

Food Channel Social Media Campaign Proposal Evaluation Form

Team: _____

200 points possible

Points	Section	Criteria	Comments
10	Executive Summary	The executive summary functions as a satisfactory preview of the team's proposal, providing the subcontract manager with the sufficient information to understand the strategy and plan for the entire project in one page or less of flawless, persuasive writing. The executive summary should: • Explain the purpose of the proposal • Identify 3-5 key strategic factors of the social media campaign • Introduce the company and its experience/past history in social media • End with a win strategy or theme that clearly sets the company apart from the competition and clarifies their value to the USA Network.	
10	Introduction	The introduction is a paragraph or more than opens the report document with a statement of purpose, identification of the audience, and a forecast of the document's contents.	
20	Creative Services	This portion of the proposal clearly delineates how graphical content will be created to support the content calendar. At least 2-3 examples of creative content will be included in this section. The logo for the Food Channel should also be used as part of the document design for the entire proposal, not just this section.	
50	Content Calendar	The content calendar, whether in this document or linked elsewhere, shows actual monthly or weekly calendar with actual content and a plan for posts in FB, Twitter, and a blog for the months of November, December, and January. Descriptions of content or actual written posts can be included. • Facebook: At least one post per day • Twitter: At least 2-3 per day	

		• Blog: At least one per week The content calendar should also display date and time of the scheduled post and any creative assets associated with text content. Posts should directly reflect holiday or seasonal themes and be derived from Food Channel show content areas. The content calendar should be developed in enough detail so that it can be implemented as written by another company.	
20	Engagement Procedures/ Style Guide	At least one page should be devoted to clarifying text and graphic styles for posting, including grammar and punctuation standards, phrasing unique to holidays and/or regions of the USA Network's viewing audience, and recommended procedures for approvals for content by upper management. An escalation plan should also be described detailing how the USA Network should respond to unhappy users of the company's social networks.	
30	Management and Analytics	The proposal should offer detailed recommendations for the following: • Tools for automating posts/scheduling posts • Tools for tracking user engagement and analytics • Expected metrics (Goal-based) • Personnel needed to manage posting and tracking This may be done in narrative format or tabular, or in any other format determined by the company.	
10	Social Media Policy	The proposal should recommend policies to be enforced for USA Network employees who use: • Personal social media • Company social media These policies should be based on industry standards and should be designed to protect USA Networks from potential problems.	
10	International	Care should be taken to clarify which social media	

	Social Media	networks beyond Facebook and Twitter could be candidates for use to promote the Food Channel based on areas of the world in which our viewers reside. Rationales should be presented for recommended international networks.	
10	Budget	A simple, high-level budget in tabular or spreadsheet format should be provided to clarify how \$500,000 in campaign funds should be divided among: • Labor • Creative services - Any other expense	
30	Grammar, Spelling, and Punctuation	USA Networks expects that the proposal will be completely free of errors and adhere to industry standard expectations for professional writing. Appropriate document design should be employed to provide USA Networks with an appealing, attractive document that bests represents the company's creative abilities.	