

Social Media Producer Services

SCOPE OF WORK

A. The purpose of this solicitation is to procure the best value for the City of Baltimore (City) and the Mayor's Office of Cable and Communications/CharmTV in accordance with specifications and documents herein for acquiring Social Media and Community Management Services to maintain, post, and promote CharmTV's Facebook, Twitter, Instagram, and YouTube social media channels and foster community among users.

B. The Contractor shall provide labor, equipment, time, and travel necessary for and reasonably incidental to furnishing the products or services specified herein, except where otherwise specified as being the responsibility of the City.

C. Services will be required on a daily and monthly basis and will include:

- Community management of Facebook, Twitter, Instagram and Pinterest
- 2 original Visual Status Updates per day on Facebook
- Daily content curation based on news/current events updated 4x daily for all platforms
- Twitter content curation of 60 updates per month based on Twitter strategy
- Monthly metric reporting
- Newsletter management

TERM OF AGREEMENT

A. Effective Date. The term of this contract shall begin the date of approval of the award by the City Board of Estimates or City Purchasing Agent, depending on the award amount.

B. Expiration Date. The term of this contract shall expire two (2) years from the Effective Date.

C. Renewals. The contract shall contain an option to renew on the same terms and conditions, for two (2), one-year terms at the sole discretion of the City.

D. Transition at Termination: During the transition period at the termination of this contract, this contract may be extended for an additional sixty (60) calendar days on the same pricing, specifications, terms and conditions contained herein at the sole discretion of the City.