Terms of Reference (TOR)

Strategy to Increase the Visibility of Social Media, Messaging Apps and Website of WHO-Sri Lanka

<table>
<thead>
<tr>
<th>The service is ordered by: Unit:</th>
<th>Communications</th>
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<tbody>
<tr>
<td>Department:</td>
<td>WCO SRL/Comms</td>
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1. Background
The World Health Organization is the United Nations Specialized agency for health. WHO Country office for Sri Lanka’s goal is to support the people of the country to attain the highest level of health through strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized. This is essential in the recovery from COVID-19 pandemic.

Communicating health information to the public is a key focus of WHO’s work. Social media platforms are a crucial channel to access the public as well as key stakeholders in health. WHO country office presently maintains a website, and has a presence on Facebook, Twitter, Instagram, YouTube, TikTok and the social messaging apps Viber and WhatsApp.

The aim of this work is to perform an audit of the reach and engagement of WHO internet, social media & messaging apps and create a strategy to increase their reach amongst key audiences and stakeholders.

2. Objectives of the Service
The specific objectives of the proposed activity are as follows.

1. To analyse the reach, quality and engagement of WHO’s website, social media sites and messaging apps. Measurement of reach shall include details of geographical and demographic reach of each platform, as well as measurements of engagement based on demographics as well as other relevant characteristics (e.g., rural, urban, different language groups, educational levels)

2. To develop a strategy for the website, social media and online messaging apps to increase reach and engagement for different audiences.

3. To develop a framework for monitoring and evaluation of monthly reach and audiences of each platform to review the performance by the communications team of WHO Sri Lanka.

3. Planned timeline (subject to confirmation)
   Total duration: One month
4. Work to be performed
   1. Collect the necessary technical and relevant information from WHO Sri Lanka.
   2. Assign a focal point who will liaise with WHO Sri Lanka communication and programme staff.
   3. Deliver required work as per pre-agreed deadlines.
   4. Provide WHO Sri Lanka with a final report in an actionable format.

WHO Sri Lanka will assign a focal point and provide access to all relevant technical data for analysis of the public engagement and reach of website, social media platforms as well as messaging apps.

5. Deliverables
   The selected company shall deliver:

   1) A comprehensive report that analyses the reach and engagement of WHO Sri Lanka’s web, social media and messaging platforms. This report will include a break-up of audience characteristics by demography, socio-economic grouping, geography and language.

   2) Based on this, the selected company will outline a strategy to increase WHO’s reach on these platforms, including priority audiences for different WHO programmes.

6. Qualifications of the provider
   1. More than 5 years of professional experience with a proven track record in social media analytics & strategy and search engine optimization.

   2. The bidder should be a registered firm.

   3. Previous experience working with WHO Sri Lanka or other UN agencies and familiarity with UN systems and procedures is an added advantage.

7. Technical Supervision
   The selected firm is expected to work under the supervision of technical team assigned by WHO Sri Lanka.

8. Evaluation
   The evaluation panel will evaluate the technical merits of all the proposals which have passed the preliminary examination of proposals based on the following weighting.

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<tr>
<th>Technical Proposal:</th>
<th>70 % of total evaluation</th>
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<tbody>
<tr>
<td>Financial Proposal:</td>
<td>30 % of total evaluation</td>
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The technical evaluation of the proposals will include:

| Quality of the overall proposal (addressing all the requirements in a logical way) | 35 |
| Working experience in areas of social media analytics and strategy | 30 |
| Working experience in search engine optimization (SEO) | 15 |
| Previous experience working with WHO Sri Lanka or other UN agencies | 20 |
| **TOTAL** | **100** |

The number of points which can be obtained for each evaluation criterion is specified above and indicates the relative significance or weight of the item in the overall evaluation process. A minimum of $[60/100]$ points is required to pass the technical evaluation. Please note that WHO is not bound to select any bidder and may reject all proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to WHO's general principles, including the principle of best value for money, WHO does not bind itself in any way to select the bidder offering the lowest price.

9. Payment method
Given the nature of the work and the short time duration assigned, the total payment will be done once the activity is completed.

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Activity Manager

Name:
Designation:
Date: