S4C – CALL FOR IDEAS

Short-Form Social Media Content Package (2027/28)

S4C is looking for fresh, creative and entertaining ideas for an **annual package of short-form, vertical** content to be published on Instagram, Facebook and TikTok during the 2027/28 financial year (April 2027 – March 2028).

Package value: **£200,000**

We want content that celebrates Wales, its people, language and culture in unexpected, contemporary and heart-warming ways.

The Opportunity

S4C will commission a **package of short-form content worth £200,000**, to be produced and published throughout the 2027/28 financial year.

We are inviting production companies and content creators to submit a proposal for the entire package, including a creative and production plan that makes the best possible use of the budget.

The package may include regular formats, one-off ideas, topical content and videos created specifically for events and national days.

We want to see **a balance between quality, the number of videos produced and value for money**, supported by a practical publishing schedule that ensures S4C maintains a consistent and creative presence throughout the year.

The content will need to be delivered in a format that allows S4C's social media team to distribute it.

The Editorial Brief

We want content that celebrates what makes Wales special: our people, humour, literature, traditions and creativity.

National days and cultural events are key opportunities, including **St David's Day, Welsh Language Music Day, the Eisteddfodau** and other occasions that are important to audiences in Wales.

However, we don't just want traditional celebratory content.

How can we turn these occasions into content that makes people smile, feel surprised, react, or share with one another?

We want content that feels relevant throughout the year, not just on special occasions.

Content for Every Platform

Proposals must demonstrate a clear understanding of Instagram, Facebook and TikTok, and the different audiences who use these platforms.

We don't want the same content simply republished everywhere without considering how people use each platform.

We want you to think about what works best on each platform, how to capture attention, and what makes people watch, react and share.

Not every idea needs to appear on every platform. Your proposal should explain these creative decisions.

Talent, Tone and Style

We are open to ideas involving content creators, comedians, musicians, presenters or emerging talent.

The content can be funny, unexpected, warm or like nothing we've ever seen before.

We want **content that is created specifically for social media from the outset**, rather than material that feels like television programmes that have simply been cut down.

The Welsh language is central to the package, and the content should reflect the natural and diverse ways in which people use the language today.

The content and proposal must be completely different from what S4C currently offers on its Hansh platforms.

What Do We Want to See in the Proposal?

- **Creative vision:** What is your overall idea for the package?
- **Content:** Examples of the content you would produce.
- **Platforms:** How will the content differ across Instagram, Facebook and TikTok?
- **Calendar:** How will you make use of national days, cultural events and other occasions throughout 2027/28?
- **Talent:** Who will be creating the content?
- **Delivery plan:** How many videos are you proposing, and how will they be distributed throughout the year?
- **Budget:** How will you use the £200,000 to ensure high-quality content and value for money?
- **Audience:** Why will people want to watch and share the content?

We welcome visual examples, ideas for specific videos and examples of previous work that demonstrate your understanding of the platforms.

The Ambition

We want a package that gives S4C the opportunity to **entertain audiences, celebrate our culture and share Welsh creativity** throughout the year.

Content that makes people laugh, feel proud, discover something new – and, most importantly, content that people want to share.

Budget: Up to £200,000.

There is no need to submit a detailed 36-schedule budget at this stage.

One possible structure would be three pieces of original content per week, with the expectation that the content for each platform will be different:

1 x TikTok

1 x Instagram

1 x Facebook

How to Submit an Idea

- Each pitch must be presented in the form of a slide deck and include:
- Examples of content.
- A publishing schedule.
- A clear explanation of why S4C, why now, who the idea appeals to and why it is relevant to that audience.
- Platform strategy.
- Information about the key creative team.

If you are interested, please send your idea to syniad@s4c.cymru by **12:00 noon on Thursday 28 January 2027.**

Applications should be submitted as a PDF of no more than 10 pages.

We will confirm receipt of your idea by email.

The S4C Production website http://www.s4c.cymru/cy/cynhyrchu/ provides useful information, including technical, contractual and delivery information, should you have any questions about the production processes:

Digital Commissioner Guto Rhun intends to make a decision before the end of February 2027. S4C reserves the right to amend the timetable and will communicate any changes via email. If your proposal is successful, the idea will need to be entered into S4C's Cwmwl commissioning system. You should not do this until you have been invited to do so.