentials</i>	
- At least three (3) successful campaigns related to Social Media Management, validated by previous clients, the agency has launched within three (3) years	10%
<b>C. Social Media Campaign Strategy</b>	<b>40%</b>
I. <i>Social Media Content Plan</i>	
Relevance of proposed materials and social media content of the agency	15%
Soundness of strategy in maximizing social media activities to drive engagement and create awareness and credibility	15%
II. <i>Content Creation</i>	
- Quality of proposed key visual designs (must be contemporary, relatable, educational and aligned with the Love the Philippines campaign).	10%

VIII. Terms and Conditions



1. The selected agency shall be subject to the assessment of the DOT as to the effectiveness of any phase of the campaign launched.
2. The DOT reserves the right to adjust the budget allocation for the project, as it may deem necessary and proper and within the scope of the contract, to achieve optimal exposure. Segments of this project not implemented for whatever reason shall be revised or modified by the winning agency and no cost on the part of the DOT and for the purpose of modifying said segment(s) for future implementation;
3. All advertising and creative concepts and original materials (raw, edited, and project files) 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.
4. Copyright Infringement. The design layouts, specifications, reports, other documents, and software prepared by the Consultant for the Procuring Entity under this Contract that shall become and remain the property of the Procuring Entity are as follows: - All advertising and creative concepts, designs, or plans formulated pursuant to the Agreement; - Raw and edited photos, videos, and other creative assets (all assets must be in-house and purchasing of assets is strictly prohibited); - All graphics or written consent, including translations, digital or printed materials, and other advertisements produced under the agreement; - All traditional and digital media subscriptions made by the Consultant for the Procuring Entity.
5. The Consultant shall only use original materials in all of its deliverables except for assets provided by the Procuring Entity and only upon its written consent. Non-compliance shall render the output void and the Consultant shall be liable for a sum equivalent to the cost of the asset/s produced with the non-original material as liquidated damages, without the need for demand or to prove damages. This is without prejudice to other liabilities and claims for damages as embodied in this contract, RA 9184 and its IRR, and other applicable laws.
6. The compensation to be paid for the services of the selected creative agency on production cost shall be pegged at the maximum amount of 12% of the production and execution cost of the campaign, which amount shall be reflected on the final cost estimate for the production and/or execution of any segment of the campaign. The amount of compensation given to the selected agency shall be all-inclusive for its services.

7. All and each of the materials produced during the period of engagement shall be amenable to editing at no cost to the DOT for a maximum of five revisions in a span of five years, whichever comes first.
8. The winning agency shall be subject to the assessment by the DOT according to the effectiveness of delivery of any part or phase of the campaign. The DOT reserves the right to change, terminate, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deem the agency incapable of the project, or any part of the deliverables be unsatisfactory.
9. All rendered work and materials submitted to the client prior to the end of the contract duration shall be rightfully owned by the Department of Tourism.
10. All deliverables and materials are subject to the approval of the DOT prior to implementation.

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