

SABAH TOURISM BOARD
Social Media Handler for STB Korean Social Media Accounts
(01 October 2025 to 31 December 2026)
Scope of Services

Reference No: STB/Q/2025/11

1. To reply/respond to the enquiry and/or questions in the Korean Social Media Platforms (Instagram, Naver Blog, Kakao Channel) and private messages within twenty-four (24) hours.
2. To forward any questions and/or enquiries which Service Provider is unable to answer to helpdesk@sabahtourism.com or Sabah Tourism Board's authorized representative within twenty-four (24) hours.
3. To post, share or re-post interesting photos, videos of attractions or food or interest or events to promote Sabah as a tourism destination at least twice (2) daily for Instagram, and Instagram Story.
4. To post an interesting article with photos and/or videos of attractions or food or interest or events to promote Sabah as a tourism destination at least once (1) a week for Naver Blog and Kakao Channel.
5. To post text updates such as promotions, seasonal greetings, announcements, and/or interesting news on all Korean Social Media Platforms when required.
6. To interact with followers, build loyalty, and attract followers to visit Sabah by curating engaging captions, articles, and relevant hashtags.
7. To propose, implement, and monitor promotional campaigns on all the Korean Social Media Platforms (Instagram, Naver Blog, Kakao Channel) at least one (1) per quarter.
8. To inform Sabah Tourism Board of any crisis faced by tourists in Sabah or any tourist complaint by forwarding the details of such matter to Sabah Tourism Board's email at helpdesk@sabahtourism.com or authorized representative within twenty-four (24) hours.
9. To submit a monthly summary report to the Sabah Tourism Board on the Korean Social Media Platforms, the itemized updates and activities are done by the Service Provider, and also latest market trends and/or market updates in Korea.
10. To promote and use its reasonable endeavours to increase followers for Sabah Tourism Board.
11. To increase the number of total followers in all platforms by 5%.
12. The target will be reviewed every 6 months to reflect the current scenarios.
13. The Service Provider shall assist and perform translation (English to Korean, and vice versa) in a prompt timely manner when required.
14. To exercise all due skill, care, and diligence in the performance of the Services (Korean Social Media Platforms Maintenance Service) and to carry out Services in accordance with sound commercial practice.
15. To ensure to have sufficient suitable, appropriately qualified and knowledgeable personnel to perform the Services at all times.
16. Shall not do anything in which would be likely to jeopardize the reputation of the Sabah Tourism Board.
17. Shall not enter into any ancillary service agreement or other contracts, commitment or obligation or incur any capital expenditure in respect of the Services provided without Sabah Tourism Board prior written consent.
18. The Service Provider shall maintain absolute discretion concerning any confidential information received and shall not disclose any such information without obtaining Sabah Tourism Board prior consent.