

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

Rev 1

<input checked="" type="checkbox"/> New contract	<input type="checkbox"/> OTR	<input type="checkbox"/> CO	<input type="checkbox"/> SS	<input type="checkbox"/> BW	<input type="checkbox"/> Emergency	Previous Contract/Project No: N/A
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<input type="checkbox"/> Re-Bid	<input type="checkbox"/> Other
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LIVING WAGE APPLIES: ___ YES NO

Requisition/Project No: ROAD1600010

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: 918-76 Marketing Consulting Serv. 961-53 Marketing Services	SIC:
Trade/Commodity/Service Opportunities	
Contract/Project History of Previous Purchases For Previous Three (3) Years Check Here ___ if this is a New Contract/Purchase with no Previous History	
<u>EXISTING</u>	<u>2ND YEAR</u>
<u>3RD YEAR</u>	
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 unwanted 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 feature an adoption center with best practice animal quarantine areas to protect animals and prevent the spread of disease. The improved clinic facility will have higher capacity to provide services such as spay and neuter to accommodate the County's growing community. Construction of the new shelter location is underway and it is expected to be completed and opened in the fall of 2015.

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 and 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 consultant that will implement, optimize, and build its online presence and social media efforts in a structured way that will not only achieve visibility, but lead to tangible results i.e. pet adoptions.

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

NEEDS ASSESSMENT

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 reputation 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.