## TERMS OF REFERENCE

## Individual Contractor

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| Section: | Communication for Development | Date: | 15 July 2020 |
| Title: | Consultant – social media monitoring and rumor management | Duty station: | Remote based[1] and in WCARO once borders are open |
| Reporting to: | C4D specialist | Contract type: | SSA, Consultant |
| Duration: | 231 Working days within 11 months | Start date: | 10 August, 2020 |

| Section | Content |
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| **Background** | On 31 December 2019, WHO was alerted to several cases of pneumonia in Wuhan City, Hubei Province of China. One week later, on 7 January 2020, Chinese authorities confirmed that they had identified a novel (new) coronavirus as the cause of the pneumonia. The proposed interim name of the virus is 2019 nCoV. |
| | Since the first cases were reported, WHO and its partners have been working with Chinese authorities and global experts to learn more about the virus, including how it is transmitted, the populations most at risk, the spectrum of clinical disease, and the most effective ways to detect, interrupt, and contain transmission. |
| | On 30 January 2020, the Director-General of WHO declared the 2019 nCoV outbreak a public health emergency of international concern (PHEIC) under the International Health Regulations (2005), following advice from the Emergency Committee. On 4 February 2020, the Director-General of WHO briefed the Secretary-General of the United Nations and requested the activation of the United Nations crisis management policy to establish a Crisis Management Team (CMT) to coordinate the UN system-wide scale up to assist countries prepare for and respond to COVID-19. On February 27th, WHO has increased the assessment of the risk of spread and risk of impact of COVID-19 to very high at the global level. |
| | The details on the global epidemiological situation can be accessed through the following link: https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports/ |
| | **JUSTIFICATION** |
| | In the context of a COVID-19 outbreak, routine immunization services and immunization campaigns have generally been reduced or suspended. It may be difficult for parents to access immunization services due to the need to maintain physical distance and reduce the overcrowding of health facilities. The COVID-19 health crisis has exacerbated the lack of community trust in the health structures. The cessation of mass vaccination campaigns risks the resurgence of certain epidemics such as measles, meningitis, cVDVP2 outbreaks, etc. In the meantime, COVID-19 pandemic has resulted in misinformation about the origin, prevention, and treatment of the disease which has been spread through social media, but also at community level. This may be creating hesitancy to reach immunization service and risk to mistrust in the services. |
| | A global initiative covid19/routine immunization social listening & engagement is been set up by UNICEF and aims to support COs and ROs with a global Social Listening & Engagement (SLE) strategy & system for vaccine demand, an action plan focused on COVID-19/RI, and the development of a strategic blueprint, technical guidance and support for ROs & COs. This will leverage UNICEF's existing digital assets (eg U-Report, COVID-19 Information ChatBot, IOGT) and non-digital assets (e.g. rumour monitoring in communities) and develop a new asset of an interactive digital dashboard to track in real-time the spread of information and disinformation |

[1] In case the consultant is not based in Dakar

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| | related to immunization and COVID-19. There are also multiple mechanisms for gathering direct community feedback through digital or non-digital channels.<br><br>There is an urgent need to implement a coordinated global and regional real-time social listening and understanding of both online and offline COVID-19 conversations *as they relate to immunization*, to inform the development and implementation of Risk Communication Community Engagement strategies (RCCE) strategies from regional to sub national levels.<br><br>For the C4D section, this consultancy social media monitoring and rumour management is therefore fundamental to track misinformation and rumors through social media which will allow to identify trends and real-time insights into the concerns to develop response at regional and national level. The system will serve as a tool for tracking rumors, resistance/refusal, misinformation, in relation to the resumption of immunization campaigns and reinforcement of immunization activities.<br><br>An effective Social Listening and Engagement (SL&E) program can enable:<br><ul><li>Signal detection of rumors & misinformation and distrust</li><li>Real-time insights into concerns, perceptions, trust, sentiments, & intentions of the public</li><li>Insights into mis-/dis-information, including origins, spread, influencers & influence on behaviours</li><li>Development of reliable, trusted, tailored content & dissemination into online conversations</li></ul> |
| **Objectives** | ***Objective***: Under the supervision of the C4D Specialist and in close coordination with External Communication, immunization , polio team, ICT4D, and relevant sections, the consultant will provide technical assistance in aspects of social media monitoring, rumor tracking and management, online listening, and support with digital/online content production and dissemination linked to immunization. In addition, he will coordinate the implementation of the social listening initiative in the region and will be involved in the co-creation work in the development of the social listening program. |
| **Scope of work** | **Digital Engagement in collaboration with the C4D specialist in charge of monitoring, evaluation and research in response to COVID**<br><br><ul><li>Develop and implement a regional social listening and engagement strategy and action plan with a focus on the impact of the COVID-19 epidemic on immunization.</li><li>Map regional and country communications ecosystems to inform development of social listening and engagement activities. This may include UNICEF and partners tools and channels (eg, U-Report chatbots, polls and counselling hubs, Internet of Good Things) and offline sources (eg community feedback).</li><li>Leverage an online monitoring tool to track misinformation and rumors. Develop a regional rumor log and rumor management algorithm. Track online narratives and conversations that may impact immunization programs. Produce regular briefs for C4D and communications colleagues that synthesizes multiple online and offline sources of data, identify signals and trends, describe current narratives, and provide recommendations and guidance.</li><li>Develop online monitoring and evaluation framework for digital engagement activities</li><li>Support human-centered design approaches in regional countries to develop a global social listening platform and dashboard, social analyst training and practice, and other outputs from a global social listening and engagement program.</li><li>Coordinate with global support the development of specific C4D content for countries.</li></ul> |

**Coordination**

- Coordinate the collaboration with C4D HQ, RO and selected CO in implementation of the social listening & engagement initiative including organizing monthly and quarterly calls.

- Participate in and contribute to the community feedback sub working group of the regional RCCE coordination mechanism being in contact with other partners or platforms.

- Contribute to content to the various reporting requirements including but not limited to Situation Reports, weekly updates to C4DHQ, and any other reporting needs related to COVID-19 RCCE response focusing on the social media monitoring dimension.

- Support country preparedness, capacity building and systems strengthening.

**Technical support to WCAR Country offices**

- Provide technical assistance to develop and implement social listening and engagement strategies and action plans.

- Support the development and implementation of a system to track COVID-19 and-immunization related rumors (misinformation and disinformation) and general public concerns.

- Support COs to establish appropriate strategies and mechanisms to manage rumors and effectively respond to misinformation and disinformation.

- Undertake a daily review of the regional COVID-19 online tracking dashboard to identify trends and liaise with respective country offices to address them.

- Support COs with ad hoc remote capacity building sessions to provide skills for social listening and support for digital engagement activities through strategic advice and high quality digital-based C4D content.

- Identify opportunities to synchronize and use content across various UNICEF platforms such as the Internet of Good Things (IoGT), U-Report, and other UNICEF supported digital tools or platforms for effective message dissemination.

- Consolidate, analyze, and share social media monitoring and rumor tracking data from countries in a systematic and regular manner

- Identify country-specific online influencers for potential engagement to amplify correct information about COVID-19.

- Keep an updated mapping of digital-based platforms available to support country offices partnerships for in country-based COVIS-19 rumors tracking mechanism.

- Support the preparation of fundraising proposals; identify/follow up on the country specific resource mobilization needs.

**Strengthen capacity building on rumor management across the region, with a focus on selected countries**

- Support the identification of capacity building needs across the region and adaptation of training packages

- Organize webinars to reinforce capacity of COs colleagues and their counterparts on C4D online content development/adaptation and rumor management.

Support human-centered design approaches to development of social listening tools and technical support materials

- Support HCD workshops to develop a bespoke global social listening platfrom and dashboard, and manage co-creation of technical support documents

| | Documentation |
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| | • Document the lessons learnt and best practices in social media monitoring and rumor management undertaken in WCAR countries |

| **Deliverables and Schedules** | Deliverable 1: Regional social media monitoring and rumour management strategy, including the M&E dashboard; Regional monthly social media analysis of content and trends related to COVID-19 and correlated report | 09 October | 20% |
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| | Deliverable 2 : High quality digital-based C4D content and social media monitoring plans in line with the COVID-19 RCCE plans in WCAR in at least 3 CO; Regional monthly social media analysis of content and trends related to COVID-19 and correlated report | | |
| | Deliverable 3: Strategies and mechanisms to manage rumors and effectively respond to misinformation and disinformation in WCAR CO ; Regional monthly social media analysis of content and trends related to COVID-19 and correlated report | 09 December | 20 % |
| | Deliverable 4: Organize webinars (in French and in English) to reinforce capacity of COs colleagues and their counterparts on C4D online content development/adaptation and rumor management; Regional monthly social media analysis of content and trends related to COVID-19 and correlated report | | |
| | deliverable 5: 02 Regional monthly social media analysis of content and trends related to COVID-19 and correlated report | 09 February 2021 | 15% |
| | Deliverable 6: 02 Regional monthly social media analysis of content and trends related to COVID-19 and correlated report | 09 April 2021 | 15 % |
| | Deliverable 7: 02 Regional monthly social media analysis of content and trends related to COVID-19 and correlated report | 09 June 2021 | 15 % |
| | Deliverable 8: Regional monthly social media analysis of content and trends related to COVID-19 and correlated report: Lessons learned and final report | 10 July 2021 | 15% |
| | **Total** | | **100%** |

| **Payments** | Payments will only be made for work satisfactorily completed and accepted by UNICEF as per the deliverables schedule. |
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| **Timing** | The consultancy is planned for 231 working days over a period of 11 months, with estimated start on August 10, 2020 and end on July 10, 2021. |
| **Reporting Requirements** | The consultant will report to the C4D  specialist and will work in close collaboration with the C4D emergency specialist, external communication and polio team. |

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| | The consultant will provide to the supervisor bi-monthly progress reports, final consultancy report, as well as any other documentation generated through her/his assistance to countries. |
| **Profile Requirements** | *Education:*<br>- Advanced university degree or equivalent experience in Statistics, Communications, Marketing, Data Science and/or Knowledge management. Training in one of these several Social Media and/or Data Science technical competencies: Social media management, Digital monitoring, Business Analytics<br>- *A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree.<br>*Languages:*<br>- Fluency in French and English is required, with strong communication and public speaking skills.<br><br>*Experience*<br>- At least 5 years of proven experience in social media monitoring and analysis and/or digital listening<br>- Previous experience with social media management, trend monitoring, and influencing<br>- Experience in the design and implementation of interventions on rumor management/misinformation<br>- Excellent writing skills planning and coordination skills, with proven ability to work independently.<br>*Competencies*<br>- Formulating strategies and concepts<br>- Relating & Networking: Excellent team player, able to work on own initiative and as part of a team<br>- Persuading & Influencing: Ability to facilitate mutual understanding among partners<br>- Applying Technical Expertise in the area of communication<br>- Promoting, practicing and helping others value and respect diversity of gender, culture, opinions, values, perspectives, ideas, skills, expertise, knowledge and experiences.<br><br>- Capable of working effectively under stress, on multiple assignments simultaneously and adapting to changing demands.<br><br>**NB: kindly fill in your profile correctly when applying on the UNICEF website. A misinformed profile will not be considered.** |
| **Administrative Issues** | This assignment is home based for now, and then in UNICEF Regional office-based (Dakar, Senegal), when the COVID related travel restrictions permit.<br><br>The consultant will be expected to adhere to the agreed timelines.<br>Consultant is supposed to use his own laptop, while office space will be provided by the UNICEF while in Senegal.  The office will provide an UNICEF email address.<br><br>The Consultant will work under the terms and conditions as provided by UNICEF's regulations governing consultants. All materials and information collected will be the property of UNICEF and will not be used by the consultants for any other purposes without the express authority of UNICEF.<br><br>As per UNICEF policy, payment is made against approved deliverables. No advance payment will be allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary. |

**Application requirements:** Technical/Experience Review and Financial Proposal.

Technical/Experience Review will include:
- An up-to-date P11

The **Financial Proposal** will include (expressed in US dollars):
- Fee, inclusive of per diem;
- Travel costs.

**Technical Evaluation Criteria:**

| Category | Total Points |
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| 1 **Experience** <br> *Range and depth of experience with similar work* | 70 |
| 2 **Financial Proposal** | 30 |
| **Total Technical Scoring** | 100 |

**Financial Evaluation Criteria:**

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those candidates which obtain the threshold points in the technical/experience review. All other price proposals will receive points in inverse proportion to the lowest price.

All prices/rates quoted must be exclusive of all taxes, as UNICEF is tax-exempted