

Request for Proposal - Global Social Media Management

Introduction & Background

The Roundtable on Sustainable Palm Oil (RSPO) is a not-for-profit, international membership organisation that unites stakeholders from the key sectors of the palm oil industry to develop and implement global standards for sustainable palm oil production. Today, RSPO has more than 4,700 members from 96 countries including oil palm producers, processors and traders, consumer goods manufacturers, retailers, banks/investors, and environmental and social non-governmental organisations (NGOs).

RSPO members have a requirement, as a part of their membership, to commit to the spirit of shared responsibility, where the RSPO, as a system, is a facilitator of a solution - not a fixer. This supports the notion that the vision of RSPO is to transform markets to make sustainable palm oil the norm (not just to transform sustainable palm oil production).

At present, RSPO has social media accounts for [LinkedIn](#), [Facebook](#), and [Twitter](#). We are currently in the process of developing a consumer-facing web page for RSPO to increase awareness of RSPO, the environmental/ social issues associated with conventional oil palm cultivation, and to educate and inspire consumers to take action and support sustainable palm oil. Therefore, we are also exploring the possibility of creating an Instagram account to provide another touch-point for consumers.

The objective of this Request for Proposal (RFP) is to identify a digital agency that develops unique social media strategies and engaging content to create positive awareness and reach for RSPO, our members, and our collective vision.

Objectives

- Drive debate towards the vision for sustainable palm oil in 2020 and beyond
- Raise awareness of RSPO, its members, and our collective work
- Position RSPO as a thought leader and facilitator in the palm oil debate
- Position sustainable palm oil as a shared responsibility
- Promote the cause of sustainable palm oil and educate on the issues/opportunities
- Encourage collaboration through engaging stakeholders across the supply chain
- Grow an engaged community around RSPO and sustainable palm oil

Scope

- **Social Media Content Planning:** Develop and plan RSPO-owned and third-party content on a daily basis across all social channels, being sure to monitor which themes, keyword(s) or hashtag(s) you will be tracking. Communicate these plans in regular calls and updates with the client.

- **Content Creation and Curation:** RSPO maintains an in-house graphic designer that will design social media assets for the digital agency. Some content creation and curation will also be required by the agency.
- **Analytics and Reporting:** The digital agency should provide a monthly report to the organisation on agreed-upon metrics such as audience growth, key influencers reached, and ROI of advertising spend. However, any reputational risks should be communicated with the client immediately.
- **Strategic Counsel:** Providing a strategic framework and ongoing strategic guidance for social media, including revising existing strategy and tone of voice.
- **Social Media Management Details:** Time allocated should be based on our budget and the recognition that RSPO membership and stakeholders are global in nature, with particular interest and importance on the European and U.S. markets from a consumption perspective. From a grower perspective, Indonesia and Malaysia are the largest producers of sustainable palm oil and should be considered as key markets for the programme.
- **Languages:** As the RSPO's social channels are global, and wherever possible feature posts and content should be in the English language. However, it is also important that RSPO's regional activity gets the coverage it deserves and in some cases, translation will be required (usually in Bahasa Indonesian, Spanish, French, and Italian) and added to the global content schedule.

Goal Setting

- Curate more interactive content to engage a consumer audience (e.g.: polls and quizzes)
- Enhance RSPO branding to develop one strong look and feel
- Leverage LinkedIn to reach more potential members
- Generate a broader pool of online RSPO ambassadors to join the palm oil debate and promote sustainable palm oil
- Produce content and targeted brand awareness paid campaigns which are tracked with goals on Google Analytics to help the client gain a better understanding of the potential online application journey of new members
- Introduce multi-language posts and regional content on LinkedIn and Facebook to keep users updated without disrupting key messages and general look and feel across global feeds
- Increase the use of video as the main format across all channels
- Tailor content for mobile-first across all social channels
- Help establish the new RSPO Instagram account as a source of credible information and educational content for a broader consumer audience

RFP timeline

The request for proposal timeline is as follows:

Request for proposal issuance	12 May 2020
Closing of RFP submission	27 May 2020

Selection of top bidders/Notification to unsuccessful bidders	1 June 2020
Start of negotiation	8 June 2020
Contract award/Notification to unsuccessful bidders	15 June 2020

Please note: The contract and project period is for 12 months.

Budget

The budget should be determined by the agency's ability to meet the RSPO's requirements but should not exceed MYR310,000 (Malaysian Ringgit). Budget and overall cost of the program will be weighted in the review of the tender/RFP proposals.

Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this RFP.

1. Only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this RFP.
2. Contractors should submit their proposal to tender@rspo.org with sara.cowling@rspo.org, fay.richards@rspo.org, and dan.strechay@rspo.org in copy.
3. A proposal must be provided that is not more than 15-20 pages. This proposal must provide an overview of the proposed social media strategy, as well as a snapshot of the key team members/ personnel performing the work.
4. A price proposal must be provided that is not more than three pages. This price proposal should indicate the overall fixed price for the duration of the project (12 months), as well as approximate costing of additional hourly rates for work performed outside of the scope of this RFP.
5. Proposals must be signed by a representative that is authorised to commit the bidder's company.
6. Proposals must be received prior to the close of business 27 May 2020 to be considered.
7. Proposals must remain valid for a period of 60 days.
8. RSPO anticipates selecting at least two individuals or firms to have more in-depth discussions with and will make an award to one of these individuals or firms.

Evaluation factors

RSPO will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Budget/cost, including an assessment of the total cost of ownership