

**FORE School of Management, New Delhi**  
**Tender for Social Media Engagements and PR Activities**

Date of Invitation: 29<sup>th</sup> April, 2024

Date of Closure: 15<sup>th</sup> May, 2024

**Guidelines for submitting proposals on Social Media Engagements and PR Activities for the Year 2024-2025 (SMO & SEO)**

- A. There are **five different groups** of activities under which you may apply:
- Online Social Media Engagements & Social Media Optimization (SMO)**
  - Media Mandate (Print and Online PR Activities)**
  - Search Engine Optimization & Analysis**
  - Ground PR/Outreach Activities**
  - Management of Pages relating to the Institute (Such as Wikipedia and other online forums)**
- B. You may submit your proposals for **one or more groups of activities**. Proposal for every group must be **independent and separate** from the other groups.
- C. Proposal to each group must be made in **two parts** – each part sealed separately and marked appropriately for identification. For instance, if you wish to submit the proposal for Group C activities then the documents must be marked “Vendor Name – Group C-Part 1” and “Vendor Name – Group C-Part 2”.
- D. **Part 1 of each proposal must contain the following-**
- Details of your organization** – Area of specialization, size/turnover, previous experiences with similar assignments /clients along with any key initiatives that you may have done with them, testimonials of your clients (Need at least 2 references) (As per the attached “Agency Information Sheet”)
  - Specific Proposals covering all activities covered in the “**Scope of Work**” pertaining to the group
  - Additional proposed activities**
  - Your viewpoints** on the similar activities done by the Institution- what as per you have worked out and what has not worked out
  - Special terms/conditions/constraints/exceptions**
- E. **Part 2** of the proposal must contain the **price and commercial terms**.
- F. You may be called for a **10-minute presentation** showcasing what **value-addition** you can do to the **Marketing and Branding activities** at a **pre-determined date and time**.
- G. The **last date** for submitting the Proposal is **15<sup>th</sup> May, 2024** by **1700 Hrs**.
- H. Please note that you may submit your proposal in **one hard copy** at the security room at FSM (both Part 1 & 2) (**duly stamped and signed**) via **post/hand delivered** within stipulated timelines. **Please read points 4 and 5 carefully before submitting the proposal.**

**Address for sending the proposal-**

**Senior Administrative Officer**

**FORE School of Management**

**“Adhitam Kendra”**

**B-18, Qutub Institutional Area,**

**New Delhi- 110016**

For any further clarifications, you may reach out to the **Communication and Branding Office** over call on **011- 46485519** or via mail on **cbo@fsm.ac.in**.



**"Adhitam Kendra"**

**B-18, Qutub Institutional Area, New Delhi-110016**

**Phone: +91-11-41242424 to 33, 46485500 to 30**

**E-mail: fore@fsm.ac.in Website: www.fsm.ac.in**

**FORE School of Management**  
**Request for Proposal/Quote – Social Media Engagements and PR Activities**

**a. Online Social Media Engagements & Social Media Optimization (SMO)**

**Preamble:** Strategic management of social media through integrated and measurable management of FSM Homepage and social media pages on platforms like Facebook, X, YouTube, Instagram, etc.

**Objective:** To increase the reach and online presence of FSM through social media and increase online presence via higher engagements of key stakeholders and generating traffic for the FSM social media pages.

**Content Creation for Homepage- Promotional collaterals for other portals (via Graphics) for Social Media uploads**

Strategizing online branding for FSM and creating differentiation themes throughout the year through making-

- Collaterals like Website banners/posters/brochures
- Designing creatives/graphics for Social Media uploads
- Online advertising banner designs and content for emailers used for branding themes
- Event Coverage (Videography and Photography) of key events at the campus
- Videography and Photography of the students/faculties/management at the Campus (minimum 2 per month)
- Video content and editing for social media platforms
- Covering various events outside the campus where top functionaries or Director of the Institute participate or attend
- **Managing Social Media platforms of the Institute**
  - Strategize newer ways of increasing engagements and traffic on the platforms
  - Increase participation and activities on the platforms through interactive content (posts, competitions, etc.)
  - Creating pre/post event content for social media platforms based on the initial inputs received from specific clubs/committees. Expected turnaround time should be less than 24 hours
  - Optimize social media posts and create customized content as per requirement across all platforms
  - Take constant inputs from Team FORECONNECT and CBO for effective utilization of social media
  - Designing of online campaigns and collaterals for admissions, placements and corporate relations throughout the year
  - Suggest relevant and contemporary themes for social media platforms that can create a continuous traffic/attraction throughout the year
  - Share competitor insights via competition mapping on monthly and quarterly basis

**NB:** Create cohesive content synergy across the Website, Facebook, YouTube, X, LinkedIn, and other relevant platforms, all driven by a strategic theme.

- **Query Handling and Negative Perception Management**



Keep a constant vigil on all online comments, blogs, queries and look for any negative perceptions and publicity and resolve them within 48 hours.

**b. Media Mandate (Print and Online PR Activities)**

Content creation for Media based activities in different online and offline publications:

- a. Third party stories of general interest with a specific mention of FSM (Industry stories)
- b. "FSM-centric" stories of general interest (e.g. Placements and Summer Internships, Interviews of the top leadership of the Institute, IIP, Book Launch, Corporate Trainings, Startup Stories, Conferences and Seminars, Industrial visits for our students, academics/research output of general interest). Minimum 2 stories per week should be targeted
- c. To be uploaded on platforms/publications that are relevant for the stakeholders
- d. Conduct FSM thought leadership interviews/quotes etc., relating to relevant industry topics/themes
- e. Coverage of key events in and outside the Institute in online and offline publications
- f. Press Releases of key activities and events to be published in key publications of repute
- g. Submission of Competitor Analysis on quarterly basis

Perception Management- Keep a constant vigil on all online and offline comments, blogs, queries and engage for safe and satisfactory resolution of any negative perception/observation within 3 days of publication.

**c. Search Engine Optimization & Analysis**

- a. SEO on 250 keywords – all 250 keywords on Page 1 or 2 within 12 months
- b. Suggest measures and monitor the same to objectively and comprehensively evaluate outcomes of FSM-initiated activities on all platforms
- c. Monthly new activities to be planned as per search engine requirements
- d. Creation of content for Blogs (both Internal and External) and use of Keywords to increase their rankings
- e. Website hygiene initiatives to optimize the website and creation of reports for any critical issues
- f. Competitor mapping and analysis on quarterly basis

**d. Ground PR/Outreach Activities**

- a. Make FSM visible on Campuses and key Technical and Non-technical Institutions across India
- b. Creating Synergies for Brand collaborations as an exclusive partner in micro-events which have academic/intellectual output (e.g. quiz, seminar, workshop, business stimulation competitions, or any other academic oriented competitions) through sponsorships, prizes or other collaterals
- c. Organizing sessions for FSM at relevant institutions across India
- d. Indulging into societal-philanthropic collaborations with other stakeholders at various Institutions that promote goodwill

**e. Management of Pages relating to the Institute (Such as Wikipedia and other online forums)**

Creating, managing and updating Wikipedia and other online pages on different forums on regular basis and keeping it effective. Agency needs to ensure that these sites/pages will not be hacked and should be in a healthy state.

In case of any negative feedbacks or comments on these pages are found, the agency needs to resolve the same within 24 hours of publication of such inputs.



**Agency Information Sheet**

Name of the Agency	
Legal Name of the Agency	
Year of Establishment	
Name of the Director/Promoter	
Head Office and Branch Offices (if any)	
Address	
Email ID	
Contact Number	
Name of the Contact Person	
Number of Employees	
Number of Employees to be engaged for the specific activity	
Total Turnover	
Number of Prominent Clients	
Enlist some of the successful campaigns done	
Awards won (if any)	
Reference 1 (Name, Designation, Company Name and Contact Number)	
Reference 2 (Name, Designation, Company Name and Contact Number)	

  
Senior Admn. Officer  
*29/4/24*  
**For FORE School of Management**