



## **Tender for Local Social Media Agencies**

(supporting PES communications on social Media in different EU countries in their respective languages)

28 April 2017, Brussels

### **INTRO:**

The Party of European Socialists (PES) brings together the Socialist, Social Democratic and Labour Parties of the European Union (EU). There are 33 full member parties from the 28 EU member States and Norway. In addition, there are 13 associate and 12 observer parties. PES aims include the strengthening of the socialist and social democratic movement in the Union and throughout Europe; contributing to forming a European awareness and to expressing the political will of the citizens of the Union;

Defining common policies for the European Union and to influence the decisions of the European institutions; leading the European election campaign with a common strategy and visibility and a common candidate to the European Commission Presidency, elected through an open, transparent and democratic competitive process. (Read more at [www.pes.eu](http://www.pes.eu))

The PES is lately expanding its cooperation in communications with all its member parties, in order to improve its presence in social media on European level. Additional languages for the PES main website are being developed, and the PES would like to have a multilanguage presence on social media as well.

**The PES is looking for a partners to further develop its multi-language communications on Facebook, Twitter and other social media channels.**

### **WHAT KIND OF PARTNERS WE ARE LOOKING FOR?**

**The way we are planning to achieve multi-language communications is by finding partners in the countries from the European Union that can translate our current social Media activities in their respective languages, develop content in the local language, propose activities and posts for the specific countries and support the activities of the PES and its member parties in the respective country.**

We are looking for partners in all EU countries except where English is an official language.



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**Party of European Socialists**

10-12 Rue Guimard

B-1040 Brussels

Belgium

The partners we are looking for should be local Social Media agencies experienced in providing services to political parties, local authorities, NGO's or other non-commercial clients. The agencies should be able to communicate with the PES in English and provide an English-speaking account manager.

The agencies should be able to provide communication support for PES social media in its language and taking into account the specifics of the country it is working in, suggesting an appropriate tone of voice, design and visuals for posts, tweets, press releases etc.

The Agencies should use the existing PES communication channels – e.g. PES [Facebook](#), [Twitter](#), [YouTube channel](#) and [Youth Plan Web site](#).

The aim of the campaign is to expand PES presence in the respective country, build the brand of the PES and promote our policies and our member parties to the local users.

The secondary goal is to strengthen the public perception of social democratic values, the ties between the PES and its member parties in the respective countries and to promote social democratic ideas.

**The direct result of the campaign should be** to increase the number of followers on Facebook and Twitter in each country, to increase the number of likes and shares of our content from local users, and to achieve better recognition of the PES name and values and better information about the PES cooperation with the local member party.

## CONDITIONS OF APPLYING

**Each agency interested in this cooperation proposal can apply to work in one specific EU country where the agency's headquarters are situated, or may apply for several countries if the agency has international headquarters in the European Union and local offices in several countries.**

## TARGET GROUP

**Primary Target Groups** – citizens of the respective countries, male and female, 18-50, pro-European, who are supportive of the idea of the European Union. Mostly left, progressive, greens, as well as centre-right who are in favour of the EU project, personal freedoms, environmentalists, LGBTI and gender rights supporters.

People who are against nationalism and the far right, who are closer to common social issues such as education, employment, family rights, child care, and equal rights. NGO's, student and youth organisations, trade union activists, child rights organisations etc.

**Secondary Target Group:** People from government and institutions, trade unions, civil servants, embassies and diplomatic missions in the respective countries.



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## CAMPAIGN OUTLINE

### 1. RETRANSLATION

PES international communication should be the foundation of the campaign developed by the agency. Official PES communication channels such as Facebook, Twitter, YouTube, Flickr and Instagram should be followed and adapted or reshaped in the local language for the local audience.

### 2. OWN CONTENT

The agency should provide suggestions for content based on the current political agenda of the PES or its local member party, that are in line with the main goal of the campaign and are appropriate for the social media environment in the respective country.

**Both retranslation and own content should be suggested by the agency and approved by the PES prior to publishing.**

Apart from retranslating and creating content, the partner agency should develop and present its own digital strategy and communications plan for the PES in the respective country for the next 8 months. The plan should include topics and messages that can be communicated for the target group specified in the brief.

### **Deliverables for application:**

The agency should deliver via e-mail the following:

1. Written evaluation of how the PES and the local member party are currently presented in the social media environment of the specific country.
2. Written plan of own content for social media activities of the PES in the respective country for the upcoming 6 months based on country's specific dates, events etc.
3. Written suggestions on the way of working with the agency - person for contacts (account manager), way of approving elements of the campaigns etc.
4. Estimation of the average time the agency can react on translating and adapting a standard social media post if all needed elements are provided and the text is in English – for example, (1) a graphical Facebook post (meme) and (2) a one-minute video for subtitling.

### **CREDENTIALS AND PRESENTATION TO BE PROVIDED FOR THE TENDER:**

1. Agency credentials and list of clients – by e-mail - mandatory
2. Selected creative portfolio examples of agency's work on NGO's, Political Parties, Non-profit organisations, social campaigns etc. – by email - mandatory
3. Agency reel of best agency works on commercial clients (max 2 examples if any)- non mandatory - by email.

### **PRICE OFFERS TO BE PROVIDED FOR THE TENDER**

1. Price offer for (monthly fee) for implementing the elements of the brief.
2. Price list for possible additional costs such as:
  - translator/copywriter per project (e.g – FB post)
  - designer/ art director fee per project (e.g – FB post)
  - price for making/obtaining photos for SM posts (per piece)
  - price for creating up to 3 minute video for Social media (tv coverage style)
  - price for up to 2 minutes flash animated videos



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The agencies should **not** send offers for media buying – Budgets for SM advertising and sponsored content are not part of this tender.

**Criteria:**

The main criteria of choosing the social media agency in this tender will be the power of their creative ideas and the potential of a good impact from the campaign. The second important criteria is the proposed budget and the third is the timing, mentioned in **DELIVERABLES** section.

**Courtesy table of evaluation marks**

| Criteria        | Not good | Average | Good | Very Good | Excellent |
|-----------------|----------|---------|------|-----------|-----------|
| <b>Creative</b> | 0        | 5       | 10   | 15        | 25        |
| <b>Timing</b>   | 0        | 0       | 5    | 10        | 15        |
| <b>Budget</b>   | 0        | 0       | 0    | 5         | 10        |

**IMPORTANT NOTE:** This tender will have more than one winner, as applicants for each country will be evaluated separately. For example, applications for Germany will be evaluated separately from applications for Italy or Spain. An unlimited number of applicants might apply for social media agency in one country. International agencies that will participate in the tender will be evaluated also country by country and not as a package.

**DEADLINES:**

Conformation from participants – by 15 May 2017

Debriefs – 20 May 2017

Sending portfolio and offers – 25 May 2017

Evaluation and publication of results – 25-30 May 2017

**Created by:** Milen Marchev,  
**PES communications director**

If you are interested in the tender for “Local social media agencies” send a letter of intention to participate for the attention of Yonnet Polet, PES Deputy Secretary General by 17:00 on 5 May 2017. The e-mails should be sent to: [milen.marchev@pes.eu](mailto:milen.marchev@pes.eu) with [finances@pes.eu](mailto:finances@pes.eu) in cc with the subject: international social media partner tender

Questions, requestes for debrief, presentations, offers, and other communications on the tender should be sent later on to [milen.marchev@pes.eu](mailto:milen.marchev@pes.eu), [gisela.olivera@pes.eu](mailto:gisela.olivera@pes.eu)

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