



Educational Social Media Video Creation

Division of Environmental & Occupational Health

Community Initiatives Bureau

Questions

1. What is the specific deliverable you are looking for? Could you explain with examples what the video or videos are going to be?

We are looking for short videos that are appropriate for posting to social media of between 30 and 120 seconds in length each. They can be created in any style (live action, animated/drawn, or other format). If using a format involving animation or static graphics, the applicant is expected to provide this visual content with minor input (logo files, minimal existing graphics) from BPHC. BPHC will make staff available to participate in any live-action or interview style videos, though the applicant can provide their own actors and should state in their proposal if they will be doing so. Some example potential formats/styles include:

- The whiteboard drawn format seen in the Minutephysics videos:
<https://www.youtube.com/user/minutephysics>
- Single person talking to the camera such as:
<https://www.youtube.com/watch?v=47LgJkxK6eE>
- Minimal animation 'slide' style such as this example:
<https://www.youtube.com/watch?v=5da-9pRXZ8g>
- Narration over static graphics or minimal animation such as:
<https://www.youtube.com/watch?v=NWZLB8CyPbM>
- Scripted live-action skit/scenario
- Other formats suggested by the proposal

2. How many videos would you like made, and what are the style, design, and formats that you would like?

We would like respondents to indicate in their proposals the number, style, design, and format of videos they can make within the provided budget and timeline. See the response to question 4 above for format possibilities. Generally, BPHC anticipates proposals of between 2 and 10 videos of 30 to 120 seconds in length each.

3. How many subjects would you like covered in the videos?

This is dependent upon the number of videos the respondent indicates can be produced within the provided budget and timeline.

4. Are you responsible for the script or is this something we need to provide?

We would work on the script together. BPHC will provide key information points and/or draft script text and expects the selected contractor to work with us to refine that prior to production.

5. What type/format of timeline are you looking for in the proposal?

We would like to see a basic breakdown of the phases of the project and how long you expect each to take. For example:

- Week 1 – contractual paperwork
- Weeks 2-X – collecting information/interviewing/planning/agreeing on content
- Weeks X-Y – filming/recording/production
- Weeks Y-Z – review and editing
- Date(s) – delivery of completed videos

6. What type of social media experience are you looking for us to demonstrate?

Respondents should indicate whether they have created video content specifically for a social media platform/purpose or have created videos that could have been used on social media, as well as any other relevant projects they’ve completed. Links to specific posts, specific examples of your work, or to online portfolios of your work will help us in our decision process.

7. What is a CUBE?

CUBE stands for Certified Underrepresented Business Enterprise. As part of our equitable procurement, the following are classified as CUBEs:

- Minority-owned Business Enterprises (MBE)
- Veteran-owned Business Enterprises (VBE)
- Disability-owned Business Enterprise (DBE)
- Women-owned Business Enterprises (WBE)
- Service-disabled Veteran-owned Business Enterprises (SDVBE)
- Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE)
- Local businesses (within City of Boston, *no certificate required*)

The above (with the exception of local businesses) are classifications for which you can get certified. To get certified, you must apply to the following certifying organizations.

- [Massachusetts’ Supplier Diversity Office](#) (MBE, WBE, VBE, SDVOBE)
- [City of Boston’s Office of Economic Development](#) (MBE, WBE, VBE, Local)
- [National Minority Supplier Development Council](#) (MBE)
- [Women’s Business Enterprise National Council](#) (WBE)
- [Veteran-Owned Small Business Registration](#) (VBE, SDVOBE)
- [Disability: IN](#) (DOBE, SDVOBE)
- [National LGBT Chamber of Commerce](#) (LGBTBE)

Visit the [BPHC website](#) and the [City of Boston website](#) to learn more about contracting opportunities.

8. I am a person of color and own my own business. However, I am not certified as a CUBE. Will that be considered?

Let us know in your proposal.