



## Social Media

Pune Foundation wants to go in a big way to promote their mega event – Pune International film festival on social media in big way. The foundation would like to call for an agency for handling our social media platforms effectively to attract more followers, increase the no of delegates attending the festival and reach out to the film lovers and film fraternity world over so that buzz is created about this event and is made known among the related target group.

The assignment would be for two years provided the performance of the agency is remarkable. In those two years 6 months would be peak and 6 months low cycle. So the agency may quote of low cycle and peak cycle separately.

You may have to study the detailed history about the highlights of this festival over the years and use the interesting information at relevant point in time. The messages should attract the viewers and at times may be informative. The branding requirements may be incorporated in the messages .

Agency shall provide to the Client, services, which shall include the following:

- Setting up social media platforms such as Facebook, Twitter, YouTube, instagram etc
- Develop blog and provide ongoing content support to drive engagement.
- Creating content, engagement as well as ongoing management of these platforms
- Monitoring social media conversations and responding to the same to increase footfall followers and likes Use of SEO, special targets and effective strategy so that we keep the popularity and interest in the festival to the utmost
- to assist the Foundation in clearly defining its social media program to related to the PIFF activities, development of audience groups and stakeholders, including analysis of what is important to industry partners, students, film passionate and people in general
- Build a strategy, timeline, and execution plan to engage the mutually decided target group.
- Develop and maintain a monthly content calendar based on information provided by
- The Foundation as well information sourced about the subject .
- Real-time engagement with audience and industry partners on all platforms:
- Graphics support, including photos, original infographics, memes and other visual audience
- Engagement assets for use in various social media channels. (Note that the Foundation has a
- Bank of original photos suitable for this purpose.)
- Clear documentation of the executed plan, including timelines, supported by regular reporting and analytics

### **You may submit**

- Team composition and skillset. Copywriting, content writing, designer and experience in promotion and marketing
- your experience "" years, brands, special achievements
- the links of work done by the agency