



Request for Proposal: Social Media Services Request for Proposal

Roswell Soccer Club

Roswell Soccer Club is reviewing our online social media presence and enhanced engagement with our community. We're looking for a dedicated and creative individual or agency to help us connect with players, families, and other Santos community members through compelling content across our social media platforms.

Project Overview

Roswell Soccer Club aims to maintain an active and engaging presence on social media to promote club activities, celebrate achievements, and foster a strong sense of community. The selected service provider will be responsible for content creation, scheduling, and posting across our primary social media channels (Facebook and Instagram).

Scope of Work

The right social media partner will be responsible for the following key services:

Content Creation & Posting

- **Social Media Posts:** Create minimum of 7-10 engaging posts per week across agreed-upon platforms, including Facebook and Instagram.
- **Stories:** Create and post at least 50 stories per month, tailored for optimal engagement on the specified platforms.
- **Reels:** Create and post at least 4 reels per month, optimized for reach and audience interaction.
- **Flyers:** Design up to 5 flyers (PDFs) per month as needed, based on the Client's recommendations and requests.

Content Alignment & Collaboration

- All content created will adhere to Roswell Soccer Club's brand guidelines and marketing objectives.
- RSC will provide pictures and videos for content creation. The ideal candidate will assess and select content to ensure suitability and alignment with agreed-upon goals and Club calendar.

Reporting

- Monthly reporting including key performance indicators (KPIs) such as reach, engagement rate, impressions, follower growth, social sentiment etc.
-

Contract & Payment Terms

- **Contract Pricing Requested:** The initial contract will be for a minimum of 12 months, with an option to renew for an additional year.
 - **Payment Terms:** Monthly or quarterly payment schedule (based on social media partner's preference). Net-30 terms.
-

Proposal Submission Requirements & Deadline

Interested parties are invited to submit a proposal that includes:

1. A brief overview of your experience in social media management, particularly with sports organizations or similar entities.
2. Your approach to creating engaging content for a soccer club audience.
3. Confirmation of your ability to meet the deliverables outlined in the "Scope of Work."
4. Any additional services or recommendations you believe would benefit Roswell Soccer Club's social media presence.
5. References from previous clients (optional but preferred).

Please send all questions and proposals to president@roswellsoccerclub.com.

Deadline: Friday, July 10, 2026

Decision: Friday, August 20, 2026

We look forward to receiving your proposals and finding a partner to help us elevate Roswell Soccer Club's social media presence!