



Call for Proposals

Freedom Online Coalition (FOC) Communications Consultancy: Developing Media and Social Media Strategies

Deadline for applications: Wednesday, 28 April 2021

Timeline: Approximately two months, starting in early May.

Background:

The Freedom Online Coalition (FOC) is a group of governments who work together to support Internet freedom and protect fundamental human rights – free expression, association, assembly, and privacy online – worldwide. Upon its 10-year anniversary in 2021, the Coalition continues to be a successful and growing international grouping of states concerned with promoting human rights and democracy online, and defending those exercising their rights in the Internet environment.

Coalition members coordinate their diplomatic efforts, share information on violations of human rights online and work together to voice concern over measures that curtail human rights online. The Coalition collaborates by issuing joint statements, by sharing policy approaches to complex issues, exchanging views on strategy, and planning participation in relevant forums.

A key priority of the Coalition is shaping global norms through developing and promoting FOC language and joint statements in relevant international forums and resolutions.

You can read more of the Coalition's priority issue areas and working methods in the [Program of Action 2021](#).

Consultancy problem statement:

The global Internet governance policy landscape comprises a plethora of forums and processes that demand state engagement. The FOC provides an important platform for like-minded governments to coordinate their diplomatic efforts and amplify their voices in support of internet freedom and human rights online, worldwide.

The effectiveness of the FOC's work depends on impactful communication with a variety of external stakeholders. In the context of its program of work, the FOC is looking to hire a short term consultant with extensive knowledge of multilateral diplomacy and strategic communications to develop both a media and a social media strategy for its external work going forward.



Consultancy objectives:

Support the implementation of the FOC communications strategy through:

1. Developing a media strategy to effectively communicate the activities of the FOC among relevant external stakeholders;
2. Developing a social media strategy focused on marking the 10-year anniversary of the Coalition to effectively amplify the activities of the FOC and facilitate public messaging among relevant external stakeholders.

Application instructions: Applicants are required to submit a proposal to the FOC Support Unit by emailing zora@gp-digital.org including:

1. Overall approach to achieve the objectives of this consultancy;
2. Preliminary work plan;
3. Working methods for each objective;
4. Expected expenditures (proposal should not exceed £20,000);
5. Relevant background and examples of previous work.