FORMAL INVITATION TO TENDER FOR

SOCIAL MEDIA MANAGEMENT, DIGITAL COMMUNICATIONS & CONTENT DEVELOPMENT

TENDER #: DRSOP_T_2026-02

Title:	Social Media Management, Digital Communications & Content Development Services.
Reference:	DRSOP_T_2026-02
Date:	November 11, 2026
Procurement Procedure:	Open Tender

To whom it may concern,

DeepRoot Solutions intends to award a contract under the reference stated above. **This is an open tender**. If you are interested in this opportunity, you are invited to submit your tender to procurement@deeproot.consulting.

All submissions can be in both Arabic or English using the template provided and must be received no later than **Wednesday, November 25, 2026, at 1:00 PM (Aden, Yemen time)**. Tenders must be submitted in a **password-protected folder**, with the password to be shared with the DeepRoot Tender Committee **at the start of the tender opening session**.

The responsibility rests solely with the tenderer to ensure that the tender is fully, correctly, and completely uploaded before the submission deadline. Any submission received after the stated deadline will be rejected for non-compliance.

Tenders shall remain valid for a period of **thirty (30) days** from the closing date for receipt of offers.

The financial rates and prices submitted by the successful tenderer shall be incorporated into the resulting **contract** and **shall remain fixed and valid for approximately four (4) years** from the date of contract signature, unless otherwise agreed in writing by DeepRoot.

All costs related to the preparation and submission of tenders shall be borne by the tenderers and will not be reimbursed.

Contacts between DeepRoot and tenderers are strictly prohibited throughout the procedure, except during the Question & Answer session, which will be held on **Tuesday, November 17, 2026, via Zoom, from 12:00 PM to 01:00 PM (Aden, Yemen time)**, using the link provided below.

The public opening of tenders will take place on **Thursday, November 26, 2026, at 12:00 PM (Aden, Yemen time)**, using the link provided below via a Zoom call. One duly authorized representative from each tenderer may attend. The public opening is limited to confirming receipt and procedural compliance and does not involve any technical or financial evaluation.

Please note that this invitation to tender is not binding on DeepRoot.

DeepRoot's contractual obligations shall commence only upon signature of the contract with the successful tenderer. Prior to signature, DeepRoot reserves the right to cancel the procurement procedure without incurring any liability or obligation to compensate candidates or tenderers. Any such decision will be duly substantiated and communicated.

Upon opening, all tenders shall be retained by DeepRoot and treated as confidential. Tenderers will be informed of the outcome of the procurement procedure by email. It is the tenderer's responsibility to provide valid contact details and to monitor their email regularly.

Zoom meeting link for the Question & Answer session

- Date: Tuesday, November 17, 2026
- Time: 12:00-01:00 PM Aden, Yemen time.
- Zoom Link: https://us02web.zoom.us/j/84766719507

Zoom meeting link for opening the tenders

- Date: Thursday, November 26, 2026
- Time: 12:00 PM Aden, Yemen time.
- Zoom Link: https://us02web.zoom.us/j/83527981616

We hope this opportunity is of interest to you, and we look forward to hearing from you.

Yours sincerely,

DeepRoot Solutions

TENDER: DRSOP_T_2026-02
CALL FOR PROPOSALS
SOCIAL MEDIA MANAGEMENT, DIGITAL COMMUNICATIONS & CONTENT DEVELOPMENT
TERMS OF REFERENCE (TOR)

1. Background

DeepRoot Consulting invites qualified communication and media agencies to submit technical and financial proposals for managing and strengthening its digital presence across Facebook, X (formerly Twitter), and the project website.

The assignment aims to enhance DeepRoot's digital visibility, expand its audience, increase public engagement, and effectively communicate its activities, initiatives, and achievements. The selected agency will be responsible for developing and implementing digital communication strategies, managing social media platforms, producing content and visual materials, engaging with audiences, and maintaining the project website.

The contract will have an initial duration of four years, subject to annual renewal based on the agency's performance and DeepRoot's assessment of the quality of services delivered.

2. Objectives

The main objectives of this assignment are to:

- Strengthen DeepRoot's digital presence and visibility across Facebook, X, and the project website.
- Reach at least 28,000 new followers on each platform (Facebook and X) by the end of the 12-month contract.
- Increase audience engagement and participation in campaigns and surveys, with the objective of achieving at least 1,800 completed survey responses per campaign across Facebook, X, and WhatsApp combined.
- Produce high-quality Arabic and English content, as required, using platform-specific communication approaches.
- Enhance women's visibility, inclusion, and meaningful participation through gender-responsive communication.
- Ensure effective and timely communication of DeepRoot's activities, initiatives, events, and achievements.

3. Scope of Work

The selected agency will undertake the following tasks:

3.1 Strategic Planning and Social Media Management: Develop and implement an annual digital communication strategy for Facebook and X, outlining platform-specific approaches, key activities, audience engagement methods,KPIs, and milestones to achieve the agreed targets, taking into account platform characteristics and the target audience, primarily individuals aged 18–40.

3.2 Monthly Content Planning: Prepare monthly content and publishing plans specifying topics, formats, schedules, and communication objectives.

3.3 Platform Management and Community Engagement: Manage Facebook and X, monitor comments, messages, and inquiries daily, respond professionally to routine inquiries, document significant feedback, and analyse audience engagement and platform performance to recommend improvements in reach, interaction, and follower growth, Refer sensitive comments, complaints, controversial discussions, and politically sensitive issues to DeepRoot for approval before responding. Promptly flag any issues or concerns that may affect DeepRoot's reputation or require its attention or intervention.

3.4 Context-Sensitive and Inclusive Communication: Ensure that content and interactions reflect Yemen's political sensitivities and social and cultural context, while enhancing women's visibility, participation, and representation.

3.5 Urgent Communication Support: Remain available and flexible to address urgent communication needs and time-sensitive activities beyond regular working hours.

3.6 Content Development, Design and Production: Write, edit, design, and produce digital content in Arabic and English, as required, including social media posts, graphics, infographics, announcements, promotional materials, and campaign visuals, ensuring accuracy, audience relevance, and consistency with DeepRoot's visual identity.

3.7 Social Media Publishing: Publish between 4 – 6 posts per week on each platform (Facebook and X), adapting content to each platform.

3.8 Motion Graphic Production: Produce at least two motion graphic videos per month, each 30–45 seconds long.

3.9 Campaign and Survey Management: Develop tailored communication and outreach plans for each campaign or survey, covering the concept, key messages, target audience, channels, timeline, and engagement approach, In close coordination with the DeepRoot team and taking its feedback into consideration.

3.10 Campaign Promotion and Participation: Design campaign materials in Arabic and English, as required, and implement targeted promotional activities across Facebook, X, and WhatsApp.

3.11 Paid Promotion: Plan and manage sponsored posts and paid advertising to maximise campaign reach and participation. All associated costs must be included in the agency's financial proposal.

3.12 Campaign Performance Reporting: Monitor and report on campaign reach, engagement, participation, and promotional expenditure.

3.13 Website Management: Maintain and update the website with news, activities, events, publications, photographs, and announcements, ensuring that information remains accurate and current.

3.14 Media Communications: Prepare, edit, and publish press releases, news articles, and media coverage related to DeepRoot's activities and initiatives, in coordination with DeepRoot to collect and verify information before publication.

3.15 Event Communication Materials and Content Production: Develop and produce communication and promotional materials for selected events and activities, including event announcements, invitations, promotional designs, social media visuals, short promotional and highlight videos, and post-event highlights.

3.16 Coordination and Quality Assurance: Assign a dedicated focal point to coordinate with DeepRoot, follow up on tasks, maintain regular communication, and participate in meetings as required.

3.17 Content Review and Approval: Submit monthly content plans and materials for review and approval before implementation or publication, incorporate feedback and revisions promptly, and ensure that no official or sensitive content is published without DeepRoot's prior approval.

4. Reporting Requirements

The agency will submit regular reports to assess performance and progress towards the agreed targets.

4.1 A monthly report using the agreed template, summarising published content, reach, engagement, follower growth, campaign results, promotional expenditure, women's participation, and key achievements and challenges.

4.2 Quarterly Performance Report and Review Meeting: Assess platform performance, progress towards targets, content and campaign effectiveness, women's visibility and participation, Highlight key achievements, challenges, mitigation measures, lessons learned, and recommendations for improvement, and present the findings during a quarterly meeting with the DeepRoot team.

5. Agency Qualifications and Requirements

Interested agencies must demonstrate:

- Contextual Understanding: Strong knowledge of Yemen's social, cultural, and political context and sensitivities, supported by relevant experience in Yemen or comparable contexts, regardless of the agency's location.
- Relevant Experience: Proven experience in social media management, digital communications, content development, and campaign implementation, supported by a portfolio of graphic design, motion graphics, video production, and media work. Experience in development or civil society is an advantage.
- Technical and Strategic Capacity: Ability to develop communication strategies, grow audiences, improve engagement, manage digital campaigns and paid promotions, produce quality Arabic and English content, and analyse performance.
- Gender-Responsive Communication: Ability to enhance women's visibility, inclusion, and participation, and monitor their engagement using available data.
- Team Capacity and Coordination: A qualified team with the ability to coordinate effectively with DeepRoot, respond to feedback and changing priorities, meet deadlines, and address urgent communication needs.
- Location of the Company: The agency may be based in Yemen or any other country, provided that it demonstrates a strong understanding of the Yemeni context and the capacity to coordinate effectively with DeepRoot and deliver the required services remotely or on-site when necessary.

6. Proposal Submission Requirements

Interested agencies are invited to submit technical and financial proposals.

6.1 Technical Proposal

The technical proposal should include:

1. Company profile and overview of relevant services.
2. Portfolio of relevant projects, preferably including experience in Yemen or comparable contexts.
3. Proposed methodology for managing Facebook and X, developing content, engaging audiences, and updating the website.
4. Proposed annual digital communication strategy and implementation work plan.
5. Proposed campaign and survey management strategy, including outreach and promotional approaches to achieve the participation target.
6. Proposed team composition, roles, and relevant qualifications.
7. The agency must submit one original poster for a hypothetical campaign, using DeepRoot's visual identity. The poster should present the campaign concept, key message, and illustrative campaign results, including the geographical areas covered, total number of people reached, gender breakdown, and title of the campaign. The poster will be assessed based on its relevance, creativity, design quality, appropriate use of DeepRoot's branding, clarity of information, and suitability for publication on Facebook and X.

6.2 Financial Proposal

The financial proposal should include a clear and detailed breakdown of:

- Total proposed cost and suggested payment structure.

The agency must ensure that its financial offer covers all costs required to deliver the assignment and achieve the agreed campaign and audience growth targets, including paid promotional activities. DeepRoot will not provide a separate advertising budget.

TENDER EVALUATION CRITERIA AND SCORING METHODOLOGY
PROVISION OF SOCIAL MEDIA MANAGEMENT & DIGITAL COMMUNICATIONS TENDER

1. **Purpose of the Evaluation**

   This document defines the evaluation criteria and scoring methodology that will be applied by DeepRoot Solutions to assess and rank bids submitted in response to the Call for Tenders for the provision of Social Media Management & Digital Communications Tender services.

   The contract will be awarded to the bidder achieving the highest overall weighted score, in accordance with DeepRoot's procurement principles of transparency, fairness, competitiveness, accountability, and best value for money.

   DeepRoot reserves the right to verify the information provided and to disqualify any bidder found to be non-compliant or to have provided false or misleading information.

2. **Evaluation Criteria and Weights**

Evaluation Category	Evaluation Criterion	Sub-Weight	Total Weight
Technical Proposal (60%)	Technical Approach, Strategy & Portfolio	**35%**	**60%**
	Dedicated Team Composition & Capacity	**25%**	
Financial Proposal (40%)	Total Financial Cost / Price Offer	**30%**	**40%**
	Payment Terms & Invoicing Flexibility	**10%**	

3. **Determination of the Winning Bid**

   The winning bidder shall be the one achieving the highest total weighted score across all evaluation criteria.

   The award remains subject to:

   - Internal approvals in line with DeepRoot's procurement procedures
   - Successful completion of any required due diligence

4. **Confidentiality**

   All evaluation results, scores, and deliberations shall be treated as confidential and shall not be disclosed to bidders or third parties, except as required under DeepRoot's procurement transparency obligations.

Attached Annex. 1 (Checklist & Tender Proposal Submission Form) to be completed by the responder.

Note: Any submission missing Annex. 1 will be considered incomplete and will be disregarded from the evaluation process.

Annex. 1: Checklist & Tender Proposal Submission Form – Social Media Management & Digital Communications Tender

Part I: Checklist of Mandatory Requirements & Required Documents

Requirement Category	Requirement Description / Required Document	Status
Administrative & Procedural Requirements (Mandatory)	Submission of the financial proposal using DeepRoot's form (page 2).	☐
	Submission of the complete tender before the specified final submission deadline.	☐
	Upload proposal files inside a password-protected compressed folder (please do not share the password when submitting the proposal; it shall be provided to the committee upon request).	☐
	Validity of the submitted proposal is not less than 30 days from the submission date.	☐
Legal Status & Institutional Qualifications	Enclosing valid commercial registration, valid business operating license, and tax card.	☐
	Submission of companies' profile with a comprehensive overview of services and years of experience.	☐
	Submission of the portfolio of past work and samples (Portfolio) in social media management, graphic design, motion graphics, and campaigns.	☐
	Submission of a proof (References might be requested) of past experience and in-depth understanding of the Yemeni context and its political, social, and cultural sensitivities (locally or internationally).	☐
Banking & Financial Compliance	Submission of an official and active bank account details under the name of the agency/company to execute approved financial transactions.	☐
	Submission of an all-inclusive financial proposal fully covering paid promotion costs (without any separate advertising budget from DeepRoot).	☐
Methodological Technical Proposal Requirements	Submission of a technical proposal outlining the methodology, work plan, and reporting approach to achieve the objectives outlined in the TOR.	☐
	Submission of agencies' qualifications and requirements including the team capacity qualifications.	☐
Practical Design Assessment (Mandatory)	Enclosing an original poster design for a hypothetical campaign reflecting DeepRoot's visual identity, campaign message, and hypothetical results in accordance with Section (6) of the Proposal Submission Requirements mentioned in the TOR.	☐

Part II: Proposal Submission Form

Please complete all fields and data accurately, and attach all required supporting documents for each section.

1. General Information & Legal Status of the Entity

Company / Agency Name:	_____
Country / Headquarters City:	_____
Detailed Physical Address:	_____
Contact Person / Authorized Signatory:	_____
Job Title:	_____
Phone / WhatsApp Number:	_____
Official Email Address:	_____
Website & Social Media Links:	_____
Number of Full-Time Staff:	_____
Commercial Registration Number:	_____
Issuing Authority & Date of Issuance:	_____
Registration / License Expiration Date:	_____
Tax Number (if applicable):	_____

2. Official Banking Information of the Agency

Bank Name:	_____
Account Holder Name (matching official registration):	_____
Branch / Country & City:	_____
Bank Account Number:	_____
IBAN / SWIFT Code:	_____
Approved Account Currency:	☐ US Dollar ($) ☐ Other (please specify: _____)