

## **Request for Proposals (RFP)**

### **Social Media Strategy & Management Services**

#### **Langley Community Farmer's Market – 2026 Market Season**

**Issue Date:** April 15, 2026

**Proposal Due Date:** April 25, 2026

**Budget:** \$8,500 CAD

**Contract Term:** May 2026 – September 2026

### **1. Introduction**

The **Langley Community Farmer's Market (LCFM)** invites qualified media professionals, agencies, and consultants to submit proposals for the development and execution of a comprehensive content creation and social media strategy for the **2026 Market Season**.

LCFM is a vibrant, community-driven market that celebrates local agriculture, food producers, artisans, and small businesses. Our digital presence plays a critical role in connecting residents with fresh, local food and fostering a sense of community pride.

### **2. Mission Statement**

**The mission of the Langley Community Farmer's Market is to support local farmers and producers, strengthen community connections, and promote access to fresh, sustainable, and locally grown food. We strive to create a welcoming, inclusive marketplace that reflects the spirit and diversity of Langley.**

### **3. Brand Identity & Messaging**

Proposals should reflect and reinforce LCFM's brand values:

- **Community-Centered:** Warm, welcoming, and people-focused
- **Local & Sustainable:** Highlighting local growers, makers, and eco-friendly practices
- **Vibrant & Seasonal:** Celebrating the colours, flavours, and rhythms of the growing season
- **Authentic & Story-Driven:** Showcasing real vendors, real food, and real community stories
- **Accessible & Inclusive:** Ensuring content resonates with diverse audiences across Langley

The selected contractor will be expected to maintain a consistent brand voice that is friendly, upbeat, and rooted in community storytelling.

## **4. Project Objectives**

The social media strategy should help LCFM:

- Increase weekly market attendance
- Strengthen vendor visibility and vendor-customer relationships
- Grow engagement and follower counts across platforms
- Promote seasonal products, special events, and community initiatives
- Build a cohesive, recognizable digital brand
- Provide actionable insights through analytics and reporting

## **5. Scope of Work**

### **5.1 Strategy Development**

- Comprehensive 2026 Social Media Strategy
- Audience segmentation and messaging framework
- Platform recommendations (Instagram, Facebook, TikTok, etc.)

### **5.2 Content Creation**

- Full content calendar (May–September)
- Posts, stories, reels, short-form videos
- Vendor spotlights, behind-the-scenes content, and market-day features
- On-site content capture and creation

### **5.3 Social Media Management**

- Scheduling and publishing
- Community engagement (comments, messages, shares)
- Coordination with LCFM staff and vendors

### **5.4 Advertising & Promotion**

- Recommendations for paid social campaigns
- Management of boosted posts (if included within budget)

## 5.5 Reporting

- Monthly analytics reports
- End-of-season performance summary
- Recommendations for 2027 season

## 6. Budget

The total available budget for this project is **\$8,500 CAD**, inclusive of all fees, taxes, travel, and production costs. Proposals must include a clear budget breakdown.

## 7. Proposal Requirements

Proposals must include:

- Company/Consultant Overview
- Relevant Experience (preferably with markets, events, or community organizations)
- Proposed Approach & Work Plan
- Sample Content or Portfolio Links
- Detailed Budget Breakdown
- Two or more References

## 8. Evaluation Criteria & Scoring Rubric

Proposals will be evaluated using the following rubric:

Category	Description	Weight
<b>Understanding of LCFM Mission &amp; Brand</b>	Demonstrates alignment with LCFM values, tone, and community-focused identity	<b>20%</b>
<b>Strategy &amp; Work Plan</b>	Clarity, creativity, feasibility, and alignment with project objectives	<b>25%</b>
<b>Content Quality &amp; Portfolio</b>	Strength of past work, storytelling ability, visual quality, relevance to markets/events	<b>20%</b>
<b>Budget &amp; Value</b>	Realistic, transparent budget that maximizes impact within \$12,500	<b>15%</b>
<b>Experience &amp; References</b>	Proven track record with similar organizations or campaigns	<b>15%</b>
<b>Overall Professionalism</b>	Completeness, clarity, and presentation of proposal	<b>5%</b>

**Total: 100%**

## **9. Submission Instructions**

Please submit your proposal electronically in PDF format to:

**langleymarket@gmail.com**

**Subject Line: 'LCFM 2026 Media Strategy'**

**Deadline:** April 25, 2026, at 11:59PM.

Late submissions may not be considered.