



Foundation for Internet and Society

Call for Proposals - Social Media Project Strategy and Design

The Metamorphosis Foundation for Internet and Society announces a Call for Proposals - Social Media Project Strategy and Design - creation of 1 Social media project strategy and a visual identity for promotion of project activities (minimum of 8 template designs that can be used throughout the duration of the project).

1. Subject to purchase

Within the framework of this Call, a bidder will be selected who, during the month of March 2023 will be responsible for the creation of:

- **1 Social media project strategy**

The social media project strategy should focus on offering a strategy on how to increase the reach of the content published as part of the project activities. A 3-year promotional campaign for public education is planned as part of the project based on cross-posting and paid advertisements targeting specific audiences (by age, geographically and if possible linguistically).

- **Visual identity for promotion of the project activities (minimum of 8 template designs that can be used throughout the duration of the project)**

The visual identity should unify the project activities: content (journalistic articles and multimedia), project events, other calls etc. and make the recognizable as part of the project for the general public. The template designs (8) should be in a form of frames/designs (templates) that can be easy to reuse throughout the project for promotion of the activities, educational content (stories, phrases, etc.) and can be included as cover photos for content publishing. The Metamorphosis Foundation reserves the right to contact only selected offers.

The campaign and design will be intended for the public and should be adapted for publication on the Internet and social media.

2. Registration conditions

Legal entities and individuals who offer services in the field of social media marketing and design have the right to apply for this Call. Individuals can also register in groups of a maximum of 4 people.

2.1 Individuals must meet the following conditions and technical abilities:

- Have relevant professional experience in social media marketing and design (minimum 5 years of experience in the field) and to submit a portfolio of previous projects (links and/or short descriptions of social media campaigns, designs etc.).

2.2. Legal entities should meet the following criteria and technical abilities:

2.2.1. Personal condition of the bidder

- In the last 5 years, the bidder has not been sentenced for participating in a criminal organization, corruption, fraud or money laundering;

- The bidder has not been imposed a secondary penalty, a temporary or permanent ban on performing a separate activity;
- The bidder is not in bankruptcy or liquidation proceedings;
- The bidder has no unpaid taxes, contributions or other public charges;
- The bidder has not been sentenced with a misdemeanor sanction - a ban on performing a profession, activity or duty, that is, a temporary ban on performing a separate activity.

2.2.2 Technical abilities of the bidder

- Have relevant professional experience in social media marketing and design (minimum 5 years of experience in the field) and to submit a portfolio of previous projects (links and/or short descriptions of social media campaigns, designs etc.).

The bidder confirms the fulfillment of the criteria for determining personal status with a statement submitted in addition to the offer (the statement is attached to this tender documentation - Annex 2).

In addition to the statement, the bidder does not have to submit documents to prove his personal status together with the bid. The Commission may ask the selected bidder to submit the necessary documents to determine the personal situation for verification of these criteria.

3. Deadline and method of registration

The offers, together with the portfolio, should be submitted via e-mail to the following e-mail address: nina@metamorphosis.org.mk no later than February 20th 2023 (Monday), with the Subject "Offer for Social Media Project Strategy and Design". All documents should be submitted in Macedonian or English. Offers that contain incomplete or untidy documentation, are not in Macedonian or English, as well as offers submitted after the deadline established in this Call, will not be taken into account. Metamorphosis Foundation reserves the right to contact only selected candidates.

3.1 To register for the Call, individuals should submit:

- Financial offer according to the form given in Annex 1;
- Short professional biographies of the person/persons who will be hired to implement the activities that are the subject of the contract;
- A short concept of the ideas for the social media campaign and designs;
- A portfolio of previous similar engagements in the last 5 years, which will also contain contact details of the clients who can be contacted to share the experience of cooperation.

3.2 To apply for the Call, legal entities should submit:

- Financial offer according to the form given in Annex 1;
- A statement by which the bidder confirms that the criteria for determining personal status is met, according to the form provided as Annex 2;
- Document for registered activity or current status;
- Short professional biographies of the person/persons who will be hired to implement the activities that are the subject of the contract;
- A short concept of the ideas for the social media campaign and designs;



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- A portfolio of previous similar engagements in the last 5 years, which will also contain contact details of the clients who can be contacted to share the experience of cooperation.

4. Criteria and method of choosing the most favorable offer

All timely, complete and orderly applications will be thoroughly reviewed and evaluated according to the following criteria:

- Quality of offer – Previous experience in the field – 40 points;
- A short concept of the ideas – 40 points and
- Financial offer – 20 points.

An agreement will be concluded with the candidate who will receive the most points according to these criteria, in which mutual rights and obligations will be determined in more detail.

5. Clarification of the tender documentation

If you need additional information regarding this Call, you can contact nina@metamoprphosis.org.mk.

6. Amendment and addition to the tender documentation

Metamorphosis reserves the right, no later than 2 days before the deadline for submission of offers, at its discretion or on the basis of submitted questions for explanation submitted by the bidders, to amend or supplement the tender documentation, for which it will immediately publish the amendment and will notify potential bidders who have submitted a request for clarification.

In case of amendment of the tender documentation, Metamorphosis may extend the deadline for submission of the offer upon request if there are justified reasons for this and it will make an appropriate announcement.

7. Payment method and conditions

Payment will be made, after approval and delivery of the final products to Metamorphosis.

8. Notice to Bidders

The selected most favorable bidder will be notified via the email address specified in the bid. The Metamorphosis Foundation reserves the right to contact only selected offers.

[Detailed overview of the bidder's obligations](#)

The execution of the social media strategy and design include:

- Preparation of a long-term social media strategy in English language that can be used in the next 3 years for promotion of project activities including, but not limited to journalistic content, educational videos, docu-series, events, publications etc. and audience engagement;
- Facebook and Twitter as main channels, but can also include suggestions for other platforms and other types of promotion (ex. newsletter);

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- Audience research, posting time frames and template examples, boosting schedule (made in accordance with the Metamorphosis team);
- Slogan(s), key words, hashtags for unifying the posts;
- Easy to understand step-by-step guide that can be implemented by social media colleagues working on the project from the partnering countries (N. Macedonia, Serbia, Monte Negro, Bosnia and Herzegovina, Albania, and Kosovo);
- Report template for tracking performance and following results.