

Response to Questions Submitted regarding the City of St. Albans RFP for Social Media Consulting and Services.

Posted to www.stalbansvt.com/rfps on September 22, 2020.

Question 1. How did you recognize the need for this work and what will success look like to you?

Answer 1. A social media consultant is desired both for the time constraints that board members and staff have to manage the social media themselves, as well as the recognized value that can come from a professional in the field. So far, we have been measuring success based on trends in level of activity, page followers, post reach/sharing/comments and the types of information that have been posted to extend businesses' reach and attract people to Downtown St. Albans.

Q2. Is downtownsaintalbans.com currently connected to Google Analytics?

A2. If it is linked, Google Analytics is not actively being used as a resource at this time.

Q3a. What is the website's Content Management System (CMS)?

A3a. Wordpress

Q3b. Who currently maintains it?

A3b. Staff and 1 or 2 board members with expertise.

Q3c. Where is it hosted?

A3c. GoDaddy.

Q4.(Multiple) Is this initially a one-year assignment?

Is the scope for a 1 year term?

A4. That is desirable, but ultimately depends on fees, budget and contracting process.

Q5. Are your "social media volunteers" currently on-board or will they be recruited in the future?

A5. Would be existing board members.

Q6. When do you envision the contract being awarded and work commencing?

A6. Estimated within 3 months of RFP due date.

Q7.(Multiple) What is your budget?

Is there a desired budget max or budget range you are hoping to stay within?

Do you have a general budget range you would like us to be mindful of in terms of specifying scope and approach? Or perhaps a not-to-exceed budget that we should keep in mind?

Is there a current budget set aside for this project?

Has the town approved the budget for this project, and if so, what is it?

A7. Undetermined at this time. We would like to inform the budgeting discussion with estimates of hours and fees gained by this process.

Q8. Who all comprises your RFP review team?

A8. 3-5 members of staff and board.

Q9. Who all comprises your work-in-progress review team?

A9. Likely 5-7 members of staff and board with some input coming from full board meetings.

Q10. Who will be your primary point-of-contact for work-in-progress?

A10. Likely Chip Sawyer, St. Albans City Director of Planning & Development.

Q11.(Multiple) Are you considering consultants from outside Vermont?

Does being located in the Midwest hinder the likelihood that we would be awarded this project?

Whether companies from Outside USA can apply for this?

Can we perform the tasks (related to RFP) outside USA?

A11. Yes, we will consider consultants from outside Vermont. It is possible that local firms would be reviewed higher, e.g. for the ease of in-person contact when COVID-19 guidelines allow.

Q12. In terms of the consultant services, are you looking for copy content only or also for images sourcing, and/or design services?

A12. Primarily copy content only, but consultants should feel free to submit their fees and additional image and design services.

Q13. Is the expectation that the partner would actually serve the posts as well, or just create and provide finished content to the client?

A13. The thinking right now is that the consultant would have access to the necessary pages and serve the posts themselves.

Q14. Can you clarify what is expected in the 4 quarterly reports? Is this a basic analytics report export?

A14. An analytics report with Q&A and any other insights the consultant has on results and suggested changes to strategy, if needed.

Q15. Depending on budget available and in effort to anticipate point 8 from the RFP, is creating an overarching campaign theme/message (and possibly content calendar) of additional interest? or is this just way beyond the desired spend at this time and would be scoped separately. Just trying to see what will be most helpful in accomplishing the goal of attracting economic and cultural activity to the city.

A15. Hard to say right now. Sounds like an interesting additional item that could be proposed and discussed further.

Q16. Would you like us to develop a formal social media guidelines/strategy document that employees and volunteers could reference? This would help ensure the content created by internal and external teams is consistent in terms of style, voice and aesthetic.

A16. That may be a component of the training.

Q17. Are you interested in paid social management? We always recommend paid tactics to help with audience growth.

A17. Possibly.

Q18. Would we be required to schedule all the content, including content created by your staff/volunteers?

A18. Not necessarily, but it might provide beneficial coordination. Would be an item to discuss.

Q19. Would you be open to using a third party social media management platform?

A19. Possibly. Would be an item to discuss.

Q20. Do you require any community management (responding to messages, comments, etc.), and/or the development of a best practices document for this?

A20. There may be some community management services needed from the consultant, but staff and board members can also perform that function. A best practices document could be a component of the training piece.

Q21. Some speculation on what links this refers too: 2. At least 2 links to related content per week (not shares).

A21. An example would be existing links to Downtown businesses or links of interest to Downtown visitors that could spur engagement and reach.

Q22. Would you be referring to Backlinks/Curated links?

A22. That could be one example.

Q23.(Multiple) And for the meetings that will be occurring, will they be through telework (zoom/google hangouts/phone/etc...)?

Are you looking for any onsite reports, or just remote?

Whether we need to come over there for meetings?

A23. All meetings are remote at this time, due to COVID-19, but hopefully we can return to in person meetings soon.

Q24. What has been the historical budget for Social Media in the past?

A24. There has never been budget set aside specifically for social media. In the past, an average of \$365.07/month has been paid for social media services as needed.

Q25. Do you still want a secondary proposal for Instagram even though our initial proposal will include the Facebook/Instagram platform to begin with?

A25. Yes, the Facebook and Instagram accounts are currently linked, but the Instagram account needs to be started up in earnest and cultivated.

Q26. Do you have any more details on what you want to expand out on your Instagram account?

A26. The Instagram account needs to be started up in earnest and cultivated.

Q27. Can we submit the proposals via email?

A27. Yes, that is the directed method of submission in the RFP document.

End of Questions and Answers for this edition.