



Scope of Work

Date: **05/10/23**

Project: **City of SLO TBID Tourism Content Marketing**

Account Management: \$7,520

- Meet quarterly with the TBID agency of record and staff to collaborate on the social strategy alignment with the overall TBID marketing and content objectives.
- Collaborate with staff and AOR regularly and manage deadlines for timely reviews and approvals of content.
- Manage the variety of services, tools and platforms needed to accomplish contractor responsibilities (Crowdriff).
- Attend and report to the TBID Board quarterly and annually.

Strategy and Development: \$10,800

- Develop and implement a comprehensive social media strategy including utilization of the TBID's strategic initiatives, marketing plan, branding documents and insights – plus other relevant resources provided by the contractor. Content must always be appropriate and in good taste and incorporate (when feasible) the TBID's alignment with the City's major goals such as sustainability and DEI.
- Recommend and provide other social platforms and tools as needed to achieve strategic goals.
- Research and leverage SLO activities, events and trends to post relevant and timely content.
- Use critical thinking and forward-thinking strategies as the voice of Visit San Luis Obispo.
- Accomplish a verified account status for the ShareSLO Instagram account.

Creative Services: \$32,400

- Create original content that can be used on social media as well as other TBID channels.
- Produce all necessary elements including design, photography and videography to create posts, stories, reels and other creative social media tools.
- Create social media toolkits as needed for partners to use that meet the SLO TBID's goals – both for Visit San Luis Obispo channels or for Visit SLO presences on other channels.
- Utilize the TBID's owned assets for content production.

Platform and Community Management: \$27,000

- Collaborate with community businesses and strategic partners to curate content across multiple channels.
- Identify strategic partner accounts, local organization accounts, business accounts, travel related accounts, influencer accounts and relevant community member accounts to leverage and curate from to expand the Visit San Luis Obispo audience.
- Assess the number and types of posts regularly for a balanced but proactive social presence.
- Identify key hashtags that should be used and promoted to elevate Visit San Luis Obispo content.
- Update and create story highlights regularly on the ShareSLO Instagram account.

- Attend community events to capture relevant and timely content to be the voice and eyes of San Luis Obispo.
- Post with the mindset of a professional influencer and a professional business account.
- Produce content that feels welcoming for all audiences and demonstrates diversity, equity, and inclusion at all times.
- Engage with contracted influencers by reposting, saving and sharing content through appropriate social platforms.
- Provide social media management including monitoring, curating, creating, posting, filtering, and measuring the social media presence of Visit San Luis Obispo across common digital platforms such as Instagram, Facebook, Pinterest, Google Travel Stories and more.
- Use an always on approach when managing the Visit San Luis Obispo social channels and consistently engage with social users and community accounts by liking posts and responding to comments and direct messages in a timely manner while using the voice of SLO at all times.
- Manage content in accordance with best practices as a business and community voice.
- Manage a social calendar for Visit San Luis Obispo posts, stories, ideas and strategy.
- Maintain a prepared but flexible approach to scheduled posts within the social calendar.
- Update the Visit San Luis Obispo profile as needed within the developed strategy and create linktrees that drive traffic to VisitSLO.com.
- Update cover photos and profile photos as and if needed.
- Create and organize asset galleries within CrowdRiff.
- Request user generated photo rights regularly by using CrowdRiff and uploading manually approved rights into the platform.
- Update the followed hashtags in CrowdRiff regularly as needed.

Measurement & Reporting: \$4,320

- Establish measurable goals annually and quarterly.
- Develop, measure, and report on social KPIs and overall performance monthly, quarterly, and annually.
- Measure and report specific communication outcomes as needed.
- Measure and report on engagement and enhancement of number of followers.
- Provide a monthly written activity report for City Staff and the TBID Board.

Content Service Additions Contingency: \$1,080

- Should other creative services be needed, such as support for the blog, newsletter copy, small design projects, etc., this contingency can serve to cover those expenses. Budget to be reallocated elsewhere if not needed.

Hard Costs: \$3,600

- SproutSocial annual subscription with 2 seats.

Other Fees: \$1,080

- Funds to purchase event tickets for attendance and/or giveaways as needed and appropriate. Budget to be reallocated elsewhere if not needed.

TOTAL: \$87,800

The management of the Visit San Luis Obispo social channels will be the primary focus for this contract, however the production of content for other owned channels as needed such as blogs, VisitSLO.com website content, newsletter copy, or small design projects may be requested. Accommodation of these requests will be based upon remaining unallocated budget.

