**Terms of Reference**

**Service provider to develop and implement social media strategy and campaigns**

**for ILO Viet Nam**

1. **Background & Rationale**

Social media and digital engagement plays an important role in ILO Viet Nam’s response to the global shifts in the fields of communications. The organization believes that effective use of social media and digital channels can well convey its key messages and knowledge products to the public.

In 2021, ILO Viet Nam’s priority areas for communications with the public include key changes in the 2019 Labour Code, International Labour Standards, child labour, social protection, social security, social health protection, informality and skills among others. There is a strong need for well-organized social media campaigns on these issues.

Therefore, ILO Viet Nam looks for a competent service provider in digital communications and marketing to develop a social media and digital communication channel strategy for the Country Office, shape and run targeted social media campaigns as well as managing ILO Viet Nam’s social media channels.

1. **Objectives**

This assignment has the following objectives:

1. Redirecting ILO Viet Nam’s social media and digital communication channels towards a more strategic way, taking into consideration of the social media landscape, the organization’s potentials and resources;
2. Delivering ILO Viet Nam’s messages and knowledge products to a large number of its targeted audiences;
3. Framing and influencing the social media discussions on some specific topics
4. **Scope of Works**

The service provider will:

1. Develop ILO Viet Nam’s social media strategy for the next 3 years
2. Shape and run the following social media campaigns:

* 2019 Labour Code, including some sub campaigns:
* Workers’ Representative Organizations
* Dispute resolution
* Gender discrimination
* Employment contract
* International Labour Standards, including some sub campaigns:
* Forced labour
* Collective bargaining
* Freedom of Association
* Child labour
* World Day against Child Labour
* International Year for the elimination of child labour
* Social protection and social security, including some sub campaigns:

Social Insurance for All: building awareness on the benefits of social insurance as one of main pillars of social protection system

Gender integration in social protection system in Viet Nam (equality in participating in and benefiting from social protection, including pensions, pension gender gaps)

* Social health protection
* Informality
* Skills, including some sub campaigns:
* Transitional skills from school to work
* Career guidance

1. Manage social media accounts of ILO Viet Nam
2. **Specific tasks, expected results, timeline and deliverables**

Task 1: Develop a social media and digital communication channel strategy for ILO Viet Nam

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| **Activity** | **Expected results** | **Deliverables** | **Time frame** |
| Develop a concept note | ILO Viet Nam will know a detailed methodology of how the strategy will be developed | Concept note | March 2021 |
| Provide an analysis of current situation of ILO Viet Nam’s social media platforms and feasibility of expanding the presence to additional platform(s) | ILO Viet Nam will understand the strengths, weaknesses, opportunities and threats of its social media platforms. | Social media strategy |
| Develop a social media and digital communication strategy for ILO Viet Nam for the next 3-years targeting the public with different sub groups of audiences | The strategy should include channels/platforms, activities, targeted audiences and a realistic timeline and KPI. |

Task 2: Develop and implement social media campaigns for ILO Viet Nam

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| **Activity** | **Expected results** | **Deliverables** | **Time frame** |
| ***Campaign 1.1. Know your rights under 2019 Labour Code – Workers’ Representative Organization***This campaign aims to raise awareness of workers and employers on:  - workers’ rights to form and/or join a workers’ organization;  - unfair labour practices  *Target audiences: workers and employers, particularly in industrial hubs* | | | |
| Develop a campaign plan | The plan should include targeted audiences (which should be specific enough in terms of segments, including locality), key messages, expected materials, channels, budget and timeline | Campaign plan | May-July 2021 (when relevant decree is issued) |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -2 infographics  - 2 video-format posts  - graphics  - post contents | The campaign reaches 1.5 million people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Events (which can include competitions)  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant events are identified and implemented  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 1.2.*** ***Know your rights under 2019 Labour Code – Dispute resolution***  *Target audiences: workers and employers, particularly in industrial hubs* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | April 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - graphics  - post contents | The campaign reaches 1,000,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 1.3.*** ***Know your rights under 2019 Labour Code – Gender discrimination***  *Target audiences: workers, employers, public in general* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | March 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - graphics  - post contents | The campaign reaches 750,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |  |
| ***Campaign 1.4.*** ***Know your rights under 2019 Labour Code – Employment contracts***  *Target audiences: workers and employers* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | August 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - graphics  - post contents | The campaign reaches 500,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 2.1.*** ***Understanding International Labour Standards – Forced labour***  *Target audience: public* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | June-July 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - graphics  - post contents | The campaign reaches 375,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting | -Targeted posts/activities are boosted as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 2.4.*** ***Understanding International Labour Standards – Freedom of association***  *Target audience: workers and employers* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | December 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video format post  - graphics  - post contents | The campaign reaches 375,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting | -Targeted posts/activities are boosted as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 2.3.*** ***Understanding International Labour Standards – Collective bargaining*** | | | |
| Develop a campaign plan | The plan should include targeted audiences (which should be specific enough in terms of segments, including locality), key messages, expected materials, channels, budget and timeline | Campaign plan | September 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 2 video format posts  - graphics  - post contents | The campaign reaches 1,000,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Events (which can include competitions)  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant events are identified and implemented  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 3.1.*** ***Fighting child labour – World Day Against Child Labour***  *Target audiences: parents, employers, public* | | | |
| Develop a campaign plan | The plan should include targeted audiences (which should be specific enough in terms of segments, including locality), key messages, expected materials, channels, budget and timeline | Campaign plan | June 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video format post  - post contents | The campaign reaches 750,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Events  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant events are identified and implemented  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 3.2.*** ***Fighting child labour – International year for elimination of child labour***  *Target audiences: parents, employers, public* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | March 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | - 1 video format post  - graphics  - post contents | The campaign reaches 500,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting | -Targeted posts/activities are boosted as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 4.1.*** ***Gender integration in social protection system in Viet Nam***  The plan has 3 objectives:  - Informing international standards and experiences in promoting gender equality in the social security regulations  - Communicating on existing gender gaps in social insurance system in Viet Nam.  - Communicating on legal and policy changes needed to be reflected in revised Social Insurance Law in order to ensure its social security legislative framework promotes gender equality. | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | October 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | - 1 infographic/factsheet  - 1 graphic  - 1 video-format posts  - post contents | The campaign reaches 500,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant events are identified and implemented  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 4.2.*** ***Social insurance for all***  Echoing with the Government’s social insurance campaign, this social media campaign aims raise awareness on the benefits of social insurance as one of main pillars of social protection system.  The target audiences include employers, workers and young people (who should understand more about roles, importance and values that social insurance bring to individuals, their family member, employers and society) and those in the informal economy. | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline |  | May 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | - 1 infographic/factsheet  - 1 graphic  - 1 video-format post  - post contents | The campaign reaches 500,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Events  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant events are identified and implemented  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |  |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |  |
| ***Campaign 5.*** ***Social health protection***  The campaign aims to help people understand that there is no financial burdens for people to get access to the health care services they need.  *Target audience: young people aged 20-30* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | July-August 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - graphics  - post contents | The campaign reaches 750,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Event(s)  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Relevant event(s) is identified and implemented  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 6.*** ***Informal workers – who are they?***  *Target audience: public in general* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | November 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - 1 graphic  - post contents | The campaign reaches 500,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Engagement with online influencers | -Targeted posts/activities are boosted as per campaign plan  -Online influencers are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 7.1.*** ***Skills – Transition from school to work***  *Target audience: last year students, universities, colleges* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | June-September 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - graphics  - post contents | The campaign reaches 375,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |
| ***Campaign 7.2.*** ***Skills – Career guidance***  *Target audience: young people aged 14-19 and their parents* | | | |
| Develop a campaign plan | The plan should include targeted audiences, key messages, expected materials, channels, budget and timeline | Campaign plan | April-May 2021 |
| Create new contents and materials (ILO Viet Nam will already have some existing materials that can be used for social media) | -1 infographic  - 1 video-format post  - graphics  - post contents | The campaign reaches 375,000 people |
| Implement the agreed activities under the campaign, including:  -Boosting  -Engagement with online influencers  -Engagement with online communities | -Targeted posts/activities are boosted as per campaign plan  -Online influencers are identified and engaged as per campaign plan  -Relevant online communities are identified and engaged as per campaign plan |
| Submit a campaign report | The campaign report includes details of its performance against the agreed KPI specified in the campaign plan. | Campaign report |

Task 3: Manage social media accounts for ILO Viet Nam

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| **Activity** | **Expected results** | **Deliverables** | **Time frame** |
| Develop weekly post convos for ILO Viet Nam social media accounts, including text and visuals.  Convos should:  - include posts under campaigns and outside campaigns  -reflect key events and knowledge products of ILO Viet Nam and ILO global  -in both Vietnamese and English | About 70 posts in total OUTSIDE afore-mentioned campaigns, in which about one-third to half are link shares only. (Each post can be used on multiple social media platforms) | -Weekly convos  -Monthly performance report | March –December 2021 |
| Response to public inquiries sent through ILO Viet Nam social media accounts | Questions responded in 02 hours within office working hours | Quarterly report of public inquiries |
| Develop new social media channel(s) for ILO Viet Nam (if applicable) |  | New social media channel(s) | TBC |

1. **Focal point**

The service provider will work with and report to the National Communications Officer. They will work in close cooperation with the involved projects.

1. **Professional requirements**

* At least 5 years’ experience working in digital communications, social media campaigns in Viet Nam;
* Familiarity with, and a high level of up-to-date knowledge and understanding of social media and digital communication landscape in Viet Nam;
* Fluent in both Vietnamese and English
* Understanding of ILO Viet Nam’s target audiences and/or labour issues in Viet Nam will be an advantage.

1. **How to apply**

Eligible applicants should submit their applications by **24 February 2021 in English** to the following address [HAN\_PROCUREMENT@ilo.org](mailto:HAN_PROCUREMENT@ilo.org) with copies of the following attached:

1. **Company profile:** brief explanation about the firm with a particular emphasis on previous relevant experience;

2. **Financial proposal:** The financial proposal should provide cost estimates for services rendered with breakdowns, including costs for developing social media strategy, and an average cost to develop one social media post (including visual elements), and costs to manage ILO Viet Nam’s social media accounts;

3. **Samples:** sample briefs of at least 3 prior similar assignments previously carried out and reference details.