To: Offerors

From: Anthony G. Marks - Contracting Officer

Date: January 26, 2021

Subject: **Answers to the Questions asked by different Offerors for** "Development and Management of American Spaces Pakistan Facebook Page" **U.S. Embassy, Islamabad Pakistan.**

Q. 1. Can this work be done INCONUS?

Ans: If INCONUS referring to "Inside the Continental United States", then yes – organizations in the U.S. can submit bids for this contract. However, U.S. based organizations should be willing to work during 8:00 am – 4:30 pm (Pakistan Standard time-PST) if they are awarded the contract.

Q. 2. Is there an estimated amount of content that we should expect to post on a daily basis?

Ans: On average, we are expecting to upload 3-4 posts (in English & Urdu) on a daily basis. Posts can be about upcoming virtual events, snippets of events conducted, static posts (using graphic) to create awareness about internationally recognized observances (like International Women's Day, International Education Week, Global Entrepreneurship Week, etc.), sharing of videos and other educational opportunities offered by the U.S. Mission in Pakistan.

Q. 3. Will the content be provided?

Ans: Basic information will be provided by the Embassy (like event title, audience, pictures, testimonials/feedback, etc.), whereas creative content development will be the responsibility of the contractor. The creative content (messaging and design aesthetic) should complement the U.S. Mission in Pakistan's other social media platforms.

Q. 4. Will a VPN be required for privacy and security?

Ans: No.

Q. 5. Will content need to be posted in both English and Urdu?

Ans: Yes, the content will be posted in both English and Urdu.

Q.6. Can Embassy, Islamabad share with us pictures/videos of all 17 spaces (1 AC and 16 Lincoln Corners)?

Ans: Since these days all spaces are closed due to pandemic, therefore you can access some standard sample pictures can be accessed on the given link:
https://www.flickr.com/photos/usembpak/albums/72157711156576652

Q.7. Who will provide Pics/Videos of these places in case there is a physical event taking place as and when needed to make Facebook posts? Or you want us to include photo/video cost in proposal as well? Or in case you require this service any way to shoot on local and US national occasions as well.

Ans: Pictures & videos will be provided by American Spaces Team. Photography and/or videography is not included in the statement of work.