**Media Management Agreement between BOC and (Company Name)**

**(Company Name)** has agreed to manage and maintain the BOC’s official website and social media pages, including but not limited to Facebook, Twitter, Instagram, Tiktok and YouTube for a period of **(number of months)** starting from the **(...)**, for an agreed fee of **(amount)**.

**Permission and authorization by the BOC to (company name) - and the deliverables and scope of work for (company name)**

The **BOC** hereby authorizes and **gives full permission** to **(company name)** to do the following on the websites, and social media sites for the BOC during the agreed contract period:

***Services:***

**(Company Name)** agrees to provide the following media management services **to the BOC**:

1. **Content Creation:**
   1. Develop engaging and creative content for the Bhutan Olympic Committee's social media platforms (Facebook, Instagram, YouTube, and TikTok):
      1. Photos
      2. Videos/Reels
      3. Graphics
      4. Informative posts
      5. Stories
   2. Create and maintain a content calendar outlining the schedule for posting content across various social media channels, taking into account events, campaigns, and relevant dates.
   3. Contents must adhere to the brand guidelines of the BOC, specified below
2. **Website:**
3. Regular updates and maintenance tasks to ensure the website's software, plugins, and security features are up to date and functioning properly.
4. Adding, editing, or removing content as per the BOC’s requirements. This may include text, images, videos, blog posts, news updates, events, and other relevant information.
5. Making design improvements and adjustments to enhance the website's aesthetics, usability, and user experience. This could involve updating templates, layouts, colors, fonts, and visual elements.
6. Implementing security measures to protect the website from malware, hacking attempts, and other security threats. Regularly monitoring security logs, conducting security audits, and maintaining backups of website data and files.
7. **Social Media Management:** 
   1. Actively manage the Bhutan Olympic Committee's social media accounts by monitoring comments, messages, and mentions, and responding promptly and appropriately.
   2. Moderate social media channels to ensure the BOC’s reputation
   3. Foster engagement with the audience by responding to comments, questions, and inquiries, and encouraging interactions through polls, contests, and discussions.
   4. Ensure consistency in messaging, tone, and visual identity across all social media platforms, aligning with the Bhutan Olympic Committee’s vision and mandate.
   5. Be prepared to respond swiftly and appropriately to any social media crises or controversies that may arise, following pre-established protocols and procedures.
8. **Audience Growth:**
   1. Our audience is the general public of Bhutan but the targeted population should be under 30 years old at first as the younger population is the one the most present on social media.
   2. Implement strategies to grow the Bhutan Olympic Committee's social media following organically by attracting new followers and retaining existing ones.
   3. Optimize social media content for maximum visibility and engagement by utilizing relevant hashtags, keywords, and multimedia elements.
9. **Analytics and Reporting:** 
   1. Provide regular reports and analytics on social media performance, including key metrics such as reach, engagement, impressions, click-through rates, and follower growth.
   2. Submit a monthly report to showcase your progress with social media statistics and engagement.
10. **Campaign Strategy:**
    1. Development and implementation of a comprehensive social media marketing strategy to promote the BOC and its activities.
    2. Plan, execute, and monitor social media campaigns to promote events, initiatives, and sponsorships associated with the Bhutan Olympic Committee.
    3. Have a concrete strategy and method on how to enhance the BOC’s brand visibility
11. **Advisory Services:**
    1. Provide strategic advice and recommendations to the Bhutan Olympic Committee on social media best practices, emerging trends, and opportunities for improvement.
    2. Offer training sessions and support to the Bhutan Olympic Committee's staff members involved in social media management, covering topics such as content creation, community management, and analytics interpretation, to help the different federations collaborate with the social media company to increase the BOC’s visibility.

***Key deliverables***

**Facebook and Instagram**

* A minimum of 10 posts a week (increase the number depending on the BOC activities and events) with a minimum of 4 reels a month (increase the number depending on the BOC activities and events)
* Daily posts on Instagram stories and Facebook
* Moderate comments, delete spam
* Monthly contests to increase fan base
* A minimum of 20 Instagram stories per week (increase the number depending on the BOC activities and events)
* A minimum of 30 mentions per month across various social media platforms
* Increase the number of followers on Facebook to 50K within a year
* Increase the number of followers on Instagram to 10K within a year

**TikTok**

* Create tiktok account
* A minimum of 7 posts/videos a week (increase the number depending on the BOC activities and events)
* Moderate comments, delete spam

**Youtube**

* A minimum of 2 videos a month
* 12 Live telecast of events of the BOC and NSFs
* Make a video/film for each big BOC’s event
* Moderate comments, delete spam

**Website**

* Update the BOC, BIM, and TOD websites as and when required by the BOC
* Design enhancement once a year for all three websites
* Increase website traffic by 20% within the first 3 months of outsourcing

**BOC Brand Guidelines:**

The media company must strictly adhere to the BOC's brand guidelines, including logo usage, colors, fonts, and overall visual identity. Any deviation from these guidelines must be approved in advance by the BOC.

1. **Consistency:** The content produced must maintain a consistent tone, style, and messaging across all social media platforms.
2. **Quality Standards:** All content, including photos, videos, graphics, and posts, should meet high-quality standards in terms of resolution, clarity, and professionalism.
   1. Photos:
      1. Resolution: All photos should be captured and delivered in high resolution (at least 1080 pixels wide for social media).
      2. Clarity: Photos should be clear, sharp, and properly focused, with no blurriness or distortion.
      3. Composition: Photos should be well-composed, with attention to framing, lighting, and visual balance.
      4. Authenticity: Photos should accurately represent the subject matter without excessive editing or manipulation.
   2. Videos/Reels:
      1. Resolution: Videos should be recorded and delivered in high resolution (at least 1080p for social media).
      2. Clarity: Videos should be clear, with minimal pixelation or compression artifacts.
      3. Sound: Audio quality should be clear and free from background noise or distortion.
      4. Length: Videos should be concise and engaging, keeping in mind the attention span of the target audience.
      5. Storytelling: Videos should tell a compelling story or convey a clear message that resonates with the audience.
   3. Graphics:
      1. Resolution: Graphics should be designed and delivered in high resolution for optimal clarity and sharpness.
      2. Design Elements: Graphics should incorporate visually appealing design elements such as typography, color schemes, and imagery.
      3. Branding: Graphics should prominently feature BOC's branding elements such as logos and colors, ensuring brand consistency.
      4. Relevance: Graphics should be relevant to the content and context in which they are used, enhancing the overall message.
   4. Informative Posts:
      1. Accuracy: Posts should provide accurate and verified information, supported by credible sources where necessary.
      2. Clarity: Posts should be written in clear and concise language, avoiding jargon or overly technical terms that may confuse the audience.
      3. Engagement: Posts should be designed to spark engagement and interaction with the audience, such as asking questions or encouraging comments.
      4. Visuals: Posts should include relevant visuals such as photos, graphics, or videos to enhance engagement and convey information effectively.
3. **Originality:** The media company should ensure that all content created is original and does not infringe upon any copyrights or intellectual property rights of third parties. Proper permissions and licenses must be obtained for any third-party content used.
4. **Engagement and Creativity:** The content should be engaging, creative, and relevant to the BOC's target audience. It should spark interest, encourage interaction, and reflect the excitement and spirit of sports.
5. **Accuracy and Authenticity:** All information shared in the content must be accurate and verified. Misleading or false information should be avoided at all costs to maintain the BOC's credibility and trustworthiness.
6. **Timeliness:** The media company should adhere to agreed-upon deadlines for content delivery and posting schedules.
7. **Compliance:** The media company must comply with all relevant laws, regulations, and industry standards governing content creation, including data protection laws and advertising regulations.
8. **Feedback and Review:** The BOC reserves the right to review and provide feedback on all content before it is published. Any necessary revisions or adjustments should be made promptly by the media company based on this feedback.

***Confidentiality:***

Both parties agree to treat all non-public information received from the other party as confidential and shall not disclose such information to any third party without prior written consent.

***Ownership and Intellectual Property Rights rights:***

The BOC shall retain ownership of all content created by (Company name) for the BOC website and social media pages.

The BOC grants the (Company name) the necessary rights to use, modify, and distribute BOC’s content solely to fulfill the obligations under this Agreement.

For BOC: For (Company Name) :

**(Sonam Karma Tshering) (......................)**

**Secretary-General**

**Bhutan Olympic Committee Company Name**