DESTINATION
Moosehead Lake

Destination Moosehead Lake Sustainable Tourism and Stewardship Campaign
Request for Proposals – Social Media and Visitor Education

Overview and Background
Destination Moosehead Lake (DML) is the Chamber of Commerce serving the greater Moosehead Lake Region, dedicated to building local economic vitality through cooperative marketing, community partnerships, and delivering quality experiences help position the Moosehead Lake Region as an appealing place to vacation, live, and do business.

We seek a social media contractor to help execute our ongoing Sustainable Tourism Marketing and Visitor Education campaign. This contracted support will allow us to sustain and grow our online presence across multiple platforms, engage with our community, and promote sustainable tourism practices.

We aim to highlight our local partners and attract visitors who prioritize responsible travel and environmental conservation. By utilizing social media platforms such as Facebook, Instagram, TikTok, and others, we seek to build a loyal, sustainability-conscious online community, support local businesses, and educate visitors on responsible travel practices and sustainable recreation.

Program Goals
DML's social media campaign incorporates ongoing regional marketing, promoting local events, supporting our local partners. From this grounding point we seek to advance the following targeted objectives:

- **Build and Sustain Regional Brand Awareness**: Our goal is to position the Moosehead Lake Region as a premier destination for sustainable tourism. By showcasing the region's natural beauty, outdoor activities, and community spirit, we hope to attract visitors who value responsible travel and align with our conservation principles. The contractor will play a key role in ensuring that all content supports these core values of sustainability.
- **Promote Shoulder Season Visitation**: We aim to balance visitation throughout the year by promoting the spring and fall "shoulder seasons." This approach helps alleviate peak-season congestion, expand business opportunities, and create employment during quieter periods. The contractor will work with DML staff to create and promote content

emphasizing the benefits of visiting during these seasons, showcasing sustainable practices and ensuring a more equitable spread of visitors.

- **Partner Promotion**: Beyond promoting DML's regional brand, the contractor will help amplify the sustainability initiatives of our partners, such as eco-friendly activities, responsible recreational guides, and community events, reinforcing the region's commitment to sustainability.
- **Online Engagement & Community Building**: A key focus of the work is building an active, engaged online community. The contractor will foster meaningful interactions and conversations with our audience, encouraging dialogue about sustainable tourism practices, local culture, environmental protection, and responsible recreation. This will establish Moosehead Lake as a destination that values both its visitors and its natural environment.
- **Provide Data-Driven Insights**: Tracking and analyzing key social media metrics, such as engagement, reach, and follower growth, will help refine the campaign's strategy. The contractor will use this data to continuously optimize the campaign, ensuring we meet our sustainability goals and effectively communicate the region's commitment to responsible tourism.

Request for Social Media Management Services

To achieve these goals, we are seeking a skilled contractor to work with DML staff to sustain and enhance our social media presence. The contractor will manage our accounts on Facebook, Instagram, and other platforms, ensuring that messaging is consistent, engaging, and closely aligned with our sustainable tourism and stewardship goals.

Key Responsibilities of the Social Media Contractor:

- **Content Creation**: The contractor will work with DML staff to develop and post original content, including images, videos, captions, and stories, that highlight sustainable tourism practices and promote responsible recreation. All content will align with DML's mission of educating visitors on how to enjoy nature without compromising its preservation. The contractor's expertise in visual storytelling and platforms like Canva will be key in showcasing these principles.
- **Event Promotion**: The contractor will create posts that promote events, outdoor activities, and initiatives in the region. Particular attention will be given to events that reflect our sustainable tourism values, such as eco-friendly outdoor adventures, community cleanups, or conservation talks. By focusing on these initiatives, the contractor will encourage participation while reinforcing the region's commitment to environmental stewardship.
- **Community Engagement**: Responding to comments, messages, and mentions in a timely and personable manner is essential. The contractor will build relationships with followers, address inquiries about sustainable tourism, and encourage conversations on how visitors can actively contribute to the conservation and stewardship of the Moosehead Lake region.
- **Growth Strategy**: The contractor will implement strategies to expand the campaign's reach by increasing followers and engagement rates. This includes running sustainable-

themed contests, challenges, and interactive campaigns that educate participants on responsible travel and celebrate environmental stewardship.
- **Analytics & Reporting**: The contractor will regularly track and report social media analytics, focusing on sustainability-focused metrics such as engagement with eco-friendly content or participation in sustainable campaigns. Monthly reports will be shared with DML to assess the effectiveness of strategies and to adjust tactics as needed.

Submission Requirements and Criteria

Elements of Proposal

Include in a single PDF document:

- Qualifications: Include a brief statement of your experience and qualifications for this assignment. Describe your agency's capabilities and how they relate to this project.
- Project Understanding and Approach: Please describe why you are compelled by this project and how you envision approaching the work. Tell us how your firm and approach is different from others, and what makes you the right fit for this work.
- Portfolio or Samples: Include creative samples and examples of related or relevant project work; can include links to sample online campaigns, etc.
- Budget Range: DML has a budget range of $800-$1,200 per month for this project.
- References: Include 3 references with name, title, email, phone and a sentence describing the work you did for the client, including the approximate date.
- Equal Opportunity Employer: Affirm that your company is an Equal Opportunity Employer as defined here: https://www.eeoc.gov/employers.

Evaluation Criteria: Destination Moosehead Lake will evaluate proposals on a combination of the contractor's demonstrated knowledge and expertise to complete the project, record and experience in providing similar services to other clients, and relevant work samples, proposal quality and clarity, budget, discussions with finalists, and references.

Deadline for Proposals: Wednesday, August 15 at 5:00 p.m.

All proposals and/or questions about this RFP should be directed to:

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