



WESTERN
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MANAGEMENT
COUNCIL

Request for Proposal:
Increase Council Social Media Engagement
Western Pacific Regional Fishery Management Council

The Western Pacific Regional Fishery Management Council (Council) is soliciting proposals for contractual service listed below.

CONTRACT SERVICE: Increase Council Social Media Engagement

SCOPE OF WORK: The contractor will work closely with Council staff to develop a social media plan to include policies and guidelines to increase audience engagement with Council through social media channels. The plan will support the Council by creating strategies and a schedule for implementation for social media posting. The Contractor will also provide, within the plan, reframing of messages for different audiences and making suggestions for strategic time use and best return on investment. The contractor will provide social media training for Council staff on current best practices.

CONTRACT PERIOD: The contract is expected to start May 15, 2021 and shall be completed no later than August 15, 2021.

ELIGIBILITY: The potential contractor must:

- Have a demonstrated experience and knowledge of developing social media plans, policies, guidelines, campaigns and training;
- Have a demonstrated experience and knowledge of developing messages for different audiences;
- Have a demonstrated familiarity with fishery management topics in the Western Pacific Region;
- Be able to work independently and communicate effectively with the Council; and
- Be available to start the project May 15, 2021 and complete the project by August 15, 2021.

HOW TO APPLY: Proposal submissions should include a proposal including the following items (maximum 3 pages): a. Name, affiliation, and contact information of the principal contractor(s); b. A brief statement addressing the requirements as stated; c. Budget; and d. a curriculum vitae or resume for each project participant.

Proposals may be submitted by e-mail (attach materials in PDF files) to info@wpcouncil.org or regular mail to: Western Pacific Regional Fishery Management Council 1164 Bishop Street, Suite 1400 Honolulu, HI 96813.

SUBMISSION DEADLINE: Proposals will be welcome until May 4, 2021 or until a contractor is engaged.