

Foundation for Organisational Research and Education (FORE)
“Adhitam Kendra” B-18, Qutub Institutional Area, New Delhi-110016

Request for Quotation (RFQ) For the Selection of Social Media Optimization Agency

The Foundation for Organisational Research and Education (FORE) is seeking proposals from qualified **Social Media Optimization (SMO) agencies** to manage its social media pages on various social media platforms and shooting of 12 videos for posting on social media platforms/website of FORE. The goal is to enhance FORE’s online presence, engage with the audience, and promote the various initiatives of FORE. The duration of the contract will be for one year

1. **Scope of work:** -The selected agency will be responsible for:

I. Social Media Management: Managing FORE’s official social media pages on platforms such as

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube.

Which includes Creating, scheduling, and posting engaging content regularly

- Collaterals like banners/landing pages on themes
- Designing creatives/graphics for Social Media uploads (**Approx. 25 in a month**)
- Undertaking at least **8 content pieces** for the month (Blog content: of 600-700 words and Articles for Newspaper: of 600-700 words)
- Monitoring and responding to comments and messages.
- Running paid social media campaigns and promotions (Separate budget will be allocated for that).
- Providing monthly analytics and performance reports.

II. **Video Production:**

Producing **12 high-quality videos** (one per month) to be posted on social media platforms website of FORE. The videos should be aligned with FORE’s branding and communication strategy. Managing the complete production process, including scripting, shooting, editing, and finalizing the videos.

2. **Technical Requirements:**

Demonstrated experience in managing social media pages for educational institutions or similar organizations. Proven track record of successful social media campaigns. Capability to produce high-quality videos, with examples of previous work. Knowledge of the latest trends and best practices in social media marketing and video production.

Arshad Khan

3. **Evaluation Criteria:** -The proposals will be evaluated based on the following criteria:

- Experience and Expertise: Relevant experience and expertise in social media management and video production.
- Quality of Previous Work: Quality of content created for previous clients.
- Technical Approach: Understanding of the project requirements and proposed approach.
- Cost-effectiveness: Competitive pricing and value for money.
- References: Positive references from previous clients.

4. **Submission Guidelines**

Interested agencies are requested to submit their proposals including:

- Company profile and relevant experience.
- Portfolio of previous work, especially related to social media management and video production.

Proposal must be made in **two parts**, each part sealed separately and marked appropriately on the envelope for identification. (e.g. **Name of the Agency/Quotation for SMO**)

- **Part 1 of proposal must contain:** Details covering all activities covered in the 'Scope of Work' pertaining to SMO
- **Part 2 of the proposal must contain:** Price and commercial terms for SMO

The last date for the submission of both Technical and Commercial Proposal is Tuesday 20th August 2024 by 15:30 Hours.

Please note that no proposal is entertained through email and in soft copy format and the proposal must be submitted as per the scope of work defined. Please read all the points carefully before submitting the proposal.

Please send your quotation to the following address-

AGM (Projects)

Foundation for Organisational Research and Education (FORE)

"Adhitam Kendra"

B-18, Qutub Institutional Area,

New Delhi-110016

For any further clarification please contact Mr. Anupam Bhaskar AGM(Projects) at 011-41242498 or through email at anupam.bhaskar@foresociety.org

You may send your quotation in a sealed envelope by courier or to be dropped in the box kept with the security guard of FORE within the stipulated time i.e. by 20th August 2024 by 15:30 Hours.

5. **Terms and Conditions**

- FORE reserves the right to accept or reject any or all proposals without assigning any reason.
- **The duration of the contract will be for one year**

ABhaskar