



## RFP QUESTIONS AND ANSWERS

RFP Number:	1036266–RFP–01
Project Title:	Social Media Influencer Consultant: Supporting Pediatricians to Increase HPV and Pediatric Influenza Vaccination Rates
Application Deadline 11:59 pm CST:	September 17, 2023
Proposals must be emailed to:	<a href="mailto:323rfp@aap.org">323rfp@aap.org</a>
Questions about this RFP must be submitted to the application email address above and will be accepted until:	September 4, 2023
Responses to questions will post on:	September 11, 2023

### QUESTIONS AND ANSWERS

Q1: Is the expectation that all influencers are targeted and approached at the same time or are we spacing them out over the course of the project?

A1: We welcome your ideas. Please identify and explain your strategy and approach to this project in your proposal. Once a contract is executed, a final plan will be agreed upon with input from AAP and the consultant.

Q2: Are there specific regions (you mentioned rural areas with low vaccination rates) that you have already targeted that you can share?

A2: For this grant, we have targeted several rural areas with low rates of HPV and/or influenza vaccination in the past, however, we are open to selecting areas that would be the best fit for this specific project with input from both AAP staff and the consultant.

Q3: Regarding the 4-5 social posts - do stories count or would you prefer all posts on the various social channels?

A3: It could be 4-5 posts or stories.

Q4: Will the social posts only be used on the influencer's personal channels or are you looking to use the content for other channels (i.e. advertising, AAP website, etc.)?

A4: Posts or stories would only appear on the influencer's personal channels. No content would appear on AAP's platforms.

Q5: Is there a budget for putting advertising dollars to promote their social posts?

A5: There is no guidance regarding the budget, but please list all proposed costs in the accompanying bid price sheet.

Q6: You say "Ability to reimburse influencers for their participation in the social media campaign" - will AAP be able to submit social media payment upfront on month one?

A6: Please include payment for the influencers as part of the proposed budget. Payment schedules will be agreed upon when a contract is executed.