

OFFICE OF THE DIRECTOR OF SCHEDULED TRIBES DEV. DEPT.

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Dated. 12-08-2022

Inviting Expression of interest

Scheduled Tribes Development Department is looking for agencies to manage the online Social Media activities of the department. The key activities include management of all social media platforms like Facebook, Youtube, Twitter, Helo, Instagram, Blog and creating content to disseminate the information effectively through the use of animations, GIF's, designs etc.

The contract will be for a period of one year. The expression of interest shall include the social media management done by the agency, potential areas for expansion of department presence on online media and a financial estimate.

Terms and Conditions:-

1. The agency must be empaneled by the PRD department as per GO (MS) No 6/2020/I&PRD Dated 02/11/2020 (Category B Social media Creatives) (on any subsequent GO before the date of decision on this)
2. The agency must have at least 3 years of working experience in handling social media of any government Departments/agencies.
3. The agency must have at least 5 years of working experience in the field of handling social media.

The final decision on whether to accept or cancel the expression of interest rest with the Director of Scheduled Tribes Development Department.

The expression of interest from eligible agencies should be sent to following address- Director, Scheduled Tribes Development Department, Vikasbhavan, Thiruvananthapuram on or before 7 days from the date of this letter.

Description of services required from the social media agency are attached along with this notification.

Description of Service required from the Social media agency:

- Create and manage social media pages/handless of the department.
- Creation of any non paid social media account for department with prior approval in platforms like facebook, Youtube, Twitter, Helo, Instagram, Blog or any such for the better promotion of the activities of the department.

- Identify target audience preferences and build content accordingly.
- Modify the existing department social media handles to increase the awareness among the targeted audience.
- Creation of digital content relevant to the current scenario.
- Monitor and analyze the social media outreach in order to be able to craft strategy proposals.
- Regular updation of the pages.
- Promote department events through social media.
- Content shared online must be copyright protected and unauthorized use must be monitored
- New look to the social media pages every three months.
- All the services described above shall be put into practice within 1 month.

Scope of Work

Following are the deliverables

- 7 nos of Static Posts per month.(per poster cost to be provided)
- 2-3 nos of Geographical Videos(2D) per month.(per poster cost to be provided)
- 2 nos of stories per month. (per poster cost to be provided)
- Along with Content Creation/Designing
- Copy writing for social media creative
- Social Media management for STDD
- Community management (Reply to comments and concerns on our social media platforms during office hours)

Financial cost should specifically give the break up of overall management cost and per content cost.

S/d

Director

Scheduled Tribes Development Department

Approved for issue


Vidhumol.S

Asst. Director (Publicity)