**Questions and Answers regarding the RFP - Social Media Network Analysis:**

**Question**: Can you provide more information about the types of work samples you require?

**Answer**: We do not set specific requirements for the previous work experience. For our purposes, a short write-up of the work you did that includes a summary of the objectives, methodologies and outcomes will suffice.

**Question**: The RFP mentions Microsoft Office compatible formats. We generally deliver proposals in a PDF format - can you confirm that is acceptable?

**Answer**: PDF format is acceptable for the documents.

**Question**: Is policy advocacy a core focus of the campaign platforms moving forward?

**Answer**: Yes, policy advocacy is a core focus of our platforms, but not the only focus.

**Question**: Is the A&T digital ecosystem inclusive of local organizations or individuals that are providing MIYCN support services on the ground? Would mapping these partnerships’ digital footprints be part of the scope?

**Answer**: Yes. The ecosystem includes a variety of partners and individuals working on the ground. Mapping these partners’ digital footprints is an important part of the scope.

**Question**: Does FHI360 have existing social listening/analytics tools or is the expectation that the costs for those should be included as part of the proposal?  We have a suite of tools we use that can be included with associated costs as needed.

**Answer**: While FHI360 does have social listening/analytics tools, this work should be stand-alone; the costs for these should be included in the proposal.

**Question**: Can we get background on any engagement data or paid performance of content on Facebook or other platforms over the past 12 months?

**Answer**: Due to time constraints, unfortunately we cannot provide this information prior to the submission of proposals.

**Question**: The hourly billing approach is not consistent with our fixed fee approach for projects of this nature. Is a fixed-price contract possible?

**Answer**: Yes.

End of Q&A.

Date June 29, 2020

Time: 5:40PM