



Swadhinata

Terms of Reference (ToR)

Engagement of a Digital Media Agency for Social Media Management, Creator Coordination, Content Boosting, and YouTube and Facebook Handles Support under the Swadhinata Project

Type of assignment	Digital media agency engagement for social media handles management, creator coordination, content production support, paid boosting, and analytics reporting.
Activity references	A2.3.1.2 Create social media handles and develop content for the campaign; A2.3.1.3 Create 22 abridged content on fundamental rights, freedom of expression, countering disinformation, and online harassment through influencers/content creators.
Channel approach	No new social media handles will be created. The MJF YouTube and Facebook handles will serve as the dedicated Swadhinata video platform. At the same time, Facebook and other approved dissemination will run primarily through existing MJF and Plan International Bangladesh social media handles.
Boosting emphasis	Priority will be given to paid and organic boosting on Facebook and YouTube, including approved influencer content provided by the media agency. Local content creators' content needs to be boosted by MJF.
Implementation period	Total 15 months, aligned with the first implementation year (2026) and the second implementation year (2027) of the relevant campaign activities.
Creator phasing	A total of 15 influencers/content creators (Gender Balanced: 50% women and 50% men), with 15 engaged in the first implementation year (2026) and 7 of them again engaged in the second implementation year (2027).
Reporting line	The selected agency will work in close coordination with MJF and in line with the approved visibility and messaging requirements of Plan International Bangladesh and the European Union.
Budget submission and	Technical and financial proposals must be submitted separately. For the financial proposal, two separate proposals are required: one for the Media Agency Fee and another for the Content Creators' Honorarium.
Technical and Financial Proposal submission date:	
	A signed soft copy in PDF format should be emailed to procurement@manusher.org by May 31, 2026

1. Background and Rationale

Manusher Jonno Foundation (MJF) is a national human rights and social justice organization working to advance inclusion, dignity, and accountability for marginalized and socially excluded communities in Bangladesh. Plan International Bangladesh is a key implementing partner in the Swadhinata project. Together, with support from the European Union, MJF and Plan International Bangladesh are working to protect and promote freedom of expression, strengthen digital democracy, and improve public resilience against misinformation, disinformation, and online harm.

In Bangladesh's digital context, communication on freedom of expression and digital safety must be accurate, inclusive, politically neutral, and well-managed operationally. The project, therefore, requires a professional agency that can combine development-sector communication expertise with strong creator management, platform execution, and risk-aware dissemination support.


Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh


Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh



2. Overall Objective

To engage a qualified digital media agency to strengthen Swadhinata's approved digital communication ecosystem through strategic content planning, handle management, creator coordination, professional publication support, and focused boosting on Facebook and YouTube, while ensuring that all communication remains rights-based, inclusive, non-partisan, and aligned with safeguarding and visibility requirements.

3. Specific Objectives

- Manage and optimize the MJF YouTube and Facebook channel as the project's dedicated video platform and support dissemination through existing MJF and Plan International Bangladesh Facebook and other approved social media handles.
- Develop and implement a professional content and boosting approach with particular emphasis on Facebook and YouTube, including paid and organic promotion of approved content.
- Identify, screen, recruit, brief, contract, and manage 15 influencers/content creators, with 15 engaged in the first implementation year (2026), and among them, again 7 should be engaged in the second implementation year (2027).
- Produce and disseminate at least 22 abridged, accessible, audience-oriented content pieces on fundamental rights, freedom of expression, countering disinformation, and online harassment.
- Amplify local voices by boosting selected content created by local/community-based creators and selected content supplied by MJF, where aligned with campaign themes and safeguarding standards.
- Ensure compliance with editorial quality, disclosure requirements, accessibility standards, safeguarding commitments, and approved visibility protocols.

4. Communication and Channel Approach

- No new social media handles shall be created under this assignment unless formally approved in writing by MJF.
- The MJF YouTube and Facebook handles shall serve as the dedicated Swadhinata video channel. It will be strengthened through channel optimization, playlist management, thumbnails, metadata, discoverability support, and regular publication of approved video content.
- Facebook shall be treated as the project's primary social distribution platform and shall be managed through existing MJF and Plan International Bangladesh social media handles, with campaign dissemination and paid boosting coordinated through approved MJF accounts.
- Where directed by MJF, approved content may also be cross-shared through relevant partner social media handles, including Plan International Bangladesh and the influencer's own account, to improve project visibility and public reach.
- Boosting priority shall be given to Facebook and YouTube content. The agency shall also recommend which creator-produced, locally generated, or MJF-supplied content should be boosted for wider visibility and engagement.
- The agency is responsible for optimizing existing MJF/Plan International social media handles rather than building new audiences from zero

Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh

Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh



5. Scope of Work

5.1 Strategy, channel management, and publication support

- Prepare an inception plan, campaign framework, content architecture, and rolling editorial calendar aligned with approved project messaging and implementation milestones.
- Manage publication and scheduling of approved content on existing MJF and Plan International Bangladesh social media handles, strengthen the MJF YouTube channel, and maintain a publication tracker covering approvals, publishing dates, links, boosting status, and performance snapshots.
- Provide basic community management support by flagging harmful comments, coordinated attacks, impersonation risks, misleading audience reactions, or reputational concerns for timely action by MJF.

5.2 Creator coordination, accountability, and contractual obligations

- The agency shall identify and manage 15 influencers/content creators (Gender Balanced: 50% women and 50% men) as a core service delivery component of this assignment. The engagement of these creators is classified as Direct Service Procurement, necessary for the fulfillment of the Scope of Work.
- All influencers/content creators shall remain contractually accountable to MJF through the agency and must comply with approved briefs, safeguarding standards, and confidentiality provisions, timelines, editorial requirements, disclosure rules, and correction or takedown instructions when issued by MJF.
- At contract signing, the agency shall ensure that the creators formally accept that approved videos and related content may be cross-shared through MJF social media handles, Plan International Bangladesh social media handles, and the creators' own accounts, as agreed, to strengthen reach and publicity.

5.3 Creator categories and selection standards

The agency may recommend a balanced mix of national and mid-tier creators to ensure broad reach, thematic credibility, and contextual relevance. At a minimum, the following working categories shall apply:

- National-level influencers: creators with strong national reach, high visibility, and demonstrated popularity capable of generating broad awareness and public recall. (Preferably with subscribers of more than 1 million)
- Mid-tier creators: publicly known creators with consistently strong engagement performance, audience trust, and relevance to youth engagement, media literacy, journalism, civic issues, or cultural commentary. (Also has a good number of subscribers)

5.4 Mandatory due diligence and selection standards

All proposed influencers or content creators must meet clear suitability standards before approval. The agency shall propose only individuals who meet the following minimum expectations:

- Demonstrated content creation ability and audience engagement relevant to the assignment.
- A public communication style that is respectful, inclusive, and compatible with rights-based messaging.
- No known criminal, safeguarding, or reputational red flags, based on signed self-declaration and reasonable public-domain screening.
- No overt partisan political campaigning profile or sectarian advocacy profile that would compromise the neutrality of the project.
- No known record of hate speech, incitement, harassment, bullying, gender-based abuse, misinformation promotion, or harmful stereotyping.
- Willingness to comply with disclosure, editorial approval, safeguarding, confidentiality, and takedown requirements.


Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh


Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh



The due diligence process shall include public profile screening, review of recent public content, signed declarations by the creator, audience authenticity checks where feasible, and a recommendation note to MJF summarizing suitability and risk.

5.5 Content development, approval workflow, and cross-sharing

- Translate approved thematic briefs into creator-facing assignments with key messages, audience notes, format guidance, and clear calls to action where appropriate.
- Ensure that concepts, scripts, outlines, or talking points are reviewed and cleared before production begins and that rough cuts are checked for message accuracy, tone, accessibility, visual quality, and risk before final approval.
- No creator shall publish project-related content without approval from MJF through the agreed workflow. The agency shall maintain version control and archive final files, captions, subtitles, thumbnails, source files, and publishing links.

5.6 Local content creator content boosting

- Based on MJF direction, the agency shall identify selected local creator content and certain content provided by MJF that should be boosted through approved social media handles to improve local resonance, district- and division-level visibility, and stronger grassroots amplification.
- The agency shall assess suitability for boosting based on relevance, quality, audience fit, and safeguarding considerations; advise on targeting, budget allocation, and expected performance; and manage boosting execution through approved platforms.
- Boosted local creator and MJF-provided content shall be tracked, with defined KPIs including reach, views, watch time where relevant, engagement rate, click-through where applicable, and cost per result.

5.7 Accessibility, language, safeguarding, and risk response

- Bangla shall be the primary language where appropriate, while English subtitles or bilingual packaging shall be used when this improves comprehension, reach, or partner use. All video outputs must include readable captions or subtitles, and text-heavy visuals must remain legible on mobile devices.
- Apply inclusive, people-first, gender-sensitive language and avoid harmful stereotypes, stigmatizing framing, or sensationalism. Use approved branding, visibility elements, and credit lines consistently across materials.
- Maintain a practical response protocol for online backlash, coordinated trolling, harassment directed at creators, impersonation, privacy risks, or misinformation attacks. Any serious safeguarding, reputational, or legal concern shall be escalated to MJF immediately.

6. Key Thematic Areas and Content Standards

- Fundamental rights and civic freedoms
- Freedom of expression and civic participation
- Countering misinformation and disinformation
- Online harassment, technology-facilitated gender-based violence, online safety, and digital resilience
- Responsible digital citizenship and respectful online discourse
- Voices, stories, and perspectives of youth, journalists, civil society actors, minorities, transgender persons, and other marginalized communities


Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh


Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh



7. Deliverables

The agency shall deliver, at a minimum, the following outputs. MJF may refine sequencing during inception without changing the overall substance of the assignment.

Sl.	Deliverable	Description
1	Inception report and detailed work plan	Approach, staffing plan, channel plan, creator management process, approval workflow, and detailed schedule.
2	Channel management and governance note	Approved channel architecture, account access protocol, publication flow, and content archive system.
3	Content strategy and rolling calendar	Quarterly and monthly content plans with platform-specific recommendations and boosting considerations.
4	Influencer and creator roster	Longlist, shortlist, category mix, due diligence summaries, and recommended onboarding schedule.
5	Abridged content outputs	At least 22 approved abridged content pieces during the assignment period, with captions, subtitles, thumbnails, and adapted versions as relevant.
6	Boosting plans and execution notes	Platform-wise boosting recommendations, targeting proposals, execution notes, and performance tracking for approved content, including local creator and MJF-provided content where selected.
7	Monthly progress reports with a KPI dashboard.	Publication tracker, reach and engagement data, creator activity, boosted content results, separate KPIs for local creator/MJF-supplied boosted content, issues encountered, and recommended adjustments.
8	Mid-term performance report	Consolidated review of implementation progress, creator engagement quality, boost performance, and optimization recommendations.
9	Completion report and handover	Final analysis of results, complete asset archive, editable files, raw materials where applicable, and key learning for future use.

8. Reporting Requirements and KPIs

- The agency shall submit monthly reports covering content production, creator coordination, publication status, boosted content, budget use where relevant, and platform performance.
- Monthly reports must include a KPI dashboard covering, at minimum, reach, views, watch time where relevant, engagement rate, click-through where applicable, audience growth, performance of boosted content, and separate KPI tracking for local creator and MJF-provided boosted content.
- Quarterly reflections shall summarize audience engagement, content effectiveness, creator quality, platform learning, and any safeguarding or reputational considerations.
- MJF may request additional short notes or rapid performance updates around priority campaigns, observance days, or sensitive publishing windows.

9. Duration of Assignment

The assignment shall run for 15 months and shall be aligned with the first implementation year (2026) and second implementation year (2027) of the relevant campaign activities under the Swadhinata project. Detailed phasing shall be finalized in consultation with MJF during contract inception.


Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh


Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh



10. Required Qualifications of the Agency

- At least 3 years of demonstrated experience in social media campaign management, content production support, paid digital communication, and analytics reporting for development, advocacy, or public-interest initiatives.
- Proven experience of working with rights-based organizations, civil society partners, or multi-stakeholder development projects.
- Strong understanding of audience-sensitive communication on freedom of expression, misinformation, disinformation, online safety, civic participation, or related themes.
- Demonstrated ability to manage influencer/content creator engagement in a structured and accountable way.
- Technical capacity in content planning, copy development, subtitling, graphic/video packaging, publication support, paid boosting, and analytics reporting.
- Operational systems for quality control, deadline management, safeguarding compliance, and confidential handling of sensitive information.
- Valid trade license, TIN, VAT registration, and other legal documents required to undertake the assignment in Bangladesh.
- Suggested team composition: Team Lead/Account Director; social media and Campaign Strategist; Creator Coordination Focal Point; Content Editor/Copy Lead; Graphic or Video Packaging Support; Media Buying/Boosting Specialist; and Monitoring, Analytics, and Reporting Focal Point.

11. Proposal Submission Requirements

- Technical proposal describing understanding of the assignment, methodology, workflow, risk management approach, and team composition.
- Detailed workplan and implementation timeline.
- Approach for creator due diligence, onboarding, and ongoing management.
- Platform strategy with particular detail on Facebook and YouTube boosting.
- Financial proposal with detailed budget breakdown in a separate file.
- Relevant legal documents, organizational profile, portfolio, samples of similar work, and CVs of key team members.

Interested agencies are invited to submit their technical and financial proposals as separate files via email to procurement@manusher.org no later than **May 31, 2026**. The assignment will span a duration of **15 months** from the commencement date, covering implementation activities across 2026 and 2027. For any further information or procedural inquiries regarding this solicitation, please contact **+8801805102785**.

12. Selection and Evaluation Criteria

Evaluation Criteria	Suggested Weight
Technical Review	50%
Understanding of the ToR, communication context, and strategic approach	10%
Relevant agency experience and past performance	10%
Quality of creator management, due diligence, and risk mitigation approach	10%
Strength of team composition and implementation capacity	10%
Quality of platform strategy, especially for Facebook and YouTube	10%
Financial Review	20%


Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh


Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh



Oral Presentation	30%
Total	100%

13. Budget and Payment Modality

The budget shall be presented in two components. The budget for the Media Agency Fee and the budget for Content Creators' Honorarium for 15 content creators (7 of them will be engaged in the 2nd year again). We will accept competitive prices from applicants within the mentioned budget ceilings. The financial proposal shall include a separate and detailed plan for agency service fees, boosting/media buying costs, content packaging costs, reporting costs, and content creators' honorarium. The Content Creators' Honorarium may be distributed among the 15 content creators based on their popularity, reach, experience, and overall caliber. VAT and tax shall be deducted at source as per the Government of Bangladesh rules.

Sl.	Instalment	Deliverables	Remarks
1	1st instalment (25%)	Upon contract signing and approval of the detailed work plan, inception report, channel management approach, and creator engagement workflow. All the influencers (at least 15) need to be on board with signing.	The first instalment will be provided.
2	2nd instalment (40%)	Upon approval of the mid-term performance report and satisfactory progress in creator coordination, publication support, and boosting activities up to that stage. By then, at least 15 content pieces must be submitted, and the selection/continuation of the 7 influencers for Year 2 must be finalized	The second instalment will be provided.
3	3rd and final instalment (35%)	Upon submission and approval of the final comprehensive report, complete asset handover, and closure of all contractual deliverables.	The final instalment will be provided.

14. Copyright and Ownership

MJF shall retain copyright and ownership of all approved concepts, final outputs, editable files, raw files submitted under the assignment, reports, and campaign materials produced through this process. The selected agency shall ensure that all third-party assets used in deliverables are appropriately licensed and that project materials may be reused by MJF for non-commercial communication, documentation, and learning purposes.

15. Ethical Procedure and Do-No-Harm Considerations

The assignment shall be implemented in a manner that protects dignity, privacy, and safety. Where content features vulnerable persons, local activists, journalists, young people, or other at-risk individuals, the agency shall take a do-no-harm approach to consent, representation, framing, and publication timing.

- Ensure informed and documented consent before using identifiable names, voices, photographs, or stories where required.
- Avoid exposing participants or creators to unnecessary online risk through careless tagging, location disclosure, or unsafe contextual framing.
- Respect confidentiality and refrain from disclosing any non-public project information without written authorization from MJF.


Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh


Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh



- Handle sensitive narratives related to harassment, abuse, or threats with care and avoid sensational representation.

16. General Terms and Conditions

- Either party may terminate the agreement with written notice in accordance with the contract signed between the parties.
- MJF retains the right to terminate the contract if the agency fails to fulfil any clause of the Terms of Reference, fails to submit deliverables within the agreed timeline, or breaches confidentiality, safeguarding, or quality requirements.
- The assignment may not be subcontracted in whole or in part to another firm or agency without prior written approval from MJF. However, the engagement of influencers and content creators as defined in Section 5.2 and Section 5.3 is considered a primary service deliverable of this contract and does not constitute unauthorized subcontracting, provided the agency maintains direct oversight and liability for their performance. Any change in scope, timeline, or required cost shall be agreed in writing by MJF and reflected in an appropriate amendment where necessary.
- All documents, files, and information prepared or obtained in accordance with this assignment shall be treated as MJF property unless otherwise agreed in writing.

17. Penalty and Performance Clause

If agreed deliverables are delayed without acceptable justification and written approval from MJF, the project may apply proportionate contractual remedies, which may include withholding payment against pending milestones, requiring corrective action within a defined period, reducing payment for non-performed outputs, or initiating termination in line with the contract. Specific penalty language may be inserted by MJF in the final agreement if required by procurement policy.

18. Disclaimer

Manusher Jonno Foundation reserves the right to accept or reject any or all proposals without assigning any reason whatsoever, and to negotiate with the selected agency in line with the approved scope of work and available project budget.

19. Disclosure of Information and Confidentiality

It is understood and agreed that the selected agency shall, during and after the effective period of the contract, treat as confidential and not disclose, unless authorized in writing by Manusher Jonno Foundation, any information obtained in the performance of the assignment. Information will be made available to the agency strictly on a need-to-know basis.

20. Safeguarding and Protection Policy

The selected agency, its personnel, and any creators engaged under this assignment shall comply with MJF's safeguarding and child protection requirements and any associated codes of conduct. Any violation or deviation in complying with MJF safeguarding requirements may result in immediate termination of the agreement and further action as deemed appropriate by MJF.


Nusrat Fatima
Project Officer (Media and Communication)
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh


Wasiur Rahman Tonmoy
Lead-Youth and Social Cohesion
Manusher Jonno Foundation (MJF)
Dhaka, Bangladesh