

ADDENDUM 2

ITQ TDD 85-16 – Social Media Services

The mission of the Okaloosa County Tourist Development Department is to promote the special taxing district represented by Destin, Fort Walton Beach, Okaloosa Island, Mary Esther and Cinco Bayou, Florida as the primary tourist destination on the northern Gulf Coast. The primary goal of the Tourist Development Department is to increase the lodging occupancy of the taxing district for the continual economic benefit of the community and all tourism stakeholders. For marketing purposes, the taxing district is known as “*The Heart of the Emerald Coast*”. Target audiences include leisure travelers, groups, and meeting/convention planners. The primary website is <http://www.emeraldcoastfl.com/>.

The estimated time frame for social media services is October 12 – December 31, 2016 while the County transitions between advertising agencies. An hourly rate is requested based on 60 hours per month.

SOCIAL MEDIA

Includes, but is not limited to, development of social media strategy, community management and monitoring for all social channels, and content development.

1. Community Management and Monitoring for all social channels
 - a. Development of monthly content calendars for all social channel
 - b. Optimization based on response/analytics
<https://www.facebook.com/FloridasEmeraldCoast/>
<https://twitter.com/EmeraldCoastFLA>
<https://www.pinterest.com/emeraldcoastfla/>
<https://www.instagram.com/emeraldcoastfla/>
<https://www.youtube.com/user/FloridasEmeraldCoast>
2. Development of overarching social media strategies, including:
 - a. Goals and Key Performance Indicators
 - b. Content and Conversation Categories
 - c. Engagement Tactics
 - d. Social Media Campaigns
 - e. Editorial Calendars
3. Monthly reporting and analysis for all social channels