1. Please expound upon what you mean by this deliverable service: "Compile list of local communications contacts."
   Successful Respondent will research local market to ensure communications reach all high-needs communities' contacts and target audiences. FAHSC supports coordination with local high-needs communities' agencies to provide primary contacts for 211, Help Me Grow, Early Learning Coalitions, and home visiting programs. Community partners vary by community and local market research is required.

2. Does the following deliverable mean that a survey should be done to evaluate the draft toolkit as well as an initial survey regarding needs? "Survey of stakeholders (communication capacity and Draft Social Media Kit) and report of survey results." Are there any other surveys required?
   A. **Successful Respondent will complete the following activities to prepare and finalize an Outreach/Social Media Plan.**
      a.i.1. **Prepare a draft Social Media Plan with implementation guide and share with stakeholders identified by FAHSC**
      a.i.2. **Conduct a survey to solicit stakeholder feedback**
      a.i.3. **Report survey results**
      a.i.4. **Coordinate with FAHSC to revise the Social Media Plan based on stakeholder feedback**
   B. **Successful Respondent will complete the following activities to prepare and finalize an Outreach/Social Media Toolkit.**
      1. **Prepare a draft Social Media Toolkit with implementation guide and share with stakeholders identified by FAHSC**
      2. **Conduct a survey to solicit stakeholder feedback, to include communication capacity**
      3. **Report survey results**
      4. **Coordinate with FAHSC to revise the Social Media Toolkit based on stakeholder feedback**

3. Does this budget need to include a media buy?
   Yes, response will include social media buy.

4. Please expound upon what you mean by this deliverable service: "Technical assistance to support training on local use of Social Media Tool Kit."
   Successful Respondent will train FAHSC's training staff and provide technical assistance to support local implementation of the Outreach/Social Media Toolkit. Technical assistance may include, but is not limited to, answering questions about the toolkit content, posting on different social media platforms, or providing guidance on how to use/access the toolkit. Respondent will provide PowerPoint slides for Social Media Toolkit training.

5. With regard to file customization, will the design files need to be customizable, or just the accompanying post content? Referencing: "The Social Media Plan and Toolkit will include a variety of content developed specifically for various social media platforms as well as communication guides for partner agencies to facilitate customization and use at the local level."
   Successful Respondent will create an Outreach/Social Media Toolkit to include customizable content. Local users will need to include local partners, contact information, and possibly partner support logos.

6. A. Will the partner entities have access to Adobe Design software to aid in the customization process? Would Photoshop be the best one to use? B. Also, will we have to customize each template to a partner's brand (colors, fonts, etc.), or will the design be allowed to follow a unified brand (with spots for a partner logo, for example)? Is there a pre-existing brand?
   A. **Determining the most appropriate design software will be based on the successful Respondent's recommendation and coordination with local partners in the five high-needs communities.**

B. **The successful Respondent will design a unified Social Media Campaign and provide for insertion of local partner resources, referral services and contact information.**

7. Can the requested Toolkit Draft survey be used to elicit ideas and needs to develop the toolkit rather than after the toolkit is designed? We ask this because there will not be enough time in the timeline to make major changes to the drafted toolkit once it is developed.
Yes, please see the response to question #2, above.

8. What does the Association mean by "two outreach activities" in the chart on page 4 and could an example be provided? Are we correct in our calculations that there are 70 outreach activities total (2 outreach activities per month for 7 months for 5 communities)?
The "two outreach activities" in the chart on page four refer to traditional, community outreach events to be conducted by Healthy Start Coalition staff in each high-need community. The successful Respondent will produce a palm card/brochure with educational information for families about the project (community resources and referrals agencies, home visiting programs and early learning programs within the communities). The outreach staff will provide the palm card/brochure to families in the outreach events.

The number of unique social media posts will be 310 (two per week (31 weeks – December 5, 2022, through June 2023) in five high-needs communities.

9. Is there currently (or planned) a way that the Association shares information and tangible tools with its member organizations (e.g., DropBox, website) that could be used to disseminate information for this project?
Yes, FAHSC has access to a DropBox account, which may be used to collect and share documents and information for this project.