



**TERMS OF REFERENCE**  
**Social Media Monitor for the for the WFD project in the Philippines**

Title:	<b>WFD - Global Election Support Centre</b>
Project location:	Philippines
Language(s) required:	English

The international community has worked diligently over the past 20+ years to promote electoral credibility through support to electoral reform, capacity building of electoral management bodies (EMBs), and voter education. However, those interested in subverting the electoral process have become increasingly sophisticated, with many electoral processes manipulated long before election day. To address these growing challenges an even stronger focus needs to be placed on the identification of stress points on electoral integrity and on actions that can be taken throughout the full electoral cycle.

WFD established the Global Election Support Centre (GESC) to be able to provide the needed expertise and develop new integrated approaches to support and safeguard electoral integrity throughout the electoral cycle.

With the start of the GESC in January 2021 activities were concentrated on analytical, training and guideline support, to develop a better understanding of the electoral environment, stakeholders and pressure points on electoral integrity.

With the Integrated Review of Security, Defence, Development and Foreign Policy (IR), published in March 2021 the Government commits to building a new UK capability to support election observation while strengthening existing multilateral efforts. This clear and welcome commitment provides a basis for future UK involvement in international election observation, which forms an important part of the UK's wider mission to promote open societies and be a force for good in the world with a focus on the Indo-Pacific region.

Under this new paradigm WFD will also provide broader support to thematic, expert and election observation missions, not only proving expertise but also conducting media/social media monitoring as part of the overall analysis

**As part of an overall contract WFD requires the contractor to provide six media and six social media monitors. Please see job description and required qualification below.**

### **Social Media Monitor**

The social media monitor is responsible for carrying out social media monitoring activities. S/he reports directly to the Media/Social Media Assistant.

The role will include the following tasks:

- Undertake full and successful training in the required monitoring duties.
- Undertaking daily monitoring of content on Facebook and other platforms in line with the Social Media Expert's instructions
- Verification of observations to ensure the highest-quality analysis
- Enters data related to social media monitoring into a data base designed by the Expert.
- Translates posts and articles as requested.
- Proactively alerting the Social/Media Assistant and the Expert of emerging issues of importance to the Mission online
- Habitual verification of all information provided to the analyst and a willingness to state when and why one's level of confidence in information is less than 100%
- Fill in for the work of other team members in the event of their absence
- Any other tasks as might be determined by the needs of the mission, as expressed by the Social Media Expert

The monitor will work the equivalent of three full days a week dedicated to the project whereby hours will be distributed throughout the week as well as weekends if necessary.

### **QUALIFICATIONS**

- A degree in Information Technology, Administration, Accounting or another related field
- Full competence with spreadsheet software including Microsoft Excel
- The ability to generate visually compelling graphs and infographics based on data
- A working understanding of Facebook, Twitter, WhatsApp, and other social platforms
- Relevant professional experience of at least 1 year
- Be a self-starter comfortable with an evolving workload
- Not be a member of or activist for a political party, in view of the importance of neutrality on the mission

- A familiarity with, or a willingness to quickly obtain familiarity with, terminology relating to elections and social media
- Willingness to work potentially irregular hours given the continually evolving nature of social media content
- The highest regard for the importance of data protection and adherence to both the law and ethical standards in the collection and analysis of data
- A willingness to respond quickly and accurately to requests for information and information verification
- A willingness to be potentially exposed to online content that may be discriminatory or violent in nature for purposes of analysis of the electoral environment