

Women and Child Development  
Department, Poojappura,  
Date- 18-04-2023  
E-mail.directorate.wcd@kerala.gov.in

**INVITING EXPRESSION OF INTEREST (RE-NOTIFICATION)**

Expression of interest was invited on the same subject as per the notification of even number dated 03/04/2023 but re-notification is issued due to insufficient applications.

Women and Child Development Department is looking for agencies to manage the online Social Media activities of the department. The key activities include management of all social media platforms like facebook, Youtube, Twitter, Helo, Instagram, Blog and creating content to disseminate the information effectively through the use of animations, GIFs, designs etc.

The contract will be for a period of one year. The expression of interest shall include the social media management done by the agency, potential areas for expansion of department presence on online media and a financial estimate.

**Terms and Conditions:-**

1. The agency must be empaneled by the PRD department as per the G.O (Ms) No.6/2020/I&PRD Dated 02/11/2020- (Category B Social Media Creatives).
2. The agency must have at least 2 years of experience in handling social media of any government departments.
3. The agency must have at least 5 years of working experience in the field of handling social media.
4. The agency should provide the service of personnel (1 No.) to this office. The designated staff should be present in the Directorate of Women and Child Development on all working days during office hours. The bids will be appraised on two levels based on the creatives submitted after which only the financial bid will be scrutinized. The final decision on whether to accept or cancel the expression of interest rests with the Director of Women and Child Development Department .

The Expression of Interest from eligible agencies should be sent to the following address- Director, Women and Child Development Department., Poojappura, Thiruvananthapuram on or before 10 days from the date of this notification. The date for the presentation will be intimated to the bidders at a latter day.

Description of services required from the social media agency are attached along with this notification

DirectoWomen and Child development

**Description of services required from the social media agency:**

- Create and manage social media pages/handles of the department.
- Creation of any non paid social media account for department with prior approval in platforms like facebook, Youtube, Twitter, Helo, Instagram, Blog or any such for the better promotion of the activities of the department.
- Identify target audience preferences and build content accordingly.
- Modify the existing department social media handles to increase the awareness among the targeted audience.
- Creation of digital content relevant to the current scenario.
- Monitor and analyze the social media outreach in order to be able to craft strategy proposals.
- Regular updation of the pages.
- Promote department events through social media
- content shared online must be copyright protected and unauthorized use must be monitored.
- New look to the social media pages every three months.
- All the services described above shall be put into practice within 1 month.
- The Agency should provide the service of personal (1No.) to this office. The designated staff should be present in Directorate of Women and Child Development office on all working days during Office hours.

Director  
Women and Child Development