

Social Media Management for KSIDC

Kerala State Industrial Development Corporation Ltd. (KSIDC), the premier investment promotion agency and development finance institution under the Government of Kerala, plays a pivotal role in driving industrial growth and attracting investments into the State. As part of its mandate, KSIDC aims to strengthen digital communication, enhance brand visibility, and promote government initiatives through impactful engagement across social media platforms.

To this end, KSIDC invites Expressions of Interest (EOI) from professionally qualified and experienced social media management agencies for the comprehensive management of its digital platforms on a monthly retainer basis. The engagement will span an initial period of **12 months** and will cover both KSIDC and Invest Kerala's official handles.

2. Objectives of the Engagement

- Maximize brand presence and visibility on social platforms
- Enhance engagement with key stakeholders, including investors, NRKs, startups, and industry bodies
- Effectively communicate initiatives, policies, events, and achievements
- Build and sustain a vibrant digital community aligned with KSIDC's mission

3. Scope of Work

The selected agency will be responsible for end-to-end management of social media and digital communication, including but not limited to:

a) Content Creation & Scheduling

- Creation of 20–30 platform-specific, high-quality posts monthly

- Formats: static creatives, infographics, reels, animations, short videos, testimonials, digital brochures, event coverages
- Bilingual content (English & Malayalam) for wider regional reach
- On-ground public engagement videos, including travel and client interviews
- Preparation of monthly content calendars aligned with brand themes, events, and policy updates

b) Community Management

- 24x7 monitoring of all social handles
- Timely responses to queries, comments, and messages
- Active audience engagement and conversation moderation to ensure a positive digital environment

c) Paid Media Planning & Execution

- Planning and implementation of quarterly (or campaign-specific) paid promotions
- Inclusive of ad spend under retainership
- Audience targeting (e.g., investors, NRKs, startups)
- Regular campaign tracking and ROI optimization

d) Strategic Campaigns & Events

- Conceptualization and execution of thematic campaigns around investment summits, MoUs, trade fairs, and government milestones
- Live coverage and updates from national/international delegations, roadshows, and media events

e) Sentiment Analysis & Reporting

- Monthly analytics reports on engagement, reach, sentiment, and key metrics

- Actionable recommendations for performance enhancement

f) Stakeholder & Investor Engagement

- Development of content for interaction with stakeholders and investor communities
- Showcasing success stories, case studies, and testimonials to reinforce brand trust

g) Creative Innovation & User-Generated Content

- Interactive and innovative content formats: contests, educational videos, polls, quizzes, UGC campaigns

h) Crisis Management & Reputation Monitoring

- Real-time sentiment tracking and response strategy
- Communication protocols and templates to manage crisis situations effectively

i) Dedicated Team Deployment

- Minimum of 2–3 full-time professionals to work in close coordination with KSIDC
- Availability on a 24x7 basis to manage time-sensitive communications

This engagement seeks to position KSIDC as a dynamic and credible digital brand that actively supports Kerala's investment and development ecosystem. We look forward to partnering with capable agencies to build a robust and engaging social media presence.