



Request for Proposal (RFP)
Social Media Management, Website Maintenance & Reporting
Services
CLICO Credit Union (CCU)
Edward Street, Port of Spain

1. Introduction

CLICO Credit Union (CCU) invites qualified and experienced agencies to submit proposals for the provision of integrated Social Media Management Maintenance and Digital Reporting Services. The selected service provider will be responsible for the strategic planning, execution, management and performance reporting of CCU's digital presence, with the objective of enhancing:

- Brand visibility
- Engagement
- Membership growth
- Campaign effectiveness

2. Scope of Work

2.1 Social Media Strategy & Management

The vendor will:

- Develop and execute a comprehensive social media strategy aligned with CCU's goals.
- Create and manage a monthly content calendar (subject to approval) Publish 12-15 posts per platform per month across:
 - Facebook
 - Instagram
 - LinkedIn
 - **TikTok**

- Provide daily community management, including monitoring comments, messages, and engagement. Deliver same-day posting for content submitted before 2:00 PM (next business day otherwise) Manage:
 - Facebook & Instagram Stories
 - Campaign responsiveness and escalation
 - Social media integrations (e.g., landing pages, email banners)
- Produce monthly analytics reports, covering:
 - Engagement metrics
 - Campaign performance
- Audience growth

2.2 Content Creation

The vendor will:

- Conceptualize and design content for: CCU Villas (Tobago)
- Insurance and loan products
- Member-focused initiatives and events Deliver: Static and motion graphics
- Short-form video content
- Minor photography and videography
- Platform-optimized creative adaptations

2.3 Campaign & Advertising Management

Responsibilities include:

- Campaign planning, execution, and optimization.
- Paid advertising management (Meta Ads, Lead Generation campaigns)
- Conversion tracking and response management. Influencer partnerships where applicable
- TikTok campaign strategy aligned with current trends

2.4 Event Coverage

- Coverage of up to two (2) special events per month Real-time posting (live updates, stories, highlights)
- Flexible scheduling (weekdays/weekends)

2.5 Relationship and Community Management

- Active engagement with members and followers
- Timely response to queries and comments
- Escalation of sensitive issues to CCU

2.6. Website Maintenance & Reporting

2.6.1. Vendor Operating Model

Vendors must provide:

- Named primary and escalation contacts
- Clearly defined support availability (Business Hours / After Hours / 24×7)

2.6.2. Maintenance & Reliability

- Continuous monitoring of website health and functionality
- Minimum 99.5% monthly uptime (with defined measurement method)
- Monthly reporting on uptime, downtime and corrective actions

2.6.3. Updates & Change Management

- Monthly updates of CMS, plugins, and themes pre-deployment compatibility testing
- Rollback capability
- Documented change logs Critical security updates within **24 hours**

2.6.4. Security Requirements (Mandatory)

- HTTPS enforcement and SSL management
- Weekly malware scans and monthly vulnerability testing multi-factor authentication (MFA) for all admin access
 - Full audit logging of administrative actions Incident handling: Notification within **1 hour**
 - Incident report within **24 hours**

2.6.5. Backup & Recovery

- Daily backups (minimum 30-day retention)
- Quarterly restoration testing Recovery targets:
 - RTO: **4 hours**
 - RPO: **24 hours**

2.6.6. SLAs & Support

- Ticketing system required
- Standard updates: within **2 business days**
- Critical issues:
 - Acknowledgement **≤1 hour**
 - Resolution/workaround **≤4 hours**

2.6.7. Reporting Monthly reports must include:

- Traffic and engagement metrics
- Conversion data
- Performance (speed and uptime)
- SEO insights and actions

Maintenance and security activities Reports must be submitted within 5 business days of month-end and include actions taken, not just metrics.

2.6.8. Campaign & Page Support

Support for:

- CCU Villas webpages (accurate promotions and updates)
- Business Hub platform, including:
 - Member listings
 - Profiles, visuals, and content

Campaign alignment 2.6.9. Web Application Firewall (Sucuri)

Full management of Sucuri WAF Alert monitoring and tuning Incident handling within defined SLA

2.6.10. Vendor Capability Requirements

- Two (2) technical references
- Sample monthly report
- Confirmation of compliance with security baseline

3. Deliverables & KPIs

Reporting & Reviews

- Monthly reports and performance reviews covering: Reach, impressions, engagement
Audience growth

- Campaign ROI
- Lead generation performance

Key Performance Indicators

- Increased reach and engagement
- Growth in followers (especially TikTok)
- Conversion improvements (leads, inquiries)
- Response time efficiency
- Website uptime $\geq 99\%$

4. Proposal Submission Requirements

Submissions must include:

1. Company profile and relevant experience
2. Proposed methodology and approach
3. Portfolio of similar work
4. Team structure and assigned personnel
5. Reporting framework
6. Cost structure (including optional services).
7. Minimum three (3) references.

5. Evaluation Criteria

Criterion	Weighting
Website Maintenance & Security expertise	20%
Content quality and multi-platform execution	25%
Portfolio strength	10%
Strategy, analytics & reporting approach	20%
Integrated digital marketing capability	10%
Reporting clarity & ROI tracking	10%
Cost-effectiveness	5%

Total: 100%

6. Submission Deadline

Submit proposals by: August 10th, 2026

To:

CLICO Credit Union

Edward Street, Port of Spain

Senior Manager, Business Development & Marketing

Or

Email at tenders@clicocu.com

7. Terms & Conditions

- CLICO Credit Union reserves the right to accept or reject any proposal.
- Submission does not guarantee contract award. Costs of proposal preparation are borne by the bidder
- Selected vendors must enter into a formal agreement

8. Legal & Compliance

- Certificate of Incorporation
- Tax compliance documentation