

REQUEST FOR PROPOSALS

Social Media Strategy



Issued by: Nunatsiavut Government – Communications Division

Issue Date: January 30, 2026

Closing Date: February 20, 2026

Introduction

The Nunatsiavut Government invites qualified consultants or firms to submit proposals for the development of a Social Media Strategy. This initiative aims to enhance internal and external communications, strengthen community engagement, and promote government programs and services for Beneficiaries of the Labrador Inuit Land Claims Agreement.

Background

The Nunatsiavut Government is committed to transparency, cultural preservation, and effective communication with Beneficiaries of the Labrador Inuit Land Claims Agreement, stakeholders, and the general public. The Communications Division plays a central role in disseminating information, managing public relations, and supporting strategic outreach.

Objectives

The selected proponent will be responsible for developing a Social Media Strategy that:

- Aligns with the Nunatsiavut Government's strategic goals and cultural values;
- Enhances communication with Beneficiaries of the Labrador Inuit Land Claims Agreement, stakeholders, and the general public;
- Provides comprehensive guidelines for social media use, content creation, and engagement;
- Identifies tools, platforms, and training needs for staff; and
- Includes performance metrics and evaluation methods.

The successful proponent will:

- Conduct a communications audit and stakeholder analysis;
- Facilitate consultations with government departments;
- Develop a strategic framework for social media;
- Recommend tools, platforms, and staffing requirements; and
- Deliver a final Social Media Strategy with implementation plans.

Proposals must include:

- Company/Consultant profile and relevant experience;
- Understanding of Inuit governance and cultural context;
- Proposed methodology and timeline;
- Budget breakdown and fee structure; and
- References from similar projects.

Proposals will be evaluated based on:

- Demonstrated experience and qualifications;
- Cultural competency and understanding of Labrador Inuit communities;
- Quality and feasibility of proposed approach;
- Cost-effectiveness; and
- References and past performance.

Proposals must be submitted electronically in PDF format to:

Bert Pomeroy

Director of Communications

bert.pomeroy@nunatsiavut.com

All inquiries regarding this RFP must be directed to the contact above no later than **4:00 pm, February 13, 2026.**