



REPUBLIKA NG PILIPINAS  
TANGGAPAN NG PANGULO  
**LUPON SA MGA LARO AT LIBANGAN**  
**(GAMES AND AMUSEMENTS BOARD)**  
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## TERMS OF REFERENCE

### FOR SOCIAL MEDIA MARKETING

#### OBJECTIVE AND SCOPE OF THE SERVICES TO BE PROVIDED:

The GAB would like to invite the services for the **SOCIAL MEDIA MARKETING**. The social media team will spearhead a strategic effort to increase awareness of the GAB as a responsible government agency through social media platforms specially Facebook (FB), Twitter and Instagram (IG). The social media team will be engaged to provide services, inputs and support to the Project implementation and capacity-strengthening activities for the GAB. The following are the works to be accomplished for the Project.

#### JOB DESCRIPTION / DUTIES AND RESPONSIBILITIES:

The **SOCIAL MEDIA MARKETING**, are mainly tasked to serve as described hereunder:

- Reorganize and retool the current social media assets (FB, IG and Twitter) of GAB to make it suitable for proactive publicly and promotions.
- Design a publicity plan that will govern the messaging aspect of the social media program,
- Conceptualize a sustainable program for content marketing for the social media pages,
- Develop guidelines & protocols which will be used to create an effective social media framework for GAB.

#### REQUIRED OUTPUT AND DELIVERANCE:

- Manage social media assets
- Create content text-based post, photos, memes, artworks, etc, for the covered site 3x to 5x a week,
- Create a Query Management System to include standard scripts for standard and/or frequently asked questions from site visitors,
- Produce a monthly social media calendar which will serve as a guide for social media content every month, and detail social media statistics, key analytics and milestones,
- Utilizes social media advertising for audience/follower build-up and post boosting to promote content
- Set-up of on-line communications platform group chat for seamless updates and exchange of messages

**Duration of Project:** From July 2018 to December 31, 2018

Approved:

**SIGNED**  
**CHAIRMAN**  
Bids and Awards Committee