



SCOPE OF WORK & PROJECT DESCRIPTION

Social Media Activities

Scope of Work

The scope of services shall include the tasks described below, as well as additional elements or modifications, which are recommended by the consultant to continue the Fort Bragg social media campaigns.

This request is *only* for creation of content for social media campaigns-- not ad buys or related expenses.

Visit Fort Bragg currently has a Facebook page, Instagram account, YouTube channel and Twitter account.

- Currently there are 63,000 followers on Facebook and 13,000 on Instagram, 48 subscribers on YouTube, 2339 followers on Twitter.

Social Media Objectives

The ultimate goal of our social media accounts is to inspire people to visit and engage with Fort Bragg. This can be accomplished by:

- Continuing optimization of social media accounts through brand building
- Continuing to develop Facebook, Twitter, Instagram and YouTube followers (or other tools, as appropriate)
- Inspiring people to visit and spend their precious time and money in Fort Bragg
- Encouraging people to engage with Fort Bragg through promotions and posts
- Inspiring people to extend their length of stay in Fort Bragg
- Inspiring and assisting visitors to reach out to friends and family to share their Fort Bragg experience

Content development should focus on the wider Fort Bragg area and represent all area attractions and activities. Content creation will consist of photography, short videos and written content to tell the story of Fort Bragg to the traveling public.

Specific content to be developed includes, but is not limited to, the following activities and locations: Glass Beach, the redwoods, downtown, recreation (land and water), cycle touring, beer tasting, the range of dining, farm to table dining, unique shopping, interesting people, arts and culture, area history, local events, etc.

Content may be used for website, collateral materials, press kits, ads, etc. and thus should be transferable to these different media with sufficient resolution.

Social Media Goals

- Use social media accounts to build VFB mailing list
- Increase social media outreach-conversion rates, audience engagement etc.
- Increase Fort Bragg brand awareness and engagement with the brand as well as other Visit Fort Bragg initiatives
- Identify and engage with social media influencers who will enhance our brand and deliver our message to a broader audience
- Drive increasing traffic to the website including longer length of time on site and increased unique visitors
- Ongoing development of key emerging platforms- analysis of new and upcoming platforms, and keeping ahead of trends as necessary
- Suggest alternative or additional platforms to keep Visit Fort Bragg relevant in today's environment
- Create and maintain central database of content
- Engage with other social media efforts which will help Visit Fort Bragg meet its goals and accomplish its mission

Meetings and Presentations to Key Stakeholders

- Provide in-person updates and monthly reports. Meetings are intended to serve as opportunities to receive updates on social media efforts, seek client feedback on ways to improve efforts and meet goals, and to engage with key stakeholders.
- Will be expected to work directly with the VFB Project Manager
- May be expected to meet with staff and attend stakeholder meetings.