

B. Purpose of the RFP

The City of Myrtle Beach seeks a consultant to review the City's current communications infrastructure, platforms, strategy, practices, and staffing.

C. City Objectives: General, Situational, Internal

General (platforms):

1. Improve communications with residents and guests alike.
2. Develop a metric to evaluate how messages are perceived by the end-user and analyze the results of communication efforts.

Situational (strategy and practices):

1. Communicate more clearly and rapidly, especially during emerging situations.
2. Develop strategies to more effectively respond to negative social media attacks.
3. Develop protocol to stay ahead of social media.

Internal (infrastructure and staffing):

1. Improve internal communications throughout the organization.
2. Outline related training needs and opportunities.