



**Kennebec Valley Community College
92 Western Avenue
Fairfield, ME 04937**

**Competitive Bid
Request for Proposal
Facebook Management Services**

Addendum 1

June 29, 2018

Pursuant to Section 7.0 Interpretation of Contract Documents the following inquiry and reply has been issued in the form of Addendum #1 regarding KVCC's Competitive Request for Facebook Management Services, dated June 22, 2018.

Question #1-Email received June 26, 2018

I reviewed the Facebook Management RFP and noticed there are two different deadlines. Can you confirm the deadline of the RFP?

Reply #1

There is a discrepancy in the due dates for the RFP, please use July 9th, 2018 as the due date for proposals.

Question #2-Email received June 26, 2018

3.3 Specifications item 1 references an inbox containing information about various department sin the college for distribution. Can you clarify what this looks like? Is this an answer library that is easily navigated to be used to answer questions posted via social media?

Reply #2

Monitoring the College's email system to identify material to post.

Question #3-Email received June 26, 2018

In the same section, item 4 references visual assets. Clarification is needed here- will the vendor be provided with written copy and post theme? Is the vendor only required to create images? Is it expected that the vendor will create videos for posts?

Reply #3

Posts, visuals, and content are created by the vendor. The College will supply access to stock photos.

Question #4-Email received June 26, 2018

In the same section, item 4c references Ad Campaigns. This is something that our agency specializes in. Clarification is needed on this item- is the vendor to propose a fee structure that includes the development and management of ad campaigns with a separate budget for social media ad campaign spends?

Reply #4

Yes

Question #5-Email received June 26, 2018

Item 3 references monitoring and responding to comments and direct messages. Traditionally, our agency provides this service M-F. Are you looking for this service to be provided 7 days a week?

Reply #5

Monday through Friday; college staff will monitor over the weekend.

Question #6-Email received June 25, 2018

Is there a set budget for this solicitation?

Reply #6

I have a marketing budget which covers social media, print and digital advertising. I have not set a definite amount for this one piece of marketing. Cost on these proposals will definitely play a role at some point in this process.