

October 18, 2017

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Contractor for implementation of social media
Activity: California Fig social media strategy and day-to-day execution

The California Fig Advisory Board (CFAB) seeks proposals from qualified contractor(s) to develop and execute social media strategy and day-to-day activities on behalf of the California Fig industry in the U.S. market. Selected contractor(s) will work with CFAB marketing staff to plan and implement all aspects of the program. Activities should include:

- **SOCIAL MEDIA STRATEGY.** The CFAB currently has moderately active Facebook (@californiafigs), Instagram (@cafigs) and Twitter (@cafigs) accounts. Should we maintain these properties? Are there others, i.e., Pinterest, to consider? How frequently should we be posting and what type of content? Which properties should be used for what type of content?
- **SOCIAL MEDIA CONTENT PLANNING.** Seeking weekly, monthly or quarterly planning calendar template and ongoing calendar development. Monthly calls with CFAB rep to be scheduled for download of marketing activity to ensure integration across all marketing programs.
- **SOCIAL MEDIA PROPERTY MAINTANENCE.** Contractor(s) to be responsible for ongoing monitoring and engagement.
- **SOCIAL MEDIA CONTENT DEVELOPMENT.** Recommendations for new photography, videos, etc., to be provided. Ideal candidate would be able to create assets as well but not required. Additional budget may be available for content development.
- **MONITORING AND REPORTING.** Please provide recommendations for analytics reporting.

Qualifications:

Contractor must have:

- Extensive experience in social media strategic planning and execution.
- Contacts with blogger and social media influencers.
- Photography and videography skills.
- Knowledge of food, farmers, and, ideally, figs.
- Excellent written and oral communication skills.

Funding:

- \$1,500 – 2,000 monthly

Proposals should be submitted electronically to the California Fig Advisory Board:

kstockli@californiafigs.com Open date for this solicitation is: October 18, 2017 and submissions must be received by November 3, 2017. The successful contractor(s) will be notified of selection within one week after submission the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.