



## Terms of Reference for Social Media Strategy

### **Purpose of project:**

The project aims to build an evidence-based Social Media Strategy that will support UNHCR North Macedonia and partners' communication efforts and objectives. The Social Media Strategy is funded by the Migration Multi-Partner Trust Fund and implemented by the Macedonian Young Lawyers Association in partnership with the Representation of the United Nations High Commissioner for Refugees in North Macedonia.

### **Duration and dates of the assignment:**

From: earliest as of 15.10.2021                      To: latest by 24.12.2021

### **General Background:**

In 2020, UNHCR North Macedonia embarked on a journey of finding novel ways to transform the public narrative when it comes to persons under their mandate – refugees, asylum seekers and stateless persons. One of the ways to go about this change, was to find a way that would induce social change, which on its own would change the narrative, which would ultimately result in more humane and inclusive policies, in line with the UN Sustainable Development Goals 2030, more specifically, to leave no one behind.

For this purpose, UNHCR North Macedonia is building a Communications Strategy for Social Change. The goals of the Strategy will be shared with parties interested to apply for contractors.

To help amplify the Communications Strategy for Social Change and reinforce its impact, UNHCR North Macedonia and its partners will need a Social Media Strategy that will stipulate how to communicate effectively using social media. This strategy would help expand the audience for the social change process, in a way that it would reach younger audiences.

**Overall Purpose and Scope of Assignment:**

Concise and detailed description of activities, including measurable outputs and delivery dates, impact indicators (what qualitative and quantitative results would be achieved upon completion of individual contract), performance indicators (timelines, value of the service rendered in relation to the cost, timeliness) and work plan:

**The project should fulfil the following goals:**

- a. Increase the number of positive stories and/or social media mentions referencing asylum seekers, refugees, and stateless people's rights and protections under international law.
- b. Increase the number of positive stories and/or social media mentions that reference the services and resources available to asylum seekers, refugees, and stateless people through UNHCR and partner organizations.
- c. Increase the number of positive stories and/or social media mentions that reference the UNHCR's mission, vision, and involvement opportunities.

**Elements of the Social Media Strategy:**

1. Identify the audiences
  - a. Primary audience
  - b. Secondary audiences (including, but not limited to, media, influencers, representatives of groups, etc.)
2. Develop a content strategy for different social media platforms
3. Develop an engagement strategy (including troll and crisis management)
4. Devise monitoring and evaluation methodology and tools

The Social Media Strategy should contain a content calendar as well as examples for each type of social media post contained in the Content Strategy.

**Performance indicators for evaluation results:**

- The consultant's performance will be evaluated against the following criteria: timeliness of responses, initiative, communication, and quality of the delivered product.
- Satisfactory completion of the Social Media Strategy.

Qualification and experience required (degree required, years of work experience, field of expertise, language required):

**Education:**

PhD in Communications / Social Change / Public Interest Communications or similar

**Experience:**

- Previous work and knowledge in the field of Communications in the unique context of North Macedonia.
- 20 years of experience in covering areas of Strategic Communication, public interest campaigns, and social change.
- International experience is required.
- Successfully completed work on a minimum of 5 similar projects.
- Successfully completed work with at least 2 organizations in North Macedonia.

**Languages:**

Native-level fluency in English is required.

**Application:**

All eligible applicants should submit their cover letter, CV and relevant samples of their work via email with subject line “Application- Social Media Strategy” at [ncavolli@myla.org.mk](mailto:ncavolli@myla.org.mk) no later than 24.12.2021.