**Dekalb County Board of Health**

**Social Media Services - Cost Proposal Form**

**Contract Year 1 – January 2020 – September 2020**

|  |  |  |  |
| --- | --- | --- | --- |
| **Description of Services** | **Estimated Start Date** | **Estimated End Date** | **Estimated Price per Unit** |
|  | | |  |
| **Develop and/or Revise Social Media Strategy** – *to be billed one time* | | |  |
| Meet with LEAD DeKalb staff to gain understanding of previous social media outreach and direction of the program. | 1/01/2020 | 1/20/2020 | $ |
| Submit to LEAD DeKalb staff for review, - social media strategy to support LEAD DeKalb REACH initiatives. | 1/01/2020 | 1/20/2020 | $ |
|  | | |  |
| **Create Social Media Content –** *to be billed one time* | | |  |
| Write content for LEAD DeKalb/REACH initiatives. | 1/20/2020 | 9/11/2020 | $ |
|  |  |  |  |
| **Monthly Progress Reports –** *to be billed monthly* |  |  |  |
| Submit monthly progress report to program | 1/20/2020 | 9/11/2020 | $ |
|  |  |  |  |
| **Social Media Monitoring and Evaluation -** *to be billed monthly* | | | |
| Submit monthly analytical reports | 1/20/2020 | 9/11/2020 | $ |
|  |  |  |  |
| **Social Media Engagement -** *to be billed monthly* | | | |
| Engage with followers/fans on @LEADDeKalb Facebook, Twitter and Instagram for X hours a month | 1/20/2020 | 9/11/2020 | $ |
|  | | |  |
| **Final Report -** *to be billed one time* | | |  |
| Submit Year 1 final report to program | | 9/11/2020 | $ |
| **Contract Year 1 - Total Amount not to Exceed** | | | **$20,000** |

**Social Media Services**

**Contract Year 2 – October 2020 – September 2021**

|  |  |  |  |
| --- | --- | --- | --- |
| **Description of Services** | **Estimated Start Date** | **Estimated End Date** | **Estimated Price per Unit** |
|  |  |  |  |
| **Revise Social Media Strategy (If needed) –** *to be billed one time* | | | |
| Meet with LEAD DeKalb staff to gain understanding of previous social media outreach and direction of the program. | 10/01/2020 | 11/01/2020 | $ |
| Submit to LEAD DeKalb staff for review, - social media strategy to support LEAD DeKalb REACH initiatives. | 10/01/2020 | 11/01/2020 | $ |
|  |  |  |  |
| **Create Social Media Content –** *to be billed monthly* | | | |
| Write content for LEAD DeKalb/REACH initiatives. | 10/01/2020 | 08/31/2021 | $ |
|  |  |  |  |
| **Monthly Progress Reports –** *to be billed monthly* | | | |
| Submit monthly progress report to program | 10/01/2020 | 08/31/2021 | $ |
|  |  |  |  |
| **Final Report –** *to be billed one time* | | |  |
| Submit final report to program | | 08/31/2021 | $ |
| **Contract Year 2 – Total Amount not to Exceed** | | | **$10,000** |

**Social Media Services**

**Contract Year 3- October 2021 – September 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| **Description of Services** | **Estimated Start Date** | **Estimated End Date** | **Estimated Price per Unit** |
|  |  |  |  |
| **Revise Social Media Strategy (If needed) –** *to be billed one time* | | | |
| Meet with LEAD DeKalb staff to gain understanding of previous social media outreach and direction of the program. | 10/01/2021 | 11/01/2021 | $ |
| Submit to LEAD DeKalb staff for review, - social media strategy to support LEAD DeKalb REACH initiatives. | 10/01/2021 | 11/01/2021 | $ |
|  |  |  |  |
| **Create Social Media Content –** *to be billed monthly* | | | |
| Write content for LEAD DeKalb/REACH initiatives. | 10/01/2021 | 08/31/2022 | $ |
|  |  |  |  |
| **Monthly Progress Reports –** *to be billed monthly* | | | |
| Submit monthly progress report to program | 10/01/2021 | 08/31/2022 | $ |
|  |  |  |  |
| **Final Report –** *to be billed one time* | | | |
| Submit final report to program | | 08/31/2022 | $ |
| **Contract Year 3 – Total not to Exceed** | | | **$10,000** |

**Social Media Services**

**October 2022 – August 2023**

|  |  |  |  |
| --- | --- | --- | --- |
| **Description of Services** | **Estimated Start Date** | **Estimated End Date** | **Estimated Price per Unit** |
|  |  |  |  |
| **Revise Social Media Strategy (If needed) –** *to be billed monthly* | | | |
| Meet with LEAD DeKalb staff to gain understanding of previous social media outreach and direction of the program. | 10/01/2022 | 11/01/2022 | $ |
| Submit to LEAD DeKalb staff for review, - social media strategy to support LEAD DeKalb REACH initiatives. | 10/01/2022 | 11/01/2022 | $ |
|  |  |  |  |
| **Create Social Media Content –** *to be billed monthly* | | | |
| Write content for LEAD DeKalb/REACH initiatives. | 10/01/2022 | 08/31/2023 | $ |
|  |  |  |  |
| **Monthly Progress Reports –** *to be billed monthly* | | | |
| Submit monthly progress report to program | 10/01/2022 | 08/31/2023 | $ |
|  |  |  |  |
| **Final Report –** *to be billed one time* | | | |
| Submit final report to program | | 08/31/2023 | $ |
| **Contract Year 4 – Total not to Exceed** | | | **$10,000** |

Authorized Official Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print

Authorized Official Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_