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27.06.2019

IC&SR (IIT MADRAS)

Amendment

Tender Reference no:
ICSR/IT/020/2019

Name of the Item:
Social Media Management and Development of Content for Social Media

Point number 4.5 ‘Key Performance Indicators’ to be read as follows

Below is the minimum expectation of the KPIs for the various platforms. The bidder should provide suitable support and ensure organic growth of the IIT Madras Social Media community as indicated below:

- a) Facebook likes – 10,000 per month
- b) Facebook engagement percentage – 5% to 8%
- c) Facebook fan generate – 20% increase from existing on quarterly bases
- d) Twitter new followers – 1,000 per month
- e) You-Tube views – 1,000 per month
- f) Linkedin new followers – 1,000 per month
- g) Content development 3min video – at least 5 new videos per month
- h) Instagram engagement percentage – 3% to 5%
- i) Pinterest – Posting of major important posters in Pinterest
- j) Google AdWords CTR – 1,000 per month

Tender Inviting Authority:

Senior Manager, Project Purchase
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