

REQUEST FOR PROPOSALS

North Carolina Statewide Independent Living Council

RFP for Social Media Development Services



**RFP RESPONSE DEADLINE: FRIDAY, OCTOBER 15, 2021
AT 5:00PM (EST)**

NC SILC
108 New Leicester Highway
Asheville, NC 28806
336-639-5898

www.ncsilc.org

**OVERVIEW OF THE NORTH CAROLINA STATEWIDE INDEPENDENT LIVING
COUNCIL (NC SILC)**

The NC SILC is a non-profit organization committed to promoting a philosophy of independent living including a philosophy of consumer control, peer support, self-help, self-determination, equal access and individual and systems advocacy in order to maximize the leadership, empowerment, independence and productivity of individuals with disabilities and the integration and inclusion of people with disabilities into the mainstream of American society.

The Council consists of up to 20 voting members appointed by the Governor to carry out the following responsibilities:

- Jointly with the directors of the Centers for Independent Living (CILs) in North Carolina, develop a three (3) year State Plan for Independent Living (SPIL).
- Monitor, review and evaluate the implementation of the SPIL.
- Coordinate activities with other councils and organizations that address the needs of cross disability populations and issues under other Federal laws.
- Conduct resource development activities.
- Ensure that all regularly scheduled meetings are open to the public, accessible, and sufficient advance notice is given.

We are seeking a Social Media Developer to aid us in moving closer to our mission and goals and improving our effectiveness to function as a working Council.

I. SCOPE OF WORK AND EXPECTED OUTCOMES

A. SERVICE AREA SPECIFICATIONS

The selected must be able to provide services and meet requirements including, but not limited to the following:

- Create Social Media Development and Outreach Plan
- Identify and Establish / Re-establish Social Media Presence as an Outreach tool
 - Identify Social Media Platforms for use by NCSILC
 - Establish / Re-Establish NCSILC presence on the agreed upon social media platform
- Social Media Posting Calendar and Schedule (11/21 – 2/22)
 - 16-week Content Calendar
 - Weekly Theme Identification
 - Create Content for 4 Weeks (November 2021)
 - Daily Posting Ideas
 - Posting Schedule
 - Top Hashtags
 - Action Plan
- Content Creation / Posting
 - Create Content across all agreed upon Platforms
 - Create and Post across all Platforms for 4 weeks during terms of contract (October 2021)
 - Develop template and content guidelines across all platforms
- Collaborate with Graphic Designer (to be identified by NCSILC) to ensure consistency of brand

B. SPECIAL EXPERTISE

Candidates are invited to describe any special expertise they have related to the above areas. Please include any experience you may have working with a Non-Profit, Not for Profit, Governor's Appointed Board or experience working with disability advocacy organizations.

II. INSTRUCTIONS TO PROSPECTIVE CANDIDATES

A. ENTITIES COVERED BY THIS RFP

The selection of a Social Media Developer will be made by the NCSILC Executive Committee and the subsequent working relationship will be with the NCSILC Executive Committee.

B. PROPOSAL SUBMISSION AND DEADLINE

A proposal not to exceed five pages and to include examples / samples of work are to be submitted no later than 5:00 PM (EST) on Friday, October 15, 2021.

C. PROPOSALS MUST BE SUBMITTED BY EMAIL TO:

- i. Ashley Large, Chairperson at: ashley@adanc.org
and
- ii. Karla Gray, Treasurer at: graykd@hotmail.com

D. PROPOSAL PREPARATION COSTS

NCSILC is not liable for any cost incurred by the candidate in preparing or submitting the proposal.

E. ADDENDUM TO THE REQUEST FOR PROPOSAL

In the event it becomes necessary to revise any part of this document, an addendum will be provided to all candidates who have indicated an intention to respond.

F. TERM OF AGREEMENT

The Agreement will run for a period beginning November 18, 2021 and ending February 28, 2022.

G. REPORTING RELATIONSHIP

As noted above, the selected candidate will be contract by and will report to the NCSILC Executive Committee.

H. EXCEPTION TO TERMS AND CONDITIONS

If it is not possible to meet one or more of the terms or conditions in this document, the candidate must indicate this in writing for each of the specifications they are not able to meet. Each exception must indicate the reason why the specific terms or conditions cannot be met. NCSILC, in its own interest, reserves the right to waive or decline to waive any term or condition articulated in this document.

I. PROPOSAL RESPONSE REQUIREMENTS AND FORMAT

All candidates must respond with a proposal describing the scope of services, clearly identifying the information requested in this document. Candidates must provide a detailed written response addressing each item in this document in the order in which it appears.

Where asked to supply information include that information in the body of your response unless an attachment is specifically requested. When referencing attached documents, those documents must be clearly identified by title and page number in the text of the response. Each attached document must be labeled with the document section number and the heading that refers to the document.

J. REQUIRED INFORMATION FROM SUBMITTING CANDIDATES

- **STAFF AND EXPERTISE**

Each proposal must include clearly identified staff who would be assigned to accomplish the scope of work and should include:

- Name
- Educational or Work Experience Related to the scope of work
- Examples of work

- **PROFESSIONAL PRICE ARRANGEMENTS**

Each proposal must include:

- an explanation of the billing process, and
- an estimate of what services to complete the scope of work would cost.

- **CONFLICT OF INTEREST**

Identify the nature of any potential conflict of interest candidate might have in providing services to the NCSILC.

- **AVAILABILITY AND ACCESS**

Describe the availability and access that the NCSILC Executive Committee will have to the Social Media Developer.

In the event the Social Media Developer will not be available for an extended period of time during the contract (more than 3 days not to include traditional weekends), the Social Media Developer must provide the name and contact information of their designee to the NCSILC Executive Committee a minimum of five (5) days prior to their absence.

Please note that NCSILC may require prompt attention and require quick response via telephone or email. It is our expectation that your response time to telephone calls and emails is minimal.

K. CONFIDENTIALITY

This document contains proprietary and confidential information of the NC SILC. Each recipient of this document is expected to use the information furnished herein solely for the purpose of submitting a proposal and shall not distribute this document or disclose the information contained herein to third parties. Likewise, the NC SILC will consider any proposal submitted to be confidential and not to be disclosed outside the organization.

L. EVALUATION AND SELECTION

Evaluation of each proposal will be based on the NC SILC's assessment of the candidate's ability to provide the Social Media Development services as specified in this document.

- A final selection will be made by the NC SILC no later than October 22, 2021, with the selected commencing service delivery no later than November 8, 2021.
- NC SILC reserves the right to reject any and all proposals, wholly or in part, waive any irregularities in the proposal process, and make selections which, in the opinion of NC SILC are in its best interest. Also, NC SILC does not herein limit the methods or factors to be used for evaluation.
- All proposals must be valid for at least 3 months after the proposal due date. The selected candidate's proposal may become part of the final agreement.
- NC SILC reserves the right to enter into private negotiations with the selected candidate even if

those negotiations may result in changes to the candidate's proposal.

M. SUBMISSION DEADLINE

We look forward to your submitted proposal no later than 5 p.m. (EST) on Friday, October 15, 2021.

Contact Information: Any questions regarding this RFP should be directed to: Karla Gray at 704-798-6220 or Graykd@hotmail.com