

**NYS Department of Health (NYSDOH)
AIDS Institute (AI)
Office of the Medical Director**

**Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually
Transmitted Infections (STIs)**

RFP #20023

AMENDMENT #1

SEPTEMBER 4, 2019

The following are official modifications, which are hereby incorporated into the New York State Department of Health, AIDS Institute (AI) Office of the Medical Director, Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs) Request for Proposals (RFP) #20023, issued August 8, 2019. The information contained in this amendment prevails over the original RFP language. For the amendments below, deleted language appears in strikethrough (“~~xxx~~”) and added language appears in underline (“xxx”).

1. Section 4.0 Scope of Work, Section 4.2.4 – Deliverable 4 is amended as follows:

4.2.4 – Deliverable 4: Develop creative content for social media posting in English and Spanish on HIV testing, PrEP, syphilis, HCV elimination, sexual health, LGBTGNC health and drug user health. (Years 1-5)

The NYSDOH AI goal is to use social media to promote public health objectives related to: HIV testing, PrEP, HCV, sexual health, LGBTGNC health and drug user health. The NYSDOH AI has the capacity to post on the NYSDOH accounts of a variety of social media sites, for example, Facebook, twitter. The NYSDOH AI on occasion may post material through purchased ads on a wide range of dating sites and LGBTGNC-friendly sites. Finally, the NYSDOH AI seeks to develop posts that can be shared with our community partners (funded providers, community-based organizations, clinics, hospitals, etc.) for posting on their sites. The contractor will be responsible for:

- a. Developing social media posts in English and Spanish to drive priority populations to the newly migrated NYSDOH webpages on PrEP, HIV testing, syphilis and the new HCV elimination webpages (see 4.2.1 and 4.2.2);
- b. Developing social media posts in English and Spanish to promote newly developed videos (see 4.2.3) and other content;
- c. At a minimum, posts must be developed to conform to the requirements of the following platforms: Facebook, twitter, Instagram;
- ~~hd.~~ Addressing any comments or edits that may be required as a result of all levels of NYSDOH review and approval (see Section 4.2.6); and
- ~~de.~~ Developing posts in the digital format of MEMEs and GIFs and providing digital files including graphics and text.

All other terms and conditions remain the same.