



TERMS OF REFERENCE (TOR)

Ministry of Arts, Culture and Heritage
Duration: 24 Months

Social Media Content Development Services

1. Purpose

The Service Provider will develop social media content to support awareness and promotion of the Ministry of Arts, Culture and Heritage and its affiliated institutions, programmers, initiatives, campaigns, and events.

Content may cover, as directed by the Client:

- Arts and creative industries
- Cultural heritage preservation and awareness
- National identity and cultural traditions
- Dhivehi language development and promotion
- Library services, reading culture, literacy, and knowledge-access initiatives
- Archival preservation and public access to historical records
- National cultural events, festivals, exhibitions, and commemorative programmers
- Publications, research, and educational resources

2. Scope of Services

The Client will identify and provide the areas, topics, and priorities to be covered each month. Based on these directions, the Service Provider will develop up to ten (10) social-media posts per calendar month.

The services will include:

- Development of social-media captions and copy for approved topics
- Design and production of static posts, carousel posts, and short-form videos/reels
- Basic formatting and resizing approved content for the Client's nominated social-media platforms
- Submission of final approved content files and captions for the Client to publish

The monthly allocation of post types will be agreed with the Client, while remaining within the total limit of ten posts:

Type of content	Number of posts per month
Static posts	
Carousel posts	
Short-form videos / reels	
Total	10

3. Client-Provided Materials

The Client will provide all source material needed to prepare the content, including, where applicable:

- The monthly areas, topics, initiatives, campaigns, or events to be covered, together with relevant key messages and priorities
- Approved photographs, video footage, logos, brand assets, and permissions
- Names, titles, and quotations for publication
- A designated focal point authorized to review and approve content



The Client is responsible for ensuring that all supplied material is accurate, approved for public use, and does not infringe third-party rights.

4. Deliverables

Each month, the Service Provider will submit:

- Up to ten completed social-media posts, including captions and copy
- Content in the agreed mix of static posts, carousel posts, and short-form videos/reels
- Final web-ready assets for Client publishing. These will comprise:
 - Static-post and carousel artwork in suitable digital image format, such as JPG or PNG;
 - Video/reel files in suitable digital video format, such as MP4; and
 - Final captions and copy in an editable digital document or agreed file format.

5. Review and Approval

- The Client will provide consolidated feedback through its designated focal point.
- Up to two reasonable rounds of revisions are included for each approved content item.
- The Client should provide feedback within three working days of submission to maintain the monthly delivery schedule.
- Content will be considered final once approved in writing by the Client's authorized focal point.

6. Service Period

The services will be provided for a period of two (2) years, commencing on [insert start date] and ending on [insert end date].

7. Intellectual Property

Upon full payment, final approved content produced under this TOR will belong to the Client. The Service Provider may retain working files and may use completed work in its portfolio only with the Client's prior written approval.

Evaluation and Scoring Criteria

Proposals will be evaluated using the following criteria:

Evaluation criterion	Description	Weight
Concept proposal	Quality, creativity, and relevance of the proposed social-media content concept; alignment with the Ministry’s cultural, heritage, arts, language, library, archival, and public-awareness priorities; and suitability for static posts, carousel posts, and short-form videos/reels.	40%
Team composition and relevant experience	Suitability of the proposed team, including relevant qualifications and demonstrated experience in social-media content development, graphic design, carousel content, and short-form video production.	25%
Financial proposal / price	The proposed fixed monthly fee for delivery of up to ten social-media posts per month. For evaluation purposes, the total financial proposal will be calculated as the proposed monthly fee multiplied by twenty-four (24) months.	35%
Total		100%

The Client may request clarification from bidders where necessary. The highest-ranked proposal will be the proposal achieving the highest combined technical and financial score, subject to meeting the mandatory requirements of this TOR

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