



## Invitation to Tender

## Consultancy service for Social Media Management and Content Development

Main Facts Table	
Request for Proposal (RFP) Reference	Ref No: 001-025/026
RFP launch date	5 August 2025
<b>Deadline for submission of offers</b>	<b>By 5:00 PM of 19 August 2025</b>

Organization Information		
Name of the organization:		
VAT/ PAN registration number:		
HAS A TAX CLEARANCE CERTIFICATE BEEN SUBMITTED? :	YES/NO	
Contact person's name:		
Contact details:	Telephone:	
	Cellphone	
	Address:	
	Email:	
	Other:	
Additional Contact Information:		
SIGNATURE AND COMPANY STAMP		
DATE:		

## Table of Contents

Consultancy service for Social Media Management and Content Development service.....	4
1. Background Information on Plan International.....	4
2. Summary of the Requirement .....	4
3. ITT Overview and Instructions.....	4
3.1 Overview.....	4
4. Specification and Scope of Requirement.....	6
5. Selection Criteria.....	6
6. Evaluation of offers .....	7
7. Terms & Conditions.....	7
8. Plan International's Ethical & Environmental Statement.....	7
9. Submission Checklist.....	8
Note: Non-staff code of conduct will be provided separately which need to be signed later. ....	8
Company Seal/Stamp.....	8
1. Background Information on Plan International .....	<b>Error! Bookmark not defined.</b>
2. Background/Context .....	<b>Error! Bookmark not defined.</b>
3. Responsibilities.....	<b>Error! Bookmark not defined.</b>
4. Deliverables.....	<b>Error! Bookmark not defined.</b>
5. Expected Skills and qualifications of Consultant .....	14
6. List of documents to be submitted with the Request for Proposal (RFP).....	15
7. Contract & Payment terms.....	15
8. Plan International's Ethical & Environmental Statement.....	15

## Consultancy service for **Social Media Management and Content Development service**

### 1. Background Information on Plan International

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 75 years, and are now active in more than 70 countries.

Read more about Plan International's Global Strategy: 100 Million Reasons at <https://plan-international.org/strategy>

### About the Plan International Nepal

Plan International has been working in Nepal since 1978, helping marginalized children, their families and communities to access their rights to Early Childhood Development, child protection, education, Vocational Skills, girls' empowerment and sexual reproductive and health rights (SRHR), water sanitation and hygiene, and disaster risk reduction. Plan International Nepal's programs are implementing in 23 districts through our local implementing partners.

Read more about Plan International Nepal country strategy 2023 to 2028 at <https://plan-international.org/nepal/publications/country-strategy-2023-2028/>

### 2. Summary of the Requirement

Plan international Nepal has been working in Nepal Since 1975 together with local implementing partners to implement wide rang development projects. It has been implementing different types of project across the country to support its programmed participants. Plan has been implementing different types of activities and providing wide range of support for which plan has to capture these things for its documentations and visibility purpose. Therefore, Plan International needs experience and skillful consultant for photographer and/or videographer to create compelling, high-resolution, engaging, and interactive photo and/or video content that supports their various gender equality initiatives while aligning with Plan International branding guidelines;

For details roles, responsibilities and deliverables-refer to the Annex-C Terms of Reference (ToR-section 3 & 4) "Consultancy service for **Social Media Management and Content Development service** attached with this ITT"

### 3. ITT Overview and Instructions

#### 3.1 Overview

Plan International are inviting interested parties to submit a **[bid for services]** as part of a competitive process for **[the consultancy service for Social Media Management and Content Development]**. Successful Bidder(s) will be expected to enter into a **Long-Term Agreement** on a **[exclusive basis]** with our organization. Plan International reserves the right not to award a contract as a result of this Invitation to Tender, or to award to multiple successful Bidders.

### 3.2 Instructions to Tenderers

These instructions are designed to ensure that all Bidders are given equal and fair consideration. It is the Bidders responsibility to ensure their offer is complete and that you provide all the necessary information asked for in the format specified, or risk your offer being rejected. Further details can be found in **section 9 of this ITT document, 'Submission Checklist.'**

Women-owned businesses and companies actively engaged or advancing gender equality and women empowerment in the workplace are especially encouraged to apply.

Documents comprising this tender pack are as follows:

**Ref No: 001-025/026** Consultancy service for **Social Media Management and Content Development.**

**Annex-A-** Quality Evaluation Criteria's/Indicators (guidelines to prepare concept/ proposal)

**Annex-B-** Financial Proposal (Quotations)

**Annex-C-** Terms of Reference (ToR) "Consultancy service for Social Media Management and Content Development

Tenderers are required to submit their proposal (bid), inclusive of all required annexes (hard copy), in a seal bid envelop in the address given below; **No electronic submission is entertained.** Offers must be received by the deadline specified in the section **'3.3 Key Dates and Timelines.'**

Plan International Nepal,  
Nepal Country Office  
Maitri Marga, Bakhundole, Lalitpur-3,  
Phone: 01-5535580

The offer and all correspondence and documents related to the tender must be written in English languages

**Each Tenderer or member of consortium or sub-contractor may submit only one offer.**

Unless stated otherwise, all communications from Bidders in relation to this tender, including Clarification Questions, must be directed to **[nepal.procurement@plan-international.org](mailto:nepal.procurement@plan-international.org)** and must include the ITT reference number as below in the envelop as well as while seeking clarification

**Ref No: 001-025/026** Consultancy service for Social Media Management and Content Development.

### 3.3 Key Dates and Timelines

The following table outlines the key dates and timelines associated with this tender process. Plan International reserves the right to change these at any time as the tender progresses. To maintain transparency, fairness, and adequate time to prepare your offers, Plan International will inform all interested Parties of any changes to these key dates and timelines simultaneously and in a timely manner.

Activity	Deadline Date
Issue of Invitation to Tender	<b>5 August 2025</b>
Deadline for request/collect Tender dossier	<b>On or before 19 August 2025 by 5.00PM</b>
Deadline for supplier submission of clarifications questions	<b>On or before 14 August 2025 by 5.00PM</b>
Deadline for Plan to respond to clarification questions	<b>On or before 15 August 2025 by 5.00PM</b>
Deadline for submission of offers (Required to submit sealed proposal (bid), inclusive of all required annexes (hard copy), in a seal bid envelop)	<b>On or before 19 August 2025 by 5.00PM</b>

**Note:** Late submission of offers than the prescribed date and time will not be accepted and returned back immediately.

### 3.4 Pricing

Bidders are required to complete the pricing schedule and requirements attached separately in **Annex B – Financial Proposal (Quotation)**. All prices must be quoted in **[Nepalese currency]**, and inclusive of all applicable taxes.

It is expected that prices will be fixed for the duration of the contract and quotes valid for one-year period (can be extended for extra two years upon the mutual discussion following the Closing Date of this tender. If for any reason you are unable to guarantee fixed pricing for the duration of the contract, any projected price increases should be clearly stated in your tender.

To ensure a fair and transparent process, Plan International will not be able to divulge budget information relating to this tender or associated Projects. It is expected that Bidders submit their best possible financial offer at the point of submission.

The successful Bidder will be required to pay their staff who work on this contract at least the National Living Wage.

### 4. Specification and Scope of Requirement

Please refer to 'Annex- C for Terms of Reference (ToR) for full details of the service requirement and delivery.

### 5. Selection Criteria

Bids will be assessed against predetermined criteria which has been developed and agreed by the Tender Panel prior to launching this Tender process. The information provided in the concept note/proposal in **Annex A – Quality Evaluation Criteria's/Indicators (guidelines to prepare concept/ proposal)** and any other requested documentation, will be used to evaluate and score each Bid against this set criteria. Please find further details in the below table:

	Criteria	Tenderers must demonstrate.....	Weight
Compliance	Tender Compliance and Completion	<ul style="list-style-type: none"><li>Satisfactory completion of the tender document with requested information, <b>signed and stamped in each page of the technical and financial proposal including annexes and</b> submitted no later than the closing date specified in the <b>section 3.3</b></li><li>The service providers must be registered with relevant authority of Nepal Government and registration.</li><li>PAN/VAT registration.</li><li>Latest FY tax clearance certificate or evidence letter form IRO about the date extension.</li></ul>	Pass/Fail assessment; Bidders who do not meet these minimum requirements, bid documents will not be further assessed for the selection process considering the fail.
Quality	Technical Proposal (Need to submit in separate seal bid envelop under the main seal bid envelop)	Evaluation will be done base on <b>Quality Evaluation Criteria's/Indicators</b> mentioned in the <b>Annex-A</b>	65%
Gender Responsive	Gender Sensitive Practices and Policies	<ul style="list-style-type: none"><li>Consultancy firm is owned/managed by women.</li><li>Number of women staffs engaged in the firm.</li></ul> <b>Need to provide written documents where above two information can be verified to provide the marks. One of the above will get 3 marks, both 5 marks and none-0</b>	5%
Price	Lowest price will get full marks (need to submit in separate seal bid envelop under the main seal bid envelop)	<ul style="list-style-type: none"><li><b>Consider the financial proposal (quotation) mentioned in Annex-B. Bidders who succeeded to secured 70% from technical evaluation, (concept note/proposal) financial proposal will be opened.</b></li></ul>	30%

**Note: Selected suppliers need to agree to our mandatory policies as set out in Non-Staff Code of Conduct which will be shared to the winning bidder/s**

## 6. Evaluation of offers

The Tender Panel will review all Bids to ensure they meet the minimum requirements listed under the 'Compliance' section in the above table. Following this, each Bid will be assigned a score on the basis of predetermined criteria and their associated weighted scorings.

The contract(s) will be awarded to the Bidder(s) who represent the best overall value for Plan International in terms of the evaluation criteria set out above. By participating in this tender, you acknowledge and understand that Plan reserves the right to:

- Decide not to award to any supplier
- Decide to award to one or more suppliers
- Decide to readvertise the opportunity
- Not necessarily accept the lowest cost offer

**Notification of award of contract will be issued via e-mail.**

## 7. Terms & Conditions

By submitting a Bid as part of this Tender process, you also acknowledge and understand that:

- Plan International will not be liable for any costs or expenses incurred in the preparation of your offer
- You or your company will undergo vetting checks against an Anti-Terrorism and Sanctions Database as part of due diligence protocols
- Plan International reserves the right to keep confidential the circumstances that have been considered for the selection of the offers
- Part of the evaluation process may include a presentation from the Bidder and a site visit by Plan International staff, where applicable and necessary
- Plan International reserves the right to alter the schedule of tender and contract awarding
- Plan International reserves the right to cancel this tender process at any time and not to award any contract
- Plan International reserves the right not to enter into or award a contract as a result of this invitation to tender
- Plan International does not bind itself to accept the lowest, or any offer
- Any attempt by the Bidder to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or Plan International during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of its offers and may result in the termination of a current contract where applicable
- You accept in full and without restriction the conditions governing this tender as the sole basis of this competition, whatever its own conditions of sale may be, which you hereby waive
- You have examined carefully, understood and comply with all conditions, instructions, forms, provisions and specifications contained in this tender dossier. You are aware that failure to submit a tender containing all the information and documentation expressly required, within the deadline specified, may lead to the rejection of the tender at Plan International's discretion
- You are not aware of any corruption practice in relation to this competition. Should such a situation arise, we shall immediately inform Plan International in writing
- You declare that you are affected by no potential conflict of interest, and that you and our staff have no particular link with other Bidders or parties involved in this competition. Should such a situation arise during performance of the contract, you shall immediately inform Plan International in writing
- You accept Plan International's standard terms of payment which are 30 days after the end of the month of receipt by Plan of a proper invoice or, if later, after acceptance of the Goods or Services in question by Plan International Ltd

## 8. Plan International's Ethical & Environmental Statement

- The organisation should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation
- The organisation should seek to set reduction targets in areas where the organisation's activities lead to significant environmental impacts

## 9. Submission Checklist

Document	Form
<b>Tender documents along technical and financial proposal including all annexes</b>	<p>The bidders should prepare both the “<b>Technical</b>” and “<b>Financial</b>” proposal and send to Plan International Nepal country office. In the cover letter of proposal, the offeror must have to mention “ <b>Ref No: 001-025/026 Consultancy service for Social Media Management and Content Development service.</b>”</p> <p><b>Sealing and marking of proposals</b> The Offeror shall seal the proposal in one outer and two inner envelopes, as detailed below.</p> <p>(a) The outer envelope shall be: Plan International Nepal, Country Office Bakhundole, Maitrimarg, Lalitpur and, marked as: “<b><u>Consultancy service for Social Media Management and Content Development service</u></b>”</p> <p>(b) The 2 inner envelopes shall indicate the name and address of the Offeror and should be clearly marked with “<b>Technical Proposal</b>” and “<b>Financial Proposal</b>”. In summary, there will be one separate sealed envelope for the Technical Proposal and one separate sealed envelope for the Financial Proposal.</p> <p><b>Note:</b> <i>If an offeror submits the financial proposal (budget) within or in the same envelop as the technical proposal, it will be automatically disqualified.</i></p>
Company registration (legal documents) Registration/affiliation with sectoral business (if applicable)	<ul style="list-style-type: none"> <li>• Copy of company registration</li> <li>• Copy of company affiliation with sectoral business entity (if applicable)</li> </ul>
PAN/VAT registration certificate	Copy of PAN/VAT registration,
Tax clearance certificate-latest prevailing financial year.	Copy of tax clearance certificate of FY 2081/082 or letter of extension received from IRO.

**Note:** Non-staff code of conduct will be provided separately which need to be signed later.

### Signature of Authorized Person:

**Name of Authorized Person:** .....

**Cell #:**.....

**Name of Firm/Company:** .....

**Address:** .....

**Contact #:** .....

**E-mail ID:**.....

Company Seal/Stamp



## Annex-A

### Quality Evaluation Criteria's/Indicators (guidelines to prepare concept/proposal)- Weightage-65%

Evaluation	Criteria	Scoring Weight
Technical Proposal	1. Consultancy firm's experience in managing Social Media of I/NGOs. (Quality and creativity of the portfolio) <ul style="list-style-type: none"> <li>Background- Marks-5 <i>(Organization profile with details information including Quality and creativity of the portfolio)</i></li> <li>Academic qualification and experience working of the persons on the production of similar work. <b>Marks-10</b> <i>(CV of proposed consultant which must shows the experience of the person in the in the same field and could aligned with deliverables of the ToR attached here).</i></li> <li>Communication materials with INGOs/UN agencies and sharing link of the communication products made for INGO/UN in the past. Specific Experience of the Consultant(s) relevant to the assignment. <b>Marks-10</b> <i>(submit latest proven supportive documents- designs, links, references from other organizations)</i></li> </ul>	25
	2. Proposed Methodology and approach to accomplish detail deliverables, of ToR (designing, posting and boosting, editing videos, provide innovative ideas with social media calendar proto-type) – <b>Marks 25</b>  Is gender transformative approach considered in proposal including understanding of Gender Transformative Communication & Safeguarding in Communication- Marks	35
	3. Convincing concept/ proposal to achieved TOR deliverables and requirements/ objectives <ul style="list-style-type: none"> <li>To what degree does Offeror understand the task? - <b>Marks-10</b></li> <li>Have the objective(s) of the ToR been addressed in sufficient detail? -<b>Marks-20</b></li> </ul>	30
	4. Well-articulated company/firm's physical strengths <ul style="list-style-type: none"> <li>Consultant has well established office- <b>Marks-5</b></li> <li>Equipment to produce the materials <i>List of high-quality equipment, Software)- Marks-5</i></li> </ul>	10
<b>Technical Proposal</b>		<b>100</b>

Note: Technical proposal/concept note should be in line with the above guidelines at the minimum. There is no prescribed format and welcome the innovative ways of presentation. Concept note/proposal prepared as per above guidelines should be submit in a separate seal bid envelope inside the main seal bid envelop must provide the requested information in writing to secure the mark. Tender panel members could physical check the information if any doubt.

## Annex- B- Financial Proposal (Quotations)

<b>FINANCIAL PROPOSAL of Social Media Management and Content Development service</b>			
<b>Activity</b>	<b>Details</b>	<b>Quantity / Frequency</b>	<b>Cost (including of VAT)</b>
1. Social Media Post Design & Sharing (tentative target to post will be 100)	<b>Text version</b> (see the thematic area below in the note)	Per posts/ per week	
	<b>Text with photo version</b> (see the thematic area below in the note)	Per posts/ per week	
	<b>Text with infographic</b> version (See the thematic area below in the note)	Per posts/ per week	
2. Job Ads,	Includes job vacancy posts and design	Per job	
3. Event Posters,	Design and Announcement posters	Per poster	
4. Cover Photos	Design with cover banners	Per banner	
5. Ad Designs	Design different Ad as required.	Per design	
6. Boosted Social Media Ads (FB, IG, YT, X)	All-important videos and bytes will be boosted to reach a wider audience in the given time frame.  Target: 2000,000 reach / +40K followers (FB), 200,000 views / 5000 Subs (YT), 200,000 reach / +10k followers (IG) 3,000 reach / +3k Followers (X) 300,000 reach / +10k followers including engagements.	Lumpsum	
7. Social Media Calendar Development and revision as requested	Includes all national/international day themes, key campaign dates, and thematic tie-ins.	Per calendar	
8. Short Mini Videos (with Boosting)	Videos should be edited, branded, subtitled, and optimized for reach (target 100K+ views each). Boosting should be monthly basis. Tentative target is around 10 videos.	Per videos (1 month)	
9. GIFs & Simple 1D Animations (comic strips) (for Awareness Days & Campaigns)	Topics may include Handwashing Day, Menstrual Hygiene Day, International Education Day, etc. Tentative target will be 6 GIFs.Carousel Posts	Per GIFs / Carousel Posts	
10. Editing of Thematic Podcasts & Short Videos (5 mins)	Edited with subtitles, logo, branding elements. (Tentative target will be 11 videos)	per videos	
11. “Suna Sathi Mero Kaatha” podcast boosting	Optimized for social media listening and engagement. (Tentative target will be 20 episodes)	Per episodes	
12. Turning PSAs into GIFs	Simple animated GIFs for awareness and engagement. (Tentative target will be 10 GIFs)	Per GIFs	

13. Thematic Series Design ("Voices of Change", "Fact Check", "Did You Know?")	Shareable, youth-focused, awareness-driven content series.	25 designs	
---	--	------------	--

**Note:** Consultant must provide the report of the activities in the requested format. Contents of the social media post, and boosting thematic areas would be like, CEFM, ECD, Education, Employment, Protection, WASH, SRHR, Climate and, Disaster Risk Reduction, Disability Inclusion, Youth Engagement, Campaigns, and other crosscutting issues like; Emergency Preparedness, Dengue, Flood, Earthquake, Heatwave, Cold Wave, etc.), Celebration of notable days (e.g: Labor Day, World Day Against Trafficking, International Youth Day, Dashain, Christmas, New year etc. but not limited to this only. Above given tentative target are tentative estimated targets and could be plus and minus as required.

## Annex-C

### Terms of Reference (TOR) for

# Social Media Management and Content Development Service

## 1. Background/Context

---

Plan International Nepal is a child-focused development and humanitarian organisation working to advance children's rights and equality for girls. We partner with children, young people, supporters, and communities to tackle the root causes of inequality and child poverty in Nepal.

To effectively communicate our impact, amplify our advocacy, and engage meaningfully with our audiences, we aim to enhance our social media presence with consistent, impactful storytelling and professional content development.

We are seeking a qualified social media management and content development agency to:

- Strategically manage and grow Plan International Nepal's social media platforms.
- Develop high-quality, engaging content aligned with our mission and objectives.
- Effectively disseminate information about our programmes, initiatives, and impact to a wide and diverse audience.

## 2. Description & Objectives

---

### Purpose

Plan International Nepal seeks to engage a creative consultancy service to strengthen its social media presence through the development and dissemination of high-quality, engaging content. The consultancy will support the design and execution of a structured social media calendar and produce visually compelling graphic, visual, and GIF content for the campaign #UntilWeAreAllEqual, aligning with our global strategy, All Girls Standing Strong Creating Global Change.

### Scope of Work

The selected consultant/agency will be responsible for the following:

#### 1. Social Media Management

- Manage Plan International Nepal's social media platforms (Facebook, X, Instagram, LinkedIn, YouTube, etc.).
- Develop and implement a comprehensive social media strategy aligned with our mission and objectives.
- Post engaging and relevant content regularly to increase reach and engagement.
- Monitor, engage, and respond to comments and messages promptly.
- Track, analyse, and report on social media performance using analytics tools.

#### 2. Content Development

- Create high-quality written, visual, and multimedia content in both English and Nepali.
- Develop and maintain a content calendar in collaboration with Plan International Nepal's communications team.
- Design visually engaging layouts for posts, articles, and stories that showcase our programmes, events, and impact stories.
- Produce and edit photos and videos for use across digital platforms.
- Ensure all content aligns with Plan International Nepal's branding and messaging guidelines.
- Provide proofreading of all content prior to dissemination.

#### 3. Campaigns and Promotions

- Design and implement social media campaigns to amplify key events, initiatives, and advocacy efforts.
- Collaborate with internal teams to ensure integrated promotion of campaigns and events.

- Strategically utilise paid social media advertising to effectively reach target audiences.

### 3. Methodology

The consultancy will work in close coordination with Plan International Nepal under the supervision of the Communications Manager. Key expectations include:

- Attend orientation sessions to understand the campaign framework, branding, and messaging guidelines.
- Collaborate on developing an annual social media campaign strategy aligned with Plan International's global and country strategies.
- Prepare and maintain a structured social media content calendar across all platforms.
- Participate in monthly consultations with Plan International Nepal for content planning and coordination.
- Develop and upload a minimum of two posts per week on social media platforms.
- Boost posts and manage paid social media ads as applicable across Facebook, Instagram, X, and YouTube.
- Conduct monthly reviews to assess progress and refine strategies as needed.
- Produce simple animations, motion graphics, and GIFs on key themes such as Child, Early and Forced Marriage (CEFM), Early Childhood Development (ECD), and Sexual and Reproductive Health and Rights (SRHR).
- Create GIPHYs using existing photos and icons, and produce 12 mini videos (under 1 minute) using existing campaign footage.
- Submit comprehensive monthly reports tracking activities, reach, engagement, and recommendations.

### 4. Target Audience

The primary audiences for this engagement will include children and young people aged 12–24 years, parents, and community stakeholders across Nepal, ensuring wide and meaningful outreach that drives engagement and amplifies Plan International Nepal's advocacy priorities.

### 5. Deliverables and Timeline

The consultant team needs to develop and guide Plan International Nepal for the social media presence. In doing so, the consultant team needs to be involved in developing a social media campaign and content generation on per week basis. The information will be provided by Plan International Nepal and through its partnering organization. The consultant team needs to provide the social media calendar for the usage of content in multiple social media platforms with the detail information on methodology and the timeline of the product service. The consultant teams ensure the smooth gain of service and provide customer support if it encounters any errors in the delivery of the service. The consultant team needs to provide the monthly social media reports to the Plan International Nepal to track the impact of the service.

Target audience of the social media will especially be the children and young people from 12-24 years, parents and community stakeholders especially all over the Nepal.

The final deliverables of the assignment will be as follows:

Consider the following in a table of deliverables

Activity	Timeline	Tentative target and Frequency	Details
Social Media Post Design & Sharing	August 2025 – June 2026	2 posts/ week (approx. 80 posts)	Posts related to CEFM, ECD, Education, Employment, Protection, WASH, SRHR, Climate, Disaster Risk Reduction, Disability Inclusion, Youth Engagement, Campaigns, and other crosscutting issues.
Emergency Preparedness Posts (Dengue, Flood,	Aug 2025 – June 2026	20+ posts	Infographics, early warning messages, safety tips, do's and don'ts, emergency hotline visuals.

Activity	Timeline	Tentative target and Frequency	Details
Earthquake, Heatwave, Cold Wave, etc.)	(seasonal & situational)		
Job Ads, Event Posters, Cover Photos, Ad Designs	As needed	Approx. 30	Includes job vacancy posts, announcement posters, cover banners, etc.
Boosted Social Media Ads (FB, IG, YT, X)	All-important videos and bytes will be boosted to reach a wider audience.	By the end of June	Target: 2000,000 reach / +40K followers (FB), 200,000 views / 5000 Subs (YT), 200,000 reach / +10k followers (IG) 3,000 reach / +3k Followers (X) 300,000 reach / +10k followers including engagements.
Social Media Calendar Development	Aug 2025	1 calendar (frequent revisions)	Includes all national/international day themes, key campaign dates, and thematic tie-ins.
Short Mini Videos (with Boosting)	Aug 2025 - June 2026	10 videos (1 per month)	Videos should be edited, branded, subtitled, and optimized for reach (target 100K+ views each).
GIFs & Simple 1D Animations (comic strips) (for Awareness Days & Campaigns)	Aug 2025 - June 2026	6 GIFs / Carousel Posts	Topics may include Handwashing Day, Menstrual Hygiene Day, International Education Day, etc.
Editing of Thematic Podcasts & Short Videos (5 mins)	Aug 2025 - June 2026	11 videos	Edited with subtitles, logo, branding elements.
"Suna Sathi Mero Kaatha" podcast boosting	Aug 2025 - June 2026	20 episodes	Optimized for social media listening and engagement.
Turning PSAs into GIFs	Aug 2025 - June 2026	10 GIFs	Simple animated GIFs for awareness and engagement.
Thematic Series Design ("Voices of Change", "Fact Check", "Did You Know?")	Aug 2025 - June 2026	25 designs	Shareable, youth-focused, awareness-driven content series.
Monthly Progress Report	Aug 2025 - June 2026	11 reports	To track deliverables, timelines, engagement metrics, and revisions.

**Note: The above-mentioned timeline and the target are tentative estimation. Once the consultant selected under the Long-Term Agreement, the exact time table, and requirement will be provided separately through purchase order.**

## 6. Expected Skills and qualifications of Consultant

List here the skills and competencies, the experience and the formal qualifications you expect the Consultant(s) to have.

- Proven experience in social media management and content development.
- Strong writing, editing, and proofreading skills.
- Proficiency in using social media platforms and analytics tools.
- Ability to create high-quality visual and multimedia content.
- Knowledge of Plan International Nepal's work and child rights issues is an advantage.
- Excellent organizational and time management skills.
- Ability to work independently and as part of a team.

## **7. List of documents to be submitted with the Request for Proposal (RFP)**

Where possible in the ToR or in the call for proposal process, you should ask that interested applicants provide a proposal covering the following aspects but not limited to this:

- Detailed response to the RFP/ToR
- Proposed methodology
- If applicable include any specific IT equipment, tools or materials that the Consultant will need to use/have to carry out the work
- Ethics and child safeguarding approaches, including any identified risks and associated mitigation strategies
- Proposed timelines
- CVs
- Example of previous work
- Reference
- Detailed budget in the prescribed format attached with the tender document

All consultants/applicant are required to agree and adhere to Plan International's Non-Staff Code of Conduct (Annex)

**Depending on the nature of the consultancy you may need to include an NDA (Non-Disclosure Agreement) Clause.**

## **8. Contract & Payment terms**

Please note that, if successful and work is assigned, Plan International's standard terms of payment are **30 days** after the receipt of invoice, or after acceptance of the Goods/Services/Works, if later.

## **9. Plan International's Ethical & Environmental Statement**

The supplier should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation

Child protection is a term used to describe the responsibilities and activities undertaken to prevent or to stop children being abused or ill-treated. It is Plan's duty and responsibility to reduce the risks of abuse to the children who we have contact with and keep them safe from harm. Plan's Child Protection Policy, "Say Yes to keeping children safe", is Plan's overriding framework to protect children who come into contact with Plan employees, volunteers, partner organisations and individuals, including consultants, who are working on behalf of Plan.

The consultant should include statements in the proposal on how he or she will ensure ethics and child protection during the commencement of the assignment and during the field work. The consultant should also specify other ethical protocols to be followed during the due course of the evaluation. The consultant is expected to take consent of the respondents and/or children's guardian before taking photographs and ask if their photographs, verbatim or case stories could be used in report and for public dissemination. Such consent must be documented and submitted to Plan International Nepal along with the final report.