



INDIGENOUS BAR
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BARREAU AUTOCHTONE

REQUEST FOR PROPOSALS (RFP) **SOCIAL MEDIA & COMMUNITY ENGAGEMENT SERVICES**

Organization: Indigenous Bar Association in Canada (IBA)

RFP Number: IBA-2025-SMCE-01

Issue Date: June 1, 2026

Proposal Submission Deadline: June 20, 2026

Term: 1-year contract, with possibility of renewal

Introduction

The Indigenous Bar Association in Canada (IBA) invites qualified individuals, consultants, or firms to submit proposals for the provision of Social Media and Community Engagement Services.

The IBA is a national organization representing Indigenous lawyers, legal academics, jurists, and law students. The organization advocates for the recognition and implementation of Indigenous laws, the protection of Indigenous rights, and the advancement of Indigenous Peoples within the legal profession and legal systems across Turtle Island.

The IBA seeks a service provider capable of strengthening its online presence, enhancing engagement with members and Indigenous communities, and supporting the organization's communications and advocacy objectives.

About the Role

The IBA is seeking a **Social Media & Community Engagement Contractor** to elevate our online presence and deepen our connection with our members, Indigenous communities, and the broader legal profession.

The Contractor will manage our Facebook, Instagram, and LinkedIn accounts, as well as support our email newsletter and website updates. This role focuses on creating compelling content, engaging with our community, and building a consistent public narrative of the IBA as a national voice for Indigenous lawyers.



This is a remote position, with occasional travel to conferences and events for live coverage (additional compensation and travel costs will be provided for those events).

Purpose of RFP

The purpose of this RFP is to identify and engage a contractor who can provide strategic social media management, content creation, community engagement, and communications support across the IBA's digital platforms.

The successful proponent will assist the IBA in:

- Increasing engagement among members and the broader Indigenous legal community.
- Promoting IBA statements, initiatives, advocacy positions, and events.
- Building a consistent and recognizable public narrative of the IBA as a national voice for Indigenous lawyers and Indigenous-led legal reform.

Scope of Services

The successful proponent will be expected to provide the following services.

1. Communications Strategy and Planning
 - a. Develop an annual social media and digital communications strategy aligned with the IBA's mission and priorities.
 - b. Create and maintain content calendars.
 - c. Identify and incorporate significant dates, including:
 - i. National Indigenous Peoples Day
 - ii. National Day for Truth and Reconciliation
 - iii. MMIWG2S awareness dates
 - iv. Indigenous-led campaigns and events
 - d. Develop and document social media and branding guidelines, including:
 - i. Visual standards
 - ii. Voice and tone
 - iii. Hashtag strategy
 - iv. Posting protocols
2. Content Development and Distribution
 - a. Create and publish content for IBA digital channels, including:
 - i. Facebook
 - ii. Instagram
 - iii. LinkedIn
 - b. Content may include:
 - i. Graphics



- ii. Carousels
 - iii. Reels and short-form video
 - iv. Stories
 - v. Event promotions
 - vi. Announcements
 - vii. Advocacy messaging
 - viii. Member and student highlights
- c. The successful proponent will also:
 - i. Draft accessible and culturally grounded captions and copy.
 - ii. Support website updates and posting of news items.
 - iii. Assist with electronic newsletter content.
- 3. Community Engagement and Moderation
 - a. The successful proponent will:
 - i. Monitor social media accounts regularly.
 - ii. Respond to comments, direct messages, and inquiries.
 - iii. Moderate online discussions.
 - iv. Identify and address harmful, racist, abusive, or inappropriate content.
 - v. Foster respectful and supportive online engagement.
- 4. Event Communications and Live Coverage
 - a. The successful proponent may be required to provide live digital coverage of:
 - i. Conferences
 - ii. Annual General Meetings
 - iii. Special announcements
 - iv. National events
 - b. Where in-person attendance is required:
 - i. Travel expenses will be covered by the IBA in accordance with approved travel arrangements.
 - ii. Additional event-specific compensation may be negotiated.
- 5. Analytics and Reporting
 - a. The successful proponent will provide quarterly reports that include:
 - i. Audience growth metrics
 - ii. Engagement metrics
 - iii. Performance analysis
 - iv. Top-performing content
 - v. Strategic recommendations
 - vi. Opportunities for improvement

Deliverables

At a minimum, the successful proponent will provide:



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- Annual communications strategy.
- Ongoing content calendar.
- Regular social media content and scheduling.
- Community monitoring and moderation.
- Quarterly analytics reports.
- Support for newsletters and website communications.
- Event coverage services, as required.

Qualifications and Experience

The IBA seeks proponents with demonstrated experience in digital communications and community engagement.

Preference will be given to proponents who can demonstrate:

- Experience managing social media platforms for organizations, campaigns, or community initiatives.
- Experience working with Indigenous organizations, Nations, communities, or movements.
- Knowledge of Indigenous rights, Indigenous governance, Aboriginal law, UNDRIP, MMIWG2S, and Indigenous legal orders.
- Strong writing, storytelling, and content development skills.
- Experience with:
 - Canva and/or Adobe Creative Suite
 - Meta Business Suite or comparable scheduling platforms
 - Newsletter management platforms
 - Website content management systems
- Ability to work independently and remotely.
- Capacity to occasionally support evening or weekend communications requirements.

Indigenous Preference

The IBA is committed to equity, anti-racism, anti-colonial practice, and Indigenous self-determination.

Preference will be given to Indigenous proponents, including First Nations, Inuit, and Métis individuals and businesses.



The IBA also welcomes proposals from proponents who demonstrate meaningful, accountable, and long-term relationships with Indigenous Peoples and communities.

Contract & Compensation

Type: Contractor

Hours: Approximately 5–10 hours per week (may vary based on events and campaign cycles).

Compensation: Monthly retainer of \$1,000–\$2,000 CAD, commensurate with experience and scope. Additional compensation for live event coverage, plus travel costs when required to attend in person.

Term: 1-year contract, with possibility of renewal based on funding and performance.

Contract Value

Proponents are requested to submit a fixed monthly fee proposal.

Additional compensation may be negotiated for event-specific coverage and travel assignments.

Proposal Requirements

Proposals should include the following:

A. Proponent Information

- Name of individual or organization
- Contact information
- Brief organizational profile or biography

B. Approach and Methodology

A description of:

- Understanding of the project
- Proposed approach
- Content development process
- Community engagement strategy
- Reporting methods

C. Relevant Experience

- Description of similar projects completed
- Experience working with Indigenous organizations or communities



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- References (minimum of two)

D. Portfolio

Examples of:

- Social media campaigns
- Content creation
- Community engagement initiatives
- Digital communications work

E. Pricing

A detailed fee proposal outlining:

- Monthly retainer
- Hourly rates (if applicable)
- Event coverage rates (if applicable)
- Any additional costs

Evaluation Criteria

Proposals may be evaluated using the following criteria:

Criteria	Weight
Understanding of IBA objectives	20%
Relevant experience and qualifications	30%
Quality of proposed approach	25%
Indigenous community knowledge and relationships	15%
Cost effectiveness	10%

The IBA reserves the right to interview shortlisted proponents before making a final selection.

Submission Instructions

Proposals must be submitted electronically to: executive.director@indigenoussbar.ca,

Attention: Cindy Sunshine

Subject Line: **RFP Submission – Social Media & Community Engagement Services**