

**SABAH TOURISM BOARD**  
**Japanese Social Media Platforms (Instagram, Twitter, Blog)**  
**Maintenance Service 2022**  
**Scope of Services**

1. To reply/respond to the enquiry and/or questions in the Japanese Social Media Platforms (Instagram, Twitter, Blog) 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](mailto: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, Instagram Story and Twitter.
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 Blog page.
5. To post text updates such as promotions, seasonal greetings, announcements, and/or interesting news on all Japanese 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 Japanese Social Media Platforms (Instagram, Twitter, Blog) 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](mailto: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 Japanese Social Media Platforms, the itemized updates and activities are done by the Service Provider, and also latest market trends and/or market updates on Japan.
10. To promote and use its reasonable endeavours to increase followers for Sabah Tourism Board.
11. To increase the number of followers on all platforms at 5%.
12. The Service Provider shall assist and perform translation (English to Japanese, and vice versa) in a prompt timely manner when required.
13. To exercise all due skill, care, and diligence in the performance of the Services (Japanese Social Media Platforms Maintenance Service) and to carry out Services in accordance with sound commercial practice.
14. To ensure that all the times have sufficient suitable, appropriately qualified and knowledgeable personnel to perform the Services.
15. Shall not do anything in which would be likely to prejudice the reputation of the Sabah Tourism Board.
16. 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.
17. The Service Provider shall maintain absolute confidentiality concerning any confidential information received and shall not disclose any such information without obtaining Sabah Tourism Board prior consent.