

Addendum No. 1
Social Media Services
Solicitation No. 20-0842-RFP07

Questions and Answers

1. Is the contractor responsible for the posting and/or scheduling of social media content via Hootsuite?
Yes. Required to use Hootsuite as a tool.

2. Are the content and/or content calendars for Year 1 due on a monthly basis, although it is billed one time? Or is the content to be delivered all at once, for LEAD DeKalb/REACH staff to post accordingly?
Yes, content calendars are due monthly, and they are to be billed monthly in years 1-4. Previous contractors submitted content on monthly basis; however, we are open to additional recommendations based on the contractor's social media strategy.

3. In reviewing @LEADDeKalb's social media channels, it appears that graphic content is largely stock photos. Do you have specific stock photos you'd like the contractor to use to create posts?
Target audience is African Americans. However, we are open to using photography relevant to the content. Stock photos have been used largely in past, but we do have access to photos from community events that are available. In addition, contractor will have access to our purchased stock photo library.

4. What is the expectation for Social Media Engagement as outlined in the scope? Specifically - do you expect the contractor to like, retweet, or share content Mon-Friday, once a day or once a week, etc.?
 - **Providing a list of accounts to follow**
 - **Liking and retweeting content****The number of hours the contractor spends will be determined by the contractor in the social media strategy.**

5. Is the expectation for monthly analytics reports that the data for reports will be pulled from Hootsuite or is the expectation that we will use our own software tools? Can data also be pulled from the platform natively?
Data for reports will be pulled from Hootsuite.

6. Does the LEAD DeKalb/REACH staff have a current goal in mind for the number of followers and engagements they'd like to reach once they've engaged a contractor?
No. We are looking for recommendations to be provided in the social media strategy.
7. Are there social media analytic reporting tools that the LEAD DeKalb/REACH currently uses or prefers?
Required to use Hootsuite as a tool.
8. What are examples of events that the LEAD DeKalb/REACH plan to host or have previously hosted that generate awareness?
Free, public events hosted by LEAD DeKalb partners (i.e. Men's Health Fair, and the Mobile Farmers market kick-off and end-of-season events)
9. Is the contractor required to assist the client in the planning of events mentioned in 4.1?
No. We are open to additional suggestions from the contractor to boost promotion of the events.
10. Is there a budget given to the marketing and communications team to spend on paid marketing and advertising via social media? If yes, what is the average amount being spent annually on these efforts?
No. A budget could be available for paid marketing and advertising. The contractor does not have to include this amount in the cost proposal. We are looking for recommendations in the social media strategy.
11. Will a set budget for boosting and promoting paid posts, announcements, or events be allocated the duration of this campaign? or can the contractor suggest a paid social budget?
No. A budget could be available for paid marketing and advertising. The contractor does not have to include this amount in the cost proposal. We are looking for recommendations in the social media strategy.
12. In order to assess the social media post performance, will the contractor have access to all social media accounts where LEAD DeKalb/REACH related content will be posted?
Possibly.
13. How often (cadence) is the client currently publishing content related to Physical Activity, Healthy Eating/Nutrition, and Men's Health?
Daily.
14. Is there an incumbent currently performing the outlined Social Media Services for DCBOH? If so, whom?
LEAD DeKalb's Communication Specialist.

15. Is DCBOH seeking 24/7 social media engagement support for responses and engagement with visitors/followers?
No. The number of hours the contractor spends will be determined by the contractor in the social media strategy.
16. Is DCBOH seeking that same social media engagement support?
No. This proposal is for @LEADDeKalb's channels only.
17. Should video content be included as part of overall social media strategy?
Content types will be determined by the contractor in the social media strategy.
18. Is there an anticipated number of social media posts needed per month?
The number of social media posts will be determined by the contractor. To date, the average number of posts per month is 26.

DEKALB COUNTY BOARD OF HEALTH

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