



**Request for Proposals (RFP)**  
**Social Media Management & Content Development**  
**Facebook & Instagram**  
**Issued: January 28, 2026**  
**Responses Due: February 13, 2026**

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## **A. Overview**

The Georgia WWII Heritage Trail (“the Trail”) is a statewide collaboration of twelve museums and historic sites interpreting Georgia’s role in World War II. Collectively, Trail partners preserve, educate, and connect visitors with aviation, infantry, maritime, prisoner-of-war, and home-front history across the state. The Trail anticipates expanding to 15 partner sites in 2026.

The Trail seeks a qualified social media agency to manage its official Facebook and Instagram channels, develop cohesive statewide storytelling, increase audience engagement, and provide reliable analytics and accountability. This engagement will support the Trail’s 2026–2028 modernization plan, including preparation for adoption of a digital visitor passport platform.

Agencies with experience in nonprofit, museum, heritage tourism, or statewide tourism campaigns are strongly preferred. Budget is a consideration, and proposers are encouraged to offer tiered solutions that balance quality, sustainability, and value.

### **1. Term of Engagement**

The Georgia WWII Heritage Trail anticipates an initial **six-month engagement** with the selected agency. Continuation beyond the initial term may be considered based on performance, available funding, and mutual agreement.

## **B. Background & Rationale**

From May 2023–March 2024, the Trail retained a professional social media agency. During that period, the Trail’s Facebook audience grew from approximately 17 followers to more than 2,814 followers, demonstrating the effectiveness of a dedicated, professional approach.

In January 2024, Trail partners voted to bring social media management in-house, based on the belief that partner organizations collectively had the talent and technical capability to sustain the work through volunteer contributions, however the anticipated volunteer capacity did not materialize. In 2025, only one partner consistently contributed time, and

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most partners were unable to provide content as originally anticipated. As a result, content from prior years was repurposed, and the rate of audience growth slowed, ending 2025 at approximately 3,913 followers.

This RFP reflects the Trail's collective learning. Its purpose is to establish a sustained, business-grade social media presence with clear accountability, consistent storytelling, analytics, and reporting—without relying on unpredictable volunteer availability.

## **C. Scope of Work**

The selected agency will provide the following services:

### **1. Content Strategy & Planning**

- Monthly content calendar delivered at least 30 days in advance
- A multi-partner storytelling strategy featuring all 12-15 Trail sites
- Seasonal, commemorative, and anniversary-based content aligned with WWII, military, and aviation history
- Alignment with Explore Georgia and regional tourism calendars

### **2. Content Creation**

- 10–16 posts per month across Facebook and Instagram
- Short-form video / Reels (2–4 per month, depending on tier)
- Custom graphics, photo treatments, and branded templates
- Storytelling-based captions that are historically accurate, accessible, respectful, and consistent with the Trail's brand voice

#### Mini-Campaign Themes

Agencies should demonstrate the ability to develop rotating mini-campaigns across both geographic and thematic clusters, including but not limited to:

#### Geographic

- The Coast
- Middle Georgia
- North Georgia

#### Thematic

- Arsenal of Democracy

- Maritime History
- Infantry & Airborne
- Home Front
- Aviation

### **3. Multi-Site Coordination**

- Gather, curate, and/or create content for 12–15 partner sites with uneven internal capacity
- Maintain communication with partner points of contact and manage approvals
- Manage a centralized shared asset library
- Create cross-promotional posts tagging multiple partner sites as appropriate

### **4. Community Management**

- Monitor comments and direct messages
- Moderate discussions as needed
- Respond to public inquiries within 24–48 hours

### **5. Analytics & Reporting**

- Monthly analytics reports
- Quarterly performance summaries suitable for board review
- Metrics aligned with the Trail's modernization strategy, including:
  - Reach and impressions
  - Engagement
  - Follower growth
  - Performance by content type
  - Visitor funnel indicators (pre-, during-, and post-digital passport adoption)

### **6. Optional Services (to be priced separately)**

- Paid social advertising for events or partner promotions
- Template development for Trail staff or partner use
- Photography or on-site content capture

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- Email newsletter coordination (anticipated 2026–2027)
- Digital passport conversion and call-to-action funnels

**D. Deliverables**

- 12-month social media content plan
- 365-day calendar with seasonal flighting
- Monthly content batches for review and approval
- Unified graphics templates
- Quarterly analytics and performance reports
- Optional: content collection toolkit for partner sites

**E. Required Qualifications**

- Demonstrated experience with museums, heritage trails, tourism organizations, or cultural institutions
- Proven ability to manage multi-site or statewide social media accounts
- Strong storytelling capability with historically grounded content
- In-house graphic design and short-form video editing capability
- Strong project management for multi-stakeholder coordination
- Experience working with nonprofit or public-sector budgets
- Familiarity with Georgia tourism markets and Explore Georgia guidelines

**F. Proposal Requirements**

Proposals must include the following:

1. Agency Background
  - Organizational history, size, leadership, and areas of expertise
  - Relevant experience with comparable organizations
2. Work Samples
  - 3–5 examples of social media work for tourism, heritage, museum, or cultural clients
3. Project Team

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- Bios and roles of staff assigned to the Trail

#### 4. Approach

- Strategy for coordinating content across 12–15 partner sites
- Content creation and approval workflow
- Historical storytelling methodology
- Community engagement philosophy

#### 5. Budget

Proposers should submit tiered pricing within the following indicative monthly ranges:

- Basic: 8–10 posts/month (\$900–\$1,300/month)
- Standard: 12–16 posts/month + Reels (\$1,800–\$2,500/month)
- Premium: Expanded storytelling, partner campaigns, and 3–4 Reels (\$2,800–\$4,000/month) (*indicative range*)

Budgets should clearly identify:

- Any one-time setup fees
- Ongoing monthly fees
- Pricing for optional services

Proposals may note how services could scale during or after the initial six-month term if additional funding becomes available.

The Trail seeks best value and sustainability, not lowest cost.

#### 6. References

Contact information for at least two comparable nonprofit, tourism, or heritage clients.

#### G. Timeline

Milestone	Date
RFP Issued	January 28, 2026
Proposals Due	February 13, 2026

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Milestone	Date
Initial Review & Partner Feedback	February 17–28, 2026
Vendor Interviews	Beginning March 1, 2026
Agency Selection	By March 15, 2026
Contract Start	Late March / April 1, 2026
Initial 90-Day Plan	Within 30 days of contract
Anticipated Expansion to 15 Sites	2H2026

#### **H. Contract Terms (Anticipated)**

The selected agency will be engaged under a written agreement with the Georgia WWII Heritage Trail. The Trail anticipates that the agreement will include a provision allowing either party to terminate the agreement with thirty (30) days' written notice, without cause.

#### **I. Submission Instructions**

Proposals should be submitted electronically to:

Georgia WWII Heritage Trail

Executive Committee

 [chair@georgiawwiitrail.org](mailto:chair@georgiawwiitrail.org)

Subject Line: *Social Media Agency Proposal – [Agency Name]*