

## **Expression of Interest**

Scheduled Caste Development Department Government of Kerala is looking for a strategic partner who can provide social media management services for its properties/services. The partnership will be for a period of one year and may be extended for another one more year on the same rate upon satisfactory performance. The partnership could be extended for one more year after two years if the performance is good and the rates will be decided upon mutual consent with a possibility of maximum hike up to 10% of the rates quoted.

Agencies/ Entities shall submit expression of interest in needed covers superscribed as **Expression of interest as social media manager SCDD Kerala** before 25.04.2023, 3 pm agencies empanelled by PRD as per the G.O(MS) 6/2020/I & PRD dated: 2.11.2020, or SC Start UPS are eligible to submit Expression of interest.

Please visit [www.scdd.kerala.gov.in](http://www.scdd.kerala.gov.in) for more details of the expression of interest, application formats details of its properties/ services etc.

**Chief Publicity Officer**

**Scheduled Caste Development Department**

**Ayyankali bhavan, Kanaganagar**

**Velleyambalam, Kawadiyar.P.o**

**Thiruvananthapuram-695003**

**PH- 0471-2315375**

## **Expression of Interest (EOI) for Shortlisting Agencies for Social Media Management**

Scheduled Caste Development Department Govt.of kerala intends to select a professional and experienced premium social media agency to manage various activities including, but not limited to, social media management, promotions, digital content creation & management and search engine optimization through two stage bidding process.

Expression of Interest is invited from reputed organizations in the field of social media management & Digital Marketing with an experience in social media management, monitoring, promotions, search engine optimization, etc.

- **Project Profile & Background Information**
  - Social Media helps in instant and direct communication of government with the people in highly effective manner. Social technologies help in making networking and engagement with the public simple and powerful. It also helps in making faster research, providing mechanisms for understanding sentiments, quick communications at the times of crisis and measurement of public sentiment to help in forming the public policy.
  - SCDD intends to enter into a contract wherein certain activities are fixed and shall be done on a continuous basis; while some activities may be done by the bidder on demand i.e. when SCDD asks the bidder to perform those activities mentioned in Scope of Work. Bidder shall provide suggestions on Scope of Work, Deliverables and payment terms based on his understanding of scope & activities mentioned.

**Broad Scope of Work:**

The Selected Bidder shall carry out all the activities mentioned in the scope of work but not limited to following.

- **Comprehensive Digital Marketing & Social Media Strategy:**
  - Selected Bidder shall provide consultancy to the Procuring Entity on Digital Marketing & Social Media Strategy on a time-to-time basis.
  - Selected Bidder shall study & analyse the existing Digital marketing & Social Media strategies.
  - Creation and execution of comprehensive digital marketing and social media plan for scheduled caste development department of kerala. This plan would be for one year
  - Selected Bidder shall also build the customer personas, which would be helpful for content creation and targeting different segments.
  - Selected Bidder shall present this vision document for the approval and feedback of scheduled caste development department, kerala and would incorporate these inputs for final approval by scheduled caste development department kerala.
  - Selected Bidder's Onsite and offsite teams would work with each other for this activity.
- **Creation of Professional Informative Videos:**
  - Each Video would be in 4K, HD & SD quality.
  - Language of the master film would be Malayalam
  - Duration of Audio and Video Rights: Perpetuity
  - The scope of work includes concept, research, script writing, casting, cinematography  
/shooting, editing, music & voice over, etc. for producing and delivering the requisite commercials.
  - The videos to be produced will be of international quality,
  - The content of the videos will be entirely fresh shoot.
  - The Selected Bidder will be responsible for securing any required permissions for shooting of the Videos.

- The Selected Bidder shall be responsible for all the costs associated with this activity with no additional cost obligation for the Procuring Entity.
- Themes for the Videos would be provided by the Procuring Entity.
- All Videos would be verified and approved by the concerned nodal officer / Procuring Entity. The Selected Bidder shall ensure to incorporate changes / feedback suggested by the nodal officer / Procuring Entity.
- The Procuring Entity reserves the right to use the videos wholly or in part in whichever manner it deems fit.
- Selected Bidder would deploy separate team for each video campaign activity as and when required.

- **Social Media Management:**

These activities, would be primarily carried out by the onsite team of the Selected Bidder. Offsite team of the Selected Bidder would also work with the onsite team on regular basis and support and provide the insights accordingly.

- **Creation & Maintenance of Social Media Platforms:**

- The Selected Bidder shall create and maintain Social Media Platforms (including, but not limited to, Facebook, Instagram, Twitter, YouTube, WhatsApp, etc.) in Malayalam & in English.
- The Selected Bidder would ensure to follow following content update frequency for each of the applicable Social Media Platform. The minimum performance criteria is indicative and can be modified for the below platforms and others from time to time.

|           | MINIMUM POSTS / TWEETS / PHOTOS / VIDEOS PER DAY | MINIMUM POSTS / TWEETS / PHOTOS / VIDEOS PER MONTH | OTHER DETAILS  |
|-----------|--|--|--|
| Facebook  | 3-5  | 100  | -Creation/Updating of cover /profile images & banners<br>-Messages in public interest (with different type of contents, like – text, video, images, etc.)<br>-Use of Tags /Hash tags |
| Twitter   | 5-7  | 150  |  |
| Instagram | 3-5  | 90   |  |
| LinkedIn  | 2-3  | 50   |  |
| YouTube   | -  | 2  |  |

- Daily informative and promotional updates in the form of relevant text, pictures, audio, video, interviews, news, quiz, polls, etc.
- Live coverage of events, conferences, festivals, etc., on the social media handles, as and when required.
- User engagement through regular quizzes, surveys, polls & contests.
- 15% growth each month in number of followers / likes / impressions / reach / views, etc. as applicable for social platforms for first 12 months. This is indicative target and would be altered from time to time. Thereafter, the targets would be set after analysing the performance, trends and insights.
- **Content Creation & Management:**
  - Developing creative units like banners / posters / fliers and video content of up to one minute duration on campaigns, festivals, events, achievements, etc. for posting on social media handles / blogs / websites, as and when required.
  - Creation of press releases. The publishing would be taken care of by Department of Scheduled Caste Development Department, Government of Kerala.

Procuring photographs, music and videos as may be required. The expenses for the same would be paid by the Selected Bidder.

- Creation of Powerful and Interactive Power Point Presentations as per the requirement. The content for the presentations would be provided by respective stakeholders.
- Design of fliers, brochures, posters, and others promotional material as and when required.
- Development of logos for different projects, events, initiatives, etc.
- Creation of high quality contents in Malayalam for blogs, newsletters, e-mailers, social media posts, videos, websites, Wikipedia, SEO, online advertisements, etc.
- Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, video, etc.
- Adaptation and replication of existing and new creative for various media.
- The content should be original. The Selected Bidder shall be responsible for any copyright violations.
  
- **Promotion of Content through various methods for set Events/ Activities:**
  
- **Social Platform Query Management:**
  - All queries received on all platforms which need not require inputs from the concerned department must be replied to within 24 hours and all queries which require a consultation with the concerned department should be notified to concerned officials within 24 hours and followed up with the department to reply to the complainant at the earliest. The reply should be given within 24 working hours after receipt of response from the department.
  - It would be preferable to have automated process for query tracking & resolution.

## Maintaining online reputation of all managed handles

- **Blog Website:**
  - Creation of a Blog web-site with different blogs on various schemes, events, initiatives, etc. of the Government and / or department(s).
  - Multiple Blog Websites to be developed and maintained.
- **Gate keeping:**
  - Continuous moderation of all platforms in order to deal with spam, unauthorized advertisements, inappropriate content, etc.
- **Media Tracking:**
  - Sentiment Analysis
  - Use a good industry standard monitoring tool (like – Radian6, Meltwater, Brandwatch, etc.) onsite for analysing comments / remarks about a Particular post.

- **Search Engine Optimization / Search Engine Marketing:**

These activities, would be primarily carried out by the onsite team of the Selected Bidder. Offsite team of the Selected Bidder would also work with the onsite team on regular basis and support and provide the insights accordingly.

- Search engine optimization / marketing for websites.
- Monthly Technical SEO audit and subsequent modifications to the website based on the audit results.
- Back links management, audit and analytics.
- Keyword research and grouping
- Competition analysis
- Content performance analysis
- Content optimization for SEO
- Setting up of Google Analytics, Google Search Console, Google Ads, Google My Business, Bing Ads, Bing Places, etc.
- Use a good industry standard SEO tool (like – SEMrush, Moz Pro, etc.)

- **Making the Uploaded Content Viral:**
  - The Selected Bidder would be responsible for making the content viral on the internet, including other social media sites.
  - Multiply the reach of the content.
  - Help the government initiatives, schemes and policies to reach the last mile.
  - These activities, would be primarily carried out by the onsite team of the Selected Bidder. Offsite team of the Selected Bidder would also work with the onsite team on regular basis and support and provide the insights accordingly.
  
- **Amplification:**
  - Build social media marketing strategy and execute it through competitive and audience research.
  - The Selected Bidder would be responsible for amplification of Digital Marketing Communications through paid and non-paid means.
  - Enhance the brand awareness on digital space in terms of reach, impressions and engagement.
  - Amplification of content through citizen testimonials and success stories.
  
  - Develop and execute influencer marketing strategies and creative campaigns
    - Identify and build relationships with prominent influencers and thought leaders
    - Develop content ideas write and curate content
    - Research competitors, target audience and users
    - Brainstorm new, creative approaches to influencer campaigns
    - Keep abreast of emerging trends, technologies and influencers
  - Selected Bidder would be responsible for designing and creating online advertisements on different platforms, like - Google Ads, Bing ads, Social Media Ads (Facebook, etc.), etc. This would also include media planning, keyword research, competitor analysis, content writing, etc.



- 76/4441/2022/ESTT B/SCDD
- Conceptualization, design and execution of digital campaigns.
  - Selected Bidder's Onsite and offsite teams would work with each other for this activity.
  - Selected Bidder would also ensure promotion of website and Mobile app on all platforms
  
  - **Social Media Monitoring / Listening:**
    - Planning and executing a "Social Media Monitoring Programme" on all Social Media Platforms.
    - The Programme will undertake monitoring across minimum 150-200 keywords and will also create and manage a monitoring platform which will be both predictive and reactive in approach.
    - The key language to be monitored will be Malayalam.
    - In the event of unforeseen occurrences, the Selected Bidder will have to take proactive steps to assist the Procuring Entity communicate effectively using various media vehicles and channels as deemed fit.
    - Selected Bidder's Onsite and offsite teams would work with each other for this activity.
  
  - **Preparing & Maintaining the Inventory of Creative Material:**
    - To take over the entire previous inventory (which may include images, creatives, designs, films, videos, TVCs, AVs, Radio spots, etc.).
    - To maintain and properly catalogue all the existing inventory.
    - To update the inventory from time to time by adding newly developed creative material.
    - Supply of the creative material in the required format as per the directions of the Procuring Entity.
    - Use / reuse of existing/ new creative material to create various creatives for social media posts / promotions, online advertisements, social media profile updating / new look, blogs, print ads, videos, presentations, brochures, posters, etc.
    - These activities, would be primarily carried out by the onsite team of the Selected Bidder. Offsite team of the Selected Bidder would

also work with the onsite team on regular basis and support and provide the insights accordingly.

- **Onsite Team:**

- a. Deployment of onsite team in kerala comprising of project manager, analysts, social media experts, designers, video editors, content writers, digital marketing experts, etc.

- **Reporting:**

- The Selected Bidder must submit Monthly, Quarterly, Half-Yearly and Annual Digital Marketing & Social Media Reports to the Buyer, containing detailed analysis, insights, results, performance, KPIs, and future course of action.
- Any ad hoc reports required by the Buyer.
- Selected Bidder's Onsite and offsite teams would work with each other for this activity.

- **Data Security & Fraud Prevention:**

The Selected Bidder will undertake that all process and standards are being followed to ensure that the data is secure and is immune to any fraudulent activity.

- **Summary & Broad Level Objectives:**

- Use of social media platforms for social media monitoring, digital campaigns management, event promotions & live web-castings, crisis management, query resolution, viral contents, etc.
- Enabling of instant and direct digital communication of government with people & citizen query resolution.
- Creation of accounts on, management and use of multiple social media platforms (Facebook, Twitter, Blogs, WhatsApp, etc.) to expand the reach, connect with maximum population and to immediately communicate at the time of crisis.
- Creating continuous, effective and engaging digital contents (text, image, audio jingles, music, video, etc.), promotional materials, campaigns and social media updates/ posts to reach to the different

segments of people through different media (social media platforms, video walls, hoardings, blogs, etc.).

- Effective use of online marketing, SEO, SEM, and digital advertisements to reach the target segment and amplification of Digital Marketing Communications through paid and non-paid media.
- Understanding the sentiments and issues quickly and taking immediate actions properly.
- Develop and execute influencer marketing strategies and creative campaigns.
- Use of good industry standard social media monitoring and SEO tools onsite.

**NOTE:**

- The Selected Bidder shall actively engage in Content Creation & Management during the period of contract and all such content created will be the property of the Procuring Entity.
- All Intellectual Property displayed on these platforms shall belong to the Procuring Entity exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with the Procuring Entity
- Proprietorship / copyright of Images, creatives and videos produced and any other content used in the Social Media Sites of the Procuring Entity would rest solely with the SCDD, Government of Kerala at all times /perpetuity.
- The Selected Bidder will be responsible for obtaining any permissions that may be required for undertaking work as detailed in this Document. The Procuring Entity will assist the Agency in this regard, wherever possible.
- The Selected Bidder will at no time resort to plagiarism or copyrights violations. The Procuring Entity, will not be a party to any dispute arising on account of plagiarism, copyright infringement, etc. by the Selected Bidder.

- The Social Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs, etc.
- **SELECTION CRITERIA**
  - Selection procedure two step bidding Process
    - Technical bid and Financial bid. The first one is technical bid. The bidders shortlisted by the Technical Committee have to illustrate their work before the committee. The selected bidders will be considered for financial bid. This will entirely be controlled by the technical committee.
  - The institutions included in the category B of the G.O( MS) 6/2020/I & PRD dated: 2.11.2020 are eligible to participate in this Expression of interest, or also institutions owned and managed by SC entrepreneurs or SC/ST Start up (registered with start up mission) are eligible to submit this Expression of interest.
  - The bidders should have at least one year experience in social media management.

The expression of interest may be forwarded to **Chief Publicity Officer, Scheduled Caste Development Department, Ayyankali bhavan, Kanaganagar, Velleyambalam, Kawadiyar.P.o, Thiruvananthapuram-695003** with the following documents.

1. compay profile
2. Work experience with Govt/ PSUs
3. Experience in handling exhibitions/ trade fairs & events like investor meet
4. Experience in conducting events
5. Experience in PR
6. Brouchers, in house magazine etc
7. Creative print advertisements, designs, advertisements in all media
8. Company registration certificate
9. Start up registration certificate with relevant documents
10. Experience certificate in social media platform

**For any doubts please contact:**

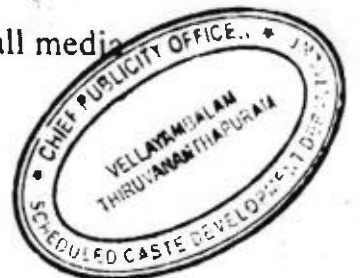
**Chief Publicity Officer**

**Scheduled Caste Development Department**

**Ayyankali bhavan, Kanaganagar**

**Velleyambalam, Kawadiyar.P.o**

**Thiruvananthapuram-695003**



**CHIEF PUBLICITY OFFICER**  
 Scheduled Caste Development Department  
 Thiruvananthapuram