

**TERMS OF REFERENCE**  
**SOCIAL MEDIA MANAGEMENT AND STRATEGIC PLANNING AGENCY**  
**Department of Tourism**

**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. Background**

Since the refreshed launch of It’s More Fun in The Philippines back in 2019, the Department of Tourism have also focused on rebranding all social media platforms – focusing on crowdsourced materials and creating content that would increase subscribers, generate engagement, and greater reach.

When the pandemic hit globally in 2020, the social media behavior and usage dramatically shifted – social media became a much more vital aspect to every individual as it becomes the source of news, entertainment, business, and a way to find connection to others.

As of fourth quarter of 2020, here are the numbers of following of DOT’s social media platforms:

	<b>2020 Q4 Average</b>				
	<b>Corp. Page</b>	<b>The Philippines</b>	<b>Twitter</b>	<b>Instagram</b>	<b>Youtube</b>
<b>Reach</b>	8,205,772	4,106,124	-	186,109	670,042
<b>Impressions</b>	11,781,018	5,995,088	577,200	331,735	1,091,701
<b>Engagements</b>	264,616	113,320	8,327	12,802	5,174
<b>Engagement Rate</b>	3.23%	3.29%	1.45%	4%	-
<b>Video Views</b>	-	-	-	-	1,386,183
<b>Average view duration</b>	-	-	-	-	0:58
<b># of posts</b>	86	40	154	16	8
<b># of followers/ subscribers (AO DECEMBER 2020)</b>	527,745	1,272,543	852,486	51,331	47,900

While travel to and within the Philippines is mostly restricted at the time of this writing, the vision of the DOT to ensure visibility and information on all the destinations in the country online while comprehensively mapping these out in various platforms will prove beneficial to the industry during and after the pandemic.

With regards to this, the DOT will hire an experienced social media agency to help the Department maintain and further enhance online activities and to deliver up to date and relevant messages across the target market worldwide.

### 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><b>Facebook</b></p> <ul style="list-style-type: none"> <li>- Community management of both FB pages (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)</li> <li>- Generate awareness for both FB pages (The Philippines and Department of Tourism) as the credible platforms for tourism information in the Philippines</li> <li>- 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</li> <li>- Creation of weekly content calendar</li> <li>- Creation of campaign to generate engagement and trust among social media users</li> <li>- Creation of gender-sensitive content and materials that do not objectify and discriminate women</li> <li>- Creation of materials that will improve representation and/or portrayals of women and children</li> <li>- To capture active social media communities that can augment current campaigns of the DOT</li> <li>- To provide moment and seasonal marketing content as much as needed</li> </ul> <p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>- Community management of DOT Twitter page (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)</li> <li>- Generate awareness of DOT Twitter account (@TourismPHL); as a credible platform for tourism information in the Philippines</li> <li>- Creation of twitter campaign to increase visibility, and engagement</li> <li>- Creation of gender-sensitive content and materials that do not objectify and discriminate women</li> <li>- Creation of materials that will improve representation and/or portrayals of women and children</li> </ul>

	<ul style="list-style-type: none"> <li>- Increase by at least 30% the current (from date of notice to proceed) followers of the page</li> <li>- Creation of weekly content calendar</li> <li>- Provide moment and seasonal marketing content as much as needed</li> </ul> <p><b>Instagram</b></p> <ul style="list-style-type: none"> <li>- Community management of DOT IG page (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)</li> <li>- Increase by 50% the current (from date of notice to proceed) followers of the page</li> <li>- Creation of weekly content calendar</li> <li>- Creation of campaign to generate engagement and trust among twitter communities</li> <li>- Creation of gender-sensitive content and materials that do not objectify and discriminate women</li> <li>- Creation of materials that will improve representation and/or portrayals of women and children</li> <li>- 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)</li> <li>- To provide moment and seasonal marketing content as much as needed</li> </ul> <p><b>Tiktok</b></p> <ul style="list-style-type: none"> <li>- Community management of both FB pages (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)</li> <li>- Increase by at least 50% the current (from date of notice to proceed) followers of the page</li> <li>- Creation of tiktok campaign to engage GenZ and TikTok users</li> <li>- Creation of gender-sensitive content and materials that do not objectify and discriminate women</li> <li>- Creation of materials that will improve representation and/or portrayals of women and children</li> <li>- To propose a social media campaign (subject for approval) that includes KOLs (Key Opinion Leaders) who can effectively communicate DOT's campaigns/ projects</li> </ul>
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	<p><b>YouTube</b></p> <ul style="list-style-type: none"> <li>- Increase by at least 50% the current (from date of notice to proceed) followers of the page</li> <li>- Creation of weekly content calendar</li> <li>- Creation of campaign to generate engagement and trust among twitter communities</li> <li>- Creation of gender-sensitive content and materials that do not objectify and discriminate women</li> <li>- Creation of materials that will improve representation and/or portrayals of women and children</li> <li>- Develop DOT's YouTube's channel by producing new hero content and hygienic materials that will increase the number of viewership and subscribers</li> <li>- To propose a social media campaign (subject for approval) that includes KOLs (Key Opinion Leaders) who can effectively communicate DOT's campaigns/ projects</li> </ul> <p><b>In addition</b></p> <ul style="list-style-type: none"> <li>- Propose content creators that can effectively communicate DOT's campaigns and projects</li> <li>- Explore and propose other social media platforms to maximize online presence</li> </ul>
<p>Purchasing and Monitoring Paid Social Media</p>	<ul style="list-style-type: none"> <li>- To propose materials that are suited for social ads/ paid ads</li> <li>- 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)</li> </ul>
<p>Providing Social Media Analytics</p>	<ul style="list-style-type: none"> <li>- Monitor the performance and progress of all the official social media accounts of DOT using top-tier listening and social media tools</li> <li>- Present from time to time different social media trends and new social media platforms that can help DOT to maximize its digital presence</li> </ul>

	- Provide monthly comprehensive performance reports for DOT's review and evaluation
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**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 **Thirty-Five Million Pesos (Php 35,000,000.00) 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:

<b>MILESTONES</b>	<b>% OF PAYMENT</b>
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 <sup>st</sup> month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 2 <sup>nd</sup> month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 3 <sup>rd</sup> month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 4 <sup>th</sup> month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 5 <sup>th</sup> month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 6 <sup>th</sup> month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 7 <sup>th</sup> month upon signed approval of end-user	10%
Submission of Terminal Report for the whole campaign upon signed approval of end-user	10%
<b>TOTAL</b>	<b>100%</b>

**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 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

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.	<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 3 years</i>	10%

	Social Media Agency targeting global market	10%
	Social Media Agency targeting a domestic market only	5%
<i>D.</i>	<i>Years in Existence As Social Media Agency or Creative/Media/ Public Relations Agency that has a dedicated team for Social Media Management</i>	<i>10%</i>
	10 years & above	10%
	5-9 Years	5%
<i>E.</i>	<i>Contract cost of Completed Projects in the last 3 years</i>	<i>10%</i>
	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%
<b>II</b>	<b>QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	<b>20%</b>
	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%
<b>III</b>	<b>CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	
	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
<b>A.</b>	<b>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 8 social media accounts during their entire career	10%
II.	For digital strategist/ planner, graphic artist, photographer, video editor, and junior copywriter - launched at least 3 social media campaigns	10%
<b>B.</b>	<b>Expertise and Capability of the Firm</b>	<b>30%</b>
I.	Services rendered in completed projects in the past three (3) years	
	Social Media/Community Management	5%
	Digital Strategic Management	5%
	Content Production (Graphics and Video)	5%
	Copywriting	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	10%
<b>C.</b>	<b>Social Media Campaign Strategy</b>	<b>50%</b>

	I.	Social Media Content Plan	
		Relevance of proposed materials and social media content during the new normal	15%
		Soundness of strategy in maximizing social media activities to drive engagement and create awareness and credibility	10%
	II.	Content Creation	
		Consistency and Frequency of Hero-Hub-Hygiene Strategy	15%
		Quality of proposed key visual designs (must be contemporary, relatable, fun, and educational)	10%
<b>TOTAL</b>			<b>100%</b>

**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.
5. Agency should submit a monthly roll-out report of the implemented social media communications plan and strategy to be signed by the end-user.
6. 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
7. 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.

**IX. Contact Person**

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