

# Customer Service / COVID-19 Social Media Services - CDTD/9638

**RFT ID** CDTD/9638

**RFT Type** Open Tenders

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**Closes** 11-May-2022 5:00pm

**Category** (based on [UNSPSC](#))

82101801 - Advertising campaign services

**Agency** Customer Delivery & Transformation Division

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## Contact Person

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## Tender Details

Social media is a core channel in the campaign, as well as for BAU communications in response to COVID-19 safety measures and the vaccine and booster roll-out. It has an important role to play in addressing misinformation and uncertainty and providing specific, sometimes geotargeted and rapidly evolving information for NSW customers and businesses, directing them to [nsw.gov.au](http://nsw.gov.au) for the latest information and encouraging people to get their vaccine or booster.

## Location

**NSW Regions:** Far North Coast, Mid North Coast, New England, Central Coast, Hunter, Cumberland/Prospect, Nepean, Northern Sydney, Inner West, South East Sydney, South West Sydney, Central West, Orana/Far West, Riverina/Murray, Illawarra, Southern Highlands

## RFT Type

Open Tenders - An invitation to tender by public advertisement with no restriction placed on who may tender. Tenderers will normally be required to demonstrate in their tender that they have the necessary skills, resources, experience, financial capacity, and in some cases licences, accreditations, etc., to fulfil the tender requirements.

## Multi Agency Access

No