

**DEPARTMENTAL INPUT  
CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION**

Rev 1

|   |                                     |                                    |                                    |                                    |   |                                      |
|---|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|---|--------------------------------------|
| <input checked="" type="checkbox"/> <u>New contract</u> | <input type="checkbox"/> <u>OTR</u> | <input type="checkbox"/> <u>CO</u> | <input type="checkbox"/> <u>SS</u> | <input type="checkbox"/> <u>BW</u> | <input type="checkbox"/> <u>Emergency</u> | Previous Contract/Project No:<br>N/A |
|---|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|---|--------------------------------------|

|  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> <u>Re-Bid</u> | <input type="checkbox"/> <u>Other</u> |
|--|---------------------------------------|

LIVING WAGE APPLIES: \_\_\_ YES x NO

Requisition/Project No: ROAD160009

TERM OF CONTRACT: 1 years with 0 year options-to-renew

Requisition/Project Title: Social Media Consulting Services

Description: Public Relations for Animal Services

User Department(s): Animal Services Department

Issuing Department: ASD

Estimated Cost: \$50,000

Contact Person: Gilda Nunez Phone: (786) 287-9262

Funding Source: General Funds

**ANALYSIS**

| Commodity/Service No:<br>918-76 Marketing Consulting Serv.<br>961-53 Marketing Services  | SIC:  |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
|--|---|----------------------|----------------------|----------------------|-------------|--|--|----------------------------|--|--|-----------------|--|--|-----------|--|--|
| <b>Trade/Commodity/Service Opportunities</b>   |   |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
| Contract/Project History of Previous Purchases For Previous Three (3) Years<br>Check Here <input type="checkbox"/> if this is a New Contract/Purchase with no Previous History |   |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
|  | <table border="1"> <tr> <th>EXISTING</th> <th>2<sup>ND</sup> YEAR</th> <th>3<sup>RD</sup> YEAR</th> </tr> <tr> <td>Contractor:</td> <td></td> <td></td> </tr> <tr> <td>Small Business Enterprise:</td> <td></td> <td></td> </tr> <tr> <td>Contract Value:</td> <td></td> <td></td> </tr> <tr> <td colspan="3">Comments:</td> </tr> </table> | EXISTING             | 2 <sup>ND</sup> YEAR | 3 <sup>RD</sup> YEAR | Contractor: |  |  | Small Business Enterprise: |  |  | Contract Value: |  |  | Comments: |  |  |
| EXISTING   | 2 <sup>ND</sup> YEAR  | 3 <sup>RD</sup> YEAR |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
| Contractor:  |   |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
| Small Business Enterprise:   |   |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
| Contract Value:  |   |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
| Comments:  |   |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |
| Continued on another page (s): ___ Yes ___ No  |   |                      |                      |                      |             |  |  |                            |  |  |                 |  |  |           |  |  |

**RECOMMENDATIONS**

| SBE | Set-Aside | Sub-Contractor Goal | Bid Preference | Selection Factor |
|-----|-----------|---------------------|----------------|------------------|
|     |           | %                   |                |                  |
|     |           | %                   |                |                  |
|     |           | %                   |                |                  |
|     |           | %                   |                |                  |

|                          |
|--------------------------|
| Basis of Recommendation: |
|                          |
|                          |
|                          |

Signed: Caroline Burgos

Date to DBD: 03/09/2016

Date Returned to DPM: \_\_\_\_\_

# **SOCIAL MEDIA CONSULTANT RFP**

## **MIAMI-DADE COUNTY ANIMAL SERVICES**

### **Background**

Miami-Dade County Animal Services (ASD) provides refuge for over for 28,000 to 30,000 abandoned dogs and cats. ASD staff and volunteers work diligently to find life-long homes for the abandoned animals in its care by facilitating onsite adoptions, hosting off-site adoption events throughout the community, and working collaboratively with over 70 rescue organizations who share in ASD's goal of a "no kill" Miami-Dade County. Additionally, ASD provides care and shelter as well as, "lost and found" assistance for lost pets until they are claimed by their owners.

ASD will be moving out of the shelter located at 7401 NW 74th St., Medley FL and will be opening a new shelter located at 3599 NW 79 Avenue, Doral, Florida 33166. The new shelter will help prioritize the adoption experience and implement best practices in pet housing and health. The improved clinic facility will have higher capacity to provide services such as spay and neuter to accommodate the County's pet owner population. Construction of the new shelter location is mostly completed and it is expected to open in the spring of 2016.

ASD is soliciting proposals from qualified **Social Media Consulting Firms** to plan, develop and execute a targeted data driven social media strategy for ASD initiatives profile management and shelter services. The selected Proposer must have experience in social media strategies and demonstrate success in social media campaign development and digital communications trends.

### **OVERVIEW**

Miami-Dade County Animal Services uses Social Media as a vital communication component in its overall digital communications and marketing strategy. Animal Services' social media platforms are used as extensions for customer service, public relations and emergency information distribution.

ASD is seeking a social media expert that will implement, optimize, and build its online presence and social media efforts in a structured way that will increase visibility, and lead to tangible results.

ASD's social media objectives are:

- Foster positive public sentiment for Animal Services
- Promote pet adoption special events
- Promote all shelter programs
- Promote and explain the services offered by Animal Services
- Provide another component of accessible customer service

On a monthly basis, the average for engagement is 5,421 on Facebook, which varies depending upon any special events or promotions. For Twitter, the average mentions are 124 and average retweets are 1,459. Messages sent to our social media platforms are a combination of inquiries and complaints.

Inquiries cover requests for information regarding specific pets, events, location address/hours and life-saving programs. Complaints and comments range from unsatisfactory customer service to unfounded accusations of mistreatment and mishandling of shelter pets.

**Animal Services currently has a presence on the following social media platforms:**

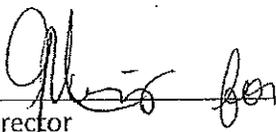
- **Facebook** /mdasadopt Likes = 17,448 as of Feb. 22, 2016
- **Twitter** @PetsToLove Twitter followers = 1,964 followers as of Feb. 22, 2016
- **Instagram** /miamianimalserv Followers = 15,200 as of Feb. 22, 2016

### SERVICES TO BE PROVIDED

**The Social Media Consultant must:**

1. Provide a clearly defined plan to expand social media presence and sustain growth of shelter programs.
2. Use social media and web analytics to measure and report on audience engagement and provide solutions for growth.
3. Analyze and advise on strategy and tactics for profile management and social media monitoring.
4. Help develop a social media policy tailored to ASD needs.
5. Integrate digital content so that any social media posts, tweets or pictures eventually lead to ASD website.
6. Develop protocols for strategic and rapid response to trending complaints specific to the shelter.

Approved

  
\_\_\_\_\_  
Director

3/8/16  
Date