TERMS OF REFERENCE
SOCIAL MEDIA CONTENT & DESIGN

BACKGROUND
The Partnership in Statistics for Development in the 21st Century (PARIS21) promotes the better use and production of statistics throughout the developing world. Since its establishment in 1999, PARIS21 has successfully developed a worldwide network of statisticians, policy makers, analysts, and development practitioners committed to evidence-based decision making. With the main objective to achieve national and international development goals and reduce poverty in low and middle income countries, PARIS21 facilitates statistical capacity development, advocates for the integration of reliable data in decision making, and co-ordinates donor support to statistics.

PARIS21 uses social media (chiefly Twitter and LinkedIn) to communicate with partners, stakeholders and fans around the world. Our social media channels are an important tool to share information about PARIS21’s work and that of our partners, and to engage our stakeholders in conversation about the major statistics & data issues of today.

We require a part-time consultant to manage our social media channels. The individual will be responsible for creating and deploying content on a daily basis, including creating graphics such as social media cards. In addition, the consultant will develop campaigns to grow our channels and create social packs to promote our events and publications together with PARIS21 partners.

OBJECTIVES OF THE ASSIGNMENT

1. Create original content based on PARIS21 events, publications, knowledge products, and current events that is targeted to our audiences (governments, international organisations, data and statistical communities) and deploy it via our social channels.
2. Create social media packs and run campaigns (social cards, key messages, graphics, short videos) to promote PARIS21 events and publications.

3. Create social media campaigns to grow our social media presence.

4. Provide regular reporting to PARIS21 on audience growth, social interactions with partners and on audience characteristics.

**Audience description**

1. Global data and statistical community incl. national statistical offices
2. Development agencies and partners
3. Governments
4. General public

**TIMELINE**

8 hours / week for six months

**DELIVERABLES**

- 4 twitter posts / day, each with graphics
- 2 acquisition social media campaigns with content for six months
- 4 event / publication social media campaigns with 1 LinkedIn post each and at least 5 Twitter cards

**BUDGET AND RESOURCES**

The quotation from the bidder should clearly indicate the detailed costing related the deliverables above. All costs should be in Euros.

Together with the budget, the bidder should provide a list of expect human and technical resources for the project. All requisite permits (for example entry permits/visas, filming permits, etc) for this assignment are the responsibility of the contractor.