REQUEST FOR PROPOSAL
for
Part-Time Social Media Strategy and Digital Communications Services

The Association for Positive Behavior Support (APBS) is seeking proposals from qualified individuals or firms to develop a social media strategy and assist with digital communications. The successful bidder will work closely with the Public Awareness and Dissemination Committee, the Executive Director and consultant staff to develop the specific details and logistics for digital communications.

1. Background

APBS is an international membership organization that engages in varied activities and endeavors related to Positive Behavior Support. Beyond expanding the science of Positive Behavior Support through research and outreach endeavors, APBS further invests its resources in supporting networking related to the design and implementation of Positive Behavior Support across varied contexts (including but not limited to, school contexts). As such, APBS is primarily a scientifically oriented organization that is also heavily invested in networking. APBS also supports (on a more limited basis) policy related endeavors associated with Positive Behavior Support. Additional information related to APBS may be obtained by visiting www.apbs.org.

2. Contact Information

All inquiries regarding this proposal should be emailed to:
Timothy P. Knoster, Ed.D., Executive Director, tknoster@bloomu.edu.

3. Time Table

We anticipate the consultant selection and strategic planning process to follow this time table:
• Proposal due August 1, 2020 (4:00 PM EST)
• Consultant interviews concluded September 1, 2020
• Notify applicants September 7, 2020
• Contract commencement September 14, 2020

4. **Scope of Services**

The successful bidder will provide these services across approximately 10 hours per week:

a. Develop and implement overall digital communications strategy in partnership with APBS leadership.
b. Determine strategic communications protocols and campaigns that will help further organizational goals.
c. Take day-to-day ownership of the content and management of the organization's website(s) and other agreed digital platforms.
d. Develop and manage editorial calendars to ensure timely publication.
e. Contribute digital expertise to special events, partner meetings, and marketing efforts.
f. Ensure digital content is engaging, up-to-date, relevant, and supports the mission, objectives, and values of APBS.
g. Monitor web traffic and engagement and define key performance indicators for each communications channel which will indicate a campaign's level of success.
h. Oversee the creation of marketing and social media to ensure that it is branded according to the APBS Brand Guide

5. **Additional Requirements**

- Understanding of Positive Behavior Support and the work of APBS in application across home, school, community and other settings.
- Seek to build and engage APBS Membership through genuine, thoughtful, and interesting content and conversation for a range of audiences including teachers, administrators, board certified behavior analysts, social workers, direct support professionals, school and clinical psychologists, and other. Incorporate specific strategies to share information and material with potential new members.
- Collaborate with APBS professional and volunteer teams to implement strategic marketing and communications plans.
- Draft e-communications for a variety of audiences in conjunction with APBS staff.
● Manage content for APBS website and work with the web team to plan and update content regularly.
● Design engaging, accessible, and mobile-friendly communications to a variety of audiences.
● Access and utilize demographic datasets to inform APBS marketing and communications messaging.

Deliverables should consist of the following:

a. A comprehensive social media strategic plan.
b. An annual report with the results the plan and engagement strategies
c. Ongoing moderation of social media sites

6. Proposal Format

Responses should be prepared simply, providing a straightforward and concise description of your ability to meet the requirements of this RFP. Emphasis should be on completeness and clarity of content. In addition to other requirements included in this RFP, your proposal shall include the following information in this order:

a. The name, contact information, and qualifications of the person(s) who would be providing the services requested in this RFP.
b. A brief description of how you recommend the delivery of your services outlined in Sections 4 and 5 along with what tasks, if any, would be assigned to APBS professional and volunteer teams.
c. A statement of project cost, including time, materials, and other anticipated costs. Project cost shall be itemized as follows: comprehensive social media plan, ongoing moderation of social media sites, an annual report with the results of the plan and engagement strategies.
d. A list of three references for whom you have provided similar consulting services over the past two years. For each reference, please include the name of the organization and the name, title, email address, and telephone number of your primary contact. Please include their social media handle.
e. An Authorized (electronic) signature.
f. A sample account managed for another similar type of organization.

7. Position Functions

● Write copy, edit and proofread materials for publication.
● Organizational and project management skills
● Create and manage timelines
- Multitask and work with different types of teams.
- Manage and negotiate competing priorities.
- Knowledge in the latest digital and social media technologies such as Facebook, Instagram, Twitter, and Podcasting.
- Understand CSS, HTML, and web publishing.
- Experience in graphic design and production experience with fluency in platforms such as Photoshop, Illustrator, InDesign, Adobe Spark.
- Create and managing multimedia content that tells a compelling story.
- Use of membership database systems and online communication platforms.
- Work as part of a team as well as independently.

8. **Selection Criteria**

APBS will utilize all bidder information to determine the best value for the services sought and is not obligated to accept the lowest price proposal. APBS will evaluate proposals using the following criteria:

a. Proposed approach to social media strategy including engagement of the full range of APBS constituencies  
   50 Points

b. Experience with planning and moderating social media  
   25 Points

c. Appropriateness of the sample plan  
   15 Points

d. Reasonableness of overall cost  
   10 points

   **Total Possible Points**  
   100 Points

9. **Instructions and Requirements for Proposal Submission**

a. Proposals must be received by the submission deadline as set forth in the above time table to be considered.

b. APBS reserves the right to reject any qualifications not submitted by the submission deadline. Under no circumstances will a proposal be given consideration if it is received after the deadline.

c. APBS will acknowledge receipt of your proposal within 24 hours of submission.

d. Proposals must be submitted in the format shown in “Proposal Format.” Proposals in any other form will be considered informal and may be rejected.

e. An individual authorized to extend a formal proposal must sign the submitted proposal. Proposals that are not signed may be rejected.
f. APBS reserves the right to conduct discussions with individuals or firms, to accept revisions of proposals, and to negotiate price changes. APBS will not disclose any information derived from submitted proposals or from discussions with other individuals or firms.

g. APBS reserves the right to reject any or all proposals or any part thereof, or to accept any proposal, or any part thereof, or to withhold the award and to waive or decline to waive irregularities in any proposal when it determines that it is in its best interest to do so. APBS also reserves the right to hold all proposals for a period of 60 days after the opening date and the right to accept a proposal not withdrawn before the scheduled proposal opening date.

h. The successful individual or firm is expected to enter into a standard agreement provided by APBS. Alternatively, the successful individual or firm may provide its own standard terms and conditions that may or may not be amended by APBS.

i. Proposals are to be submitted to Crystal Andrezze (crystal.andrezze@apbs.org) via electronic mail with an electronic mark of no later than 4:00 PM EST August 1, 2020.

10. Selection Process

The Executive Committee and/or a designated team identified by the Executive Committee under the leadership of the President of APBS will review the submitted proposals. The review process will be completed, with the selection of the consultant (or consulting entity) by September 30, 2020.

11. Incurring Cost and Liability

APBS assumes no responsibility or liability for costs incurred by you prior to the signing of any contract resulting from this bid and/or post-bid interviews. Further, the awarded vendor is expected to have in place liability insurance germane to the scope of their services.