

## **Request for Quotations**

### **Provision of Social Media Management Services (PO/2025/RFQ52)**

Isle of Man Post Office (IOMPO) keeps the Island connected. Each year, we process over 14 million letters and parcels, helping homes and businesses receive what matters most—from urgent courier deliveries for hospitals and GP surgeries to everyday mail such as bills, birthday cards, and business correspondence. Our trusted final-mile delivery service operates six days a week for premium items, providing the Island with dependable, timely delivery.

We also connect the Isle of Man to the wider world. Our international postal services enable customers to send letters and parcels across the globe. With a network of independent retail partners and our Online Postage platform, accessing postal services has never been easier.

Through our Business Solutions division, we help organisations improve operational efficiency. As an ISO-accredited provider, we offer reliable, compliant services tailored to client needs—including secure mail production and fulfilment.

We also have a Stamps and Coins division which is renowned internationally for producing high-quality, limited-edition collectables. They have their own social media platforms and therefore, the production of content for this area is out of scope for this piece of work.

We are guided by our POSTCODE values—Progressive, One Team, Sustainable, Trusted, Creative, Open, Dependable, and Efficient—which shape how we work and serve our community.

Our key strategic priorities are:

- Increasing our inbound parcel market share and parcel delivery partners by strengthening our UK supply chain arrangements and developing a more flexible, productive and environmentally sustainable mails operation
- Successfully progressing the transition of our retail network to provide convenient multi-channel access to postal services coupled with pick up and drop off points collocated in community retail outlets
- Strengthening and leaning our back office services, processes and reporting through IT capacity and capability and restructuring, to reduce resource intensive processes and improve big data analytics to inform business decisions
- Safeguard service delivery by reviewing prices to offset volume decline and inflationary costs and to introduce 'value added' barcoded stamps with an expiry date and a method to invalidate old stamps
- Continue to identify opportunities to safeguard the viability of the non-core areas of our business
- Develop political and social perceptions and support for the evolving purpose of the Post Office
- A modern, engaged and flexible workforce, attracting, developing and rewarding talent

As a Statutory Board, we are committed to serving the Isle of Man with integrity, innovation, and public value. Our team of 240 dedicated local employees takes pride in delivering excellent service across every part of our business.

IOMPO uses its social media platforms to keep customers informed, promote products/services, strengthen brand visibility and educate about its developing purpose and role. IOMPO has a page on

[Facebook](#) page (7.1K followers 108 following), and [LinkedIn](#) (772 followers). IOMPO also has a profile on [X](#) (2,694 followers), but we stepped away from actively posting on this channel in January 2025.

To enhance our digital presence and better communicate our evolving purpose, we are seeking to appoint an experienced provider to manage both organic and paid social media activity. This includes strategy development, content creation, scheduling, publishing, and performance analytics. It excludes community management and BCP communications, which would continue to be managed internally.

This contract will run for an initial term of one year, with the option to extend for a further two years by mutual agreement.

Requirements
<b>Social Media Audit</b>
The supplier must conduct a full audit of IOMPO's current social media usage to evaluate: <ul style="list-style-type: none"> <li>• Performance</li> <li>• Engagement</li> <li>• Opportunities for improvement.</li> </ul>
The supplier must present to IOMPO's Marketing Manager. as a report, audit findings and recommendations, to utilise for the creation of a social media strategy.
<b>Social Media Strategy</b>
The supplier must develop and maintain a strategy which is aligned with IOMPO's strategic key priorities including: <ul style="list-style-type: none"> <li>• Identifies and recommends platforms</li> <li>• Sets up any platforms which IOMPO doesn't currently have</li> <li>• Defines audience segmentation</li> <li>• Proposes content approach per proposed platform.</li> </ul>
<b>Content Creation and Planning</b>
The supplier must develop a content calendar to be updated monthly.
The supplier must create all content including but not limited to copywriting, graphics, animations and videos as appropriate.
The supplier must ensure all content meets accessibility best practice whilst meeting IOMPO's brand guidelines.
The supplier must schedule and publish content for platforms using Metricool.
<b>Paid Campaign Management</b>
The supplier must plan, deliver and manage paid campaigns as required
Budgets for any paid campaigns must be agreed with IOMPO in advance of campaign commencing
The supplier must optimise campaign performance and manage budgets (agreed by IOMPO in advance) to ensure maximum ROI
<b>Analytics and Reporting</b>
The supplier must provide monthly reports on key metrics and goals aligned with the strategic objectives, including but not limited to: <ul style="list-style-type: none"> <li>• Reach</li> <li>• Link clicks</li> <li>• Followers</li> <li>• Engagement</li> <li>• Landing page views and any associated costs</li> <li>• Any return on investment from paid campaign (using pixel data)</li> <li>• Any other relevant pixel event data</li> </ul>
The supplier must report on sentiment from social media channels
The supplier must use reporting data to support strategy and content development.

<b>IOMPO Responsibilities</b>
<p>IOMPO will provide:</p> <ul style="list-style-type: none"> <li>• Brand guidelines*</li> <li>• Approval of the proposed Social Media Strategy</li> <li>• Approval of budgets for paid campaigns</li> <li>• Access to IOMPO resources to facilitate the service</li> <li>• Analytics and data from existing social channels as requested</li> <li>• Access to IOMPO Facebook pixel</li> </ul>

In their response, potential suppliers must include how they plan to comply with above requirements, including:

1. Provision of References \*
2. Completion of Form of Acknowledgement \*
3. Completion of Schedule of Confidential Information \*
4. Completion of Enhanced Supplier Questionnaire \*
5. Confirmation of acceptance of standard terms and conditions for goods/services  
[https://www.iompost.com/uploads/iompo\\_standard-terms-and-conditions-for-goods-and-or-services.pdf](https://www.iompost.com/uploads/iompo_standard-terms-and-conditions-for-goods-and-or-services.pdf)
6. Any proposed variations in the specification of requirement(s)

\* These documents can be obtained from the below contact.

### **Quotation Evaluation Criteria**

The quotation response will be evaluated by an approach that takes into account both the price and quality in order to determine the “most economically advantageous quotation”. The weighting split used to evaluate the responses will be Price 50% and Quality 50%.

**Weighting** - Each question is allocated a weighting that contributes to the 50% quality element of the quotation evaluation. The weighting, represents the significance and importance of the quality question to the service provision/evaluation team.

**Scoring** - In order to ensure the evaluation of quality is applied consistently, requirements are marked using a scoring system of zero (0) to five (5).

<b>Score</b>	<b>Criteria for awarding score</b>
0	Completely fails to meet required standard or does not provide a proposal
1	Proposal significantly fails to meet the standards required, contains significant shortcomings and/or is inconsistent with other proposals
2	Proposal falls short of achieving expected standard in a number of identifiable respects
3	Proposal meets the required standard in most material respects, but is lacking or inconsistent in others
4	Proposal meets the required standard in all material respects
5	Proposal meets the required standard in all material respects and exceeds some or all of the major requirements

### **Minimum Score**

A number of requirements have been identified that are fundamental to the delivery of the Service, these requirements are annotated “Minimum score applies”. Only quotation responses that score a minimum of **three (3)** in each of these requirements will be considered for contract award.

In order to ensure that your response has the best chance of success, please answer all of the questions. It is the answers to these questions that will determine the mark awarded for the quality element of your response.

Service Requirements		
Req. No.	Mandatory, Desirable, Minimum Score	Scope
3.1	Mandatory  <b>Minimum Score</b>	Companies should provide an explanation of their experience in providing social media management services. Ideally, this experience should be with a similar or larger sized organisation, preferably public sector.
	Weighting 30	
3.2	Mandatory  <b>Minimum Score</b>	Please provide an overview of the experience/qualifications of the team members undertaking the work and links to two organisations social media platforms you have developed and any relevant metrics to demonstrate positive outcomes for accounts you have managed.
	Weighting 30	
3.3	Mandatory  <b>Minimum Score</b>	Companies should identify any variations in the requirements defined as 'must have' under each section: <ul style="list-style-type: none"> <li>• Social Media Audit</li> <li>• Social Media Strategy</li> <li>• Content Creation and Planning</li> <li>• Paid Campaign Management</li> <li>• Reporting and Analysis</li> </ul>
	Weighting 30	
3.4	Mandatory  <b>Minimum Score</b>	Describe how you will ensure compliance with data protection legislation for example: privacy by design principles, disaster recovery and accreditations held.
	Weighting 30	
3.5	Mandatory	Management of version control is key to maintaining quality of the end product. This may include amendments to graphic design, updates to copy or videos. Please describe your experience in this area and how you plan to manage this process prior to obtaining final sign-off.
	Weighting 20	
3.6	Mandatory	Please provide an example organic Facebook post to meet the parameters outlined below:

		<ul style="list-style-type: none"> <li>Promote Online Postage - <a href="http://www.iompost.com/OnlinePostage">www.iompost.com/OnlinePostage</a></li> <li>Communicate the recent changes to the service offering at <a href="#">Governor's Hill</a></li> </ul>
	Weighting 30	

3.7	Mandatory	Please provide an overview of your experience of working with Metricool.
	Weighting 30	

3.8	Mandatory	Please provide an overview of your approach to analysis of data and improvements implementation to maximise impact of posts.
	Weighting 10	

3.9	Mandatory	Companies must identify any issues, assumptions and dependencies that they are relying upon to meet the deliverables (such as IOMPO resources, technical assistance, etc.). The response must also indicate the maximum anticipated lead-time for commencing the service.
	Weighting 10	

3.10	Mandatory	Please provide your approach to account management and provide details of who would account manage the services.
	Weighting 10	

3.11	Mandatory	Provide a brief outline of your policy regarding the use of sub-contractors or partners/associates (if applicable) and the extent to which you might envisage using them for delivery of the proposed services.
	Weighting 30	

Tenderers must identify any proposed sub-contractor(s) below:

Works to be undertaken by sub-contractor(s)	Name of sub-contractor(s)

Environmental and Sustainability		
3.12	Mandatory	The Isle of Man Government is committed to achieving net zero greenhouse gas emissions by 2050 <a href="http://www.gov.im/climatechange">http://www.gov.im/climatechange</a> and is committed to the reduction of single use plastic <a href="#">Isle of Man Government - Plastics</a> . In no more than 400 words, please identify how your company supports these commitments and provide details of your organisation's wider policies on environmental and sustainability issues.

	Weighting 10	
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Local Economic Factors		
3.13	Mandatory	Please identify what benefits your company would bring to the Isle of Man economy as a direct result of undertaking this contract. This may include economic contribution such as personnel, income tax, travel or social contribution such as training and development to the wider community.
	Weighting 10	

### Quotation Price

Description	Total £ (excluding VAT)
Cost of social media audit	
Cost of initial strategy development	
Monthly agency fees (to include content creation and planning, paid campaign management and any reporting and analysis)	
<b>Amount over Term</b>	

Please be aware that neither the Isle of Man Post Office nor any other part of Government or any other organisation assisting with the procurement process, will accept any charges for expenses or losses incurred by any interested party as a result of responding to this enquiry.

IOMPO does not bind itself to accept the lowest or any quotation, and reserves the right to accept a portion of any quotation, unless the supplier expressly stipulates otherwise in their quotation.

There may be a requirement to deliver a presentation/demonstration in the Isle of Man based on your submission, during the week commencing 21<sup>st</sup> and 28<sup>th</sup> July 2025.

IOMPO will evaluate responses to shortlist the top three highest scoring organisations to deliver a presentation based on their submission. Allocated presentation dates/times will be confirmed in writing after the closing date for responses has passed.

If you need to seek further information, please do not hesitate to submit your request by email (to [procurement@iompst.com](mailto:procurement@iompst.com)).

The quote will remain available for Expressions of Interest until noon on Wednesday **16<sup>th</sup> July 2025**.

Should you wish to respond to this opportunity, your response must be returned by **noon on 16<sup>th</sup> July 2025**, electronic responses are acceptable. Late responses will not be considered.