

Request for Proposal - 2014-01  
Healthy Schools Social Media Strategy  
October 2014

## 1.0 INTRODUCTION

The North Bay Parry Sound District Health Unit (NBPSDHU) requires a social media strategy to be developed to increase awareness and use of relevant public health programs and services by secondary school students and parents of all school-aged students.

## 2.0 BACKGROUND

### 2.1 The Health Unit

Ontario is divided into 36 separate health units and the NBPSDHU is one of seven health units located in Northern Ontario. The NBPSDHU is located in the southern part of North East Ontario and covers over 17,000 km<sup>2</sup> and serves a population of approximately 126,333. The area includes most of the Nipissing District and all of the Parry Sound District. It contains 31 municipalities, four unorganized areas, and eight First Nations Reserves. The NBPSDHU contains a large rural population, with 43.5% of residents living in rural areas and a population density of 7.3 people per km<sup>2</sup>.

The NBPSDHU is a non-profit organization with a mission to improve the health of our community through:

- **Promoting** healthy lifestyles including nutrition, active living, reproductive, sexual and dental health, and child development.
- **Preventing** tobacco use, substance and alcohol misuse, and injuries.
- **Preventing** diseases through genetics counselling and clinical services for immunization, dental, and sexual health.
- **Protecting** our communities from infectious diseases and environmental hazards in food, water, air, and soil.
- **Preparing** for and responding to emergencies that impact human health.

### 2.2 NBPSDHU Social Media Use

The NBPSDHU launched their social media presence in 2013 with organizational accounts on the following platforms: Facebook, Twitter, YouTube, and LinkedIn. A new website was also launched in 2013 with tabs to support feeds to its social media platforms. Social media is managed at NBPSDHU using a decentralized approach with representatives from individual programs and services posting and interacting on public health content relevant to their expertise. Social media is being used broadly by the organization primarily to inform and promote positive health behaviours. There is currently no strategy in place to target priority populations/audiences.

## 3.0 PROJECT OVERVIEW

### 3.1 Background / Rationale

### *The setting:*

The NBPSDHU provides programs and services in multiple settings, including schools (elementary and secondary). There are four school boards and 78 schools across our district. Schools are important settings for public health programs and services; next to the family, schools exert the most influence on the lives of children and youth. The NBPSDHU interacts with schools in multiple ways. We provide health promotion, prevention and protection programs and services related to oral health, sexual health, vaccine preventable diseases, communicable diseases, chronic diseases, injuries and substance misuse and food and water safety.

### *The Audience:*

Communication to the school community on the Health Unit's services and on important public health issues typically targets staff (administrators and teachers), students, and to a lesser extent the parents/guardians of students. As previously mentioned, the family exerts the greatest influence on the lives of our children, as such; the NBPSDHU would like to expand its audience and communicate more systematically to parents/guardians of school-aged children. We would also like to communicate and engage more directly with secondary-aged students rather than through the school setting itself.

### *The Distribution Channel:*

Currently the Health Unit uses traditional distribution channels such as newsletters, print and e-resources (including web), news media and school community outreach to reach these audiences. Trends in social media use by secondary school-aged children and adults indicate that we should also try to use these media platforms more systematically to reach and engage with these audiences; an idea also supported anecdotally by members of the school community. There is a need to expand our reach in our school communities; specifically to students and their parents/guardians, as such the NBPSDHU would like to test social media as another possible distribution channel.

## 3.2 Objectives

The NBPSDHU requires a social media strategy to achieve the following outcomes:

- 3.2.1 Increase students' (grades 7-12) awareness related to public health topics of importance\* and drive them to public health programs, services and resources.
- 3.2.2 Increase parental/guardian awareness related to public health topics of importance\* and drive them to public health programs, services and resources.
- 3.2.3 Increase engagement between NBPSDHU, secondary-aged students, and parents/guardians of all school-aged children.

\*Note: Public health topics of importance will focus on topics within the Chronic Disease Prevention and Prevention of Injuries and Substance Misuse standards ([Ontario Public Health Standards, 2008](#)). The NBPSDHU plans to implement the social media strategy in January 2015 and have it run over the second half of the 2014/15 school year. We are requiring that the social media strategy (and supporting metrics) be developed and finalized by December 15, 2014.

The deliverable linked to the above objectives is: To develop a comprehensive plan (strategy) that when implemented will enable the Healthy Schools team to use select social media platforms to meet objectives noted above.

#### 4.0 INSTRUCTIONS TO PROPONENTS

##### 4.1 REVIEW OF RFP DOCUMENTS

Proponents shall examine all RFP Documents, including all attached Schedules, and shall immediately report to the individual specified in section 4.2 Inquiries, all errors, omissions or ambiguities in the RFP Documents.

##### 4.2 INQUIRIES

All inquiries related to this RFP should be directed in writing, including but not limited to email, to the individual(s) named below (the “**Health Unit Representative(s)**”). Information obtained from any individual or source other than the Health Unit Representative(s) may not be relied upon.

**Shannon Mantha**  
**Program Manager, Healthy Schools & Families**  
**North Bay Parry Sound District Health Unit**  
**681 Commercial Street, North Bay, ON P1B 4E7**  
**Email: [shannon.mantha@nbpsdhu.ca](mailto:shannon.mantha@nbpsdhu.ca)**

Such inquiries should be requested no later than 7 days before Closing Time. The Health Unit reserves the right not to respond to inquiries made within 7 days of the Closing Time. Inquiries and responses will be recorded and may be distributed to all Proponents at the discretion of the Health Unit.

Proponents finding discrepancies or omissions in the RFP, or having doubts as to the meaning or intent of any provision, should immediately notify the Health Unit Representative.

##### 4.3 ADDENDA

If the Health Unit determines that an amendment is required to the RFP, the Health Unit Representative will issue a written addendum. The addendum or addenda will be posted on the Health Unit’s website ([www.myhealthunit.ca](http://www.myhealthunit.ca)) and all such addenda will become an integral part of the RFP. No oral conversation will affect or modify the terms of this RFP or may be relied upon by any Proponent.

#### 4.4 PROPOSAL SUBMISSION AND CLOSING DATE

Proposals, including Schedules A1 to A5, attached hereto, must be submitted to:

**Shari McMillan  
Management Administrative Assistant  
North Bay Parry Sound District Health Unit  
681 Commercial Street  
North Bay, ON P1B 4E7**

On or before the following date and time (the “Closing Time”):

**Time: 3:00 p.m. Eastern Standard Time  
Date: Monday, October 27, 2014**

Submissions by fax or email will not be accepted. Proposals received after the Closing Time will not be accepted or considered. Delays caused by any delivery, courier, or mail service(s) will not be grounds for an extension of the Closing Time.

The Health Unit intends to open Proposals at **4:00 p.m., on Monday, October 27, 2014.**

Proponents should submit the original, plus 4 hard copies (5 in total), of their Proposals. Proponents should complete the Form of Proposal, attached as Schedule A, including Schedules A-1 to A-5. Proponents are to use the forms provided and respond to items in the order listed. Proponents may attach additional pages as necessary.

Proposals are to be submitted in a sealed package, clearly marked on the outside with the Proponent’s name and return address, Title of the Project (Healthy Schools Social Media Strategy), and the RFP reference number (RFP-2014-01).

#### 4.5 PROPOSAL WITHDRAWAL AND ACCEPTANCE PERIOD

A Proposal may be withdrawn at the office indicated in 4.2 (Inquiries) at any time prior to the Proposal Closing date by a request in writing signed by the Proponent.

A Proponent who has withdrawn a Proposal may submit a new Proposal, but only in accordance with the terms of this RFP.

A Proposal may not be withdrawn at or after the Proposal Closing Time and shall remain valid and be open for acceptance by the Health Unit, in whole or in part.

5.0 SCHEDULE OF EVENTS

Activities	Anticipated Completion Date
RFP submissions received by the Health Unit	Monday, October 27, 2014
RFP submissions reviewed by the Health Unit	Friday, October 31, 2014
Selection and notification of successful consultant/firm by the Health Unit	Monday, November 3, 2014
Interview with Health Unit representative(s) to discuss scope of project, deliverables, and drafting of contract	Wednesday, November 5, 2014
Weekly meetings with Health Unit representative(s)	November 14, 21, 28 December 5, 12
Presentation of finalized strategy to Health Unit	On or before December 15, 2014

*The above schedule is subject to change at the discretion of the Health Unit.*

6.0 SCOPE OF WORK

The successful Proponent(s) shall:

1. Develop a phased social media strategy\* to reach the priority populations identified in section 2.0.
2. Include a plan for evaluation of the social media strategy; including setting targets and identifying metrics. Targets and metrics need to be accessible to the NBPSDHU for implementation of the strategy in January 2015.
3. Use environmental scan data collected by NBPSDHU to inform strategy development.
4. Consult weekly with the Health Unit Representative during the development process.
5. Present finalized social media strategy to NBPSDHU on or by December 15, 2014.

*\*Strategy: A comprehensive plan that when implemented will enable the Healthy Schools team to use select social media platforms to promote public health messaging to the intended target audience.*

7.0 PROPOSAL EVALUATION

Proposals will be evaluated using a best value approach considering both merit and price. Proposals will be assessed on a point rating system for the following:

	POINTS
Managerial and Organizational	320
Financial	200
Creativity and Technical	480
<b>Total Points Available</b>	<b>1000</b>

Neither the qualifying Proposal, which scores the highest number of rating points, nor the one that contains the lowest price will be necessarily accepted. The selection of the successful Proponent will be based on the best overall value to the Health Unit in terms of merit and price ratio.

The following point system will be used when evaluating proposal components:

- 0.0 Unacceptable
- 1.0 Poor
- 2.0 Fair
- 3.0 Good
- 4.0 Excellent

A rating for each component will be obtained by multiplying the component points assigned in the evaluation by the component weight. A technical ratio reflecting the overall best value will then be calculated by dividing the total points by total cost.

**Managerial and Organizational** Weight Points Rating

- A) Relevant experience, numbers and qualifications of key personnel **35**
- B) Demonstrated performance of contracts of this magnitude **15**
- C) Professional presentation reflecting confidence and direction **15**
- D) References of the company/supplier **15**

**Financial** Weight Points Rating

- A) Overall presentation demonstrating an understanding of the cost factors, adequate and supportable price and hours breakdown **25**
- B) Price provides good value for work performed **25**

**Creativity and Technical** Weight Points Rating

- A) Overall presentation demonstrating innovation, imagination and originality **40**

- |    |  |    |
|----|--|----|
| B) | Demonstrated use of creativity in previous contracts       | 20 |
| C) | Presentation is clear and strategy developed is actionable | 60 |

## 8.0 INTERVIEWS

Proponent(s) may be invited to an interview with the selection committee, the results of which will be used by the committee as a mechanism to revisit, revise, confirm, and finalize the score and select the recommended Proponent(s).

The representative of the Proponent at any interview scheduled is expected to be thoroughly versed and knowledgeable with respect to the requirements of the RFP and the contents of its Proposal, and must have the authority to make decisions and commitments with respect to matters discussed at the interview, which may be included in any resulting contract.

No Proponent will be entitled to be present during or otherwise receive, any information regarding any interview with any other Proponent.

The selection committee may interview any Proponent(s) without interviewing others, and the Health Unit will be under no obligation to advise those not receiving an invitation until completion of the evaluation and selection process.

## 9.0 CONTRACT AWARD

All inquiries related to the status of this RFP, including whether or not a Contract has been awarded, should be directed to the Health Unit website, [www.myhealthunit.ca](http://www.myhealthunit.ca), under the RFP section.

If the Health Unit selects a Preferred Proponent(s), then it may:

- a) Enter into a Contract with the Preferred Proponent(s); or
- b) Enter into discussions with the Preferred Proponent(s) to clarify any outstanding issues and attempt to finalize the terms of the Contract, including financial terms. If discussions are successful, the Health Unit and the Preferred Proponent(s) will finalize the Contract; or
- c) If at any time the Health Unit reasonably forms the opinion that a mutually acceptable agreement is not likely to be reached within a reasonable time, give the Preferred Proponent(s) written notice to terminate discussions, in which event the Health Unit may then either open discussions with another Proponent or terminate this RFP and retain or obtain the Services in some other manner.



## 10.0 TERMS, CONDITIONS, AND SUPPLEMENTARY INFORMATION

### 10.1 COST OF PROPOSAL

Preparation and submission of a Proposal in response to this RFP is voluntary and any costs associated with Proposal preparation, submission, meetings, negotiations or discussions with the Health Unit are solely that of the Proponent submitting the Proposal.

### 10.2 NO CLAIM

The Health Unit will not be liable to any Proponent for any claims, whether for costs, expenses, losses or damages, or loss of anticipated profits, or for any other matter whatsoever, incurred by the Proponent in preparing and submitting a Proposal, or participating in negotiations for a Contract, or other activity related to or arising out of this RFP. Except as expressly and specifically permitted in this RFP, no Proponent shall have any claim for any compensation of any kind whatsoever, as a result of participating in this RFP, and by submitting a Proposal, each Proponent shall be deemed to have agreed that it has no claim.

### 10.3 NO OBLIGATION

This RFP does not commit the Health Unit in any way to select a Preferred Proponent, or to proceed to negotiations for a Contract, or to award any Contract, and the Health Unit reserves the complete right to at any time reject all Proposals, and to terminate this RFP process.

### 10.4 CLARIFICATIONS

As part of the evaluation process, the Health Unit may make requests for further information with respect to the content of any Proposal in order to clarify the understanding of the Proponent's response. The Health Unit may request this further information from one or more Proponents and not from others. Only information specifically requested will be considered.

### 10.5 WITHDRAWAL

A Proponent may alter or withdraw their Proposal at any time before the submission closing date.

### 10.6 FUNDING

The award of any contract shall be conditional upon funding availability as dictated by the Health Unit budget and approval by the Board of Health for the North Bay Parry Sound District Health Unit.

#### 10.7 ASSIGNMENT

The Health Unit reserves the right to refuse the assignment of the work/service to another company/supplier.

#### 10.8 NO BINDING CONTRACT

The Health Unit may, after reviewing the Proposal received, enter into discussions with one or more of the Proponents, without such discussion in any way creating a Binding Contract on behalf of the Health Unit. This RFP should not create a legal binding agreement on behalf of the Health Unit.

By submitting a Proposal and participating in the process as outlined in this RFP, Proponents expressly agree that no Contract of any kind is formed under, or arises from the RFP, prior to the signing of a formal written Contract.

#### 10.9 COMPLIANCE WITH LAWS AND LICENSING

Upon award, the successful Proponent will be responsible for a strict adherence to all Federal, Provincial, and Municipal codes and by-laws and must obtain all permits and licenses as applicable.

#### 10.10 SAFETY CODES AND REGULATIONS

Upon award, the successful Proponent must adhere to all safety rules, regulations, and labour codes in effect in all jurisdictions where the work is to be performed.

#### 10.11 COMPLIANCE WITH ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT, 2005

The successful Proponent shall ensure that all its employees, agents, volunteers, or others who provide services to the public and for whom the successful Proponent is legally responsible receive training regarding the provision of the goods and services contemplated herein to persons with disabilities in accordance with Section 6 of Ontario Regulation 429/07 made under the Accessibility for Ontarians with Disabilities Act, 2005.

The successful Proponent shall ensure that such training includes, without limitation, a review of the purposes of the Act and the requirements of the Regulation, as well as instruction regarding all matters set out in Section 6 of the Regulation.

The successful Proponent, in consultation with the Health Unit Representative shall submit to the Health Unit, as required from time to time, documentation with a record of the dates on which training was completed.

The Health Unit reserves the right to require the successful Proponent to demonstrate that its training policies meet the requirements of the Act and the Regulation.

#### 10.12 INSURANCE/WSIB

The successful Proponent agrees to indemnify and save harmless the Health Unit for any claim demand arising out of the performance by the Proponent of the Contract. The Proponent agrees to maintain comprehensive liability insurance covering all operations and liability assumed under the Contract, and to provide the Health Unit with a certificate to this effect. The Proponent agrees to have a limit of liability of not less than \$2,000,000 inclusive for any one occurrence.

The Proponent must supply proof of good standing with the Workplace Safety and Insurance Board at the time of the submission of a proposal. Should the person, company, corporation or organization be exempt from the requirements of the Workplace Safety and Insurance Board, proof of exemption must then be submitted (If applicable to the type of service being requested).

#### 10.13 INDEMNIFICATION

The successful Proponent shall indemnify and hold harmless the Health Unit and its respective officers, directors, agents and employees, and each of them, from and against claims, demands, losses, costs, damages, actions, suits or proceedings by third parties that arise out of, or are attributable to, the successful Proponent's performance of the Contract.

#### 10.14 INFLUENCE

No person, company, corporation or organization shall attempt in any way, directly or indirectly, either in private or in public, to influence the outcome of any Health Unit evaluation or acceptance, purchasing or disposal process.

The bid, quotation, or proposal of any person, company, corporation or organization that does attempt to influence the outcome of any Health Unit purchasing process will be disqualified.

#### 10.15 NO COLLUSION

No Proponent may discuss or communicate about, directly or indirectly, the preparation or content of its Proposal with any other Proponent or the agent or representative of any other Proponent or prospective Proponent. If the Health Unit discovers there has been a breach at any time, the Health Unit reserves the right to disqualify the Proposal or terminate any ensuing Agreement.

#### 10.16 CONFLICT OF INTEREST

In its Proposal, the Proponent must disclose to the Health Unit any potential conflict of interest that might compromise the performance of the work, as described in section 8.0 Scope of Work. If such conflict of interest does exist, the Health Unit may, at its discretion, refuse to consider the Proposal.

The Proponent must also disclose whether it is aware of any Health Unit employee or Board of Health member thereof having a financial interest in the Proponent and the nature of that interest. If such an interest exists or arises, the Health Unit may, at its discretion, refuse to consider the Proposal or withhold the awarding to the successful Proponent until the matter is resolved to the Health Unit's sole satisfaction.

#### 10.17 CONFIDENTIALITY

Upon award, the successful Proponent must adhere to all confidentiality policies, draft or otherwise, of the Health Unit and be willing to enter into a Confidentiality Agreement with the Health Unit.

#### 10.18 OWNERSHIP AND CONFIDENTIALITY OF HEALTH UNIT PROVIDED DATA

All correspondence, documentation and information provided by the Health Unit to any Proponent or prospective Proponent in connection with, or arising out of this RFP, the Services or the acceptance of any Proposal:

- Is and shall remain the property of the Health Unit;
- Must be treated by Proponents and prospective Proponents as confidential;
- Must not be used for any purpose other than for replying to this RFP, and for fulfillment of any related subsequent Agreement

#### 10.19 OWNERSHIP AND DISCLOSURE OF PROPOSAL DOCUMENTATION

The documentation comprising any Proposal submitted in response to the RFP, along with all correspondence, documentation and information provided to the Health Unit by any Proponent in connection with or arising out this RFP, once received by the Health Unit:

- Shall become the property of the Health Unit;
- Shall become subject to the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and may be released, pursuant to the Act;

Because of MFIPPA, prospective Proponents are advised to identify in their Proposal any scientific, technical, commercial, proprietary or similar confidential information, the disclosure of which could cause them injury.

Each Proponent's name, at a minimum, shall be made public.

## 10.20 METHOD OF PAYMENT

The dollar value of this Proposal must be valid for 60 days.

All pricing shall be in Canadian funds; all applicable taxes shall be shown as extra (Schedule A-5).

Payment for work rendered shall be made progressively upon presentation of detailed invoices for approval. Terms are net 30 days.

# SCHEDULE A

# FORM OF PROPOSAL

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Schedule A	Form of Proposal
Schedule A-1	Statement of Departures
Schedule A-2	Proponent's Experience, Reputation and Resources
Schedule A-3	Proponent's Technical Proposal (Services)
Schedule A-4	Proponent's Technical Proposal (Schedule)
Schedule A-5	Proponent's Financial Proposal

# SCHEDULE A FORM OF PROPOSAL

**RFP Project Title:** Healthy Schools Social Media Strategy

**RFP Reference No.:** RFP-2014-01

**Legal Name of Proponent:** \_\_\_\_\_

**Contact Person and Title:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

- 1.0 I/We, the undersigned duly authorized representative(s) of the Proponent**, having received and carefully reviewed all of the Proposal documents, including the RFP and any issued addenda, and having full knowledge of the proposal requirements, and having fully informed ourselves as to the intent, difficulties, facilities and local conditions attendant to performing the Services, submit this Proposal in response to the RFP.
- 2.0 I/We confirm** that the following appendices are attached to and form part of this Proposal:
- Schedule A-1 – Statement of Departures;
  - Schedule A-2 – Proponent’s Experience, Reputation and Resources;
  - Schedule A-3 – Proponent’s Technical Proposal (Services);
  - Schedule A-4 – Proponent’s Technical Proposal (Schedule); and
  - Schedule A-5 – Proponent’s Financial Proposal
- 3.0 I/We confirm** that this Proposal is accurate and true to the best of my/our knowledge.
- 4.0 I/We confirm** that, if I/we am/are awarded the Agreement, I/we will at all times be the “prime Contractor/Firm” as provided by the Workplace Safety and Insurance Act (Ontario) with respect to the Services. I/we further confirm that if I/we become aware that another Contractor/Firm at the place(s) of the Services has been designated as the “prime Contractor/Firm”, I/we will notify the Health Unit immediately, and I/we will indemnify and hold the Health Unit harmless against any claims, demands, losses, damages, costs, liabilities or expenses suffered by the Health Unit in connection with any failure to so notify the Health Unit.

**This Proposal** is submitted this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_.

**I/We have the authority to bind the Proponent.**

\_\_\_\_\_  
(Name of Proponent)

\_\_\_\_\_  
(Name of Proponent)

\_\_\_\_\_  
(Signature of Authorized Signing Officer)

\_\_\_\_\_  
(Signature of Authorized Signing Officer)

\_\_\_\_\_  
(Print Name and Position of Authorized Signing Officer)

\_\_\_\_\_  
(Print Name and Position of Authorized Signing Officer)

# SCHEDULE A-1

## STATEMENT OF DEPARTURES

1. I/We have reviewed the RFP and if requested by the Health Unit, I/We would be prepared to enter into that Contract, amended by the following departures (list departures, if any):

Section	Departure / Alternative

2. The North Bay Parry Sound District Health Unit requires that the successful Proponent have the following in place **before commencing the Services**:

- a) Workplace Safety and Insurance Board (WSIB) coverage in good standing and further, if an “Owner Operator” is involved, personal operator protection (P.O.P.) will be provided, Workplace Safety and Insurance Board Registration Number \_\_\_\_\_;
- b) A Safety Program that meets the WSIB standards;
- c) Insurance coverage for the amounts required in the proposed Contract as a \$2,000,000 minimum, naming the Health Unit as additional insured;
- d) Province of Ontario business license

As of the date of this Proposal, we advise that we have the ability to meet all of the above requirements, **except as follows** (list, if any):

Section	Departure / Alternative

3. I/We offer the following alternates to improve the Services described in the RFP (list, if any):

Section	Departure / Alternative





**References**

Proponent to provide three references of recent successful performance where the requirements were similar to the Health Unit’s requirements as set out in the RFP. The Health Unit reserves the right to request site visits and demonstrations of existing Proponent operations.

The Health Unit reserves the right to contact any person(s), agency(ies) or firm(s) not listed as part of an independent review.

<b>Reference #1</b>	
Name of client’s organization:	
Reference Contact Information:	Name:
	Phone Number:
	Email Address:
How long has the organization been a client of the Proponent?	
Describe the size and scope of the referenced project.	
Describe the nature of the work performed.	
Provide the start and end dates of the project duration, and any relevant comments.	
Information on any significant obstacles encountered and resolved for this type of service.	

<b>Reference #2</b>	
Name of client’s organization:	
Reference Contact Information:	Name:
	Phone Number:
	Email Address:
How long has the organization been a client of the Proponent?	
Describe the size and scope of the referenced project.	
Describe the nature of the work performed.	
Provide the start and end dates of the project duration, and any relevant comments.	
Information on any significant obstacles encountered and resolved for this type of service.	



## **SCHEDULE A-3**

### **PROPONENT'S TECHNICAL PROPOSAL (SERVICES)**

Proponents should provide the following narrative information (attach additional pages):

#### Company Background:

- Please provide an overview of your company, including organizational structure.
- What differentiates you from your competitors?
- What social media services do you provide?
- Current social media clients.
- Please list and provide links to social media communication channels for your company.

#### Social Media Strategy:

- Please outline your social media strategy process (a description of the general approach and methodology that your company would take in performing the Services including specifications and requirements).
- Provide a case study of your strategy work that resulted in a social media initiative and the business results achieved. (Case study should be in this format: *Client Requirements, Challenges, Approach, and Value Delivered.*)
- Provide a description of the work to be performed by the Proponent's own resources, and work which will be performed by sub-contracted organizations.

#### Social Media Objectives:

- What social media channels do you think would be best to meet our objectives? Explain with relative detail why you think this is.
- What time scales are needed to action these channels.

#### Support:

- What level of support can your company provide after the strategy has been implemented?





**Additional Expenses:**

The proposed Contract attached as Schedule "A" to the RFP provides that expenses are to be included within the fee, other than the expenses listed in the Contract as disbursements. Details of disbursements are to be shown in the chart above. Please indicate any expenses that would be payable in addition to the proposed fee and proposed disbursements set out above:

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