



### The following are answers to questions Brand USA has received to the RFP for the Social Media Content Aggregator

Thanks to everyone who submitted questions regarding Brand USA's RFP for Social Media Content Aggregation. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

**Q:** Can you help us better understand your UGC strategy (which web pages, digital ads, social channels, emails etc... will UGC be incorporated into) and the metrics that will be tracked to determine if it is successful?

**A:** Look at "Must See Places" listed on the State pages of our consumer websites. Those images are often selected utilizing our current UGC tool. We also do utilize UGC through all of our social media channels and would like to obtain broader rights from users that permit use in advertising.

**Q:** What does your marketing tech stack look like today? - CMS, marketing automation tools, social publishing, and digital asset management. Are there requirements for integrating a Social Media Content Aggregator into any of these at go live or in the future?

**A:** Websites – Drupal 8. Social Media Publishing – Sprinklr. DAM – Media Valet. Integration is wonderful, but not a requirement of this RFP.

**Q:** What are Brand USA's current content creation sources - stock, agency, professional/commissioned photography (where does this content live today?)

**A:** All of the above. Images are used on all of websites, social media platforms and often by our partners.

**Q:** How many people will be accessing the platform to moderate / gain rights for content/ build web widgets/view dashboards?

**A:** About a dozen.



Q: What is your desired timeline of a roll out?

A: As quickly as possible upon contract signing.

Q: Please describe your desired type of social content that you would like to find? i.e. Tourism posts by city, state or region? Specific landmarks?

A: Amazing imagery that shows the diversity and possibilities of the USA from many different types of people.