



**Tender Reference: 258–16/95**

**Annex C**

**Example 1 – Terms of Reference for costing an assignment  
(please refer to Annex A – Price Matrix)**

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**1. Background**

Over the past years, online social media have come to play an increasingly prominent role in the ways in which we communicate. One way output of information from “official sources” has given way to communication that is individually and collectively generated, shared, “liked” and “tweeted” by online communities who are now as much active producers of information as they are passive consumers.

International IDEA has designed a Practical Guide to inform Electoral Management Bodies (EMBs) about the ways in which social media can be used to increase the participation of the electorate, boost communication, engage members of the community and improve transparency and trust throughout the electoral cycle.

**2. Objectives of the Assignment / Scope of Work**

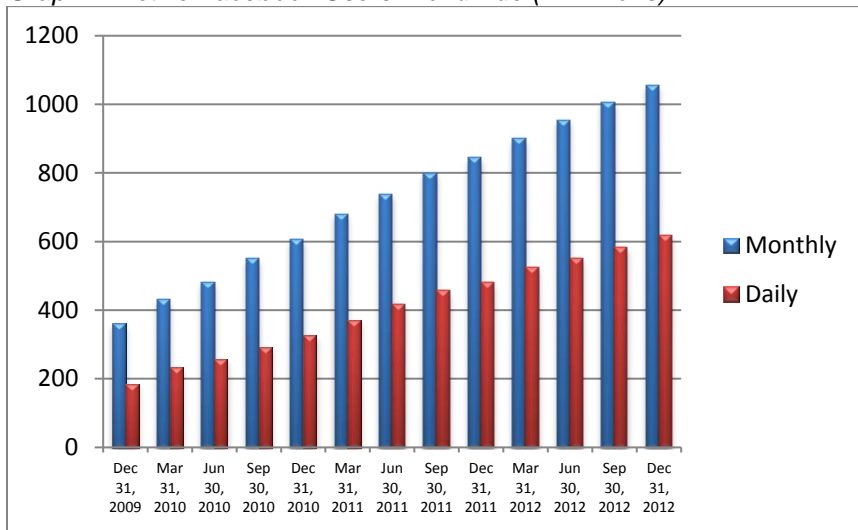
Design infographics of 5 charts and 2 tables for the International IDEA publication “Social Media: A Practical Guide for Electoral Management Bodies”. International IDEA will share its visual identity manual and the template for the inlay of the publication. The publication will only be produced as a PDF and will be available to download for free on International IDEA’s website. It will be published under a Creative Commons licence – Creative Commons Attribute-NonCommercial-ShareAlike 3.0 Licence – which means that any user is free to copy, distribute and transmit the publication as well as remix and adapt it, provided it is for non-commercial purposes and that they distribute it under an identical licence.

The following files are to be submitted to International IDEA Publications Office at the completion of the assignment:

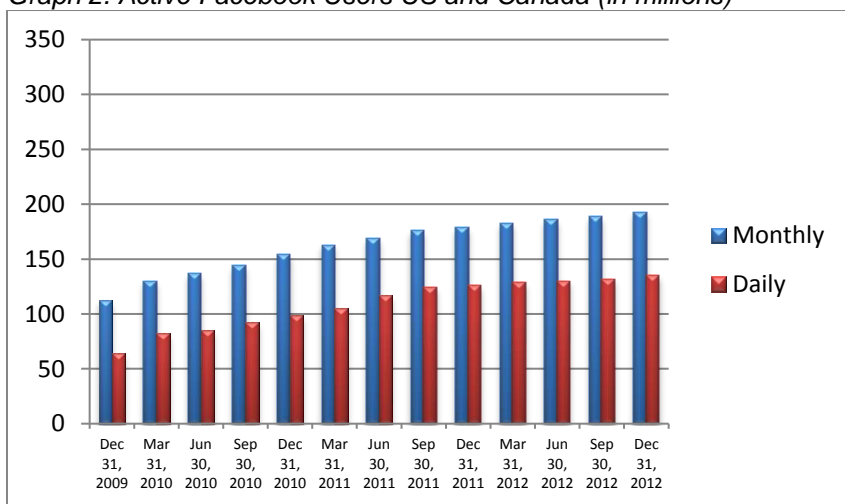
- Final graphics in .eps format
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# Infographics for International IDEA's publication "Social Media: A Quick Guide for Election Management Bodies"

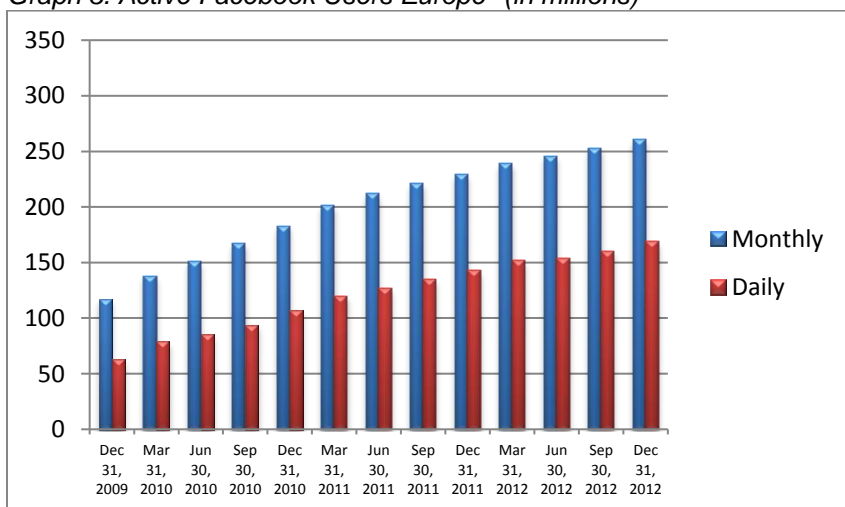
Graph 1. Active Facebook Users Worldwide (in millions)



Graph 2. Active Facebook Users US and Canada (in millions)

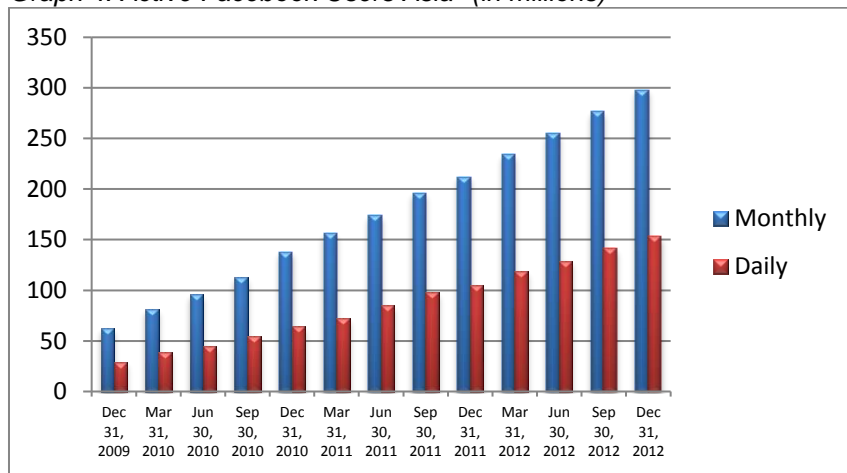


Graph 3. Active Facebook Users Europe\* (in millions)



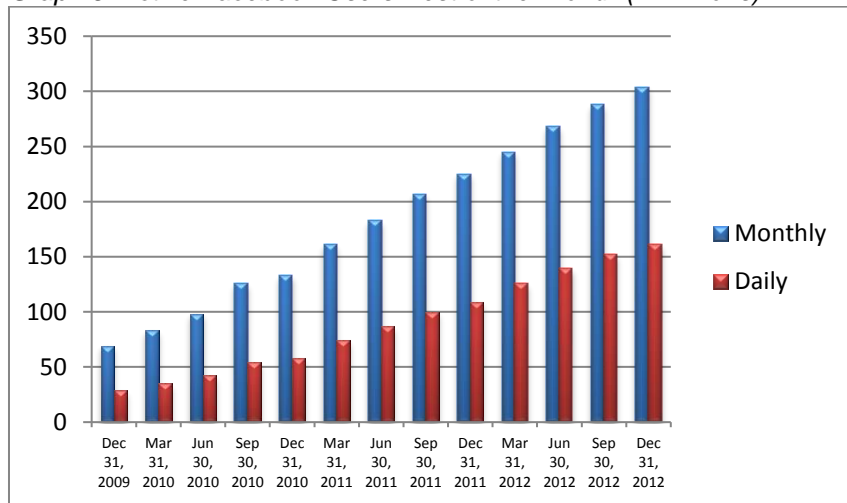
\* Europe includes all users in Russia and Turkey

Graph 4. Active Facebook Users Asia\* (in millions)



\*Asia includes all users in Australia and New Zealand

Graph 5. Active Facebook Users Rest of the World\* (in millions)



\* Rest of the World includes Africa, Latin America and the Middle East

Source: United States Securities and Exchange Commission Form 10-k – Facebook, <<http://investor.fb.com/secfiling.cfm?filingID=1326801-13-3&CIK=1326801>>, accessed on 12 November 2013

Table 1. Assessment of 47 EMBs using Facebook and activity by EMBs and users (October 2013)

Country	Number of 'likes'	Page activity (Scale 0-5)*	Users activity (Scale 0-5)**
Country	Number of 'likes'	Page activity (Scale 0-5)*	Users activity (Scale 0-5)**
Afghanistan	2 100	3	5
Albania	822	2	2
Armenia	37	0	0
Australia	19 083	5	5
Azerbaijan	978	2	4
Bahrain	15 766	2	2
Bangladesh	210	0	2
Bhutan	630	2	4
Botswana	98	2	4
Bulgaria	748	2	4
Colombia (CNE)	5 083	2	3
Colombia (RNEC)	8 402	2	1
Costa Rica	17 356	4	5
Dominican Republic	6 182	2	2
Ecuador	28 322	2	2
Egypt	123 694	2	2
El Salvador	20 373	3	3
Estonia	3 708	3	3
Fiji	1 063	3	4
Finland	7 410	2	3
France	5 824	2	4
Georgia	17 901	3	3
Ghana	28 068	2	5
Honduras	3 950	4	4
India	1 931	0	0
Indonesia	5	1	1
Iraq	13 663	3	4
Isle of Man	83	1	1
Jamaica	582	3	3
Kenya	72 336	2	5
Kosovo	777	3	4
Maldives	1 056	1	1
Mexico (IFE)	43 916	4	4
Moldova, Republic of	708	2	2
Namibia	57	0	0
Nepal	68	0	0
Netherlands	241	3	3
New Zealand	13 307	4	5
Nigeria	42 757	3	5
Palestinian Territory, Occupied	6 177	3	4
Panama	23 306	2	4

Paraguay	5 905	2	2
Peru (JNE)	9 689	2	3
Peru (ONPE)	36 186	5	5
Puerto Rico	100 430	5	5
Rwanda	141	2	2
Saint Lucia	48	0	0
South Africa	1 196	4	4
Switzerland	2 082	3	3
Togo	90	1	1
Tunisia	58 376	2	3
Uganda	234	3	4
Zambia	290	1	3
Zimbabwe	959	1	1
Tibet (In exile)	5 626	4	5

*SCALE Page activity EMB (Facebook):		**SCALE Users (followers') activity (Facebook):	
0	No current EMB activity	0	No current user activity
1	EMB publishes information seldom	1	Users like EMB posts seldom
2	EMB publishes information on regular basis	2	Users like EMB posts often
3	EMB publishes information on regular basis and responds occasionally to users' inquires	3	Users like and comment on EMB posts often
4	EMB publishes information on regular basis and responds to several users' inquires	4	Users like, share and comment on EMB posts often
5	EMB publishes information on regular basis and responds to the majority of users' inquires	5	Users like, share and comment on EMB posts on regular basis