



OFFICE OF THE SHERIFF

FORSYTH COUNTY, NORTH CAROLINA

Sheriff Bobby F. Kimbrough, Jr.



March 31, 2020

The Forsyth County Sheriff's Office is requesting proposals with quotes for a temporary 8-week contract for the provision of social media professional services for the Forsyth County Sheriff's Office.

Scope of Work:

- The primary goal of this position is to enhance the Sheriff's Office online presence across a variety of social media platforms (Facebook, YouTube, Instagram, etc.).
- Gain a comprehensive understanding of the current agency brand, social media strategy, and agency 'voice' in the community.
- Utilizing social media, determine what County residents like about the agency and identify areas for improvement.
- Become familiar with the specifics of law enforcement functionality on social media, research peer agencies' social media presence, and identify best practices to recommend for implementation by the Sheriff's Office.
- Develop a realistic, sustainable plan for building and enhancing social media presence.
- Work closely with Public Affairs Officer (PAO) and contracted videographer to develop specific strategic content, both visual and text, as well as schedules for posting content for maximum effectiveness and reach
- Assist as needed, including attending events, contributing to projects, and creating visual and text content for social media.
- Performance of duties will be in the provided office space and with office equipment provided by the FCSO, with additional work locations throughout the community for events and projects.
- Approximately 20 hours of effort weekly, with the final schedule to be determined by the Administrative Services Division Commander and PAO.

Other service highlights:

- This contract will be temporary with a term expected to begin Monday, May 4, 2020 and ending Friday, June 26, 2020.
- The service will be provided on-site, at the Forsyth County Public Safety Center (301 N. Church St.)

- Open communication and dialogue is expected.

Proposal Information and Contractor Responsibilities

- Detail the qualifications of the provider.
- The quote for services should include:
 - Documentation of any certification(s) and or specific examples of experience and expertise.
 - Cost per week.
 - Equipment- the proposal should include what specific types of equipment and/or supplies will be required and whether the equipment will be provided as a part of the proposal or will need to be procured separately by the Forsyth County Sheriff's Office.
- Be able to pass a background check and possess a valid NC Driver's License.
- Insurance requirements for independent contractors are open to review/negotiation.

All interested parties shall submit a written quote detailing services provided and cost by 5:00 p.m. Friday, April 10, 2020 to Randy C. Hunsucker via email at business@fcsso.us. The quote for services shall detail both the qualifications of the provider and the anticipated services the party would provide during the 8-week course of the contract.