



**CITY OF EAST PROVIDENCE  
POLICE DEPARTMENT  
REQUEST FOR PROPOSALS  
EP24/25-023**

**SOCIAL MEDIA CONTENT CREATION AND MEDIA SERVICES  
BID OPENING THURSDAY, AUGUST 28, 2025, AT 11:00AM**

**SPECIFICATIONS**

**Overview:**

The East Providence Police Department (EPPD) is soliciting proposals for professional social media content creation and media services. The department seeks to enhance recruitment efforts, community engagement, and public transparency by producing high-quality visual and narrative content that accurately represents the department's personnel, culture, and mission.

**General Information:**

- a. This project involves the creation and management of multimedia content for distribution across EPPD's official social media platforms.
- b. The selected vendor will work closely with department leadership and designated personnel to develop both scheduled and ad-hoc content.
- c. All final content must be provided to the department in high resolution, uncompressed format, and fully editable for repurposing.
- d. All footage and media assets developed under this contract will be the exclusive property of the East Providence Police Department.
- e. The vendor must be capable of flexible scheduling to accommodate various department events, shifts, and assignments.

**Scope of Project:**

The scope of this proposal includes, but is not limited to, the following services:

1. High-resolution video production (candid and scripted), including:
  - Officer interviews
  - Ride-alongs
  - Fleet and equipment spotlights
  - Community engagement and training footage
2. Professional photography sessions of all department personnel (individual and group photos).
3. Creation of a recruitment video showcasing the department's values, working environment, and community presence.
4. Creation of social media "reels" and short-form content suitable for platforms like Instagram, TikTok, and Facebook.

5. Media coverage/documentation of annual and scheduled events, including:
  - Promotional ceremonies
  - Academy graduations
  - Community events
  - Awards and recognition events
6. Delivery of all raw and edited content to EPPD with appropriate metadata and usage guidelines.
7. Consulting on best practices for social media scheduling, audience targeting, and performance analytics.

**Media Delivery and Archiving:**

The vendor must provide a secure and organized method for the department to access and download completed media. Acceptable formats include cloud-based project folders or encrypted external hard drives. All final deliverables must include original, high-quality versions and compressed social media ready formats.

**Full-Scale Implementation:**

The proposer shall provide a detailed timeline for onboarding, initial project setup, and full execution of all content tasks. This includes any creative planning, site visits, personnel coordination, and delivery checkpoints.

**Ongoing Support and Collaboration:**

The vendor must be available for periodic check-ins, campaign strategy discussions, and follow-up content requests. Ongoing support may include:

1. Editing of new or existing content.
2. Filming and photography of last-minute events.
3. Graphic design for social posts.
4. Quarterly review of content performance and strategy adaptation.

**Vendor Qualifications:**

Vendors must meet the following minimum requirements:

1. Demonstrated experience in high-end video production and professional photography.
2. Proven portfolio of social media campaigns or recruitment-focused media for government, public safety, or similar organizations.
3. Ability to work discreetly and professionally in public safety environments.
4. Adequate staff and equipment to cover multiple days and events throughout the year.
5. Must be registered to do business in the State of Rhode Island in accordance with applicable RI General Laws.
6. Must begin work within 30 days of award.

**Requirements of Proposal:**

Proposals must include:

- Team qualifications and relevant experience
- Portfolio samples (photos, videos, social media content)
- Project plan and proposed timeline
- Detailed pricing for:
  - Initial video/photo sessions
  - Per-event documentation
  - Recruitment video production

- Short-form content creation
- Additional editing or follow-up requests
- All rights and licensing terms
- Post-project support and any associated costs

**Special Notes:**

All media created during this project is the property of the East Providence Police Department. No use or distribution of materials is permitted without prior written consent from EPPD leadership. The City reserves the right to award separate components of this project to multiple vendors if deemed in the department's best interest.