

August 15, 2018

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Contractor for digital media services
Activity: California Fig social media strategy and digital asset organization

The California Fig Advisory Board (CFAB) seeks proposals from qualified contractor(s) to develop social media strategy and organize digital assets 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. Contractor to evaluate all existing properties and make recommendations for social media strategy moving forward. Potential questions to answer:
 - 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?
 - How should CFAB be engaging with followers and influencers?*Please note: CFAB is undergoing overall brand makeover. New brand guidelines to be made available upon completion and should be factored in to contractor's final recommendations.*
- **DIGITAL CONTENT ORGANIZATION.** Recommendations for and organization of new photography, videos, etc., for digital promotion. CFAB to provide assets created through grant as well as previously generated content.

Qualifications:

Contractor must have:

- Extensive experience in digital media planning and execution.
- Familiarity with all relevant social media platforms.
- Contacts with blogger and social media influencers.
- Knowledge of food, farmers, and, ideally, figs.
- Excellent written and oral communication skills.

Funding:

- \$5,000 – 15,000

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

kstockli@californiafigs.com Open date for this solicitation is: August 15, 2018 and submissions must be received by September 5, 2018. 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.