

**Request for Proposal – Social Media Strategy  
Implementation and Consulting Services  
Submission deadline: May 31, 2019 5:00 pm**

**Overview:**

San Juan Basin Public Health (SJBPH) is requesting proposals from qualified candidates to consult on social media strategy concepts and social media best practice for organizations like SJBPH. Additionally, the chosen consultant will create a Social Media Strategic Plan for the agency, train staff on social media strategy, and implement aspects of the Social Media Strategic Plan.

**Organization Description:**

SJBPH is a Colorado organized district health department (C.R.S. § 25-1-502) that has served the residents of La Plata and Archuleta counties since 1948. It is governed by a local Board of Health whose seven members are appointed by the County Commissioners of the two counties.

SJBPH's mission is to protect human and environmental health and inspire well-being in our community through education, collaboration, advocacy and direct provision of services. SJBPH provides to La Plata and Archuleta counties the following Core Public Health Services; Assessment, Planning and Communication, Vital Records and Statistics, Communicable Disease Prevention, Investigation, and Control, Prevention and Population Health Promotion, Emergency Preparedness and Response, Environmental Health and Administration and Governance. The agency has a long history of successfully administering federal, state, local and private grants.

The agency's annual operating budget is approximately \$6.2 million per year, and we employ over 70 staff members in two locations.

For more information, please visit our website at [www.sjbpublichealth.org](http://www.sjbpublichealth.org).

## Proposed scope of work:

Developing expertise in social media strategy and implementation will enable the agency to increase its engagement with the community members it serves and position the agency to be a go-to resource on public health subjects. We understand the value of utilizing social media not only to share information, but also to act as an important tool in responding to public health-related emergencies. SJBPH aims to improve social media strategy to reach these goals.

### **Social Media Strategy Goals:**

1. Gain a better understanding of the strengths of, and gaps in the agency's existing social media channels, website, and e-mail marketing products.
2. Increase traffic and engagement on all channels (including ones not yet utilized) to better serve as a go-to resource and subject matter expert for residents in SJBPH's service area.
3. Increase SJBPH communications staff expertise in social media strategy and tactics.

### **Project Deliverables:**

1. Perform an audit of existing social media channels, website, and e-mail marketing products and provide recommendations based on audit
2. Create an agency Social Media Strategic Plan
3. Initiate implementation of Social Media Strategic Plan to increase traffic and engagement
4. Train staff on strategy and tactics identified in Social Media Strategic Plan
5. Launch Instagram page
6. Track and monitor social media results to demonstrate return on investment

## Time frame: 6 months

## Preferred qualifications:

The following qualifications are preferred:

- The consultant should possess a detailed knowledge and depth of experience in social media marketing.

## Submission requirements:

To simplify the evaluation process and obtain maximum comparability, SJBPH requires that all responses to the RFP be organized in the manner and format described below:

- A. Executive Summary  
Describe your understanding of the work to be performed and your ability to perform the work.
- B. Qualifications  
Identify the specific requirements and preferred qualifications that are possessed. Provide examples specifying relevant experience to the type of services requested.

C. System Concept and Solution

Describe how you will approach the proposed services, areas that will receive primary emphasis, and the type of assistance that will be required from SJBPH's staff.

D. Fees

All-inclusive prices for service. Please breakdown expenses by category (i.e. action plan, trainings, etc.)

E. References

Include a list (at least three) of recent, relevant work references and provide names and telephone numbers of any references whom we may contact.

F. Additional Information

Please provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

Responses should be submitted electronically as a pdf document to:

Claire Ninde, Director of Communications

[cninde@sjbpublichealth.org](mailto:cninde@sjbpublichealth.org)

## Evaluation of Proposals:

While price is an important factor, SJBPH will evaluate proposals on price and the following criteria:

- Prior experience with similar organizations
- Understanding of work to be performed
- References
- Completeness and timeliness of the proposal

SJBPH reserves the right to waive irregularities and to reject any or all bids. SJBPH also reserves the right to negotiate with the selected bidder if the price exceeds available funds.

SJBPH may consider informal any bid not prepared and/or not submitted in accordance with the provisions hereof and may waive any informalities or reject any and all bids. Any bid may be withdrawn prior to the above scheduled time for the opening of bids or authorized postponement thereof. Any bid received after the time and date specified shall not be considered. No bidder may withdraw a bid within sixty (60) days after the actual date of the opening thereof.

Requests for additional information, questions, and coordinating visits to our offices should be coordinated with Claire Ninde (see email above)

SAN JUAN BASIN  
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