

**OFFICE OF THE DIRECTOR OF SCHEDULED TRIBES DEV. DEPT.**

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No. B1-12431/22

Dated, 21-08-2023

Inviting Expression of interest

Scheduled Tribes Development Department is looking for agencies to manage the online Social Media activities in the department. The key activities include management of all social media platforms like Facebook, You tube, X, Instagram, Blog and creating content to disseminate the information effectively through the use of videos/ animations, GIFs, posters etc.

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

**Terms and Conditions**

1. The agency must be empanelled by the I&PRD department as per GO (MS) No 6/2020/I&PRD Dated 02/11/2020 (on any subsequent GO/Circular/Govt decisions before the date of decision on this) **Or** the agency must have at least 3 years of working experience in handling social media of any government departments/ government agencies.
2. The agency must have at least 5 years of experience in the field of handling social media.

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

The sealed expression of interest as two parts viz Financial and Technical from eligible agencies should be sent to following address- Director, Scheduled Tribes Development Department, Vikasbhavan, Thiruvananthapuram on or before 05/10/2023 4 Pm and the same will open in the presence of the agencies on 06/10/23 12.00pm.

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

**Purview of EOI**

1. Each EOI must have two parts as Technical bid and Financial bid which will submit in separate covers.
2. Financial bid will open only after the opening of Technical bid

## Description of Service required from the Social media agency:

- Create and manage social media of the department.
- Creation of any non paid social media account for department with prior approval in platforms like facebook, Youtube, X, 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 to increase the awareness among the targeted audience.
- Creation of digital content relevant to the current scenario.
- Monitor and analyse 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
- All the services described above shall be put into practice within 1 month.

### Scope of Work

Following are the deliverables

- 7 Numbers of Social media Posts per month.(per poster cost to be provided)
- 2-3 Numbers of Graphical Videos(2D),Reels per month.(per poster cost to be provided) (With Audio/Without Audio)
- 2 Numbers of stories per month. (per poster cost to be provided)
- Charges of posters, Content Creation/Designing
- Ensure copy right of social media creative
- Social Media management for STDD
- Community management (Reply to comments and concerns on our social media platforms during office hours with the prior approval of the concerned officers in Directorate)

Financial cost should be submitted in specific break up of overall management cost and per content cost.

S/d

**Director**

**Scheduled Tribes Development Department**

**Approved for issue**

Notice board

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I&PRD

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**Saju.S**

**Asst. Director (Publicity)**

BI-21.09.23