



**INFORMAL QUOTE REQUEST
for
SOCIAL MEDIA SERVICES**

Date Issued: January 12, 2023

Point of Contact: Esther Velazquez, Contract & Procurement Specialist
400 Mann Street, Suite 800
Corpus Christi, TX 78401
361.885.3013
esther.velazquez@workforcesolutionscb.org

Please Respond By: January 31, 2023

**You are invited to provide a quote for social media services described in
Attachment A Scope of Work**

General Information:

1. This is an Informal Quote Request (IQR), therefore, Workforce Solutions Coastal Bend (WFSCB) reserves the right to extend the respond by date until an adequate number of valid quotes are received.
2. Respondents may submit any questions and/or inquiries via email to the point of contact listed above.
3. Response to this IQR should be completed and returned to the Point of Contact at the email address indicated above. All Attachments listed below must be included in the response:
 - Attachment A: Scope of Work for Social Media Services
 - Attachment B: Quote/Pricing Schedule (*signed & dated*)
 - Attachment C: Copy/Writing
 - Attachment D: Graphic Designs
 - Attachment E: Audience & Awareness
 - Attachment F: References
4. If awarded, the Contractor will be required to maintain insurance coverage for the period of the contract. Contractor must obtain insurance adequate to cover contractor's employees and against personal and bodily injury and property damage. The following minimum insurance coverage and limitations will be required:
 - General liability insurance for personal injury and bodily injury and property damage to a third party. The required minimum coverage shall be \$500,000 per occurrence or \$1,000,000 aggregate.
 - Automobile liability insurance in the broad form (applicable if the Contractor uses an automobile whether owned, leased, or non-owned) in conducting its performance under this

Contract is required. Such automobile insurance must provide \$100,000 liability per occurrence, \$300,000 aggregate liability and \$100,000 property damage. A reasonable deductible is allowable. Contractor shall maintain up-to-date, on file evidence that employees who drive their own automobile in the normal scope of work performed under this Contract possess a valid Texas Drivers License and proof of current liability insurance.

- Errors and Omissions professional liability insurance coverage in the amount of \$1,000,000.
- Workers Compensation insurance shall be required for all the contractor's employees that will be working under this contract. However, if the contractor does not have the insurance coverage, but meets the definition of "Independent Contractor" as defined by the State of Texas, the contractor must sign a waiver agreeing to this independent relationship. The waiver form can be obtained upon request.
- Contractor must provide a Certificate of Liability Insurance containing all of the above coverages with WFSCB as a certificate holder.

Quote/Pricing:

5. Services will be performed both during normal working hours 8:00 AM to 5:00 PM, Monday through Friday and also, during special events, when required, which may occur on weekends and after 5:00 pm.
6. Quote should include an hourly rate in the three (3) categories, including the cost of a research/discovery period of approximately forty (40) hours.
7. Quote is to be submitted on the pricing form (Attachment B).
8. The lowest quote meeting all requirements will be selected.

Invoicing:

9. Payment for services will be reimbursed by submitting an invoice with proper documentation by the tenth (10th) of each month for costs incurred during the previous month. The invoice will be submitted to WFSCB's Fiscal Department at fiscal@workforcesolutionscb.org for payment. Invoice will be paid within three (3) weeks of receipt of complete and accurate information.
10. Reimbursement for mileage may be included on the invoice. The approved reimbursement rate per mile is 0.625 cents. WFSCB follows the State Coordination of Travel rule and the GSA's federal Domestic Maximum Per Diem Rates. Travel reimbursements will not exceed the current State travel rates.

Periodic Request for Quote:

11. Federal and state purchasing policies require that periodic requests for a quote be conducted. WFSCB will issue a new IQR for social media services at least every twelve (12) months.

ATTACHMENT A
SCOPE OF WORK FOR SOCIAL MEDIA SERVICES

1. General Requirements

Services will be performed both during normal working hours 8:00 AM to 5:00 PM, Monday through Friday and also, during special events, when required, which may occur on weekends or after 5:00 pm.

All standards should be within the Texas DIR standard, NIST, TWC WD Letters, and included but not limited to Texas government Code 2054.077.

2. Scope of Work

- A. Maintain five (5) social media platforms (Facebook, LinkedIn, Twitter, Instagram & CEO's LinkedIn account).
- B. Post via Hootsuite, up to three (3) per day.
- C. Produce creative and innovative Graphic Designs in Adobe Creative Suite, Canva or another Professional Design Software.
- D. Reformat videos and images for posting.
- E. Respond to comments, messages, and follow partner pages to keep up with sharing and other relevant social media engagement.
- F. Generate reports and analytics on a monthly, quarterly, annual and on-demand basis.
- G. Create a social media calendar.
- H. Attend (in-person) up to fifteen (15) scheduled live events per year (some occurring on weekends and after hours) providing multiple services including but not limited to:

- Kick-off post with video announcement;
- Opening Ceremony Facebook Live;
- Posts highlighting participants and stakeholders; and
- Posts to wrap-up the event, thanking attendees.

2023 Scheduled Live Events:

- 1. San Patricio County Hiring Event, February 9am-3pm
- 2. Summer Youth Job Fair, May 4pm-7pm
- 3. Summer Earn & Learn Signing Day, May 10am-2pm
- 4. Educator Externship, June-July: *this is a 2-week event at which the orientation days and wrap-up days need to be highlighted (4 days)*
- 5. Small Business Summit, October 9am-2pm
- 6. YOU Choose Career Expo, September 8am-2pm
- 7. YOU Inspire Symposium, October 10am to 2pm
- 8. Hiring Red, White, and YOU!, November 8am-2pm

9. Other high profile job fairs, Upskill Expos and community events that may come up throughout the year.
-
- I. Attend (in-person) up to ten (10) unscheduled live events per year (some occurring on weekends and after hours) providing multiple services including but not limited to:
 - Kick-off post with video announcement;
 - Opening Ceremony Facebook Live;
 - Posts highlighting participants and stakeholders; and
 - Posts to wrap-up the event, thanking attendees.

Example of 2022 Unscheduled Live Events:

1. San Patricio County Hiring Event, February
2. Fundraisers
3. Community Events in which we are participating

**ATTACHMENT B
QUOTE/PRICING SCHEDULE**

1. Please quote your best price for each item.
2. In submitting this quote, Respondent certifies that the prices in this quote have been arrived at independently, without consultation, communication, or agreement with any other vendor or competitor, for the purpose of restricting competition with regard to prices.

DESCRIPTION	HOURLY RATE
Research/Discovery Period (approximately 40 hours)	
Daily Posting, Maintenance, Engagement & Reporting	
Attendance at Live Events	

COMPANY:
NAME OF PERSON AUTHORIZED TO SIGN:
TITLE OF PERSON SIGNING:
ADDRESS:
CITY, STATE, ZIP:
TELEPHONE:
EMAIL:

Signature

Date

WFSCB RESERVES THE RIGHT TO REJECT OR CANCEL ANY OR ALL QUOTES. TO WAIVE ANY INFORMALITIES OR IRREGULARITIES IN THE QUOTES RECEIVED AND TO CANCEL OR POSTPONE THIS REQUEST UNTIL A LATER DATE.

ATTACHMENT C
COPY/WRITING

Please provide five (5) to ten (10) examples of copy/writing you have completed within the last three (3) years.

ATTACHMENT D
GRAPHIC DESIGNS

Please insert/attach eight (8) to ten (10) examples of graphic design work you have performed within the last three (3) years.

ATTACHMENT E
AUDIENCE & AWARENESS

Please describe your strategy for increasing awareness and building WFSCB's audience. Please include any social media analytics which demonstrate increases in page activity due to your efforts.

ATTACHMENT F REFERENCES

Please provide three (3) references for whom social media services were provided within the last five (5) years. WFSCB will be contacting these references.

Reference 1

Organization Name:

Organization Address:

Contact Name:

Contact Title:

Contact Telephone Number:

Contact Email Address:

Description of Services Performed:

Date Services Performed:

Reference 2

Organization Name:

Organization Address:

Contact Name:

Contact Title:

Contact Telephone Number:

Contact Email Address:

Description of Services Performed:

Date Services Performed:

Reference 3

Organization Name:

Organization Address:

Contact Name:

Contact Title:

Contact Telephone Number:

Contact Email Address:

Description of Services Performed:

Date Services Performed: