

Section B – SCOPE OF WORK
FOR
SOCIAL MEDIA CONTENT DEVELOPMENT AND
EXECUTION SERVICES

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1. Scope of the Contract

ExxonMobil Exploration and Production Romania Limited (EMEPRL or Company) intends to sign a Contract for Social media content development and execution services.

EMEPRL will be the Facebook account owner and manager. The Company will post materials and handle responses to any comments from the community and direct messages.

The Contractor will be a dedicated digital and social media agency, having in-house expertise and capacity to produce and to carry out such tasks and create a wide range of creative contents on an ongoing basis in collaboration with the Company.

2. Services and volume of the Contract

Contractor will assist the Company with **production of social media content** and **advising on best options to disseminate the Company's messages to the target audiences**. In addition, the contractor will assist the Company for crisis situation as described below.

The Contract resulting from this Bidding Procedure shall be executed for a period of 1 year from the signature date, with possibility of extension for 1 year.

3. Requirements for Social media content development and execution services

The Bidder will perform the following activities during the contract:

- i. Monitor ExxonMobil's materials on corporate websites and social media platforms and select information that could be of interest to the target audiences as determined by the Company.
- ii. Identify specific topics to be addressed in the editorial calendar based on Company's guidance;
- iii. Develop an editorial calendar to address subjects to be considered for social media activities.
- iv. Develop and tailor fit for purpose materials for the Company editorial calendar, including:
 - a. Messaging
 - b. Translation – The Bidder must prepare and provide editorial calendar for approval both in English and Romanian language (material such as: infographic, pictogram, videos, posts wording etc.).
 - c. Production (animation, pictogram, video, infographic, photography etc.).
- v. Manage paid advertising to guarantee targeted visibility based on the agreement with the Company (separate cost outside of monthly fee);
- vi. Support the Company to communicate key social media materials to live audiences.

- vii. Support managing comments and Company responses (page maintenance).
- viii. Identify collaboration opportunities and working with influencers and organizations online to disseminate the Company's messages.
- ix. Quarterly based activity reports.

The Contractor will assign a Dedicated Social Media Manager, with native Romanian speaking and writing skills, that will be able to communicate daily via email or schedule a call at a time that is convenient for the both parties.

The Contractor will ensure that staff allocated the activities to be performed within the contract are qualified, competent and capable of delivering the required services and that they are bound by confidentiality obligations. In case of doubt, the Company reserves the right to request the Contractor to replace such personnel. The Contractor shall ensure to the extent possible the stability of the team during contract performance. In case of change in personnel, the Contractor will be responsible for informing the Company in a timely manner and for maintaining the continuity and the same high quality of the services performed. Company shall not be charged for any extra cost following a change of staff.

The Contractor will develop social media content and advertisements unique for Company's business.

The Contractor will be required to, assist the Company in the following areas but not limited to:

- i. Identify target audience behaviours, preferred content types, topics of interest and other insights based on data analytics;
- ii. Help the Company to stay abreast of new developments in the Facebook social media space including advice on platforms, formats and trends as they evolve;
- iii. Research hashtags across different platforms and providing creative advice related to the production of impactful storylines along those keywords;
- iv. Manage earned media engagement (influencer relations: identifying collaboration opportunities and working with influential individuals and organisations online);

The Contractor will perform the following services for the duration and in line with the terms of the Contract:

- i. **Content production and implementation:**
 - a. Provide the necessary execution of the agreed deliverables;

- b. Seek input from the Company during the drafting and execution processes to fine-tune social media content in the form of images, text, stories or articles, ensuring a time and cost-efficient approach;
- c. Deliver and make available the final version of digital collaterals including imagery, typography, digital design production etc.;
- d. Deliver and make available the respective editable file for the Company's further use if necessary;
- e. Ensure attention to detail and quality checks throughout the production process and in particular before final delivery to the Company.

ii. **Ongoing project management:**

- a. Ensure management of assignments given by Company (staff, tools).

The Contractor shall:

- i. Have proven experience in advising a wide range of organisations and/or businesses, **including oil and gas industry**, in social media trends and best practices;
- ii. Be able to monitor, analyse and deliver data-driven insights into social media content production;
- iii. Have a thorough understanding of digital production (formats, tools, techniques) and have in-house capacity to create contents on an ongoing basis;
- iv. Be able to tell a story from both visual and copywriting perspectives, and make it relatable to audience needs;
- v. Bring expertise in working with influencers and managing paid social media / advertising / content placement / SEO tactics;
- vi. Demonstrate willingness and openness to work in consultation with the Company and its other Service Providers for the delivery of Services;
- vii. Understand the Company's mission and the operating environment;
- viii. Be able to work under tight deadlines and deliver within deadlines set by the Company;
- ix. Ensure outstanding information and workflow management in its liaison with the Company.

The Contractor shall assist the Company in reaching the following milestones on a quarterly (three months) basis:

i. **Data analytics and measurement:**

- a. Backward-looking to identify what works with audience(s), which contents were most successful and why;
- b. Forward-looking to summarise lessons learned and set targets for the next stage.

ii. Creative and conceptual development of contents:

- a. Present at least two creative routes for the execution of agreed content types;

4. Requirements related to methodology of performing the activities

The Bidder will present the methodology (including **workflow**) for all the activities to be performed during the Contract.

5. Requirements related to Quality assurance

The Bidder must assure continuous high performance throughout the Contract period and apply quality control measures.

6. Requirements related to Performance Indicators (Critical Success Factors)

On an ongoing basis, the Company will assess the Contractor's efficiency against the following:

- i. Ability to deliver comprehensive and accurate analysis;
- ii. Ability to propose tactics for growth and awareness raising;
- iii. Ability to deliver engaging storytelling and visually compelling contents;
- iv. Flexibility and adaptability to the Company's needs and specific requirements;
- v. Ability to think creatively and to proactively propose new approaches to content creation in line with the latest trends;
- vi. Attention to detail and quality of final deliverables;
- vii. Commitment to timely delivery at every stage of the co-operation with the Company;
- viii. Ability to manage day-to-day working relationship with the Company;
- ix. Ability to work under tight deadlines and managing heavy workloads incl. conflicting priorities;

7. Requirements related to Crisis cell

In the event an issue does occur on Facebook, the Contractor:

- i. Assess reach and influence: flag the incident or specific post to the Company. Determine the source, how far the issue has spread on social, influencers and channels used.
- ii. If required, initiate heightened social media monitoring. Structure a report specific to the issue at hand to keep a pulse on volume, sentiment, influencers, accuracy/inaccuracy of key messages and implications to ExxonMobil.

- iii. Work with the Company to evaluate the report, severity of issue and the potential of a timely response.
- iv. In an unlikely event of a large-scale emergency, assemble the 24/7 Fast Response Team and assist the Company in responding to public queries by deploying the approved messages on the Facebook.

8. Copyrights and Intellectual Property Rights

Compliance with copyright law and other intellectual property legislation is of utmost importance to EMEPRL. In providing the services, the Contractor must ensure compliance with applicable copyright provisions, other intellectual property legislation and the conditions in these Bidding Documents. In particular, the Contractor guarantees that he is the author and rights holder of all materials created by himself in the performance of the Contract and that he transfers all these rights to EMEPRL. In case the contractor is not the author and rights holder, he will be asked to guarantee that he has obtained the rights for and transfer to EMEPRL all the rights relating to the results provided. EMEPRL may use the results with or without mentioning of the source and names of authors.

9. Information about Options

The Contracting Entity reserves the right to vary up (supplement) the nature and quantity of activities to be executed during the contract performance based on the needs identified at the Contracting Entity level in direct relation to contract scope during contract performance. When such a right is exercised during contract performance, the price for such activities will be established based on unit prices for the man/day included in the Financial Proposal.