

BRIEF SCOPE OF WORK

July 3, 2018

#Dishonorroll Campaign

OVERVIEW

This proposed Scope of Work describes the tasks to be performed by the Contracted Project Coordinator (Monica Cadena) in assisting the #Dishonorroll Project (Bitch Media). The purpose of the project is to cover responses to sexual assault on college and university campuses.

BASIC SCOPE OF SERVICES

Support in audience engagement efforts through a digital media strategy during back to school session. Create digital media strategy for teams managing social platforms, as well as coordinating campaign efforts to highlight Making Contact's and Mother Jones pieces on sexual assault at HBCUs and the role of campus police. Summarizing overall success of project through and monitoring, analyzing and reporting social campaign metrics.

Project Timeline and Expanded Activities

Phase One (July)

Create social media strategy to be reviewed by team (July 30).

Phase Two (August-Sept)

Organize communications with outlets for social campaign launch in September.

Send draft (August 8) and final versions (August 21, 28) of design and branding Elements.

Send spreadsheet that identifies social handles of influencers whose work aligns with project goals of raising awareness of campus sexual assault to promote audience engagement.

Project Deliverables

Summarize campaign with report summary of growth KPIs and impact within two weeks of campaigns end cycle.