

Social Media Engagement on World Population Day

Scope of Work

Background

Population Foundation of India (PFI) is a national civil society organisation, founded in 1970 by Bharat Ratna JRD Tata. PFI promotes and advocates effective formulation and implementation of gender sensitive population, health and development strategies and policies.

PFI addresses population issues within the larger discourse of empowering women and men, so that they are able to take informed decisions related to their fertility, health and well-being. We work with the government, both at the national and state levels, and with other civil society organisations. Our areas of work include the following:

- Family planning
- Adolescent health, particularly sexual and reproductive health
- Community monitoring of public health services
- Women's rights, and especially ending violence against women

Population Foundation of India through its HIWAY project seeks to bring about large-scale change for adolescents in India by building a case for accelerated investments in their development and well-being with the overarching aim to better inform the current landscape of adolescent programming in the country, so as to harness the demographic dividend of India.

Towards this, on the occasion of World Population Day, we plan to amplify the need to safeguard adolescent's rights and access to information and services especially in the context COVID – 19. We have planned to set up a virtual photo booth and organize a tweet storm with key messages on adolescent well-being and development. The key messages will be around prioritizing access to services and information on vaccination, mental health, sexual reproductive health and rights, access to technology and digital divide, education, economic empowerment and gender based violence.

For this, we would require the support of a technical agency. Below are the objectives, deliverables and timelines.

Objective of social media outreach:

- Initiate and implement social media engagement to ensure efficient and impactful community engagement that informs and influences online audiences about adolescent's rights and access to information and services especially in the context COVID – 19 and to show support and take action and also builds quality conversations on the occasion of World Population Day.
- We would like to reach 100,000 users between 16-25 years of age.

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Deliverables and Timelines

Work Segment	Deliverables	Timelines
Content & Design	<ul style="list-style-type: none"> The agency should create 5 strong messages/tweets that can be shared by various networks on World Population Day The agency should create an effective design with a short tagline for a Facebook/Instagram Frame which should be shareable on FB, Insatgram and WhatsApp The agency should build for 5-6 design pieces in their budget to promote the frame, call users to participate in the campaign and close the campaign, etc. 	<ul style="list-style-type: none"> Messages to be finalised within four days of agreement Frame to be finalised by 9th July 2021 Creatives to be finalised by 9th July
Plan & Implementation	<ul style="list-style-type: none"> The agency should share a promotion plan for the photobooth/frame The agency should focus on organic as well as paid reach, promotion and engagement The agency should be responsible for the implementation and monitoring of the activities on social media The agency should upload and activate the frame The agency should share an influencer engagement plan too 	<ul style="list-style-type: none"> Agency to share promotion plan by within 2 days of agreement Frame should be live on Facebook and Instagram by 11th July 2021
Monitoring and reporting	<ul style="list-style-type: none"> Performance report required after the completion of tasks 	<ul style="list-style-type: none"> Agency to share report by 15th July to close contract and complete payment

Minimum eligibility criteria for potential applicants:

- A minimum of 5 years of experience
- In-house content creation capability
- Preference will be given to agencies who have previous experience of working on social sector project.

Requirement to Apply:

Detailed technical and financial proposal, along with company profile and team bio-data, should be submitted by EOD - June 27, 2021 to sshankar@populationfoundation.in .

In case you have any query before submitting the proposal, you may write to nikita.serrao@populationfounda.in with CC to rthakur@populationfoundation.in before the last date.

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