



# Request for Proposal (RFP) Contract Social Media Services Red Deer Regional Airport (YQF)

## Introduction:

Red Deer Regional Airport (YQF) is inviting proposals from qualified and experienced social media professionals or agencies to provide contract-based social media management and content services. The goal of this contract is to enhance the airport's digital presence, increase community and stakeholder engagement, promote airport initiatives, and support major events and announcements.

## About Red Deer Regional Airport (YQF)

Red Deer Regional Airport (YQF) serves Central Alberta as a smart choice transportation hub, supporting commercial aviation, general aviation, business travel, emergency services, and special events. The Airport is committed to transparency, community engagement, and strategic growth, and views social media as a critical communications channel.

## Scope of Work

The successful proponent will be responsible for managing and executing social media activities across the Airport's official platforms.

### Core Responsibilities

- Develop and implement a social media content strategy aligned with airport goals and brand guidelines
- Create, schedule, and publish engaging content (graphics, short-form video, reels, captions, stories)
- Manage day-to-day posting across platforms including but not limited to: Facebook, Instagram and LinkedIn
- Monitor comments and messages and respond in a timely, professional manner
- Provide community management, including handling public inquiries and escalating issues as required
- Support major initiatives, announcements, emergencies/crisis management support, construction updates, and events (e.g., Red Deer Regional Airshow, Girls In Aviation Day, Airport Expansions)
- Collaborate with Airport staff and contractors to gather content and approvals
- Ensure all content complies with accessibility standards and public-sector communication expectations

### Optional / Value-Added Services

Proponents may also include pricing or options for:

- Paid social advertising strategy and execution
- Event-specific campaigns
- Photography and videography
- Influencer or partner collaborations

## Deliverables:

### Content Planning Timeline

- The Contractor will provide a rolling content calendar one (1) month in advance for review and approval by Red Deer Regional Airport. This ensures alignment with airport operations, events, and communications priorities.
- Monthly content calendar for review and approval, submitted at least one (1) month in advance
- Regular posting (minimum frequency to be proposed by proponent)
- Monthly analytics and performance report including engagement, reach, growth, and recommendations
- Ongoing optimization based on performance metrics

## Contract Term:

The anticipated contract term is 6 Months, with the option to renew based on performance and budget approval.



## Proponent Qualifications:

### Proponents should demonstrate:

- Proven experience managing social media accounts for public-sector, transportation, infrastructure, or event-based organizations
- Strong knowledge of social media best practices and trends
- Experience with community management and professional public engagement
- Ability to create high-quality visual and written content
- Familiarity with analytics tools and reporting
- Availability to respond to time-sensitive issues when required

## Proposal Submission Requirements:

### Proposals should include the following:

#### Company or Individual Overview

- Background and relevant experience

#### Proposed Approach & Strategy

- Content strategy
- Posting frequency
- Engagement and community management approach/examples

#### Relevant Experience & Examples

- Links to social media accounts managed
- Examples of past work

#### Proposed Team (if applicable)

- Key personnel and roles

#### Pricing Structure

- Monthly retainer and/or hourly rates
- Optional services and pricing

## Evaluation Criteria:

### Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications
- Quality and creativity of proposed approach
- Understanding of public-sector and community communications
- Cost-effectiveness and value

## Submission Details:

Submission Deadline: Friday, January 23, 2026

Submission Method: [a.reierson@flyreddeer.com](mailto:a.reierson@flyreddeer.com)

Questions Deadline: Monday, January 19, 2026

## Terms & Conditions:

- Red Deer Regional Airport reserves the right to accept or reject any or all proposals
- The Red Deer Regional Airport is not obligated to select the lowest-priced proposal
- All costs incurred in preparing proposals are the responsibility of the proponent
- The successful proponent will be required to enter into a formal contract

## Contact Information:

Red Deer Regional Airport

Ashley Reierson, Director, Business Development & Communications

Red Deer Regional Airport

P: 403.877.3289 | E: [a.reierson@flyreddeer.com](mailto:a.reierson@flyreddeer.com) | W: [flyreddeer.com](http://flyreddeer.com)

