



The Kenya Alliance of Resident Associations

## Terms of Reference (ToR)

### Consultancy to carry out social media campaigns on digital rights and digital space protection

<b>Assignment Title :</b>	Social Media Consultant
<b>Organization::</b>	The Kenya Alliance of Resident Associations (KARA)
<b>Duration of Assignment:</b>	<b>30 DAYS</b>
<b>Closing Date::</b>	8th March 2023

#### Background:

Communication activities and channels provide strategic platforms for knowledge creation, capturing, sharing, validation and use to enhance program outcomes.

The world is changing and communication has moved online, where organizations have also reported that 83% of their customer feedback (both positive and negative). is reported online. Further, Facebook, and Twitter have been found to be the most effective in achieving beneficiary and stakeholder feedback. 96% of nonprofits use Facebook, and 1 in 6 people on the planet are using it. Twitter is one of the most powerful and accessible social media tools. This micro-blog is often used as a news-sharing network and PR tool.

KARA intends to hype campaigns around digital rights and protection of digital civic space through social media campaigns targeting various audience such as the Human Rights Defenders (Bloggers, CSOs leaders, Resident Association Leaders), private sectors and Government.

In order to enhance the participation of the right holders and duty bearers as well as digital rights champions , the social media campaigns will tweak and hype interactions and awareness among the various audience. There is a need for intentional engagement via website and social media, to open up discussions. Online means are especially useful for breaking news because they quickly disseminate information in small, easy to-absorb doses. Finally, open privacy settings are ideal because they encourage discussion and open opinion.

#### Description of Responsibilities:

The consultant will be required to revamp KARA's social media pages. The activity intends to maintain KARA's online platforms for 1 month with the aim of:

- i. Creating Linkages with HRDs, CSOs, government duty bearers and private sector actors: message packaging and running social media campaigns
- ii. Profile KARA's work on digital space protection through communication activities and channels that provide strategic platforms for knowledge creation, capturing, sharing, validation and use to enhance project outcomes.

In order to achieve the consultancy objectives, the consultant will be required to:

- iii. Develop and design content to ensure the design is engaging, accessible to the target audience and is consistent in terms of colors, style and key messaging across all social media pages
- iv. Update KARA's Facebook and Twitter- Daily updates: 2-3 times a day, content mix, at least 1 FB story a week

#### Deliverables:

- Develop a social media strategy for digital space protection project
- Update Facebook, Twitter, LinkedIn and Instagram accounts
- Respond to posts or comments to bring value to user's interactions.
- Research articles, stories, resources, or other content that is relevant to our communities and posts it to our Facebook and Twitter page in a manner that invites conversation and interaction.
- Support Capacity development of the Human Rights Defenders (Bloggers, CSOs leaders, Resident Association Leaders) and the government officials on social media use to promote digital space protection..
- Review data on the performance of social media platforms and adjusts plans or strategies to optimize reach.
- Submit weekly analysis report for viewership and followership

#### Competencies:

##### Technical

- Creative self-starter who is comfortable with both taking initiative and working in collaboration in a virtual environment.
- Detail oriented with strong written and verbal communication skills.
- Experience with Social Media applications, basic graphic design, photo-editing and video-editing software, and internet browsers. Experience with Photoshop and Wordpress is an added advantage.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Google+ and LinkedIn.
- Available to work 10 hours per week.

##### Writing

- Proofreading and editing skills.
- Ability to create, compose and edit original written content.
- Ability to write simply with a conversational style.

#### Qualifications:

##### Education:

- Degree in Communication, IT, Digital Media or a relevant field;
- At least 4 years of work experience in communications including the writing, editing, designing and layout of publications, stories and IEC materials for the UN, NGOs and other

- development assistance agencies;
- Full computer literacy is expected; and
- Fluency in English

### **Technical Qualifications**

- Solid understanding of the concepts of user experience, user interface design principles and conceptual design;
- Eye for design and attention to details are essential
- Experience using: Basecamp, PowerPoint, Excel, Google Analytics, Adwords, SEO writing, Social Media Advertising platforms, Mac OS and marketing automation
- Understanding of the technology ecosystem - its players, challenges and opportunities
- Excellent copywriting skills Knowledge of SEO, keyword research and Google Analytics  
Excellent communication skills Analytical and multitasking skills.

### **X. Submission of Application**

**Interested consultants should provide the following to [procurement@kara.or.ke](mailto:procurement@kara.or.ke) on or before 8th March 2023:**

- A profile of the lead consultant highlighting the relevant experience in doing similar work **OR** the Curriculum Vitae (CV) of the consultant highlighting how they meet the requirements.
- Samples of previous work done that are similar to the consultancy
- The consultant's understanding of the TOR and how they intend to carry out this assignment.
- Proposed budget indicating the number of days, tasks and costs per main task
- Indication of availability to start and undertake this assignment

### **XI. Terms of Service**

This is a non-staff contract under the Individual Contractor modality of hiring at KARA. The incumbent shall not be considered as staff of KARA and are therefore not entitled to any privileges or any other special status or conditions as KARA staff.