



Request for Proposals

**Listos California Campaign Social Media Content Creator**

November 2, 2022

**Summary:**

Valley Vision is issuing this Request for Proposals to solicit responses from vendors capable of serving as a Social Media and Digital Image Content Creator and Implementer for the Listos California Community Resilience Campaign. This role will create content and assets for use on multiple social media channels, as well as create and make available content and assets for use by project partners on their own social media channels. The selected partner will be responsible for managing the overall Listos California social media channels.

**Background:**

Listos California is a program of the California Governor's Office of Emergency Services (Cal OES) with the purpose of engaging the most vulnerable Californians, which can be described by social vulnerability factors including social and geographic isolation, poverty, language barriers, and other access and functional needs challenges, in order to increase their preparedness, response, recovery, and mitigation capabilities. This will be achieved by delivering culturally and linguistically competent education, information, and other support through a grass-roots, people-centered approach.

Valley Vision, a 501c3 civic leadership organization selected as the overall support team for the Listos California Campaign, is assembling qualified vendors to carry out the multi-million-dollar public engagement campaign. The campaign is currently underway and will continue through December of 2023.

**Services Required:**

The vendor selected to fulfill the Social Media Content Creator role will fulfill a variety of needs. Creative, artistic assets that appeal directly to diverse audiences are prioritized in this work. The anticipated scope of work will include but is not limited to the following:

1. **Advise on and implement social media strategy.** In coordination with the Campaign Coordinator and Cal OES staff, design and oversee implementation of a

social media strategy to run through the duration of the campaign. Monitor efficacy of strategies and continually adjust to ensure the campaign is reaching the targeted audiences and expanding its audience. Provide weekly and other metrics analyses (per below).

2. **Create and curate content.** Create content, based on guidance provided by the Campaign, for distribution through digital and social media channels. This will include creation of artwork, graphics, videos, written messages, social media events, and other forms needed to effectively share Listos California messages and information. Created material may be used for purposes other than social or digital media.

Selected vendor will develop monthly social media toolkits (with 6-10 assets per month) with themes from the campaign's editorial calendar.

It is expected that the campaign will post five to ten times per week (on average) through the various Listos California social media channels.

The ability to create content in multiple languages will be valued in this campaign. Please identify any multi-lingual capacity within your proposal.

3. **Build a catalogue of social media message and assets.** This may take the form of social media toolkits, themed for specific uses or occasions, or general content that can be used for a variety of uses.
4. **Create digital images and imagery** that may be used for purposes other than social media. This may include infographics, videos or other renderings that are used to visually communicate the campaign.
5. **Oversee digital ad buys.** Advise on and oversee digital ad buys that will best support Listos California's goals. Online ads will be used to both grow awareness and followers, as well as drive engagements.
6. **Work with campaign coordinator on providing technical assistance and support to Listos California Campaign partners.** Provide support and assistance to Local Community Based Organization partners funded by the Listos California Campaign in order to expand their own digital/social media capacities and improve overall reach and impact of the Campaign. This support is to be provided through trainings and webinars, as well as direct 1:1 consult with and support of partners.
7. **Collect and report on digital/social analytics associated with the campaign.** Track and report on digital/social media impacts of the campaign on a weekly basis, and provide advice and update strategies, accordingly. Report major activities and accomplishments through the Listos California Weekly Report, as well as other reporting mechanisms, as requested.

8. **Understand the institutional and cultural needs of diverse stakeholders** when developing and curating content from governmental agencies to an array of partners.
9. **Arrange for artwork and other imagery to be permanently licensed** to Cal OES and Listos California partner organizations.

**Timetable:**

The Listos California Campaign is currently underway and will continue through December 31, 2023. The selected vendor will provide ongoing support through the conclusion of the campaign.

**Budget:**

Budget for these services is \$200,000 to \$400,000. This budgeted amount is to include staff time, as well as hard costs that might be required to fulfill the desired tasks, such as costs for technological tools, artist commissions, travel, and other needs. Such expense will be reimbursed on a direct cost basis.

Funding for digital ad buys will be paid through a separate budget, and should not be included within the proposal costs.

Actual budget will be negotiated based upon proposals submitted. Applicants must provide a thorough justification for the amount proposed.

**Proposals will be scored based upon:**

Proposals will be scored on a 5 point scale (5 points: fully meets; 4 points: meets with minor gaps; 3 points: meets with moderate gaps; 2 points: partially meets; and 1: does not meet). RFP responses will be evaluated upon the following:

- To what degree does the proposal meet stated service requirements?
- To what degree does the bidder have the necessary skills and abilities to deliver this proposal?
- To what degree does the bidder have a proven track record in this type of role?
- To what degree is the cost reasonable and justified?
- To what degree does the bidder satisfy the overall terms and conditions of the RFP?

**Please Submit in no more than 10 pages:**

- Statement of experience and qualifications, including summary of projects similar to the aforementioned scope of work.
- Description of methods to be used to meet the stated needs of this RFP and statement of expected deliverables to be provided.

- Identification of personnel, tools, and resources to be utilized, including anticipated amount of time to be dedicated to the project.
- Statement of proposed cost, showing cost calculations (basis of costs) and providing a justification for costs.
- Client references.

Submit proposals to Priya Kumar at [priya.kumar@valleyvision.org](mailto:priya.kumar@valleyvision.org). Please state “Social Media Content Creator RFP Response – [Your organization’s name]” in the subject field of the email submittal.

**Proposal Due Date:**

Proposals are due no later than 5pm PST on Thursday, November 10, 2022.

**Important Notification:**

1. The source of funding for this project is the California Office of Emergency Services. Valley Vision is required to ensure that all subcontracted firms will adhere to the same rules and requirements as are placed on Valley Vision through our primary contract. Use [this link](#) to review the 2022 Subrecipient Handbook, which outlines these requirements.
2. Subcontractors must be registered in the System for Award Management (SAM) or provide a self-certification that they are not debarred from participation in Federal awards.
3. Documentation of all claims for payment/reimbursement must be accompanied with time and attendance records, receipts, and/or other substantial documentation.
4. Valley Vision is required to conduct a cost analysis prior to awarding subcontracts. As part of that cost analysis, Valley Vision is encouraged to negotiate a discount rate. Please indicate within your proposal if you are proposing a discounted rate for your services.
5. All materials produced under this contract will become the property of the Listos California campaign, through Cal OES.
6. Compensation for this State project is on a reimbursement basis; hence, the successful bidder understands they are entering a “pay when paid” arrangement with Valley Vision.