



**EU Agency for Fundamental Rights (FRA)**

Digital and online communication (Lot 3)

**Provision of services for Digital and online communication  
from 8 June 2022 to 31 December 2022**

Lot 3 - Digital and Online Communication

Inter-agency FWC CON-19-ETF-0004 - FRA



**Specific  
Tender**



# Technical Offer

FRA is continually working on enhancing its communications strategy in relation to communicating fundamental rights to Europe's societies, change leaders and rights holders.

FRA is now seeking to build on the success of its work to date in order to increase the impact and reach of its digital and online communications.

Based on our understanding of the requirements, our work will focus on the following work packages in addition to the general requirements around project meetings and progress reports:

- **I) Specific advice and support for a social media campaign promoting a FRA survey among people fleeing the war in Ukraine**
  - This advice and support around the survey will include:
    - advising on the messaging and content mix of digital assets that will work best on the 4 planned online channels.
    - developing prototype digital content assets that FRA can share with multipliers to amplify outreach. Examples include images optimised for each channel, a motion graphic clip and a short campaign video (duration up to 60 seconds).
    - supporting FRA in reaching its target audience online including by optimising its campaign content strategy. Adjustments to prototype post texts and re-messaging to improve the performance of the campaign are included.
  - *Deliverables due soon after inception as survey runs from July to September*



- **II) Channel strategy**

- The work undertaken around the channel strategy will cover:
  - analysis of FRA's use of Twitter, Facebook, LinkedIn and YouTube covering impressions, engagement and growth metrics.
  - study of FRA's closed Human Rights Communicators Network Facebook group to assess its performance in meeting the current objective of building a knowledge resource for human rights communicators.
  - analysing the traffic to FRA's website – identifying the most popular pages/ sections, downloads, engagement and assessing growth over time, with a focus on the period after the redesign of the site.
  - actionable recommendations on how to improve growth and engagement based on the above work, including the consideration of “new” channels not yet used by FRA actively to reach new audiences.
- *Deliverable: Audit analysis report and recommendations*

- **III) Audience**

- In order to support FRA in optimising its digital presence, this work package will include:
  - analysing the available data on visitors to FRA's online platforms.
  - mapping the channels used by the intended target audiences.
  - interviewing FRA staff (x 5) and stakeholders (x 10) to gain a deeper understanding of FRA audiences and outreach, including max 5 stakeholders from the Human Rights Communicators Network Facebook group.
  - recommending how FRA could best optimise its channels for its target audiences.
  - proposing a new digital communication strategy and revising the objectives of the Human Rights Communicators Network Facebook group with the aim of enabling FRA to leverage the potential of the group as a vibrant and engaged online community.
  - recommending (with relevant examples) how FRA could deepen its work with its online audiences, including when drafting social media messages/campaigns, allowing for the testing and adaptation of messages, so as to increase third party content-generation.
- *Deliverable: Audience analysis report and recommendations*



- **IV) Advertising**

- As algorithm changes by the social media platforms mean that paid advertising is becoming more necessary, this work package includes:
  - developing guidance on the “hands-on” practical considerations of running paid advertising across various channels that deliver value for money (factoring in the outcomes of the earlier work packages).
  - developing a real-world case study for a 2022 communication priority showing how FRA could run an advertising campaign based on these considerations in practice.
- *Deliverable: Guidance on advertising report with a case study*

- **V) Performance analytics**

- On-going monitoring of performance is key to digital success. Therefore, this work package covers:
  - developing guidance on establishing key metrics and the selection of relevant tools for tracking FRA’s digital presence on an on-going basis.
  - collaborative tools to monitor progress will be included.
- *Deliverable: Guidance on digital analytics*

- **VI) Training**

- Integrating the latest trends and techniques in the world of online communications into FRA’s important work on an on-going basis requires training for its staff. This series of training sessions will include:
  - short 0.5-day session on findings and recommendations of the earlier work packages for the FRA Director / Management Team, preceded by 0.5-day session to the FRA communications team.
  - general social media training for FRA staff.
  - developing and delivering bespoke training for FRA staff on building and managing online communities across FRA’s social media channels.
  - the training will focus on the specifics of each channel and improving engagement, allowing enough time for exploring the pros and cons of new channels and whether they would be a good match for FRA.
  - practical hands-on sessions will be included on how best to measure and track performance.
- *Deliverable: Training proposals and sessions*



All deliverables and work packages will include clear analysis of current best practices and also time for discussion of each work package's findings to help ensure maximum impact.

Our approach to these deliverables will be based on our extensive experience and proven methodologies. Our senior communications experts will be tasked with understanding and analysing trends for FRA that are relevant to this specific project across multiple online touch points and digital channels. This broad view will be invaluable in gaining insight into identifying new opportunities and ensuring that FRA's communications work will have an even bigger impact online.

We start with understanding the big picture context. Leading from this research we will identify specific and actionable insights that will help inform FRA's communications activities. This work will help ensure that FRA's strategic approach to communication utilises digital channels in the optimum way for the target audiences and is implemented with the target audiences front of mind at all times.

This type of work falls under the following headings of the framework tender specifications covering Lot 3 Digital and Online Communication:

- advice on the development and implementation of digital communication strategies
- up to date advice on digital communication channels and platforms
- requirements analysis for digital communication activities
- support for online community development and management
- related training

Programme manager Diarmaid Mac Mathúna will be the designated Contract Leader (CL) on this specific contract. He will have oversight of the purpose and status of all of the tasks in the contract and will use this to determine the best approach for managing project-level activity to ensure the goals are met on an on-going basis.

Project initiation is the entry point into each specific project such as this. Our project management approach will ensure that the core project elements of scope, risk, communications, cost, schedule and quality are explicitly planned and controlled throughout the implementation phases of this project. This approach will also facilitate effective and efficient handling of resource management.