

Hawai'i State Art Museum
Social Media: Account Management

Overview:

The State Foundation on Culture and the Arts (SFCA) operates the Hawai'i State Art Museum as part of the Art in Public Places Program. SFCA is seeking a social media management service to assist SFCA staff from January 1, 2023-December 31, 2023. Contract is renewable pending agreement between both parties and availability of funding.

General Marketing and Goals

The social media focus for this program is to inform the public and provide quality educational information about the museum, museum exhibits and museum events both in the building and online. The overall message is to welcome the general public to the museum.

Goals:

- Increase Hawai'i state resident awareness of the museum
- Increase museum interest
- Provide access and information to online visitors to inform them of the museum and the Art in Public Places collection in order to drive audiences to the museum

Social Media Accounts:

Facebook: @hawaiiistateartmuseum

Instagram: @hawaiiistateartmuseum

Twitter: @hisamnews

You Tube

Service to Include:

- Dedicated social media manager (can be a team) to work directly with SFCA HiSAM staff.
- Be responsible for independently creating captions and other content within the posts.
- Scheduling social media posts for Instagram and Facebook
- Reviewing and responding to comments on posts at least 4 times per week, including weekend days. SFCA will coordinate with manager for appropriate responses and points of contact that questions/comments can be referred to
- Monthly strategy sessions with SFCA HiSAM staff to plan and coordinate weekly post scheduled for Facebook, Instagram and Twitter for a consistent message across all platforms.
- Monthly report on analytics, including audience reach and audience engagement on Instagram and Facebook
- Contractor will regularly produce a schedule of posts, including type of post (e.g. carousel, reel, story, etc.), caption, hashtags for the month. Content will be presented at regular meetings with SFCA staff.

SFCA can provide image, photo, graphic but text is responsibility of Contractor. SFCA can provide information about the exhibits artworks and artists in the exhibit and online and in-person events.

Limited paid advertising on Facebook and Instagram can be supported to increase public awareness

Qualifications to include

- Demonstrated familiarity and experience with social media marketing to audiences based in Hawai'i
- Experience working for government or non-profit organizations with references available upon request.
- Experience with marketing strategies that are not based on sales of goods or services

Please provide three examples of work demonstrating these qualifications uploaded with the bid

Notes:

- Vendor placing the bid must be compliant at time of award
- Selection will be made by a committee of staff members who will evaluate the provided qualifications. The selection will not be based solely on the bid amount.