

Request for Proposal Social Media for GH Pride

RFP: Social Media for Grand Haven Pride	Proposal Due By: January 10th, 2025	Grand Haven Pride Organization
Project Overview: Looking for a social media coordinator to manage all social media accounts for Grand Haven Pride Organization including weekly posts, create event posts, promotions, creating content, and helping grow the social media presence for the organization.		
Project Goals: <ul style="list-style-type: none">● Help grow the social media presence for Grand Haven Pride● Create a Social Media plan for weekly content to post● Create event promotions.● Add a willingness to work with Web Developer to ensure posted information is consistent		
Scope of Work: Build and create posts, pictures, and/or content for weekly posts to the social media accounts of Grand Haven Pride Organization. We are looking for 1-2 posts per week of content + Event posts. May need additional posts closer to festivals regarding sponsors, fundraising, etc. Assist with responding and/or directing comments to the appropriate committees or board members. Lastly the ability to work alongside the social media leads for the committees and ensuring that corresponding posts to events are being made.		
Current Roadblocks and Barriers to Success <ul style="list-style-type: none">● Currently not a large social media presence on socials● Ability to work around the conservative community● Lack of education on LGBTQ within the community		
Evaluation Metrics and Criteria <ul style="list-style-type: none">● Have experience with social media platforms, including Facebook, Instagram, etc.● Ability to attend prominent Pride events and work alongside the GH Pride Board and committees.● GH Pride always looks to promote LGBTQ owned business		
Submission Requirements <ul style="list-style-type: none">● Samples of work including tools and platforms used and proficient in● Proposal of vision/plan for social media● Projected monthly cost for implementation		
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Contact: GH Pride Board	Email: info@ghpride.org	