FBMA Marketing and Social Media Scope of work- RFP

Social media services (1st January 2025 – 31 December 2025)
- Community Management
- Reporting – weekly and monthly
- Strategies
- **Account Manager:**
  - Strategies to increase followers all over social media platforms with engagement
  - To fit our needs (culturally and within our governmental policies)
  - Awareness about protocols
  - Content awareness for and around social media platforms and its catered audiences
  - Awareness of FBMA brand guidelines
  - Creative content calendar
  - Replying to audience by maximum 24hr's
  - Set an auto reply – approved content from client
- **Copyright:**
  - Writing captions in Arabic and English for all social media creatives and community outreach (unlimited based on client request)
  - Quotes for higher management – employees – athletes
  - Media buying services

Creative post & Graphics (Up to 5 coverage per month)
- Creating post for the social media calendar:
  - 2D creative
  - 3D creative
  - Animation creatives
  - Reels and Short animated videos including cover graphics, audio should be given and be provided and selected carefully
  - Creating creatives based on shooting and campaigns throughout the retainer
- Videography
  - YouTube shorts (2D creative and 3D creative)

- Photography
- Live coverage
- Creative content

Media & PR – if requested

- Press release - Arabic
- Press release - English
- Press Releases:
  - 14 press releases around the year (1 - 2 per month)
- Speeches and Interview answers and replies

General Comments:

- Consistency in (photography, videography, captions, hashtags)
- Story board and concept for each induvial video
- Clear strategy for posting
- Creativity in shooting videos
- New ideas for each campaign
- Tagging partners and related accounts
- Engagement with audience continuously on all platforms
- Follow the algorithm of each platform in regard to posting, caption writing and hashtag
- Activate all the social media platforms (YouTube, Instagram, Facebook, Twitter, Tik Tok, LinkedIn and Snap Chat) and uploading after each event recap