

**Request for Proposal for Yukon Chamber of Mines
Social Media Management Services**



Social Media Management Services for The Yukon Chamber of Mines

Introduction:

The Yukon Chamber of Mines (YCM) is seeking proposals for a one-year social media management service to enhance its online presence and promote the organization's mission, services, events, and members to a wider audience. The selected vendor will be responsible for creating, managing, and executing a comprehensive social media strategy for the Yukon Chamber of Mines.

Background:

The Yukon Chamber of Mines is a non-profit organization that serves as a voice for exploration and mining, service and supply businesses in the Yukon, providing support and resources to its members. The organization has a website, but currently lacks a strong social media presence. The goal of this project is to increase engagement and visibility for the Yukon Chamber of Mines and its members through social media channels.

Scope of Work:

The vendor will be responsible for the following:

- Developing a social media strategy that aligns with the Yukon Chamber of Mines goals and objectives.
- Creating and managing social media accounts on major platforms such as Facebook, and Instagram.
- Designing and creating high-quality content, including graphics, videos, and blog posts that align with the Yukon Chamber of Mines brand and message.
- Posting regularly on social media platforms and responding/monitoring comments and messages.
- Developing and implementing social media advertising campaigns to increase visibility and engagement, including radio.
- Providing monthly reports on social media performance, including analytics on engagement, reach, and growth to the Executive Director and YCM Communications Committee.

Requirements:

The vendor must meet the following requirements:

- Have experience in social media management and marketing for non-profit organizations, particularly Chambers of Commerce or business associations.
- Demonstrate a clear understanding of the Yukon Chamber of Mines mission, services, and goals.
- Have a portfolio of past social media management work that showcases creativity, engagement, and results.
- Have excellent communication skills and the ability to work collaboratively with the Chamber of Mines team.

Proposal Submission:

Interested vendors should submit a proposal that includes the following:

- A summary of the vendor's experience and qualifications.
- A detailed description of the proposed social media strategy, including the platforms to be used, content creation plan, advertising plan, and metrics to measure success.
- A timeline for executing the project, including key milestones and deadlines.
- A budget for the project, including all costs associated with social media management and advertising.
- A list of references from past clients.

Selection Criteria:

The vendor will be selected based on the following criteria:

- Experience and qualifications
- Understanding of the Chamber of Mines mission and goals
- Social media strategy and content creation plan
- Timeline and budget
- References

Timeline:

RFP release: Friday March 31st, 2023

Proposal deadline: May 1st, 2023

Vendor selection: May 15th, 2023

Contact Information: admin@yukonminers.ca

Please submit proposals or any questions to:

Yukon Chamber of Mines

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Email: admin@yukonminers.ca