

Date: 24 October 2019

**Clarification Note # 1**

**Request for Quotation (RFQ) No. PR 561531 - Two-way online communication campaign for the Reforms Delivery Office of the Cabinet of Ministers of Ukraine (RDO)**

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In accordance with issued **RFQ No. PR 561531 - 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:** Whom do you perceive as your Target Audience?

**Answer 1:** We consider the general public, experts, opinion leaders in the areas of reforms as the target audience.

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**Question 2:** What are the criteria of media company effectiveness assessment and your KPIs for online communication with TA?

**Answer 2:** The criteria of the media company effectiveness are the reach of the KPIs as indicated in ToR and further below: for Facebook page: page's subscribers increase in at least 500 profiles per month, engagement rate at the level of not less than 10% a month, reach – not less than 100 000 people a month; for Twitter page: page's subscribers increase in at least 1000 profiles per month; as we do not have any baseline data for engagement and reach rates, we cannot set any specific KPIs for engagement and reach.

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**Question 3:** Have you ever boosted posts on the mentioned FB page? If the answer is "yes", could you share the results or report about it, please?

**Answer 3:** Yes. The report can be shared with the successful bidder upon request.

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**Question 4:** Do you have an account on Facebook Ads Manager? Or should we create this account in the future?

**Answer 4:** You should create it.

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**Question 5:** Do we count the cost for photo production only for media activation or for all posts?

**Answer 5:** 4 photo shootings are expected to be provided during the period of campaign. They will mostly include event photos and photos of separate persons during interviews.

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**Question 6:** How many times video shooting should be provided during the project? What type of video shoot is required (event report, vlogs etc.)?

**Answer 6:** 4 video shootings are expected to be provided during the period of campaign. They will mostly include event reports and interviews with experts.

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**Question 7:** Is any Twitter targeted advertisement planned?

**Answer 7:** No, they are not planned.

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**Question 8:** Do you have any suggestions / considerations about the number of posts per month in Twitter? Will Twitter be in English or Ukrainian?

**Answer 8:** We need at least 20 posts per month. You as an expert in the social media area can consider higher number of posts per month to reach the KPIs. It will be in Ukrainian.

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**Question 9:** Are there any preferable topics or reforms that are to be communicated in social media channels during this project?

**Answer 9:** You can look through the current page content and see the communicated reforms, they will be the same.

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**Question 10:** What are the budget limitations for the media placement?

**Answer 10:** You shall consider in your offer the optimal budget for Facebook targeted advertisements in order to reach the KPIs.

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**Question 11:** Should we prepare the audit of competitors FB & Twitter pages as a part of the tender proposal? If the answer is "yes", who do you perceive as your competitors?

**Answer 11:** Yes, it is stated in the pp. 1.1.1 and 1.1.2 of the ToR. Please propose at least two competing pages on the topic and analyse their activities.

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**Question 12:** Do you need SEO for Ukrainian version of the website or for Ukrainian, Russian & English?

**Answer 12:** Ukrainian and English.

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**Question 13:** Do you have the brand book or corporate colours that we may use? If yes, could you send us them, please?

**Answer 13:** It will be provided to the successful company to be contracted, but you can use information available on the Facebook page.

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**Question 14:** What is the purpose of SEO? Do you have any KPIs here? If you aim to increase the number of website visitors, we recommend to provide paid advertisement in Google Ads (text ads)

**Answer 14:** The purposes of SEO are stated in the ToR: "Appearance of the [www.rdo.in.ua](http://www.rdo.in.ua) in the top 3 ranking in Google search; Reaching search traffic share by more than 40%; 10% growth of new visitors from search engines monthly". We do not foresee any budget for Google Ads.

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**Question 15:** Do you have any suggestions about the number of posts per month in Facebook? It's mentioned that 20 posts should be promoted. Is that the total number of publications in Facebook? It's also mentioned that content strategy should include 7 posts per week (1 per day). So what is the total number of posts per month?

**Answer 15:** Having 20 promoted posts is the minimum requirement. You as an expert in the social media area can consider higher number of posts per month to reach the KPIs. We ask for 7 posts in the content strategy to be able to evaluate your offer in terms of content, visuals, copywriting skills.

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**Question 16:** Which is the <https://rdo.in.ua> website platform?

**Answer 16:** The platform, on which the website <https://rdo.in.ua/> was developed, is CMS Drupal, the programming language is php.

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Please, note that due to the Clarification No. 1 issued in accordance with the opened Requests for Quotation (RFQ) No. PR 561531 – 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, 31 October 2019.**

Sincerely,

Alena Gudym,  
Alt. Chief of Fund Administration,  
OSCE Project Coordinator in Ukraine

