**2019/20 WWF Scotland Digital Support Tender**

**Supporting information for potential contractors**

WWF Scotland is putting out a tender for a digital consultant or agency to provide web and social media support for the Communications Team. Digital support and content creation will span areas including climate, nature and land use. This will help us deliver our ambitious targets in recruiting new supporters, reaching new audiences and increasing engagement in our advocacy campaigns.

**Objectives**

The consultant or agency will:

* Lead on development of digital assets (infographics, gifs, video, etc) in support of key projects including Christmas suite of stories, Earth Hour, Our Planet and others tbc
* Lead on strategy and content creation for WWF Scotland’s new Instagram channel
* Support Media & Comms Manager in developing and testing paid and organic social media content, strategy and reporting across priority areas
* Lead on creation and maintenance of web content for priority areas as agreed with Media & Comms Manager and Head of Comms
* Support Media & Comms Manager in monitoring and reporting on social media strategy and activities throughout the period

**Scope of Work**

The primary purpose of this role is to provide additional capacity in order to create unique, relevant content for our social channels and website. The successful digital consultant or agency will lead on content creation for WWF Scotland’s social channels, including images with text overlay, infographics, gifs, videos, animations, etc. You will be required to assess on a day to day basis the news agenda and relevancy to WWF Scotland’s work, and create social content to amplify. You will have access to WWF’s image bank and other commercial image banks within reason.

You will lead the planning, management, delivery and evaluation of paid strategy across all our social channels (currently Facebook, Twitter and Instagram), and support the organic strategy across those same channels, by providing strategic and creative advice and inputs to the Media & Comms Manager. You will oversee a minor website refresh and lead thinking on how to cross-pollinate content between our social channels and WWF Scotland website.

**Content Creation**

Specifically, digital development and content creation provided by the successful consultant or agency is likely to include:

* Writing copy, developing content for and posting **daily** social posts on Facebook, Instagram and Twitter
* Developing **up to 15** digital assets (e.g. videos, animations, infographics) over the course of the contract
* Writing and creating **up to ten** blogs (e.g. photo stories, interviews, news stories) related to key campaigns or moments
* Writing copy and sourcing images for **up to ten** pages on WWF Scotland’s microsite (general info about us and our core campaigns)

**WWF Scotland Thematic Areas**

**Climate Crisis**

In September 2019, the Scottish Parliament passed a historic new climate law. It sets ambitious targets to slash emissions to help keep global warming under 1.5oC, and puts us on a pathway to end Scotland’s contribution to climate change pollution completely. This law and its ambition is thanks to over 7,000 people (including 1,8000 from WWF Scotland) who contacted their MSPs to call for a strong Bill, as part of the SCCS coalition campaign. We are currently reviewing our climate work with a view to maximising the opportunity of the Glasgow-hosted COP26 in November 2020, as well as looking to undertake policy, campaigning and comms on renewable heat.

**Fight for Scotland’s Nature**

Scotland’s iconic species are in decline, with 11% at risk of extinction and almost half showing significant decline. As part of the LINK coalition campaign, over 22,000 people signed a petition calling for a Scottish Environment Act (including 4,250 from WWF Scotland), to set clear ambitions for environmental policy in Scotland and put us on a path towards a more sustainable future. We anticipate this being an important part of our digital story-telling work from now until end of June 2020, and are particularly keen to develop engaging narratives and content about unusual species and landscapes such as Scotland’s peatlands.

**2020 Emergency Declaration**

2020 has the potential to be a turning point for nature, with major milestones including the UN General Assembly in New York (September), the UN Biodiversity Conference in Kunming (October), and the UN Climate Change summit COP26 in Glasgow (November). We would like to lay the groundwork now for engaging our supporters and young people in these key moments by improving our digital story-telling around climate and nature solutions in Scotland.

Our work in Scotland strategically aligns with WWF-UK’s umbrella campaign now and into 2020 which is for the UK government to be a leading advocate for a UN Emergency Declaration tackling the triple challenge of food, nature and climate, by committing world leaders to a New Deal for Nature and People which will deliver the following by 2030:

Stop devasting climate breakdown

* Slash global carbon emissions in half, keeping global heating to 1.5 degrees
* Restore forests, wetlands, peatlands and marine habitats to drastically increase nature’s ability to mitigate climate breakdown

Restore nature, our natural resources

* Ensure that at least 30% of the planet’s land, rivers, wetlands and seas are managed in ways that will allow nature to recover.
* Stop plastics, chemicals, and other harmful substances polluting our environment

Fix the food system

* Stop destroying nature to grow food and rapidly transition to nature friendly agriculture systems
* Make sure everyone is eating healthy food that doesn’t damage the planet

**Draft Social Spikes Calendar**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **2019/20** | **Nov** | **Dec** | **Jan** | **Feb** | **March** | **April** | **May** | **June** |
| **External** | UNFCC COP25 (Chile) | ScotGov draft Budget |  |  | CBD event in Scotland (tbc) |  | World Biodiversity Day | World Ocean Day World Env Day |
| **WWF** | Our Planet (Frozen – polar icons)WWF report on wildfires | Xmas fundraising (Amazon fires & jaguars)WWF Scotland series of releases for Christmas period | Food and deforestation focusWWF report on agricultural emissions reductions | Food and deforestation focus | Earth Hour | 2020 Emergency Declaration CTA | 2020 Emergency Declaration CTA |  |

For more information about the above, please see:

* Our Planet: <https://www.ourplanet.com/en/>
* Food and deforestation: <https://www.wwf.org.uk/what-we-do/area-of-work/food> (UK-led)
* Earth Hour Scotland: <https://www.wwf.org.uk/scotland/earthhour>
* 2020 Emergency Declaration: <https://voicefortheplanet.org/>

**Current Audiences**

* [Facebook](https://www.facebook.com/WWFScotland/): 100,800 followers; 65% female 34% male. Majority of followers in UK.
* [Twitter](https://twitter.com/wwfscotland): 24,000 followers; 62% female 38% male. Mainly in UK. Main interests are dogs/science news.
* [Instagram](https://www.instagram.com/wwfscotland/): 2,150 followers; 60% female 40% male; 18-24 year-olds main audience.
* [WWF Scotland web homepage](https://www.wwf.org.uk/scotland): 33,596 page views and 5,589 visits in the last six months.

**KPIs**

By end of June 2020, WWF Scotland aims to:

* Achieve 25% growth in number of active supporters in Scotland (baseline 68,000)
* Achieve at least 27,500 campaigning action responses (a 10% growth on last year)
	+ Of which Scotland-led campaigns should deliver at least 10,000 campaigning responses
		- Of which Scotland social strategy should deliver at least 35% of responses
* Stretch target: Scotland represents 10% of overall UK supporter numbers of 900,000
* Diversify our audiences on our social channels, including a youth-focused strategy for Instagram

Our social-specific KPIs and targets include:

* Facebook: to maintain monthly engagement rate of c. 3-5% and to maintain follower numbers at around 100,000.
* Twitter: to maintain monthly engagement rate of c. 2-3% and to increase followers to 25,000 organically by end of June 2020 (baseline 24,000)
* Instagram: to grow to 12,000 by end of June 2020 (baseline 2,150)

We are keen to receive your suggestions for additional or amended KPIs, target demographics and growth/engagement strategies. Please note that you are not expected to deliver any fundraising campaigns or KPIs.

**Comms Team Structure**

The digital consultant will report to WWF Scotland’s Media & Communications Manager, meeting weekly to set workplan and reporting in on progress.

We would like you to join WWF Scotland’s Forward Planning Meetings (weekly on a Monday), Communications Team Meetings (fortnightly on a Tuesday), and Campaigns/Social Planning Meetings (monthly on rotating days) and other meetings as required, either in person or via zoom.

You will also have the opportunity to liaise with WWF-UK colleagues in the Digital & Content Team to share data insights and identify potential opportunities for collaboration on content and creatives. You will also work with WWF-UK’s Supporter Care team who hold a FAQ document and manage responding to supporters on our social channels.

**Budget**

* You are invited to submit tenders in the region of £12,000 - £18,000, including costs for content creation e.g. videos.
* An additional marketing budget of up to £750/month will be available to you for paid social media promotions.
* A further pot of up to £9,000 is available for additional digital development and content creation for Earth Hour and other key campaign moments.

**Timeframe**

* Tender proposals should be received by midday on Monday 4 November to Juliette Daigre, Head of Communications and Fundraising WWF Scotland (scotland@wwfscotland.org.uk)
* The panel expects to make a decision and appoint the successful contractor within one week. All submissions will be responded to within two weeks.
* We would like the work to commence as soon as possible but the start date is open to negotiation with the successful contractor.
* We estimate that to deliver the detailed objectives and outputs, up to 120 days of work from appointment until end of June 2020 would be required.