



GUAM ELECTION COMMISSION

Kumision Ileksion Guåhan

Your VOTE is your voice. √ BOTA ya un ma kuenta.



Small Purchase Service: Social Media Content Creation

Hafa Adai,

The Guam Election Commission is soliciting **unpriced** small purchase service as prescribed under the Guam Procurement Law between **\$500 and \$25,000** for social media content creation aimed at enhancing voter participation, outreach, and education. The GEC's goal is to effectively engage and inform both active and potential voters about the voting process to include information on how to register, where and how to vote, and the importance in participating in the island's electoral process. Requested services include:

Scope of Service

1. Voter Outreach and Content Creation
 - a. *Develop and Grow Social Media Platforms*: Build and expand our presence on social media platforms, particularly Facebook and Instagram, focusing on engaging both active and potential voters.
 - b. *Content Creation*: Create and publish across social media platforms, incorporating a mix of static images, infographics, and videos. Content should focus on voter registration, key election dates, how-to guides, election notices, and ways in which the electorate can participate in the election process.
 - c. *Accessibility*: Ensure all content is accessible, using alt-text for images, video captions, and formatting compatible with mobile devices.
2. Educational Videos
 - a. *Creation of Voting-Centered Videos*: Develop educational videos (30–60 seconds each) that simplify and explain the voting process. Topics should include how to register to vote, finding polling locations, and early voting procedures. Videos should be optimized for Facebook, Instagram, and YouTube, and be tailored to both seasoned and first-time voters.
 - b. *Creation of Voter-Centered Videos*: Conduct on-camera interviews with Guam residents from diverse communities to produce nonpartisan, short-form storytelling content highlighting civic participation and the importance of voting. Content shall feature residents sharing personal perspectives on why voting matters and their reasons for participating in elections.
 - c. *Accessibility and Clarity*: Videos should be easy to understand, accessible (e.g., including captions), and reflect diverse audiences. Multilingual content is encouraged where relevant.

Content produced shall be nonpartisan, factual, and informational in nature. All content is intended to promote voter participation and awareness.

Proposal Requirements

1. Offeror Background

The Offeror should provide a brief introduction, highlighting its mission, core competencies, and expertise in social media management. They should outline relevant past projects demonstrating experience in executing campaigns similar to the scope of work. Key team members responsible for this project should be introduced, with emphasis on their qualifications and experience in content creation, video production, and digital strategy.

2. Strategy Overview

The Offeror should present a clear and comprehensive strategy for executing the scope of services, including voter participation, outreach, and content creation. The strategy should detail how the Offeror will engage both active and potential voters, ensuring a creative approach to reaching the electorate. This includes a plan for creating and distributing educational content like educational videos, with a focus on voter registration, participation, and key election dates.

3. Performance Metrics

The Offeror should outline how it plans to measure success throughout the campaign. This includes identifying key performance indicators such as social media engagement (likes, shares, comments), follower growth, video views, voter registration conversions, and voter participation. The Offeror should also detail its process for reporting these metrics regularly, offering insights into performance and recommending adjustments to optimize the campaign's effectiveness.

4. Timeline

The Offeror should provide a detailed timeline for the project, starting in July 2026 and ending in November 2026. The timeline should include key milestones such as content planning, creation, approval, and publication dates for major deliverables like educational videos and social media posts. The Offeror should ensure that the timeline is realistic, with sufficient lead time for client reviews and revisions to ensure timely and impactful delivery of campaign materials.

5. Conflict of Interest Disclosure

Offeror shall disclose any current or recent (within the past twelve (12) months) professional, contractual, or financial relationship with any political candidate, campaign, political party, or political committee operating within Guam.

Disclosure of such relationships does not automatically disqualify an offeror. However, the GEC reserves the right to determine whether a conflict of interest exists that may impair the objectivity, neutrality or effectiveness of the services to be provided. Any determination of conflict of interest shall be made in accordance with applicable procurement laws and in a manner that does not unduly restrict competition.

Proposals must not include any prices. Prices shall be solicited from the most qualified Offeror chosen.

Ownership of Content

All content produced by the awarded Offeror as part of this procurement shall be the sole property of the Guam Election Commission and shall only be published in the manner that is expressly approved by the Guam Election Commission.

Term of Service

Term of service will begin on July 2026 and end on November 30, 2026. Term and service is subject to the availability of funds.

Evaluation

The Offerors shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation will be invited for negotiations. If a fair and reasonable price cannot be agreed to, negotiations will terminate from such Offeror and negotiations will begin with the next most qualified Offeror.

Evaluation Criteria

Criteria	Description	Points Available
Offeror Background	Evaluate the Offeror's core competencies, expertise, relevant experience, and qualifications of key team members.	10
Strategy Overview	Assess the clarity and quality of the proposed strategy for executing the scope of service, including voter outreach, content creation, and videos.	20
Content Creation Plan	Evaluate the creativity, relevance, and plan for developing posts and educational videos. Consider the posting schedule and variety of content.	20
Audience Targeting & Engagement	Assess how well the Offeror identifies and plans to engage both active and potential voters. Evaluate the approach to audience segmentation.	20
Performance Metrics	Evaluate the proposed methods for measuring success. Consider the clarity of the metrics (engagement rates, follower growth, conversion rates, etc.).	10
Timeline & Deliverables	Assess the feasibility and detail of the proposed timeline, content calendar, and key milestones. Consider the approval process and timely delivery.	20
Total Points		100

Submission / Deadline

Interested vendors may submit their unpriced proposals at the GEC's main office at 241 Farenholt Ave., Oka Building Ste 202, Tamuning, GU 96913 or email it to tom.sanagustin@gec.guam.gov . All unpriced proposals must be received on or before **5:00 p.m., June 24, 2026**. The GEC reserves the right to extend the deadline, cancel the solicitation, and to make modifications to this solicitation.