NOTICE OF BID OPPORTUNITY

Competitive Solicitation 27RQ004
WA529 Social Media Management Services

COMPETITIVE SOLICITATION POSTING: September 23, 2026

DEADLINE FOR SUBMITTING BIDS: November 4, 2026

Find the full solicitation on Washington's Electronic Business Solution (WEBS). Vendors not registered in WEBS will not receive updates or amendments to the solicitation, which could disadvantage your bid.

Pre-bid conference: October 7, 2026, 10:00 am Pacific Time.

Weblink: **Microsoft Teams meeting**

Join: https://teams.microsoft.com/meet/214618477733172?p=zlgGvybU0gJIuwxaDc

Meeting ID: 214 618 477 733 172

Password: Do3qQ7RW

Dial in by phone

+1 564-999-2000,,131375915# United States, Olympia

(833) 322-1218,,131375915# United States (Toll-free)

Contract description: WSAC is seeking a qualified firm with expertise in social media marketing and content management to manage the social media channels for Washington Education Savings Plans (WA529). The selected firm will develop and execute a social media strategy across all WA529 social media platforms (Facebook, Instagram, X, LinkedIn) to drive positive public perception and grow participation in the GET Prepaid Tuition Plan and WA529 Invest, Washington state's official 529 plans.

Scope of Work

Selected Contractor shall:

- Study and evaluate program structure of Washington's two education savings plans, GET Prepaid Tuition and WA529 Invest, to understand the plans' purpose.
- Consult with the WA529 team on the ideal target audience based on likelihood of participating.
- Develop and cultivate a social media content strategy customized for each individual platform. The strategy should prioritize engagement, growing followers, and driving online visitors to the WA529 website to explore participation in the plans. Calendarize content and present to WA529 for feedback and approval.
- Produce and post static, interactive, and video content and manage community engagement on each platform.
- Report monthly results to WA529, and adjust the content strategy appropriately based on engagement.

  Regularly review additional social platforms and recommend participation.

Commodity codes: 915-01, 915-10, 915-72, 915-82, 915-84, 915-48, 918-07, 918-76, 961-53

Inclusion plan: None

Preference/priority points:

- Washington small businesses
- Veteran-owned businesses
- Executive Order 18-03

Solicitation documents: Solicitation documents, contacts and bid instructions are available in WEBS: https://pr-webs-vendor.des.wa.gov/.

Question-and-answer period: September 24, 2026 to October 27, 2026. Submit questions or concerns about this solicitation in writing to the Procurement Coordinator: RFPCoordinator@wsac.wa.gov.