

**ALIVE & THRIVE (A&T)**

**Extend the submission Due Date- Request for Proposals (RFP)**

## Date of publication: June 24, 2020

## Scope of Work: Social Media Network Analysis

## Anticipated Duration: 15 July 2020 to 31 October 2020

## Deadline for Proposal Submission: July 17, 2020

# Introduction

Alive & Thrive (A&T) is a global nutrition initiative to save lives, prevent illness, and ensure healthy growth of mothers and children. From 2009–2014, A&T demonstrated that rapid improvements in infant and young child feeding (IYCF) are possible in settings as diverse as Ethiopia, Bangladesh, and Viet Nam. In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). Currently, A&T is leveraging its robust network and knowledge base to strengthen systems and build capacity in these and other countries across Africa and Asia, and disseminate innovations, tools, and lessons worldwide. The Alive & Thrive initiative, managed by FHI 360, is funded by the Bill & Melinda Gates Foundation, Irish Aid, the Tanoto Foundation and UNICEF.

# Background

Alive & Thrive uses Facebook, Instagram and Twitter to raise awareness of its and partners’ work and to engage stakeholders on MIYCN issues generally. As A&T produces knowledge products and they are posted to the A&T website, the social media manager then prepares posts for these platforms to drive traffic to the content. As of writing of this SOW, the A&T social media audiences are as follows:

|  |  |  |
| --- | --- | --- |
| Platform and handle | Followers | Change month on month |
| Facebook @aliveandthrive  | ~50,000  | Steady gain/loss of followers; trying to get more engagement here  |
| Twitter @aliveandthrive  | ~3,800 | + ~50-100 per month  |
| Instagram @aliveandthrive  | ~600 | + ~10-30 per month  |

The use of social media varies in the countries and regions where A&T operates, which is not surprising. Differences in culture and access to the platforms, for example, affect who uses social media and what types of information they share. In Nigeria, social media use is robust with millions of people engaging daily on each platform indicated above as well as on WhatsApp. In Southeast Asia, use is similarly robust but, along with the platforms indicated, people use a variety of other platforms, including Zalo (Viet Nam), Telegram (Cambodia), WeChat (China), Line (Indonesia, Thailand), and WhatsApp (India, Indonesia).

A&T has used paid promotion on Facebook to increase awareness and engagement with content.

A&T has not extensively studied how various audiences are using social media to share its knowledge products or to discuss MIYCN topics more generally. It is also not clear what segments of the A&T audience are using social media (i.e. researchers and academics, policy makers, partner organizations, employers, legislators, government officials, etc.) or where people are engaging (geography).

# Geographic Focus:

Nigeria and Southeast Asia

# Objectives:

1. To assess the state of A&T’s social media networks.
2. To analyze how nutrition stakeholders, use A&T’s social media networks, specifically in Nigeria and Southeast Asia.
3. To identify opportunities to improve the reach of A&T’s content using social media.

# Scope of this RFP:

The selected vendor will use social media analytical tools (Chorus Echo, NodeXL, etc.) to:

* Collect information on people following/liking A&T on social media, including information that will allow the vendor to categorize the users by affiliation (where they work), location, education level and other points as possible. The key questions to answer are: What are the demographics of A&T followers and engagers? How are they engaging? What is the potential reach social media can provide to A&T to various key audiences?
* Analyze how nutrition stakeholders use A&T’s social media. The key questions to answer are: What type of language do stakeholders use when sharing MIYCN knowledge from A&T? Is there a particular tone/emotive quality to the language? What type of A&T content appeals on social media? How are other organizations like A&T using social media and what can we learn from them? Should A&T post in multiple languages? Who is not following and engaging with A&T (why not) and who could or should be? What are the opportunities to increase engagement? Are certain platforms better than others from a content perspective? Should A&T, for example, utilize WhatsApp?
* Develop a map of the networks that illustrates links between stakeholders and how information passes among and between stakeholders after it is posted on social media.

The selected vendor will write a report and prepare a PowerPoint presentation that:

* Presents the findings of the assessment
* Analyzes the findings to answer the key questions identified above
* Recommends actions A&T can take to maximize the use of its social media to increase visibility and increase awareness of its knowledge products

Deliverables and dates include:

* A plan for the research/assessment
* A first draft of a written report for review by A&T: the report should include an executive summary, an explanation of the methodology used, a review of the activities undertaken as part of the research and a list of recommendations. Relevant data should be presented visually.
* A second draft revised per feedback
* A final draft
* A PowerPoint presentation of the report

**Specifically, anticipated key deliverables and submission due date are as follows:**

|  |  |  |
| --- | --- | --- |
| **Deliverables** | **Tasks Description** | **Submission Due Date** |
| 1.Research/assessment plan | A plan for undertaking the social media network analysis indicating what activities will be undertaken, what tools will be used to achieve the objectives. | July 24, 2020 |
| 2.First draft of report | A first draft of the report of the assessment.  | August 31, 2020 |
| 3.Second draft of report |  | September 15, 2020 |
| 4.Final draft |  | September 30, 2020 |
| 5.PowerPoint presentation  | A presentation that summarizes the report’s findings, recommendations in a visually attractive fashion. | October 15, 2020 |

The vendor will provide A&T with an invoice at the end of each month based on number of hours worked/number of deliverables submitted.

**Submission Requirements:**

To be considered, bidders should provide the following (**not to exceed a total of 1 page,** not including examples of past work and cost proposal):

* 1. A description of the bidder’s experience conducting social media network analyses, including two (2) examples past work.
	2. Three references for past performance, including contact information for each.
	3. CV(s) of key personnel to conduct the analysis (expected education level: Master’s degree or bachelor’s degree with five years demonstrated experience within this field).
	4. Email address to which a confirmation of receipt of proposal can be sent.
	5. Cost Proposal:

**For companies**, a detailed line item budget, in US Dollars, in the provided format showing anticipated costs of the proposed scope of work. A brief narrative explanation and justification for each line item must be included in a separate section entitled “budget notes.” Include data to support actual costs and/or methodologies to support cost estimates. All projected costs must be in accordance with the organization’s standard practices and policies.

 To the extent that indirect costs are applicable, they are subject to the following limits:

* 0% for government agencies, other private foundations and for-profit organizations
* up to 10% for U.S. universities and other academic institutions
* Up to 15% for all other non-U.S. academic institutions and all private voluntary and non-government organizations, regardless of location.

**For individual consultants** – please provide a proposed daily rate (expected to be supported by the information in the completed biodata form and an estimated number of days to complete the activity. If proposing a fixed price for the entire activity, please submit a letter with that cost proposal (the biodata form will still need to be completed).

If the organization has lower indirect rates, the lower rates should be used. Please include VAT and any applicable taxes into the cost proposal as FHI SOLUTIONS is not VAT or tax exempt.

**For Companies:**

* Please submit a completed budget template (template posted with this RFP). Please also include a budget narrative that details the unit costs and the rationale behind number of units.

**For Individual Consultants:**

* A completed and signed biodata form, CV and a proposed daily rate (form posted with this RFP).
* A proposed number of days to complete the task.

*NOTE: Applications that do not include all of the above materials may not be considered.*

**CRITERIA FOR EVALUATION**

**Bids will be evaluated and ranked by a committee on a best value basis according to the criteria below. Offerors able to provide all of requirements listed above may be considered.**

**Selection shall be based on the following weighted categories:**

1. Examples of Relevant Past Work and Experience in conducting social media network analyses: 60%
2. Cost Proposal: 20%
3. References: 20%

*NOTE: FHI Solutions will not compensate the individual for its preparation of response to this RFP nor is the issuing of this RFP a guarantee that FHI Solutions will award a contract.*

**Instructions and Deadline**

Responses to this RFP should be submitted by email to the A&T office to Joe Lamport at email: jlamport@fhi360.org with copy to Tika Jaishi Neupane at email: tjaishi-neupane@fhi360.org no later than **July 17, 2020 at 5 p.m. EST.**

Any explanation desired by a prospective offeror regarding the meaning or interpretation of this solicitation must be requested in writing submitted to Joe Lamport at email: jlamport@fhi360.org with copy to Tika Jaishi Neupane at email: tjaishi-neupane@fhi360.org **by July 20, 2020 at 5 p.m. EST.**

Please follow the instructions carefully. Proposals which do not follow these instructions may not be reviewed. Offers received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format using Microsoft Office compatible software.

**Anticipated Contractual Mechanism:**

FHI Solutions anticipates issuing a Daily/Hourly Rate/not-to-exceed contract to the offeror(s) whose proposal is most advantageous. The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. Payments will be based on actual hours worked on approved activities. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables.

**Withdrawal of Proposals**

Proposals may be withdrawn by written notice, email or facsimile received at any time before award.

**False Statements in Offer**

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS.

**DISCLAIMERS AND FHI SOLUTIONS PROTECTION CLAUSES**

* FHI SOLUTIONS may cancel the solicitation and not make an award
* FHI SOLUTIONS may reject any or all responses received
* Issuance of a solicitation does not constitute an award commitment by FHI Solutions
* FHI SOLUTIONS reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
* FHI SOLUTIONS will not compensate offers for response to solicitation
* FHI SOLUTIONS reserves the right to issue an award based on initial evaluation of offers without further discussion
* FHI SOLUTIONS may choose to award only part of the activities in the solicitation, or

issue multiple awards based on the solicitation activities

* FHI SOLUTIONS may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP.
* FHI SOLUTIONS has the right to rescind an RFP or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI SOLUTIONS’s client, be it funding or programmatic.
* FHI SOLUTIONS reserves the right to waive minor proposal deficiencies that can be

corrected prior to award determination to promote competition

* FHI SOLUTIONS will be contacting offerors to confirm contact person, address and that bid was submitted for this solicitation.

**END OF RFP\*\*\*\*\*\***