



Social Media RFP

Released: December 5th, 2019

Introduction

The Golden Gate Business Association is the world's first LGBTQ Chamber of Commerce. Our mission is to champion opportunity, education, and advocacy for our LGBTQ & Allied business community.

Project Overview

The purpose of this RFP is to select a company to oversee the GGBA's social media presence in alignment with three (3) core goals:

- 1.) Promote upcoming GGBA news, events, blog posts, initiatives, and opportunities to page followers, members and partners.
- 2.) Promote/share relevant posts of GGBA members, partners, and sister chambers that align with the GGBA's mission.
- 3.) Drive readers to the GGBA website with a goal toward member attraction and retention

Selected Company must provide evidence that members/partners/potentials are actually seeing our posts. We understand this may involve the implementation of a paid campaign and will rely on Selected Company to provide basic proposals for such.

Selected Company to provide detailed suggestions for such a campaign, along with ongoing and post-campaign analysis to be sent to the Executive Committee on the 15th of each month.

RFP Schedule

- RFP responses back to GGBA: January 31st, 2020
- Vendor demos/interviews: week of February 2nd, 2020
- Vendor selection: February 14th, 2020
- Vendor start date: February 17th, 2020

Scope of Work

Key Deliverables

1. Act as moderator on the GGBA boards to ensure relevancy and respectfulness of comments.
2. Engage in a social media campaign to accomplish the goals listed in the Project Overview above through original posts, reposts/shares, and 'likes' as described below:

Deliverables Each weekday (Monday - Friday):

LinkedIn:

- One (1) original post
- 'Like' at least six (6) posts by board members, members, and/or partners each

Twitter:

- One (1) original tweet that directly in line with the Project Overview above
- One to four (1-4) retweets of original content as posted by our members, partners, sister chambers with high priority on those of Top Level Partners (Chairperson, President levels)

Facebook:

- One (1) original daily post, including all GGBA events

Instagram:

- One (1) daily post
- Additionally, One (1) story per week (if content is available)

Twitter:

- Follower ad that is optimized each month with new tweets, and runs continuously at a preset daily budget.

Facebook:

- New member campaign that would run continuously at a preset daily budget

Instagram:

- Weekly boosted post (as directed each week) on a preset weekly budget.

Submission of Proposals

Please submit a PDF of your proposal to RFPTaskforce@ggba.com. **All submissions are due on January 31, by 6:00 p.m. PST, and must include the following:**

1. Letter of interest

2. Membership status in GGBA, other LGBT Chambers of Commerce, and/or other LGBT professional associations
3. LGBTBE Certification Status
4. Fee schedule and details, any/all discounts provided given our 501c6 non-profit status, and any discount you are willing to donate to the GGBA as in-kind donation
5. Personal bio and/or profile of your firm with specific, relevant experience for the last five (5) years.
6. Relevant URL's to your company's portfolio, and/or attachments that demonstrate your social media work and a track record
7. Three references of current/past clients that would be relevant to the SOW of this project.

General Provisions

Any contract awarded as a result of this RFP will be awarded without regard to age, citizenship, color, creed, physical or mental disability, economic status, education, ethnicity, family responsibilities, gender identity and expression, genetic information, health status including HIV status, height, housing status, marital status, matriculation, national origin, physical appearance, race, religion, political affiliation, pregnancy, sex, sexual orientation, union membership, veteran status or other unlawful factors, with respect to recruiting, hiring, job assignment, promotion, discipline, discharge, compensation, training and other terms, conditions and privileges of employment and contracting.

Questions concerning this request for proposals should be addressed to RFPTaskforce@ggba.com

END

Google Alerts to check:

- gayentrepren
- gay startups
- gay history
- gay San Francisco
- NGLCC
- LGBT Certification
- LGBT Small Business
- Small Business San Francisco
- Minority Certification
- Supplier Diversity
- PLUS ALL GGBA PARTNERS
- Small Business Administration

Partner Media Sites to check daily:

- San Francisco Business Times
- Silicon Valley Business Journal
- BayTimes
- Bay Area Reporter
- Small Business Administration

COMMUNICATIONS - All newsletters should be available for viewing/download on the website.

Submission of Proposals

Please submit a PDF of your proposal to RFPTaskforce@ggba.com. All submissions are due on November 18th, by 6:00 p.m. PST, and must include the following:

1. Letter of interest.

2. Membership status in GGBA, other LGBT Chambers of Commerce, and/or other LGBT professional associations.
3. LGBTBE Certification Status.
4. Fee schedule, any/all discounts provided given our 501c6 non-profit status, and any amount of fee you are willing to donate to the GGBA as in-kind donation.
5. Personal bio and/or profile of your firm with specific, relevant experience for the last five (5) years.
6. Relevant URL's to your company's portfolio, and/or attachments that demonstrate your social media work and a track record of successful outreach.
7. Three references of current/past clients who can address your company's success in providing best-in-class social media posts, content and management that would be relevant to the SOW of this project.
8. Provide answers to the following questions:
 - a. Does your company have adequate staff on-hand to service this project in-house or, if not, do you expect to have to outsource any work?
 - b. If you expect to outsource, who are your key partners and what scope of work will they perform?
 - c. Describe any key strengths/unique experiences that have guided your philosophy.
 - d. Please outline your services pricing structure (i.e. number of hours, reports, etc.)