

## **South Eastern Ohio Workforce Development Region Request for Qualifications (RFQ): Social Media Training**

### **Overview**

The Southeastern Ohio Workforce Development Region, comprised of three Workforce Development Areas, is seeking qualifications and proposals for Social Media Training for our regional workforce staff members. The Region includes the following 11 counties: Area 14: Athens, Meigs, Perry; Area 15: Monroe, Morgan, Noble, Washington; and Area 16: Belmont, Carroll, Harrison, and Jefferson.

The purpose of the training is to provide front line staff of the OhioMeansJobs One Stop Centers in the region with a working knowledge of social media that includes:

1. Effective use of a variety of social media platforms to enhance our staff interactions and frequency of contact with workforce clients. Clients include youth (defined as ages 14-24), adults, and dislocated workers.
2. Effective methods to document these communications and required on-going follow-up communications.
3. Improved communications among Workforce staff, particularly as we work toward closer ties across all 11 counties.
4. Outreach/marketing tool to reach partners and new potential clients (individuals and regional businesses).
5. Internet safety and awareness as well as vulnerability to risks.

### **Proposal**

The successful vendor will be able to deliver three (3) 6-8 hour trainings (one (1) in each Area) for up to 12 persons each. The WDA will provide a location which will have computers and internet service. These trainings should be delivered in March 2018.

The 6-8 hours needs to cover training on the following social media platforms: Facebook, Snapchat, Instagram, Twitter, and LinkedIn. For each of these platforms, the training will guide participants to set up an account, login, reset passwords, add the platform to their phone, personalize the platform, effectively use the platform (pros and cons), and how to communicate with clients. A handout (print and electronic version) of easy to use instruction needs to be provided to each participant for each platform. *Of particular importance, is teaching participants how to use the platform to assure confidentiality with clients.*

A fourth (4<sup>th</sup>) session will be proved about a month later, for all participants to gather and to share their use/application of social media. This will be a vendor facilitated session of up to 40 people, to share what is working, what is not, and to help fill in any gaps.

## Submission of Proposal

The successful vendor will submit:

1. **A detailed training proposal** on how they will achieve the above scope-of –work. If the vendor has a different approach to this social media training, or believes different platforms may be better to achieve the stated goals, such a submittal would be appreciated.
2. **Qualifications and relevant social media experience of the business and the individual(s) who will be delivering the training.**
3. **Fee Proposal**

Please submit your complete proposal, qualifications and proposed fee by January 1, 2018 to:

Rebecca Safko [rebecca@omj15.com](mailto:rebecca@omj15.com)

If you have any questions regarding this RFQ, please contact either Rob Guentter, WDB16 Staff to the Board at (740) 683-9019, or Jean Demosky, WDB14 Director at (740) 566-4395 or Rebecca Safko, WDB15 Director at (740) 632-4671.

Thank you very much.