**RFP 19-087**

**SOCIAL MEDIA MARKETING**

**ATTACHMENT I**

1. SOCIAL MEDIA MARKETING

Social Media and Web 2.0 are terms that describe internet-based technology communication tools with a focus on immediacy, interactivity, user participation and information sharing in multiple ways. Social Media refers to the following:

* Forums
* Weblogs (blogs, vlogs, microblogs, presence applications)
* Wikis
* Social Bookmarking
* Social Communication Sites
* Podcasts
* Photos
* Videos (video, vlogs, livecasting – streaming)
* Real-Time Web Communications (chat, chat rooms, video chat)

For purposes of this RFP, Social Media helps users interact with their government in the individual’s preferred method and time schedule and fosters a culture of greater transparency.

It is the intent of this RFP to allow Using Agencies to use existing and future Social Media technologies to provide information and interact with customers in Social Media venues in the performance of State business, within the framework deemed appropriate by the Governor’s Office.

1. Any Using Agency that will establish new Social Media venues on behalf of the State of Indiana shall coordinate the implementation of these new online venues with the Governor’s Office. This coordination will ensure that the implementation of Social Media Venues is cohesive at the State level.
2. The Using Agency will adhere and follow all IOT standards and policies. The Contractor will adhere to the IOT Standards and policies, which include but may not be limited to the Social Media Policy Statement and Requirements (does Indiana have and IOT policy statement)?
3. The Using Agency will communicate only accurate and verifiable facts to the Contractor. The Contractor will only communicate accurate and verifiable facts – no unverifiable opinions.
4. Non-Public or Confidential information will be protected and not disclosed via any Social Media outlet site.
5. The Contractor, with Using Agency approval, will prepare and execute a Social Media launch for purposes of Marketing, Public Relations, communicating and advertising agency initiatives. Social Media includes, but is not limited to: Facebook, Twitter, LinkedIn, Google+, Instagram, MySpace, Flickr, and Craigslist.
6. If required by the Using Agency, the Contractor will provide a collection of tools and resources to create, manage, and measure Social Media marketing efforts and Social Media web-page solutions.
7. If required by the Using Agency, the Contractor (with Using Agency approval) will be responsible for information updates and program promotions on Social Media sites based on the Using Agency’s project term, but not to exceed the term expiration of this contract.
8. The Contractor will not allow ad servers or ad network activity on any of the State of Indian Social Media pages without direct approval from the Using Agency.
9. The Contractor must obtain at least 3 competitive proposals/bids on any and all non-media expenditures. Hiring a videographer to film and edit an event is an example of a non-media expenditure. Documentation of the proposal process, including bids, must be submitted to the Using Agency for pre-approval of all non-media expenditures.
10. All invoicing received from the vendor must have detailed support to include separate lines showing all billable transactions. Attachment M – BUDGET QUOTATION SHEET – must accompany all invoices. The Using Agency will not pay invoices that lack detailed support documentation. Delayed invoicing, billing, payments due to lack of detailed support documentation with invoices is the responsibility of the Contractor. The Contractor is responsible for all payments to subcontractors. **To ensure the integrity of all campaigns, the Prime Contractor must, within 30 days of receipt of payment from the State, fulfill corresponding payment obligations to subcontractors.**