**Social Media Management**

**STATEMENT OF WORK**

***\*Note that this sample has been revised from the source document on the Government Point of Entry as necessary to align formatting and applicable FAR procedures.\****

**1. Scope**

The Office of International Media Engagement (IME), Bureau of Global Public Affairs (GPA), Department of State (DoS), through its London Regional Media Hub, requires a contractor to provide comprehensive social media services for its Hindi and Urdu-language social media platforms, including Twitter, Facebook, YouTube, Telegram and no more than 1-2 other platforms as social media evolve. In particular, services are required in:

* Social Media Strategy Support
* Social Media Content
* Social Media Moderation Support
* Social Media Activity Summaries
* Translation (limited)
* Consultation
* Promotion and Outreach

These services, encompassing execution, original content creation, editing, analytics, reporting, and coordination services, are required on a daily basis to include evenings, holidays, weekends, and outside regular business hours as directed by the London Media Hub and GPA/IME offices. The objective of the required services is the amplification of U.S. Government messaging through visually interesting and dynamic products that leverage U.S. Government-produced content.

**2. Background**

The London Media Hub is a branch office of the U.S. Department of State’s Bureau of Global Public Affairs Office of International Media Engagement (GPA/MD/IM/IE). The office’s mission is to accurately amplify U.S. foreign policy messages in languages including Hindi and Urdu.

**3. Tasks**

The contractor shall provide the following and related services to fulfill the requirements and objectives of this SOW.

3.1 Social Media Strategy Support

The contractor shall propose and execute social media action plans and strategies as directed by the London Media Hub to ensure U.S. Government policies are accurately reflected on digital platforms. The purpose of these social media feeds is primarily to represent U.S. foreign policy to journalists, digital influencers, and the public. This support shall include, but is not limited to, developing video and visual content and daily posting USG approved text and video content on platforms like Twitter and Facebook, **see 4.3 Public Engagement**. The contractor shall be responsible for managing the Department of State’s Hindi and Urdu-language Facebook and Twitter feeds (@USAHindiMein and @USAUrdu) and the below:

* identifying online influencers and building online and offline relationships, and increasing the reach of U.S. messages through cooperative dialogue with influencers;
* developing an editorial calendar and communications plan with launch times aligned across all platforms and integrated into Department communication plans and
* building interactive engagements to grow the number of followers and

enhance the level of engagement with the target audience;

* integrating social media amplification and
* engagement into the London Media Hub’s traditional media engagement

activities such as on-air interviews, press conferences, or roundtables.

The contractor shall prepare a minimum of:

* 50 messages per week in Hindi and Urdu for Hub approval, including some with illustrations, infographics, quote graphics, animated GIFs, or videos
* One original video per week in each language incorporating footage from the Hub’s Hindi and Urdu languages spokesperson.
* two subtitled State Department-produced video products into Hindi and Urdu per week.

Upon direction from the Hub, the number, length and production quality may vary from week to week to reflect strategic foreign policy priorities and prepare for periods of high demand related to events. The contractor shall also be responsible for:

* building interactive engagements to grow the number of followers and enhance the level of engagement with the target audience – primarily journalists and influencers;
* integrating social media amplification and engagement into the London Media Hub’s traditional media engagement activities such as on-air interviews, press conferences, or roundtables;
* analyzing the resonance and effectiveness of the platforms through analytic reporting;
* preparing/conducting analytical presentations on the effectiveness of State Department’s Urdu/Hindi social media platforms in disseminating U.S. message among target audiences; and
* graphic support for London Media Hub products to maintain consistency in

branding across digital and traditional media operations.

3.2 Social Media Content

The contractor shall suggest, create, edit, and update original promotional, policy, news, and event-related content for social media platforms in consultation with the London Media Hub. This may include content from a variety of government sources. Any content or interaction proposed by the contractor is subject to approval of London Media Hub. Content shall, to the extent possible, draw on existing data or material produced by U.S. Government sources in order to ensure that messages conform with U.S. Government policymakers.

The contractor shall be responsible for quality assurance of spelling, grammar, and appropriate use of Hindi and Urdu. The contractor shall pay attention to the appropriate use of standard Hindi and Urdu to avoid dialect or idioms favored by only certain populations.

Examples of original social media content could include:

* edited video-taped policy messages;
* "infographics" to visually represent data points;
* photographs of events relevant to local audiences;
* interactive online engagements; and
* editing of videos that draw on still images and video clips released by the U.S.

Department of State.

All original multimedia content created by contractor for the Hub -- including but not limited to videos, illustrations, infographics, quote graphics, animated GIFs, and banners -- shall be made available for use by all of GPA’s foreign-language social media properties. The Contractor shall inform the Hub of any third-party intellectual property restrictions associated with aforementioned multimedia source or project files.

3.3 Social Media Moderation Support

The Contractor shall moderate social media platforms in consultation with the London Media Hub; identify influencers and communicate with them through reactive and pro-active feedback; identify targets of opportunity to create online and offline relationships with significant and/or influential parties, individuals, organizations; and monitor discussions and alert the London Media Hub to offensive content posted by readers or explicit threats against facilities and personnel of the U.S. Government. The Contractor will also monitor for social media trends among Hindi and Urdu speakers and report any evidence of Russian or other state actors’ disinformation appearing in South Asia-based digital media.

The contractor and the London Media Hub will establish “core public interaction” hours taking into account London Media Hub business hours and primary media consumption hours. During non-core hours, the Contractor will still moderate community properties. While most activity engaging with the general public through social media will take place during core “core hours,” at times the contractor will be expected to make services available outside these hours. Examples of non-core hour management responsibilities include relating any threat information fielded from social media sites to the London Media Hub; occasional live online "coverage" of major events of significance to our audience; monitoring and reporting on regional social media streams during times of crisis for Washington audiences.

3.4 Weekly Summary of Online / Social Media Activity

The contractor shall monitor the spectrum of U.S. Government Hindi and Urdu-language social media platforms to identify themes and trends, noting which items and postings had the greatest penetration and influence with the audience and what the most popular topics of discussion are among members of our target demographic. Contractor shall translate and summarize this material in the English language for a weekly report for delivery to the Hub by Wednesday of the following week. This activity is intended to keep Washington audiences aware of regional narratives and HUB feed participation in and performance within those narratives. Occasionally the contractor will need to provide ad hoc daily summaries of content production and performance around priority topics as requested by the Hub.

3.5 Translation

In addition to the translation of online content noted above, the contractor may be instructed to translate short texts to/from English to Hindi and Urdu and/or Hindi and Urdu into English. Examples may include excerpts of speeches by prominent U.S. officials or official press statements. This content will be used for social media products. The contractor shall ensure the translator meets the necessary qualifications to perform the work, meaning, the individual(s) should have necessary language proficiency and should meet the process requirements as set under ISO 17100:2015.

3.6 Consultation

The Contractor shall have expert personnel available to discuss by telephone, email, text message (or similar text chat service) 24 hours a day, 7 days a week, and for regular coordination calls to consult with the London Media Hub on workflows, strategic direction, and performance of social media feeds.. The contractor shall be available on mobile phone as needed to effectively fulfil job requirements. The contractor shall have expert personnel available to brief U.S. Government leadership on the progress of the channels and/or a particular policy topic.

3.7 Promotion and Outreach

The contractor shall provide expert services in the field of social media promotion, campaign arrangement, design and execution of social media projects. Social media promotion includes designing and taking into account the specifics of USG content, discussed desired outcomes, and Key Performance Indicators across a spectrum of industry standards. The contractor shall expertly craft social media promotion, tailored to the Hub’s Hindi and Urdu-language audiences among particular journalists, opinion leaders, and those interested in U.S. policy. For evaluation purpose, the London Hub expects a target of about a 750 USD in combined paid promotion a month.

**4. Deliverables**

4.1 Weekly Summary of Online / Social Media Activity

A weekly report shall summarize, in English, work performed by the contractor and highlight the most significant themes and trends on U.S. Government online Hindi and Urdu-language social media platforms, including but not limited to Twitter and Facebook. The report shall be delivered to the London Media Hub on a weekly basis (**Monday, 12:00 London time**). The report should reference the most effective messages shared on the Hindi and Urdu-language platforms – changes in the numbers of followers; names of influential new followers; and statistics relating to the reach and effectiveness of the platform. Specific format will be decided upon with the Hub. This activity is intended to keep Washington audiences aware of regional narratives, and how Hub feeds are participating in and performing within those narratives.

4.2. Online Reactions to Key Events

The contractor shall deliver online reactions to breaking and / or key events. Emails shall be sent on an immediate basis. They shall identify the platform, include a link to the story (if appropriate) and a two-sentence summary in English. An example would be social media reporting of a natural catastrophe not yet reported on traditional media.

4.3 Public Engagement

The contractor shall share all content with the London Media Hub via e-mail prior and receive clearance for publication.

**5. Skill Requirements**

For performance of the SOW, the contractor shall provide staff that has the following qualifications:

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1. Experience providing Hindi and Urdu-language translations and social media services or consultancy for media organizations, local and regional government, non-governmental institutions, or national or international companies. The contractor shall provide a list of a minimum of three clients in the above field, including their telephone numbers and email addresses. Translation services should meet ISO 17100:2015 requirements.
2. The contractor shall provide a minimum of one native speaker and writer of Hindi and one native speaker and writer of Urdu who can demonstrate his / her knowledge of English language, whether through a certificate or school / university courses being administered in the English language or through presentation of relevant publications or social media products that demonstrate professional mastery in formal diction in Hindi, Urdu, and English. The contractor will have the ability to produce basic written reports in English and demonstrable capacity to understand U.S. foreign policy and the official language that the U.S. government uses in its policy messaging.
3. Knowledge of Photoshop and Final Cut Pro or other industry standard graphics and audiovisual editing software. The contractor shall present two examples of original work with images and video as evidence of experience and mastery of editing.
4. In-depth knowledge of new media, social networking, cutting edge community tools and techniques, and social media management/monitoring and analytical tools. The contractor shall provide two examples of past projects demonstrating this knowledge. Examples could include narrative statements of work with new media, examples of tools available to the client in measuring effectiveness of social media messaging and resumes of prominent practitioners in social media within the contracting organization.
5. In-depth knowledge of Hindi and Urdu language populations in the South Asia region and its global diaspora, including understanding of different segments of social media users in India, Pakistan, and globally.

The contractor must provide a dedicated project manager to coordinate with the London Regional Media Hub’s staff for smooth running of the social media channels.

**6. Minimum Performance Criteria**

6.1 Weekly Summaries

The weekly summary will be considered acceptable if it includes the major trends on U.S. Government online social media platforms (as identified by the London Media Hub) translated into English.

**7. Place of Performance**

7.1 The London Media Hub is based in London, United Kingdom with officers also working in Washington, London and other locations. There is no requirement for the contractor to execute the work covered by this contract in these locations, but the contractor will be available during London Media Hub’s core business hours. The contractor shall make every effort to make personnel available to meet with London staff during their regional travels to the contractor’s place of business. On occasion, the contractor will also travel to London or to other places where social media work is required.

7.2 Contractor Location

There are no mandated places of performance, the Hub location is in London, United Kingdom.

The contractor shall be in possession of a valid license to do business in the

contractor’s location. See DOSAR 652.242-73 Authorization and Performance

**8. Period of Performance**

The period of performance shall be 1 year, with 4 option periods of 1-year each.

**9. Release of Information**

All information furnished to the contractor and developed by the contractor in connection with this transaction shall be considered privileged. The contractor shall make no public announcements, including news or press releases about this contract.

**10. Clearances**

None.

**11. Government Furnished Equipment**

None.

The contractor shall be responsible for providing office space and all required

equipment, supplies, insurance, social system contributions and other payments

for their staff as required by the local laws.

**END OF SOW**