OSCE Organization for Security and
Co-operation in Europe
Project Co-ordinator in Ukraine

Date: 14 September 2018

Clarification Note # 1

Request for Quotation (RFQ) No. PR 512002 - Two-way online communication campaign for the Reforms Delivery Office of the Cabinet of Ministers of Ukraine (RDO)

In accordance with issued **RFQ No. PR 512002 - Two-way online communication campaign for the Reforms Delivery Office of the Cabinet of Ministers of Ukraine (RDO)**, the OSCE would like to provide the following clarifications to the RFQ Documents.

Question 1: Could you please specify just a few points: we are creative digital ad agency with solid experience in digital media, but usually we do not recommend and use SEO.
How important is SEO in your case?
Are you looking for an experienced SEO team or we could offer some alternative tools?

Answer 1: If we talk about SEO, we definitely look for an experienced SEO team. If you can provide two options – SEO and alternative option, which you mention, please provide both.

Question 2: For which period the draft strategy is needed (for 2,5 months or more)? Is there a common communication strategy?

Answer 2: So far the strategy should be elaborated for the period of services provision – for 2,5 months. There is such a strategy but it will be discussed on a later stage, after signing of the contract and before provision of the services. So far you can use and analyse the Facebook pages and the website to understand better how communication can be built.

Question 3: The strategy should be developed for two pages separately? As well as examples of content?

Answer 3: Yes, strategies and content should be created separately for two pages. Those strategies can be similar, or strategy of one page can be adapted to other page however you see it. But you'll have to submit 2 draft strategies and two examples of content.

Question 4: Can the draft strategy be prepared in Ukrainian? Should it include the analysis of key competitors?

Answer 4: Yes, it can be in Ukrainian. Yes, analysis of key competitors should be done.

Question 5: How you see the main aim of the two pages and its target audience?

Answer 5: The main aim of the pages is raising awareness about ongoing reforms in Ukraine and stimulate engagement of the publics in the discussions – provoking publics to be engaged in the dialogue on reforms. As it is stated in the ToR, the task is not only to advertise the reforms and their essence but more – to establish two-way communication with people.

Question 6: What kind of activations and joint projects do you want to see? Maybe you have some references? Can we plan some giveaway activities? Can we involve some opinions leaders or experts? Do you have a pool of loyal experts and speakers?

Answer 6: These can be: questionnaires, thematic posts on reforms – series of materials, posts before and after some events (participants, agenda, announcement of speakers, photo albums), creation of events. Giveaway activities are not planned. Opinion leader and experts can be involved, which can be discussed on a later stage during provision of the services.

Question 7: Can the pages interact with the pages of other reforms and share their content?

Answer 7: Yes

Question 8: Should the budget include scope of work for 2,5 months?

Answer 8: Yes

Question 9: Please advise, what is the main KPI for the pages: likes, engagement, web-site conversion rate?

Answer 9: The most important indicators for us are engagement, web-site conversion rate. The main requirements are indicated in the ToR. Concrete figures for the rates will be discussed and agreed upon prior to the beginning of collaboration.

Question 10: Can you share with us several occasions/topics to prepare content examples?

Answer 10: Information can be taken from the open sources in the Internet, from the Facebook pages indicated in the ToR and should be relevant to these topics: Reforms in Ukraine, Public Administration Reform, Innovations Development, Decentralization, Health care reform, Education reform, Land Reform, Pension Reform.

Question 11: Do we understand it correctly that you will provide us with all the information for posting? Or will we need to foresee monitoring and creation of general content for the pages?

Answer 11: There will be both, you will have to look for information and materials by yourself as well as some materials will be provided by the Reforms Delivery Office (RDO). However, as it is stated in the ToR, all content must be approved by contact point from the RDO before posting.

Question 12: Please also advise us, will you share with us information about interviews, news in weekdays/working hours or will we need to foresee overtimes (work on weekends, 24/7)?

Answer 12: In weekdays, within working hours.

Question 13: Among the materials to be submitted with the offer you mention special projects. Please clarify what do you mean by special projects?

Answer 13: These can be: questionnaires, thematic posts on reforms – series of materials, posts before and after some events (participants, agenda, announcement of speakers, photo albums), creation of events.

Question 14: Do we understand it correctly that upon the request SMM-Manager will have to act as a Copywriter within the project?

Answer 14: Yes, copywriting is one of the tasks of SMM-Manager. A person, who can do both – create content and provide SMM-support to the pages, is needed here.

Question 15: Please let us know whether we have to foresee moderation of communities (work with comments)?

Answer 15: Yes, that is obligatory and must be foreseen, because work with comments and stimulation of dialogue among subscribers is important element of this SMM-campaign.

Please, note that due to the Clarification No. 1 issued in accordance with the opened Requests for Quotation (RFQ) No. PR 512002 – Two-way online communication campaign for the Reforms Delivery Office of the Cabinet of Ministers of Ukraine (RDO), the deadline for receipt of quotations is extended till **11:00 am Kyiv time, 21 September 2018.**

Sincerely,

Emina Sibic,
Chief of Fund Administration,
OSCE Project Coordinator in Ukraine