

SOCIAL MEDIA MODERATION RFP 2022 QUESTIONS & ANSWERS

Q. Do you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

A. We do not have a local preference. However, we do expect the agency we hire to be available for meetings during Pacific Time. We do our best to accommodate other time zones when working with agencies that are outside Pacific Time, though.

Q. Is Visit California able to provide volume breakdown by platform, and then by language?

A. Here is the volume for the last 12 months (June 2021 – June 2022) and the monthly average of inbound content that has been moderated and engaged with for the following platforms and languages. Note: TikTok launched in September 2021, and during the pandemic, we greatly limited international Facebook content.

Account	Total Inbound	Monthly Average Inbound
Facebook	36,956	3,080
Twitter	20,572	1,714
Instagram	200,256	16,688
YouTube	465	39
TikTok	953	106
Pinterest	0	0
Facebook AUS	30	3
Facebook UK	2,934	245
Facebook Mexico	917	76
Facebook Canada	326	27
Facebook Japan	64	5
Facebook Germany	344	29
Facebook Italy	45	4
Facebook Korea	0	0
Facebook Brazil	150	13

Account	Total Inbound	Monthly Average Inbound
Facebook France	1,149	96
Facebook India	57	5
Weibo China	770	64

Here is the volume pre-pandemic in 2019. We don't have historic data on Weibo prior to 2021, and we launched TikTok in 2021.

Account	Total Inbound	Monthly Average Inbound
Facebook	3,557	296
Twitter	31,033	2,586
Instagram	2,098	175
YouTube	195	16
Pinterest	18	2
Facebook AUS	4,970	414
Facebook UK	5,870	489
Facebook Mexico	9,188	766
Facebook Canada	1,149	96
Facebook Japan	503	42
Facebook Germany	2,395	200
Facebook Italy	578	48
Facebook Korea	170	14
Facebook Brazil	2,490	208
Facebook France	1,625	135
Facebook India	600	50

Q. What is the total number of monthly average comments across social media platforms that will need moderation and/or brand replies?

A. See chart above.

- Q.** The RFP states "Conduct organic social listening." Is this for on-channel or off-channel?
- A.** On-channel.
- Q.** Would Visit California want the agency to consider engaging on off-channel opportunities (i.e. through social listening)?
- A.** Yes. We don't do this right now, but it's a strategy we want to implement.
- Q.** Is Visit California able to provide TOV documentation during onboarding?
- A.** Yes, we do have one but it's from 2019. We are in the middle of a social audit that will likely inform an updated TOV.
- Q.** Is Visit California able to provide a Sprout Social seat for each of the agency's team members? This will ensure the agency can provide accurate data and optimum QA.
- A.** Yes.
- Q.** Sprout Social does not integrate with some platforms such as Sina Weibo. Is there an alternative tool used, or is the service performed natively?
- A.** Natively.
- Q.** The RFP states to "monitor activity for influencers working with Visit California, specifically their posts, hashtags and keywords" and "engage with influencers currently working with Visit California." Is there a current influencer strategy?
- A.** There is a partnership between the social media and the PR teams for influencer work. The PR team manages influencer visits but the social team works with the PR team to support visiting influencers. We are open to new ideas as it relates to influencer work.
- Q.** How many influencers does Visit California typically partner with?
- A.** This past fiscal year we hosted approximately 60 influencers globally. In FY19/20, when all of our international agencies were online, we were on track to host over 100 influencers before the pandemic hit.

- Q.** Is there an existing influencer management tool or a third-party agency?
- A.** We do not have an influencer management tool. The PR team uses an agency to support influencer work. On the social side, we use our social media content agency to support influencers by sharing their content, and our moderation agency engages with influencers who partner with Visit California through commenting and liking.
- Q.** The RFP states that English, Chinese, Spanish, and Portuguese have a daily service level requirement of 4 hours. Is that the maximum amount of time between "checks" for those languages? Similarly, are the other languages 10-hour checks (or approximately twice daily checks?).
- A.** Yes, for both questions.
- Q.** Crisis management support can be defined in multiple ways. Is this accurate for this RFP? That the agency should describe how they would scale up during a crisis in order to handle increased volume or sensitive topics? Would you also like crisis management guidance during this time?
- A.** Yes, the agency should be able to describe how they will scale up during a crisis and provide a POV on how to manage the crisis. For example, if there's a fire in California, we'd want the agency to advise us. We look to our moderation agency to make recommendations that may include: Should we pause all publishing and limit engagement? Or is there a different recommendation during the crisis? How long should we be dark? Should we even go dark? Do we still publish but only pertinent information that will help travelers during the fire?
- Q.** The RFP states "Channel analytics and optimizations, and market-specific research reports generated monthly." How do you define channel analytics? Engagement? Content performance? Both?
- A.** Right now, the social media content agency provides metrics for reach, impressions, engagements and number of posts every month. Our moderation agency gathers metrics for Destination Marketing Organization (DMO) tags, DMO replies, DMO handoffs and engagement trends monthly. However, for our "Year In Review" reports, the moderation agency gathers all metrics, which includes followers, impressions, reach and engagements on all social media platforms we're on. It's also important to note, we're in the middle of a social media audit that will likely change what analytics we gather for each social media channel.

Q. Our understanding of the reporting requirements for international markets is that they are based on key metrics and observations for those markets. Does Visit California require strategic or analytical reporting for these markets? This will help determine resources required in those languages/countries (strategists and analysts).

A. We do not currently require it but if that capability is possible, please share what this analysis would cost if included as part of your SOW vs. without.

Q. What is the cadence of providing the following, is this expected weekly, monthly, quarterly?

- Provide in-depth analysis on current status or performance of markets and social channels.
- Provide recommendations on key learnings, improvements, and best practices moving forward.

A. Monthly for both.

Q. Can Visit California share samples of previous reports?

A. At present, we're always exploring what optimized reports look like. We'd like to see what you'd recommend.

Q. Are any of the following processes already clearly documented, or would they be required during onboarding:

- a. Moderation guidelines - what is acceptable content, and what should be removed
- b. Escalation processes that include:
 - i. Influencer engagement (a threshold when the Visit California team or a partner agency should be alerted when an uncontracted influencer engages directly on social media)
 - ii. Customer / Visitor queries when the team does not have the relevant information in order to respond
 - iii. Brand reputation issues
- c. Tone of Voice documentation
- d. Frequently Asked Questions and standard response information
- e. Content tagging structure and procedures

A. Processes we have clearly documented:

- a. TOV documentation but will be updated when an agency is selected
- b. Content tagging structure and procedures
- c. Influencer engagement

Processes that would be required during onboarding:

- a. Moderation guidelines
- b. Brand reputation issues
- c. Frequently Asked Questions and standard response information
- d. Customer/visitor queries when the team doesn't have the information needed to respond

Q. Does Visit California utilize project management/communication tools internally that they would like the agency to use in order to create clear communication paths?

A. Email and Slack for day-to-day. Text for escalations.

Q. Does Visit California have a preferred project management style / process that they'd like the agency to follow?

A. Yes. We'll discuss in a collaborative way once a vendor selected.

Q. The RFP states "Attend Visit California meetings, on average 2 days per week or 8 hours." Can Visit California provide details about the types of meetings so we can determine the team members required to attend the meetings? This will aid in scoping resource requirements.

A. Regular meetings

- a. Weekly 30-minute call with Visit California, social media content agency and social media moderation agency
- b. Weekly 1 hour call for social media interagency touch base where we go over social as it relates to the rest of the organization
- c. Weekly 1 hour call with the editorial board where we discuss content submissions from the industry
- d. Twice monthly call between Visit California and moderation agency.
- e. Monthly metrics call with Visit California (all staff) and all Visit California agencies
- f. Monthly 1 hour meeting and discussion with the research team sharing the latest consumer insights and trends with Visit California staff and agencies.
- g. Ad hoc meetings as needed

Q. How does Visit California see the agency supporting overall business goals and KPIs? What role does social media play in overall KPIs and business goals?

A. Please request access and refer to our Strategic Framework:

<https://industry.visitcalifornia.com/about/plans-publications/work-plan-chapters>.

- Q.** We understand that Asia represents 3 priority markets for Visit California: China (4th), South Korea (8th), and Japan (9th) according to the Spring 2022 Commission Presentation. The RFP states there should be a "global minimum presence" in Asia. Can this be further defined, including whether it's required to have a physical office located in Asia, to have agency team members located in Asia, or simply that the agency must demonstrate experience and language capabilities to provide these services for those 3 markets?
- A.** The agency selected does not need to have a physical office located in Asia nor have team members located in Asia. The agency needs to show it has staff who understand the Asian countries and cultures we market to and demonstrate language capabilities for these countries as well.
- Q.** Please confirm if the pitch is in-person at the Visit California Offices, or will be held virtually.
- A.** Key agency members responsible for the day-to-day account handling should appear in person for the oral presentation.
- Q.** The RFP states "Provide a current and past client list." How far back would Visit California like for past clients?
- A.** Three years.
- Q.** Can you share pre-set KPIs for the moderation program for FY23?
- A.** All inbound messages that require a response will be actioned within the time in the SLA outlined in the RFP. Additionally, while not currently in scope, we're interested in hearing about more comprehensive social listening to help inform content and to be a part of conversations that make sense for us to jump into. By jumping into wider travel conversations, we can potentially drive wider consideration for travel to California and grow our social media presence. For example, when we shared our TV spot during the Super Bowl, one behind-the-scenes video showed the talent running off the end of a jetway at the airport to begin her adventure flying around California. We didn't tag airlines in this post, but Alaska Air jumped into the conversation and said "Looks like you're in need of an airplane. We're happy to help."
- Q.** Are there any goals that were previously thought to be unachievable that we can create a foundation for in FY23?
- A.** We understand this is outside the RFP, but using social listening to inform content and engage in conversations outside of questions directly posed

to us in comments or via tagging. Another goal includes finding new and effective ways to engage with the industry (AKA DMOs throughout the state).

- Q.** Will the moderation and engagement services be for organic, paid, or both?

A. Both.
- Q.** Regarding the languages outlined in 'Activities by Language', are these referring to the moderation action (removing unwanted comments) or also the ability to send responses in those languages?

A. Having staff who can moderate and engage in-language and understand the cultures of the countries we need moderation support in.
- Q.** Which specific categories of comments require responses from Visit California (positive feedback, intention to visit, questions about travel, complaints, etc.)?

A. Any and all questions posed to us, require a response by the moderation agency unless it's trolling or obvious the question is insincere.