

September 2023

Social Media Needs Assessment Consultancy

Terms of Reference

Overview

Spark

[SPARK](#) is a major campaigning and communications project delivered by a diverse consortium of 20 organisations in 13 European countries, working together to SPARK climate justice. We do this by raising awareness, building capacity and facilitating EU citizens, particularly youth, to build and mobilise public support for ambitious gender just climate change and development policies in line with [Agenda 2030](#).

As women and girls are disproportionately affected by climate change and often excluded from climate change adaptation strategies as a result of inequities, SPARK aims to be gender transformative, and has a strong gender justice strategy at its core.

SPARK is created and maintained with the financial support of the European Union, through EC-DEAR (Development Education and Awareness Raising).

Climate Outreach's involvement in SPARK

As a member of the SPARK consortium, Climate Outreach led a 2-year long audience research programme on communicating climate justice with young adults in Europe. In addition to a [report](#), the results of the research helped to shape a [messaging guide](#) and a short [animation](#).

This year Climate Outreach will support the consortium's [Polluter Pays Campaign](#). We are advising on messaging and narratives used in the campaign, delivering training sessions and workshops on climate justice communications, and lastly, advising on how best to translate our messaging guide and research insights into the consortium members' social media presence and engagement.

Proposed scope

Aim and activities

Climate Outreach is seeking the expertise of a consultant to conduct a social media needs assessment for two related strands of activity: 1) how best to support the online campaigning, communications and mobilisation of Polluter Pays Campaign consortium members; and 2) Climate Outreach's own social media activity promoting our climate justice messages and findings.

The objective of this consultancy is to produce recommendations for how best to use project resources to support impactful social media activity that puts our messaging advice into action.

This consultancy is the first in a two-part process. The second part will deliver any infographics, templates, hands-on advice etc that is identified in this first contract.

This consultancy is divided into two main work packages and a number of deliverables outlined below.

1) Work package 1: social media needs assessment for the Polluter Pays Campaign

Aim: this work package aims to identify social media needs of the consortium partners with regards to the Polluter Pays Campaign, in support of helping them increase their outreach and online mobilisation numbers. The objective from the needs assessment is to identify what our partners want to achieve on social media, their existing assets and needs, and suggest the most useful ways that Climate Outreach can use its research, project resources and expertise to help them implement our messaging advice in practice.

To achieve this goal, the consultant is expected to:

- a. Deep dive into the consortium's campaign activities and Climate Outreach's relevant research and messaging content.
- b. Consult consortium members to identify their social media engagement needs, what they'd like to achieve in terms of their online engagement, and their current assets and activities. Summarise this into a number of key priorities, themes and needs.
- c. Recommend a plan for Climate Outreach to best support consortium partners in their social media engagement using SPARK's research content. There is a significant budget available for producing materials in the next phase of the project: we would like to know how best to spend it, and how best to use our time.
- d. Propose social media engagement activities that partners can undertake to increase their mobilisation numbers based on the needs assessment.

As the main output of this work package, the consultant is expected to deliver a report or slidedeck outlining:

- a. The identified social media needs and priorities of the consortium.
- b. Summary of what 'success' might look like for the consortium's overall social media engagement on the Polluters Pay campaign.
- c. Recommendations for how Climate Outreach can most usefully use its research insights, project resources and expertise to meet those needs and success criteria practically (e.g. which platforms to use and how to use them effectively, type of posts and their content, etc.).

2) Work package 2: social media needs assessment for Climate Outreach's SPARK content

Aim: this work package is similar, but focused on Climate Outreach's own social media activity. It will identify our own needs and gaps for how best to promote and model the SPARK messaging guide through our social media, and propose a plan for how to meet these.

To achieve this goal the consultant is expected to:

- a. Deep dive into Climate Outreach's SPARK research, messaging guide, blogs and animation.
- b. Engage with the Climate Outreach project team and communications team to identify needs and priorities.
- c. Identify and suggest tactics, tools, channels, audiences, key moments, etc. that we should prioritise on social media when disseminating SPARK content.

As the main output of this work package, the consultant is expected to deliver a report or slidedeck outlining:

- a. Identified needs and priorities
- b. Recommendations to meet those needs practically

Description and communication with Climate Outreach

Title:	Social media needs assessment consultancy
Duration	6 weeks (23 October 2023 - 30 November 2023)
Budget	GBP 10,000.00
Purpose:	To support the development of a social media focused work package
Description:	Conduct two needs assessments to produce recommendations for how best to use project resources to support impactful social media activity that puts our messaging advice into action.
Confidentiality:	You must not disclose any confidential information about the work of Climate Outreach, its service users, staff, volunteers and other contracts without prior authorisation from Climate Outreach senior management. Confidential information includes Climate Outreach's work, finances, internal documents, funder information and other stakeholder information.
Format and Presentation:	The data will be presented accessibly in a comprehensive report or a slidedeck
Interfaces:	Google Docs
Change Control:	Any change to timelines will be discussed with Siri Pantzar
Constraints:	The project timeline is tight, so working to deadlines will be crucial. These will be discussed and agreed within the contract period.

Reporting:

The consultant will be managed by project manager Siri Pantzar.
The main point of contact is SPARK coordinator Hoor Alamin.

Experience and person specification

- Experience of designing strategies to increase and target social media engagement in a campaigning context.
- Extensive knowledge of social media platforms and how and by whom they are used in practice.
- Knowledge of or interest in climate communication and climate justice.
- Ability to communicate findings clearly - both verbally and in writing.

How to apply

We request expressions of interest and a proposed work plan (no more than two pages in total) to siri.pantzar@climateoutreach.org before **23:59 BST, 8 October 2023**.

The consultant will need to hit the ground running and be able to start work on this project no later than 23 October 2023. Please include a quote for completion of the activities listed above. Note:

- We invite respondents to set out the approach they would take to most effectively deliver the work, including noting any support or additional guidance that they would need from the project team.
- We would be very happy to discuss the scope and background to this work before the submission of any formal EOI - please contact hoor.alamin@climateoutreach.org to arrange this.

About Climate Outreach

Climate Outreach is passionate about widening and deepening public engagement with climate change. Through our audience research, practical guides and consultancy services, we help organisations engage diverse audiences beyond the usual suspects. We focus on building and sustaining cross-societal support for climate action, overcoming political polarisation, and turning concern into action. We have nearly two decades of experience working with a range of global partners including government, international bodies, business, media and NGOs.
climateoutreach.org