



# Community Mediation Minnesota

## Request for Proposal: Social Media Consultant

### Community Mediation Minnesota

- Submit by April 29, 2019, via email, Attn: Marina, [disputeresolutioncenter.mn@gmail.com](mailto:disputeresolutioncenter.mn@gmail.com)

#### Background

##### Community Mediation Minnesota (CMM)

We are a statewide network of certified nonprofit service providers with skilled mediators ready to help Minnesotans caught in conflicts they're ready to resolve. From neighbor disputes to family quarrels, schoolyard bullying to workplace harassment, we are here to help. Through a variety of constructive services, we help individuals, groups, and even whole communities discover better paths forward, together. We also serve as an active network of alternative dispute resolution and restorative practices training organizations. <https://communitymediationmn.org>

CMM offers the following services:

- **Mediation**
- **Restorative Practices (RP)**
- **Facilitation**
- **Training & Skill Building**

#### Objective

CMM is looking for a social media manager to increase mediation awareness throughout rural Minnesota.

- Spread awareness around mediation in Minnesota by networking with communities statewide
- Provide access to our services: mediation, remote mediation, facilitation, trainings, etc.
- Educate communities on benefits of mediation and conflict resolution
- Become a credible, reliable statewide source for dispute resolution, mediation, RP, etc.
- Bridge gaps between sister organizations by sharing content and interacting with them
- Generate more leads CMM

#### Current Social Landscape

- Facebook, Twitter, LinkedIn. No Instagram (as of present)
- Infrequent posting, typically around trainings and events
- Currently managed by CMM Board members

#### Challenges

- Spreading mediation awareness to areas outside of the metro
- Getting more volunteers & board members for sister organizations

## **Project Goals**

- Expand our reach via social media
- Drive social traffic to website
- Social tracking for Facebook, Twitter, LinkedIn (follower/friend growth, engagement, leads generated, etc.)
- Increase attendance at events and trainings through digital invitations and engagement

## **Deliverables**

- 3-5 posts/week
- Craft social media content calendar
- Develop benchmark metrics to measure results
- Launch a campaign around remote mediation services
- Develop relevant content: new content, reposts, training offerings, events, for all sister organizations
- Monitor, listen, respond to followers/friends
- Monitor sister and nationwide organizations via reposting and sharing
- Monthly reporting due at end of each month

## **Evaluation Criteria**

- 3-5+ years social media management, highly motivated, creative individual or firm
- Experience in: SEO, creating and publishing social content for organization or business, brand development, technical writing, copywriting, digital marketing, social media management platform e.g. Hootsuite, Sprout, etc.
- Degree in journalism, public relations, marketing a plus
- Knowledge of mediation and/or restorative practices a plus

## **Submittal Requirements**

- Budget to deliver scope of work
- Resume and/or firm bio
- Cover letter stating interest and understanding of project scope
- Portfolio and/or list of relevant projects
- 3 references

## **Project Timeline**

3-month contract; reevaluate after 3 months for potential extension

## **Proposal Evaluation**

- Proposals are due **April 29, 2019** via email, Attn: Marina, [disputeresolutioncenter.mn@gmail.com](mailto:disputeresolutioncenter.mn@gmail.com)
- Proposals will be reviewed by the ad hoc social media outreach committee and approved by CMM Board
- 3-month contract, with potential to renew contract



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## Social Media Job Duties

### Facebook

- Goal: Create 1-3 Facebook posts per week
- Monitor Facebook comments and activity, responding to comments and likes
- Approve photo or post tags
- Share LinkedIn articles, when posted
- Monitor for negative or inappropriate commentary, and contact CMM for guidance
- Promote content from the various CMM entities and solicit same
- What works well
  - Image driven content that is inspiring and uplifting in message
  - Timely News articles and commentaries, especially local stories
  - Feel good stories; any posts that are negative should have some silver lining message or “trigger warning”
  - Tagging partners or community collaborators
  - LGBTQ related content
  - Undoing racism content
  - Q&A to engage users in conversation and participation
  - Using links and stories from CMM member websites to promote and share
  - Content with hashtags: #MotivationMonday, #MondayMood, #ThrowbackTuesday, #TuesdayThoughts, #WaybackWednesday, #WednesdayWisdom, #ThursdayThoughts, #ThrowbackThursday, #FollowFriday, #FlashbackFriday, #grateful #mediationworks #controlyourdestiny #RestorativePractices #DisputeResolution #ConflictResolution #Community

### Twitter

- Goal: Create 1-3 Twitter post per week
- Monitor Twitter comments, tags, retweets and activity, responding to comments, tags, retweets and likes
- Like all patron engagement
- Monitor for negative or inappropriate commentary and communicate
- Share LinkedIn articles, when posted
- What works well
  - Image driven content that is inspiring and uplifting in message
  - Retweets with comment of participants’ commentary
  - Tagging partners or community collaborators
  - LGBTQ related content
  - Undoing racism content
  - Timely News articles and commentaries, especially local stories

- Feel good stories; any posts that are negative should have some silver lining message or “trigger warning”
- Searching the words “mediation” “dispute resolution” for tweets from community members to promote mediation/community dispute resolution as acceptable alternatives
- Using links and stories from CMM member websites to promote on Twitter and share
- Content with hashtags: #MotivationMonday, #MondayMood, #ThrowbackTuesday, #TuesdayThoughts, #WaybackWednesday, #WednesdayWisdom, #ThursdayThoughts, #ThrowbackThursday, #FollowFriday, #FlashbackFriday, grateful #mediationworks #controlyourdestiny

## LinkedIn

- Goal: Create and share LinkedIn article or create content once per week or less – reposting/sharing content from partners/community/national organizations ok
- Monitor LinkedIn comments, messages, notifications and professional contact requests, responding to comments, messages, and accepting all professional contact requests
- Tag community partners when posting about mediation, dispute resolution, and greater MN issues that could be resolved through CMM’s efforts.
- Approve tags on LinkedIn posts
- Review post analytics and share feedback with CMM members
- Provide feedback to CMM members about further ideas for growth in LinkedIn to fully maximize free platform
- What works well
  - Sharing and commenting on timely news articles and commentaries, especially professional advice related to mediation and community dispute resolution
  - Using links and stories from CMM members to promote on Facebook and share, as they are appropriate to business or professional environment