



Communication, Social Media Management and Meeting Design Requirments of State Planning Commission

October 2024

STATE PLANNING COMMISSION

Ezhilagam, 5th Floor – Main Building,
Kamarajar Promenade, Chepauk,
Chennai – 600005

1.Preamble

The State Planning Commission serves as an apex advisory body to the Government of Tamil Nadu. Its primary role is to provide **evidence-based policy guidance**, aimed at fostering holistic growth and development within the state.

Government of Tamil Nadu has instructed the departments to have digital presence through social media. State Planning Commission has a potential to showcase the various studies and initiatives that are being undertaken for Tamil Nadu's growth. This information can hugely benefit students, researchers, subject matter experts, industry players, global organisations and government stakeholders in gaining insights into the State's development trajectory and policy landscape. Additionally, a robust digital presence can help in fostering greater public awareness and engagement, allowing the State Planning Commission to highlight key achievements and initiatives more effectively.

To achieve this, the State Planning Commission seeks to on-board a service provider specializing in social media management and meeting design requirements of Tamil Nadu State Planning Commission, Centre for Innovation in Governance and Tamil Nadu State Land Use Board. The selected service provider will be responsible for creating, curating, and managing content across various social media platforms to ensure a cohesive and impactful digital presence for the State Planning Commission, the Centre for Innovation in Governance and the Tamil Nadu State Land Use Research Board, in addition to meeting the design requirement of State Planning Commission.

The State Planning Commission proposes to select service providers for Design, Digital and Social Media Management. The participants must qualify to meet all the requirements as mentioned in the scope of work.

The notification has been published fixing the date of opening of the quotations as 11.11.2024.

2.Scope of Work

The scope of work for each category is as follows

Digital and Social Media Management:

Important updates from across all divisions of SPC will be shared to be disseminated to the public through the social media handles. These updates need to be re-written in a manner to suit our digital communication. The detailed scope of work would include but not limited to the following:

Design Management:

The selected service provider will be responsible for designing various reports, presentations, flyers, brochures in print and digital formats/ documents as per the specific needs of SPC. This includes creating visually appealing and consistent layouts, ensuring that all designed materials align with SPC's branding guidelines,

and effectively communicating the desired messages. The service provider must deliver high-quality design outputs in a timely manner, tailored to both digital and print formats as required by SPC.

Content creation and curation:

The selected service provider shall create content from the requirement sent from SPC with utmost integrity and diligence, keeping in mind the reputation of SPC and any other departments being represented on social media. The content is categorised on the following areas but not limited to the below.

1. Social media creatives (images, graphics, animations, GIFs, storyboards for carousal and infographics)
2. Content for social media posts including captions, hashtags and appropriate tagging of handles as approved by SPC (English and Tamil when required)
3. Artwork design (Posters, Banners, backdrops, pop-up banners, etc.)
4. Repackaging of content available such as studies, reports, etc. and videos in suitable formats
5. Videography and postproduction with output delivered in suitable format as required.
6. Dedicated manpower for coordinating the SPC requirements to be appointed by the vendor to be deployed at the disposal of SPC.

Content Calendar

The selected service provider should create a weekly content calendar that will be approved by SPC one week ahead for each social media platform. Additionally, content for live or important updates will have to be posted as required based on need.

Post frequency

The selected service provider shall prepare content and campaigns for regular social media engagement of the SPC handles across platforms. The service provider will have to adhere to the minimum but not limited to the below indicated posting frequency.

| Social Media Platform | Content Details | Frequency |
|----------------------------------|---|--|
| LinkedIN, X, Facebook, Instagram | Create designs, content, animations, storyboard carousels for important updates as given by SPC | Minimum of four original posts per week per handle |
| LinkedIN, X, Facebook, Instagram | Identify and develop campaigns such as polls, Q&A sessions, etc. for engagement posts when no updates are available | At least once per week |
| LinkedIN, X, Facebook, Instagram | Cross postings between SPC handles, reposting of identified post from other handles as requested by SPC | As required |

The above frequency is only indicative and many increase based on requirement of SPC.

Management of Social Media Handles:

1. The selected service provider is also required to provide recommendations for Search Engine Optimisation to increase engagement as required.
2. Profanity and negativity management to neutralise any negative comments or provide appropriate responses with approval from SPC to support a positive online reputation.
3. The selected service provider is required to recommend communication plan for each handle based on performance analytics and monitoring trends on relevant topics.
4. The primary language for social media engagement will be English with Tamil posts where required.
5. Moderation of Social Media platform to address spam, phishing, unauthorised ads, inappropriate content, etc.

Cyber Security against hacks and digital attacks:

The selected service provider will be responsible for securing all the assigned social media handles against any form of hacks or digital attacks. It will include but not limited to phishing scams, reviewing tags, protecting the devices being used, relevant authentication where required, authorised access to social media handles, being wary of wireless connections/networks, and ensuring security of SPC's digital assets

3. Eligibility Criteria

The service provider will be required to have the following:

- More than 3 years' experience working in similar field.
- Experience in managing digital presence and reputation of Government or large organisations
- Expertise in developing campaigns including design, content creation and social media

4. Duration of the Assignment

The initial contract period would be for a period of one year, with extension or renewal based on performance and requirement as initiated by the State Planning Commission.

5. Intellectual Property Rights

All information pertaining to this contract (documentary, audio, digital, cyber, project documents, etc.) belonging to the State Planning Commission, which the service provider may come into contact within the performance of their duties. Any digital assets created under this consultancy shall remain the property of the State Planning Commission who shall have exclusive rights over its use. Except for purposes of this

assignment, the information shall not be disclosed to the public nor used in any form without written permission of the State Planning Commission.

6. Contractual arrangements and supervision

The service will be hired under State Planning Commission's terms of contract and supervised by the committee constituted solely for the purpose of delivering the above-mentioned outputs, within the agreed time frame.

7. Equipment for the Assignment

No equipment will be purchased or provided by the State Planning Commission. Any equipment needed to complete this assignment will be provided by the service provider.

8. Payment Terms

- Payments will be made on a monthly basis, based on the utilisation of services, upon submission of detailed invoices and approval by the State Planning Commission.
- The payment will be released within 15 working days of submission of the invoice.
- A standard rate card should be annexured in the format given below which will be used as a reference for all invoices and claims.

9. Key Deliverables

The service provider is expected to deliver the following:

1. Regular content updates across all social media platforms for TNSPC, CIG and TNSLURB.
2. Monthly performance reports highlighting engagement, reach, and other key metrics.
3. Design and execution of strategic campaigns aligned with the State Planning Commission's objectives.
4. Supply of manpower as required, ensuring seamless operation and continuity of services.
5. Engaging a dedicated designer for this purpose and placement at the disposal of SPC.
6. Design of reports, presentations, flyers, brochures for both print and digital formats, according to the specific needs of SPC.
7. Ensuring that all designed materials align with SPC's branding guidelines and are delivered in both digital and print formats as required.

9. Confidentiality

The service provider shall maintain the confidentiality of all information, data, and materials provided by the State Planning Commission. Any breach of confidentiality will lead to termination of the contract and legal action as deemed necessary.

10. Termination Clause

The State Planning Commission reserves the right to terminate the contract at any time if the service provider fails to meet the performance standards or breaches any of the terms of the contract. The selected service provider can withdraw their services with a notice period of not less than 30 days or based on the requirements to complete any ongoing activities with approval from the State Planning Commission.

11. Proposal Submission Deadline

Proposals must be submitted no later than **[08.11.2024]** to the following address:

State Planning Commission,
5th Floor – Ezhilagam Main Building,
Kamarajar Promenade,
Chepauk, Chennai – 600005

Late submissions will not be considered.

Annexure I:

| S. No. | Description | Rate in Rs |
|---------------|---|-------------------|
| 1. | Technical Reports and Documents Designing infographic work | |
| 2. | Social Media Management: Content Creation and related activities | |
| 3 | GST | |