



**HABITAT  
CONSERVATION TRUST  
FOUNDATION**

Request for Proposals

for

Social Media Services

**Issue Date:** November 01, 2017

**Location:**

107 – 19 Dallas Road, Victoria, BC V8V 5A6

**Closing Date and Time:**

Proposals must be received by 4:30 pm PST on November 20, 2017

**Contact Person:** Shannon West

**Phone:** (250) 940-9789

**E-mail:** shannon.west@hctf.ca

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## SUMMARY OF REQUIREMENTS

### 1. Purpose of the Request for Proposal

The Habitat Conservation Trust Foundation (HCTF) is a non-profit environmental granting organization based in Victoria, British Columbia. The HCTF Board of Directors has recently approved the use of social media to communicate about HCTF. We are in need of a contractor to work with HCTF staff to create and post content on HCTF social media accounts, and to provide social media monitoring and analytics services.

### 2. Term of Contract

The Contract will be for a period of one year (January 2018 to January 2019), with the possibility of renewal commencing January 2019.

### 3. Responsibilities of Contractor

The selected contractor will be required to perform the following services for HCTF:

- Create HCTF Facebook, Twitter and Instagram accounts.
- Monitor social media channels for mentions of our organization. Negative feedback is to be brought to the attention of HCTF's Communications Officer as soon as possible.
- Convert information provided by HCTF into engaging social media posts.
- Work with HCTF to draft responses to questions and feedback posted on our social media accounts.
- Curate content from HCTF's partner organizations, grant recipients and other sources that aligns with our vision, mission and values.
- Post approved content to HCTF's social media channels (all content to be approved by HCTF Communications Officer before posting).
- Provide HCTF with reports measuring reach, engagement and other metrics as directed by HCTF.
- Make suggestions for improving HCTF's use of social media to help achieve our goals of (1) increasing recognition of our organizational impact and (2) strengthening engagement with key audiences.

### 4. Information about HCTF

**Vision:** A future where freshwater fish, wildlife and their habitats are healthy and valued by all British Columbians.

**Mission:** It is the mission of HCTF to improve the conservation outcomes of BC's fish and wildlife, and the habitats in which they live. We make a difference by funding conservation projects and by educating and engaging the public about BC's natural assets.

HCTF is an environmental granting organization, providing funding for fish, wildlife and habitat conservation projects in BC. Each year, we grant approximately \$7M to conservation projects taking place across the province. We also run an environmental education program, HCTF Education. HCTF Education has a [separate website](#) and social media accounts ([Facebook](#), [Twitter](#)) designed for their educator audience.

The majority of HCTF's funding comes from conservation surcharges on fishing, hunting, trapping and guide outfitting licences, but we also use investment income, court awards and [other revenue sources](#).

More information about our organization can be found at <http://www.hctf.ca/>.

## 5. Request for Proposal Process

### 5.1 Enquiries

Please direct any questions about this RFP to Shannon West, HCTF's Communications Officer, by emailing [shannon.west@hctf.ca](mailto:shannon.west@hctf.ca) or calling 250 940 9789.

### 5.2 Closing Date

Proposals must be received by 4:30 pm PST on November 20, 2017. Please send proposals by email to [shannon.west@hctf.ca](mailto:shannon.west@hctf.ca) and include "Proposal for Social Media Services" in the subject line.

### 5.3 Estimated Time-Frames

The following timetable outlines the anticipated schedule for the Request for Proposal process and signing an agreement. The timing and the sequence of events resulting from this Request for Proposal may vary and will ultimately be determined by HCTF.

<b>Event</b>	<b>Anticipated Date</b>
Request for Proposal is issued	<b>November 1, 2017</b>
Request for Proposal closes	<b>November 20, 2017</b>
Proposal evaluation completed	<b>December 4, 2017</b>
Agreement is signed	<b>December 15, 2017</b>
Service delivery starts	<b>January 2018</b>

At the conclusion of the Request for Proposal process, all proponents will be notified of HCTF's decision.

## 6. Criteria for Assessment

The following criteria will form the basis of proposal assessment:

- i. Experience and Capability of Proponent
  - ii. Approach to Handling the Responsibilities Described in Section 3.1
  - iii. Price
  - iv. Familiarity with Fish, Wildlife, and Conservation in BC
- i) Experience and Capability of the Proponent:
    - Proven track record of managing social media accounts for similar organizations. *Please provide several references and contact information from businesses or non-profit organizations that you have performed services similar to those described in 3. Responsibilities of Contractor.*
    - Excellent English communications skills.
    - Demonstrated ability to draft social media responses that deescalate conflict and exemplify excellent customer service.
    - Experience converting information into engaging social media content.
    - Experience using social media monitoring tools and producing reports that measure reach and engagement.
  - ii) Approach to Handling Responsibilities Described in Section 3.1:
    - Preference to work with individual or partnership (as opposed to working with multiple individuals from a firm).
    - Fast response times, both in monitoring and communicating with HCTF Communications Officer. *Please describe your monitoring protocol, including tools used and time frame which we can expect to be notified about negative commentary on social media.*
    - Preference for contractor located in British Columbia (ideally Victoria, BC)
    - Prefer Hootsuite for monitoring and management of social media accounts, but willing to consider other options.
  - iii) Price:
    - Please provide both your hourly rate and time estimate for:
      - i. Initial set-up of accounts, familiarizing yourself with our organization, our work, partners, and grant recipients.
      - ii. Approximate hours per month required to carry out responsibilities described in section 3.
  - iv) Familiarity with Fish, Wildlife and Conservation in BC
    - A working knowledge of fish, wildlife and habitat in BC would be an asset, but we will consider applicants without this experience that have an interest and a willingness to learn about conservation.

- Proponents should be aware that the majority of HCTF's revenue comes from conservation surcharges on fishing, hunting, trapping and guide outfitting licences.

## **7. The Legal Stuff...**

### **7.1 Proponents' Expenses**

Proponents are solely responsible for their own expenses in preparing a proposal. If HCTF elects to reject all received proposals, HCTF will not be liable to any proponent for any claims, whether for costs or damages incurred by the proponent in preparing the proposal, loss of anticipated profit in connection with any final agreement, or any other matter whatsoever.

Further to the preceding paragraph, by submitting a proposal, the proponent agrees that it will not claim damages, for whatever reason, relating to the agreement or in respect of the competitive process, in excess of an amount equivalent to the reasonable costs incurred by the proponent in preparing its proposal and the proponent, by submitting a proposal, waives any claim for loss of profits if no agreement is made with the proponent.

### **7.2 Acceptance of Proposal**

This Request for Proposal should not be construed as an agreement to purchase services. HCTF is not bound to enter into an agreement with any proponent. No proponent will acquire any legal or equitable rights or privileges relative to the services prior to full execution of a written agreement for the services required.

### **7.3 Liability for Errors**

While HCTF has used considerable effort to ensure an accurate presentation of information in this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate by HCTF, nor is it comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposal.

### **7.4 Modification of Terms**

HCTF reserves the right to modify the terms of this Request for Proposal at any time at its sole discretion. This includes the right to cancel this Request for Proposal at any time prior to entering into an agreement with a successful proponent.

### **7.5 Ownership of Proposals**

All documents, including proposals, submitted to HCTF become the property of HCTF. They will be received and held in confidence.

### **7.6 Confidentiality of Information**

This document, or any portion thereof, may not be used for any purpose other than the submission of proposals. Information pertaining to HCTF obtained by a proponent as a result of participation in this process is confidential and must not be disclosed.