



**REPORT ON THE PROVISION OF SOCIAL MEDIA
SUPPORT, MANAGEMENT, AND ENGAGEMENT
FOR THE SOCIAL MEDIA PAGES OF THE USMID
- AF PROGRAM
(JANUARY - DECEMBER 2023)**

**CONTRACT REFERENCE NUMBER:
MLHUD/USMID-AF/NON-CON SRVCS/22-
23/00406**

**PERIOD UNDERTAKEN: FINANCIAL YEAR
2022/23**

DATE OF SUBMISSION: 20th December, 2023

NAME OF COMPANY: CAPITAL ONE GROUP



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1. EXECUTIVE SUMMARY

- a. The USMID-AF Social Media management report covers a summary of activities that COG carried out throughout the year and an analytical summary of the growth made on the different USMID-AF social media pages i.e.; Facebook, Twitter, Instagram and LinkedIn. It suggests implementing a comprehensive social media strategy that includes creating more engaging content, utilizing a variety of platforms like YouTube, and monitoring and analyzing metrics to improve visibility for the program.
- b. The report also recommends prioritizing more on LinkedIn and Twitter as the primary platforms for reaching USMID-AF's target audience, and suggests the use of digital platforms(blogs) to reach a bigger target audience through stories and the use of video content; currently, most people prefer watching videos than reading.
- c. Additionally, the report emphasizes the importance of engaging with followers and influencers, as well as monitoring and responding to feedback and reviews. Overall, the report suggests that a strong social media presence can help USMID-AF increase brand awareness, engage with its audience, and ultimately achieve its marketing objectives.

2. INTRODUCTION

Capital One Group (COG) was contracted by the Ministry of Lands to handle Social Media Management and Engagement, for the USMID-AF Pages to reach out to project beneficiaries and enhance the online visibility of the Project work.

3. OBJECTIVES

The main objectives for which Capital One Group was tasked were to;

- a. Lead the program pages to get an increased follower community.
- b. Build an engaged and well-informed community on the USMID-AF Program and its projects in their local governments and beyond.
- c. Measure public sentiments through social listening, from the general public.
- d. Provide instant feedback on the program sentiments from beneficiaries.

4. COG HUMAN RESOURCE

a. Consultants

- Paul Mwirigi - Project Consultant
- Ninsiima Waryaro - General Manager
- Kezia Koburungi - Account Manager
- Sama Emmanuel - Digital Manager
- Nelson Dranimva - Creative Designer

b. Major Roles

- Social Media Management- Twitter, Facebook, LinkedIn & Instagram
- Social Media Content Collection.
- Social Media Content Drafting for USMID-AF.
- Artwork designs.
- Social Media training for Ministry of Lands, Planning, and Urban Development Employees.

c. Account Management

- Day-to-day communications with clients, collection of content, and reports.

5. KPIs MEASURED

- Followers:** A follower is someone who has subscribed to an account to receive all the updates. It refers to a user who consciously chooses to see all the posts of another user in their newsfeed. It indicates that a user is interested in getting constant updates. A follow-up shows that there is a higher level of engagement.
- Page Activity:** This is the frequency of posting, responding to queries raised, and generally interacting with the online community.
- Impressions / Reach:** Reach is the total number of people who see your content. Impressions are the number of times your content is displayed, no matter if it was clicked or not. When people see your content, it translates into awareness.
- Engagement:** Social media engagement is an umbrella term for actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments/replies, shares/retweets, clicks, etc. If people engage with your content, the algorithm will see that content as interesting and valuable, and surface it to more users. This means that social media engagement can help you grow your social accounts and reach more people.



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- e. **Page / Profile Visits:** Profile Views count the total number of views a social media profile has received from unique accounts over a specific period. Each time a unique account views a profile, it increases the Profile Views count for that profile, even if the same account views the profile multiple times. Profile Views have the potential to increase content engagement, thereby growing brand awareness.

- f. **Mentions:** Social mentions are social posts that include a reference to your brand. This includes posts in which your brand is tagged (often referred to as @mentions) or simply mentioned by name in the caption. These are important because when people talk about your brand, they're spreading the word that it exists.



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6. ACTIVITIES MANAGED

Month	Activities	Challenges	Recommendations
January	For the month of January- we only had one post go up, and this was for Liberation Day.	Since we hadn't signed the new contract for this year, COG was uncertain about proceeding with the work.	Always reach out to the client in time to know if the contract is still on and running.
February	<p>We had only three (3) posts go up in the month of February. These included;</p> <p>Janani Luwum Day.</p> <p>Some content on the media training since it started in late February [27/02/2023], content on infrastructural development in Entebbe.</p> <p>Screenshots of a press release on the video circulating online over the alleged shoddy works on a USMID road under construction in Apac Municipality.</p> <p>We also had our first USMID- COG meeting on 15th/02/2023 at the USMID offices.</p> <p>Collection of data/</p>	Since we hadn't signed the new contract for this year, COG was uncertain about proceeding with the work.	Always reach out to the client in time to know if the contract is still on and running.



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	information to pick up content for posting.		
March	<p>Effective 27th February-March was an eventful period; the USMID-Additional Financing Program team conducted various events; the Media Training across 10 USMID cities, World Engineering Day celebrations organized by the Engineers Registration Board (ERB) and the USMID Program Technical Committee (PTC) meeting and field mission in the Eastern region.</p> <p>USMID: AF program conducted Media Training activities across ten cities where USMID projects are being undertaken to improve the reporting attitude of local media personnel towards a more development-oriented and positive approach. The towns included; Arua, Gulu, Lira, Soroti, Mbale, Jinja, Fort Portal, Mbarara, Hoima and Masaka. Here, the COG team managed all USMID social media platforms and also drafted an article which was posted on the company's LinkedIn page and three other bloggers; Prime Business News, PML Daily</p>	In the previous month, our content acquisition efforts were primarily limited to the activities that were organized.	Look out for content other than relying on the information from events/activities.



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	<p>and Sebamala News (Thought Leadership Piece).</p> <p>COG also attended the World Engineering Day celebrations under the theme:” Engineering Innovation for a More Resilient World”. This event organized by the Engineers Registration Board (ERB) on 3rd March 2023 at Hotel Africana. The COG team employed under social media management and photography.</p> <p>Lastly, was the USMID Program Technical Committee (PTC) meeting and field mission in the Eastern region. This program took place in four (4) cities, and these included; Kamuli, Lugazi, Mbale and Tororo. COG team managed social media and also drafted three (3) articles which were to be uploaded on the USMID LinkedIn page and some bloggers.</p> <p>In all three major activities, the COG team managed USMID social media platforms, wrote articles and photography.</p> <p>COG also conducted a</p>		
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	<p>social media training “Digital landscape in Uganda” where four (4) USMID members attended. This training was implemented by Sama Emmanuel- COG Digital Manager.</p> <p>The team also posted on Women’s Day celebration on all USMID social media platforms.</p>		
<p>April</p>	<p>The month of April proved to be relatively uneventful, with only one significant occurrence: a field visit by the World Bank in cities, municipalities, and districts hosting refugees within the USMID-AFP projects in the Western region, and these included; Kabale, Ntungamo, Kamwenge, Mbarara, Kasese and Fort-Portal. The aim of this field visit was to assess the progress of infrastructure implementation and discuss plans and activities necessary for the program's closure by December 31st, 2023.</p> <p>During this event, the COG team engaged in three key activities: managing USMID's social media platforms, authoring one article, and photography</p>	<p>At the start of this month, COG encountered notable frequency of errors in the some of their posts.</p>	<p>It was recommended that the COG team increase their familiarity with the USMID content in order to enhance their overall expertise.</p> <p>Additionally, it was advised that all social media content undergo client approval before dissemination</p> <p>This practice ensures that all published material aligns with the client's brand and messaging standards.</p>



	<p>(in Kabale and Ntungamo).</p> <p>Furthermore; Over five articles were published by bloggers, these included; The Independent, Nile Post, Informer Uganda, Daily Monitor Online and Uganda Radio Network.</p> <p>In addition to the social media posts generated during the World Bank field visit, the team at the COG effectively managed multiple social media platforms by disseminating a diverse range of content. Specifically, the team shared videos from previous events, commemorated public holidays, and produced other USMID content. This approach was applied across various social media channels, including; Twitter, Facebook, Instagram, and LinkedIn.</p> <p>Additionally, an article from the Program Technical Committee (PTC) field mission was published on Pulse News- an online blog, with over 1138 views/readership. The same article was also uploaded on the MoL website and USMID LinkedIn page.</p>		
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	<p>We also had a COG-USMID status monthly physical meeting held at the USMID offices on 04th/04/2023.</p>		
May	<p>In May, we published a total of six (6) posts. These consisted of two (2) testimonial videos featuring Abdul Mutalib Asiku, the LCV Chairperson of Yumbe district, and Mohamed Warema, a resident of Gulu.</p> <p>Additionally, there was one (1) post dedicated to the Labour Day artwork, celebrating the public holiday.</p> <p>Furthermore, we shared three (3) repurposed pieces of content, including the media training series, the World Bank's progress visit to Kamwenge District under the USMID project, and more.</p> <p>We also had our first USMID- COG meeting on 15th/02/2023 at the USMID offices where we had a status meeting on the work in progress.</p>	<p>We did not hit good numbers on most of the repurpose content posts.</p>	<p>Avoid the reuse of content. Work closely with the client to get content from other sources.</p>
June	<p>In June, we achieved a total of 17 posts on Twitter, 14 Facebook, 11 LinkedIn</p>	<p>Some event activities were on short notice for</p>	<p>Agency to always follow up with the client on</p>



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	<p>and 13 Instagram, and retweeted nine (9) tweets from stakeholders. Our content focused on various topics, including Public Holidays such as Martyrs Day, World Environment Day, Heroes Day, and Eid Mubarak.</p> <p>We also had content from two significant events; the United Nations Habitat Assembly in Nairobi which took place from June 6th-9th in Nairobi Kenya where COG managed social media posts and also drafted a LinkedIn article during the event period.</p> <p>The second event was the Ministry of Land (MoL) National Lands Conference held at Speke Resort Munyonyo on June 28th-29th, 2023. COG team was asked to attend and help on social media management (content development and posting) on the Ministry of Lands social media accounts.</p> <p>Additionally, we shared repurposed content highlighting Ntungamo District, the World Bank's USMID progress visit to the Western region, as well as PTC visits to Lugazi and Tororo.</p>	<p>example United Nations Habitat Assembly in Nairobi.</p>	<p>knowing the activities taking place.</p>
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	<p>Furthermore, we featured a testimonial video by Mr. Isaiah Tumwesigye- Town Clerk Gulu City and shared retweets from stakeholders, notably from the Ministry of Lands conference (National Lands Conference), among others.</p> <p>Lastly, on June 30, 2023, COG conducted a social media training session with three individuals from the USMID team. The main focus of the training was to improve their expertise and understanding in relation to YouTube. This training was implemented by Sama Emmanuel- COG Digital Manager.</p> <p>We also had our monthly status meeting following our work progress on 20th/06/2023 at the USMID offices.</p>		
July	<p>In July, we had a relatively uneventful month with our content centered around several themes. We primarily shared testimonial videos from past events, provided updates on the ongoing construction progress in various cities and municipalities, and</p>	<p>Our monthly status meeting couldn't take place due to the client's busy schedule throughout the entire month.</p>	<p>The meeting was rescheduled to occur during the month of August.</p>



	<p>retweets.</p> <p>Throughout the month, we published a total of thirteen (13) posts. These included three (3) testimonial videos featuring prominent figures such as Innocent Ahimbisibwe, Town Clerk of Hoima City, Daniel Christopher Kaweesi, Town Clerk of Soroti City, and Hon. Kania Mario Obiga, State Minister for Urban Development.</p> <p>In addition to the testimonial videos, we also retweeted two (2) posts from Segamu 14 Consults Ltd, showcasing the progress of their work on the Go Down Road in Arua City, and from Senyange Wilfred, a supporter of the USMID projects who had visited Kasese and appreciated the construction work there.</p> <p>Moreover, our other content focused on highlighting the ongoing work and progress under the USMID-AF project, with a particular focus on cities like Jinja City, Arua City, and Tororo Municipality, among others.</p>		
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<p>August</p>	<p>In August, two significant field visits took place from where we gathered content and assess the progress of the USMID-AF program projects in the Western region. Deputy IGG Dr. Patricia Achan Okiria and her investigative team conducted inspections to determine the causes of delays, ensure cost-effectiveness, and address contractor complaints raised in a petition to her office. Additionally, the 14th Program Technical Committee (PTC) held a field supervision and meeting on August 30th and 31st, 2023, in Kasese Municipality and Fort Portal City.</p> <p>On Saturday, August 5th, 2023, Minister Judith Nabakooba held a press conference at the Ministry of Lands offices in Kampala, Uganda, regarding the status of the USMID Program's performance, highlighting its progress and achievements and shedding light on its impact and outcomes.</p> <p>Two days later, on August 7th, 2023, the same press statement was uploaded to</p>	<p>The social media training was not carried out due to the busy schedules of the Ministry of Lands team.</p>	<p>We rescheduled the training for the month of September.</p>
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	<p>the USMID Program's LinkedIn social media platform, strategically aimed at broader dissemination of information to stakeholders, partners, and the general public to keep them informed about the program's developments and contributions to the community.</p> <p>Additionally, we posted a total of four (4) testimonial videos featuring prominent figures such as David Kyasanku, the former Tororo Municipal Town Clerk, Dorcus W. Okalany, the Permanent Secretary of the Ministry of Land, Housing & Urban Development, an exclusive UBC video featuring Hon. Judith Nabakooza discussing Urban Development, and a heartfelt testimonial video from Busia residents expressing the benefits they have experienced from the road construction project.</p> <p>Apart from these four, our content revolved around various themes; repurposed content from the Press Conference, a poll, and retweets.</p>		
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	<p>On August 25th, 2023, we held our monthly status meeting, during which we assessed the progress of our work for the months of July and August.</p>		
September	<p>In September, we gathered content from the 13th field supervision and meeting of the Program Technical Committee (PTC) in the Western region; Hoima, Mubende, Isingiro, Fort Portal, Kasese, and Kamwenge. The purpose of this event was to evaluate the progress of the different activities within the program.</p> <p>Additionally, we featured content showcasing the achievements and ongoing work progress on road construction and local economic development projects in different cities and municipalities.</p> <p>On September 29, 2023, COG conducted a social media training session with two individuals from the USMID team. The main focus of the training was on “Social media management tools.”</p> <p>We also had retweets from supporters of USMID.</p>	<p>We didn't hold any status meetings during the two-month period because the USMID team had very busy work schedules.</p>	<p>The meeting was postponed to the month of October</p>



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	<p>Notably, Ayeny Angulo tweeted about two of the roads constructed in Lira and Gulu, Sabir Musa shared a TikTok video highlighting one of the roads built by USMID in Arua city, Moses Rutahigwa and Angelo Izama reposted the PTC tweet on Kasese.</p>		
October	<p>October proved to be an eventful month as we collected a wealth of content from various sources. This included information gathered during the World Bank mission visits and the 14th field supervision and meeting of the Program Technical Committee (PTC), which spanned two weeks and took place in the Western, Eastern, and Northern regions of Uganda, specifically in areas where the USMID program is being implemented. The purpose of these visits was to assess the progress of various activities and review work plans, among other objectives. During this time, the COG team successfully accumulated a significant amount of content for the month.</p> <p>Additionally, we generated content from various other</p>	<p>We did not hold the monthly status meeting and social media training during October because the USMID team had very busy work schedules.</p>	<p>The status meeting and social media training were postponed to November.</p>



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	<p>sources, including public holidays like Independence Day. We produced a video showcasing a selection of before-and-after road projects and another video highlighting the ongoing work in Masaka city. Furthermore, we collected content from the efforts carried out in the Refugee hosting districts.</p> <p>Kindly be aware that the status meeting and social media training were postponed due to the busy work schedule of the USMID team.</p>		
November	<p>The whole of this month was eventful as we gathered most content/information from the World Bank mission visits and the 14th field supervision and assessment meeting of the Program Technical Committee (PTC), which spanned two weeks (Started in October and ended in November), and took place in the Western, Eastern, and Northern regions of Uganda, specifically in areas where the USMID program is being implemented.</p> <p>Moreover, we featured an appreciation video that</p>	November was a very eventful month; we had the World Bank field visits and PTC throughout the month.	The agency had plenty and enough content for posting.



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	<p>highlighted feedback from various cities and municipalities where USMID projects are underway.</p> <p>In addition to these events, our monthly status meeting occurred on November 17, 2023, and we conducted a social media training session on November 30, 2023.</p>		
December	<p>In December, we had an engagement post where people shared their opinions on standout projects under the USMID-AF program.</p> <p>We had two reshared posts; from Faisal Kamu in Kasese, who shared and retweeted an appreciation video, and Sabir Musa in Arua City, who posted about the ongoing installation of street lights in Arua City.</p> <p>Furthermore, we posted a video of Mr. Sam Atul, the Mayor of Lira City, alongside other local beneficiaries, highlighting the impactful outcomes of the USMID project in Lira.</p> <p>It's important to note that during this period, there were no meetings or social media activities.</p>		

7. OVERALL SOCIAL MEDIA PERFORMANCE

a. Summary

- i. The pages have undergone an impressive expansion in terms of followers, audience reach, and impressions throughout the year. This remarkable progress can be attributed to the highly effective utilization of social media advertisements and the strategic diversification of content. Furthermore, the involvement of influencers has played a pivotal role in achieving this substantial growth.
- ii. Through the community management, the team has consistently demonstrated exceptional responsiveness in promptly addressing any inquiries or concerns that would arise from the audience ensuring easy information access.
- iii. The performance is broken down further in performance periods of January-April, May-August and September-December

b. Quarterly Social Media Reports

i. January to April 2023 Social Media Report

Followers (as of 25th March 2023)

Account	Number of followers
Facebook	1,009
Twitter	917
Instagram	130
LinkedIn	68



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facebook



USMID : Uganda Support to Municipal Infrastructure Development

975 likes · 1K followers



Learn More

Liked

Message

Posts About Mentions Reels Photos Videos More

The page currently stands at 975 likes and 1009 followers. In the period of study, there was a gain of 719 new page likes. This is because the page was promoted to capture a new audience as shown in the graph below.

Facebook Page new likes

719 ↑ 6.4K%



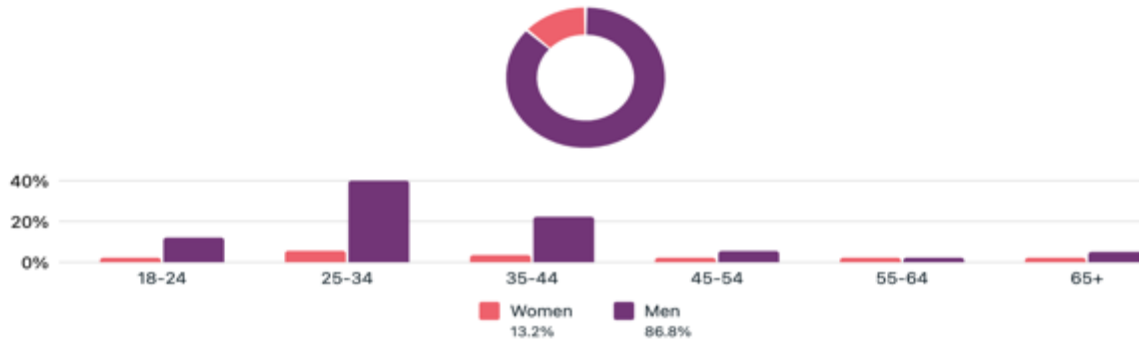


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Facebook Page followers ⓘ

1,009

Age & gender ⓘ



In the period of Feb-Apr, the reach increased by over 668.8% to spread the message to over 44,758 accounts.

Facebook Page reach ⓘ

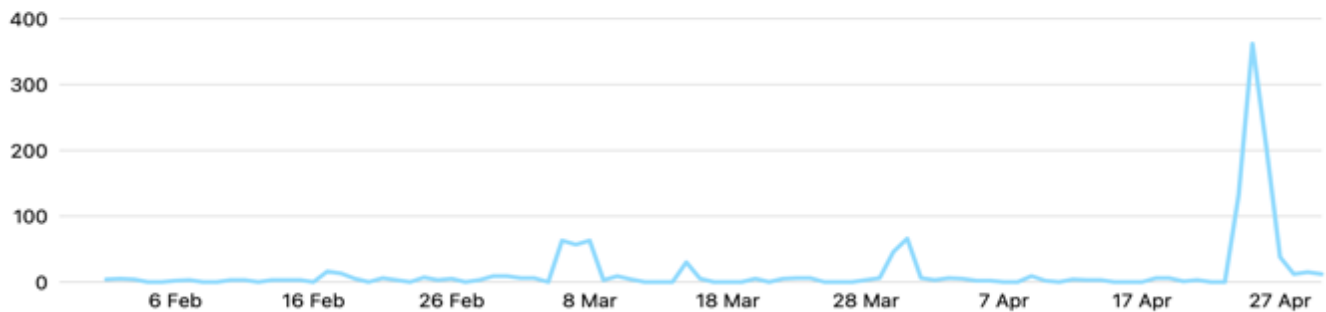
44,758 ↑ 668.8%



Consequently, the page visits also increased by 352.4%

Facebook Page visits ⓘ

1,339 ↑ 352.4%





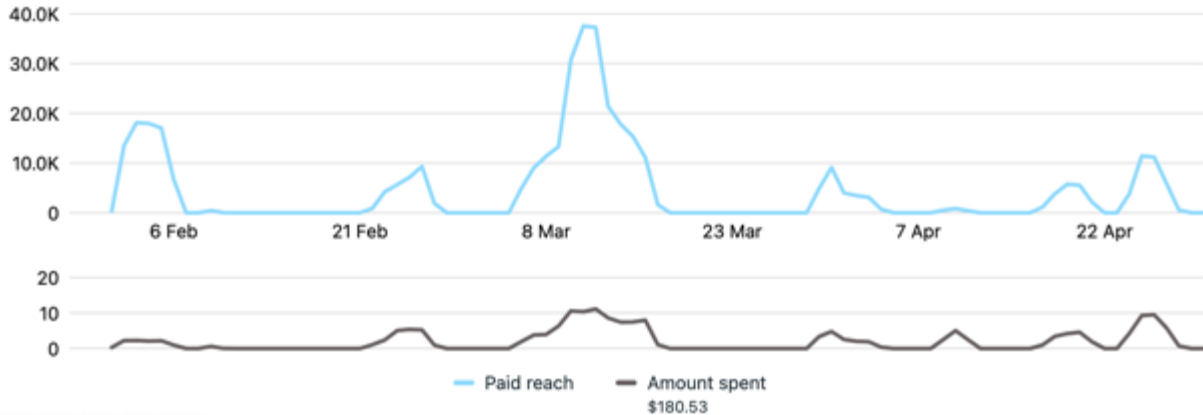
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Ad trends

Export

Paid reach ①
198,706 ↑ 149.2%

Paid impressions ①
434,032 ↑ 377.9%



At least \$180.53 has been spent to achieve a bigger reach and impressions. From the pie charts below, you can see that the biggest percentage of our impressions was generated from promoted content. We also diversified the content to keep our audience more engaged.

Types

VIEW TABLE



- Album
- Image
- Video

Impressions

VIEW TABLE



- Organic
- Promoted

Below is the breakdown of the different types of content interactions (Engagement) amassed over the period of study.



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Interactions

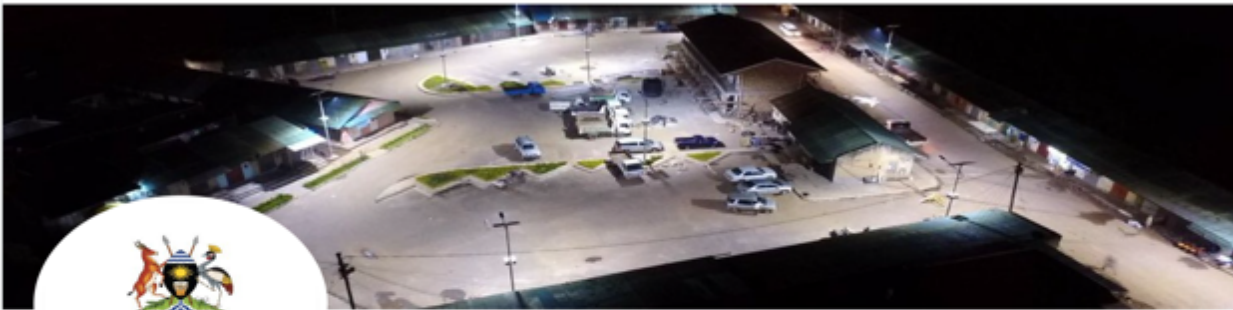
3175 ↑ Reactions	19 Comments	3 ↑ Shared	6237 ↑ Clicks	27 ↑ Posts
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35.28 Daily reactions	117.59 Reactions per post	0.21 Daily comments	0.7 Comments per post	0.03 Shares per day	0.11 Shares per post
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← **USMID - Additional Financing Program** ✓
552 Tweets



Edit profile

USMID - Additional Financing Program ✓

@Usmid_AF

Uganda Support to Municipal Infrastructure Development-Additional Financing is a program implemented by the Ministry of Lands, Housing and Urban Development.

📍 Kampala, Uganda mlhud.go.ug/projects/usmid... 📅 Joined March 2021

170 Following 917 Followers

The page stands at 917 followers. In this period, the account gained over 260 followers. We also subscribed for Twitter Blue (\$11 per month) earning the account a verification status and additional features.



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Below is a breakdown of the performance per month in the period of study showing the top tweet each month, top mention, total tweets made, profile visits, tweet impressions, and new followers gained. The performance generally increases over time.

Feb 2023 - 28 days

TWEET HIGHLIGHTS

Top Tweet earned 5,163 impressions

Statement on the video circulating online over the alleged shoddy works on a USMID road under construction in Apac Municipality. pic.twitter.com/yaRkoMnzwB



2 23 60

View Tweet activity

View all Tweet activity

Top mention earned 106 engagements



Noble
@Noble30879886 · Feb 25

Whisper to someone that no matter what the road network in Uganda is gradually changing to the desired quality by our dear road users.

[@UNRA_UG](#)
[@Usmid_AF](#)
[@MoWT_Uganda](#)
[@GovUganda](#) such efforts are building great hopes in service delivery
pic.twitter.com/5onWgli5qn



FEB 2023 SUMMARY

Tweets	7	Tweet impressions	12.2K
Profile visits	1,484	Mentions	40
New followers	70		

Mar 2023 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,597 impressions

The USMID PTC team, led by Ms Hilda Mwesigwa- The Manager procurement audit [@PPDA](#) and acting PTC Chair is visiting Mbale City to assess the USMID program civil works implementation. The team, in their observations have revealed that there is much progress with the ongoing works... pic.twitter.com/yESHadqUm1



2 9 22

View Tweet activity

View all Tweet activity

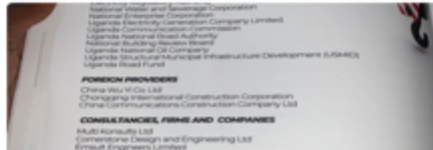
Top mention earned 470 engagements



Engineers Registration Board - Uganda

@ERBUganda · Mar 3
[@MoWT_Uganda](#) [@MEMD_Uganda](#)
[@min_waterUg](#) [@UgandaCAA](#)
[@ERA_Uganda](#) [@nwscug](#) [@NECUPDF](#)
[@UegclOfficial](#) [@UCC_Official](#)
[@UNRA_UG](#) [@NBRBug](#) [@UNOC_UG](#)
[@Usmid_AF](#) [@UgandaRoadFund](#)
[@Eskomug](#) [@EmsultEngineers](#)

#WED2023UG
#WorldEngineeringDay2023
#HappeningNow
pic.twitter.com/FJAUrVmi01



MAR 2023 SUMMARY

Tweets	55	Tweet impressions	35.5K
Profile visits	3,022	Mentions	52
New followers	60		



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Apr 2023 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 4,546 impressions

Tonight on [#UBCBehindtheheadlines](#), [@ministry_lands](#) Commissioner in charge of Urban Development - [@JosephPade](#) will be sharing some insights on the developments in the new cities implementing the USMID-AF program. Tune in! pic.twitter.com/Jf31LIADT9



Retweets: 3, Likes: 8, Replies: 20

View Tweet activity

View all Tweet activity

Top mention earned 40 engagements

Sabir Musa
@SabirMusa16 · Apr 18

Wow, beautiful view of Adroa road in Arua Central Division, [@arua_city](#) yes, I mean Arua. It's part of 18+ billion [@WorldBank](#) funded school road project under [@Usmid_AF](#) 🇷🇺
The sky even makes it more beautiful♥ may the authorities maintain it.♥
[#ForTheLoveOfLocalContent](#)
pic.twitter.com/iw3rsTr0ei



Retweets: 2, Likes: 2, Replies: 13

APR 2023 SUMMARY

Tweets: 63

Tweet impressions: 36.6K

Profile visits: 4,291

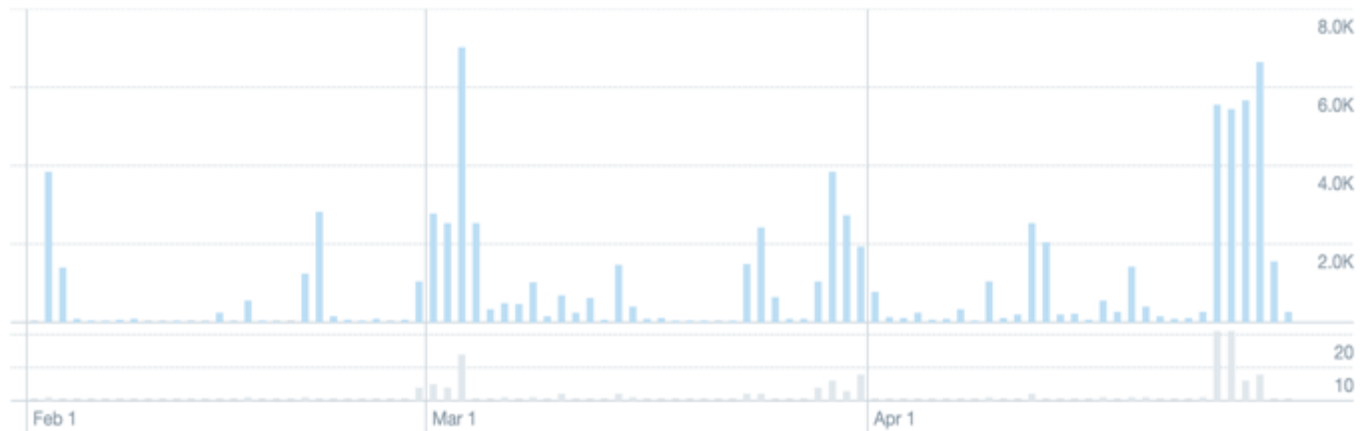
Mentions: 38

New followers: 74

Tweet activity

Feb 1

Your Tweets earned **84.3K impressions** over this **89 day period**



During this 89-day period, the page earned on average 948 impressions per day



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USMID - Additional Financing Program



A Program implemented by the Ministry of Lands, Housing and Urban Development.

Community Development and Urban Planning · Kampala · 68 followers



2 people from your school work here · 6 employees

✓ Following

Learn more ↗

More

Home About Posts Jobs People

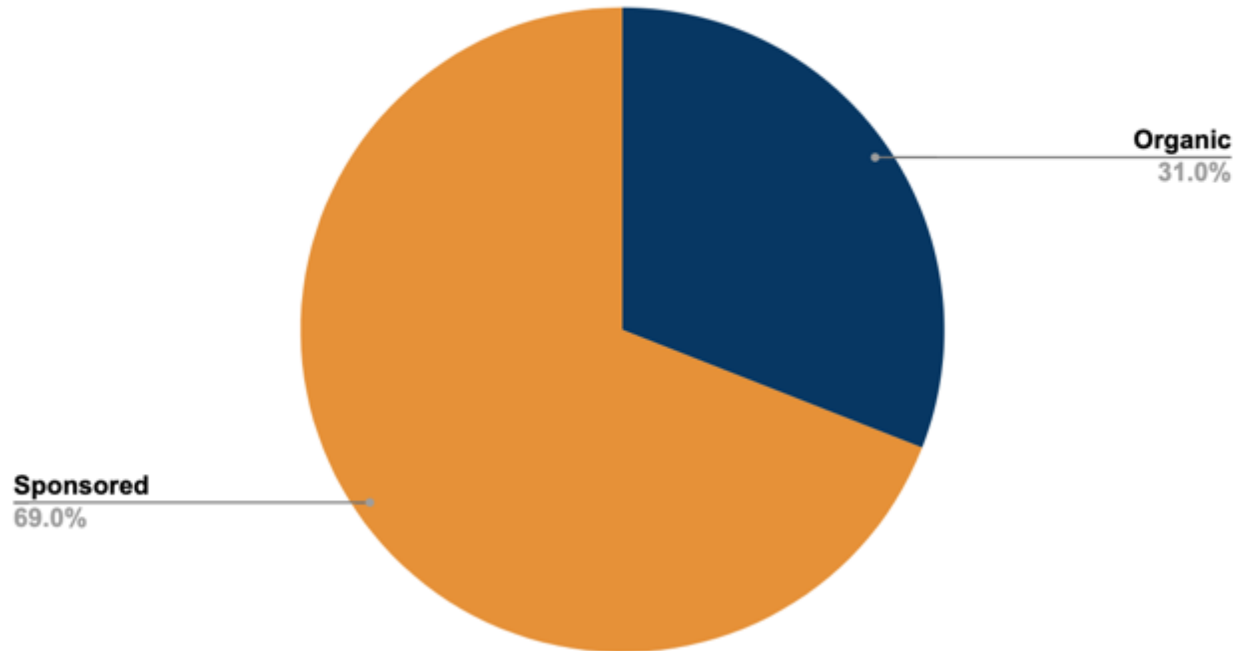
The LinkedIn page currently stands at 68 followers, after registering a 14.3% increment in the period of study. The page views also increased by 88.6%

Follower highlights ⓘ

68
Total followers

24
New followers in the last 89 days
▲ 14.3%

IMPRESSIONS



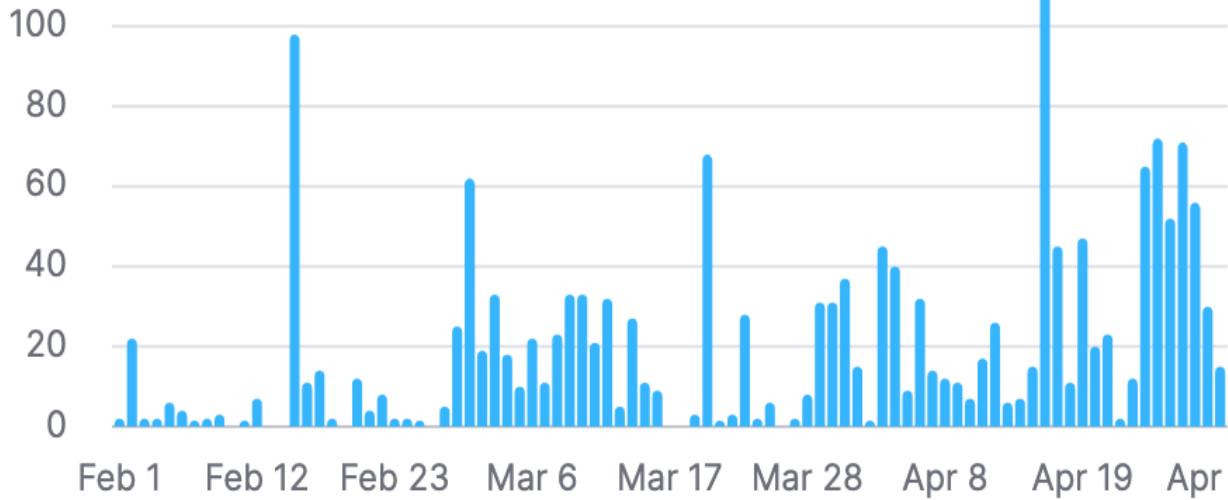
✓ Organic	1,713
✓ Sponsored	3,821

As shown above, the biggest share of the impressions came from sponsored content. \$20 was spent to grow these figures from the previous period as shown below.

Boost_Post_Video Views_Apr 18, 2023, 10:14:50 ID: 224514843 · Sponsored Content	...	\$10.00	870 Views	
Boost_Post_Brand Awareness_Apr 24, 2023, 10:56:07 ID: 224895543 · Sponsored Content	...	\$10.00	≈1,334 Reach	

The page also registered a 151.17% increase in organic impressions over time as shown below.

1,713 +151.17%



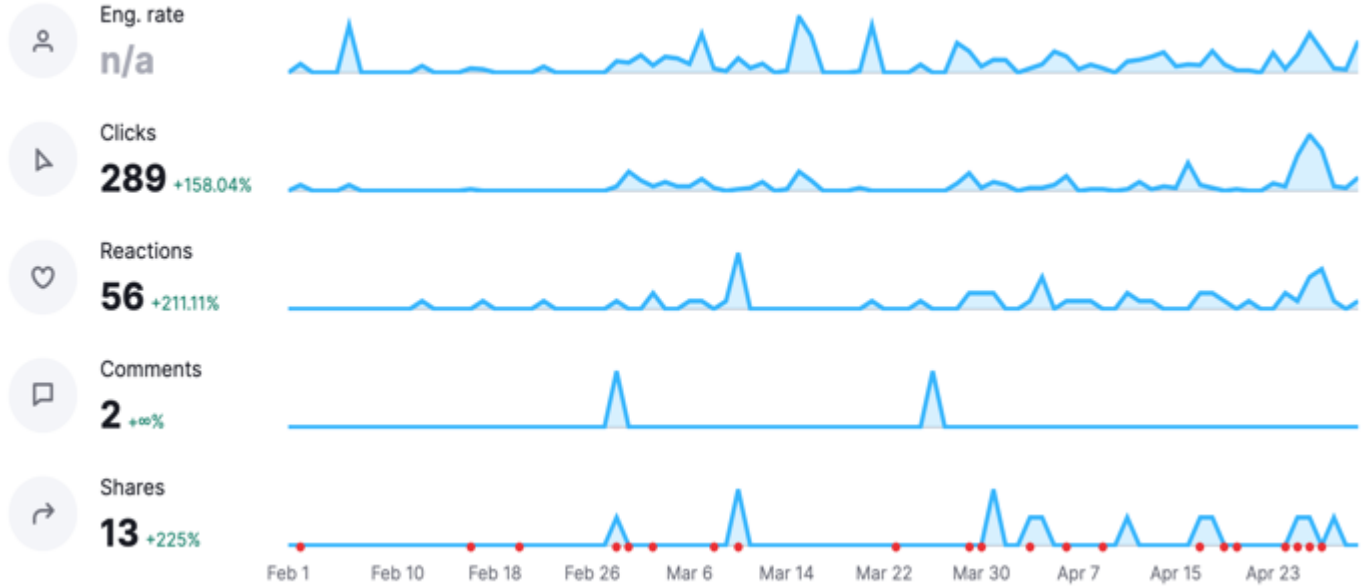
Consequently, as the impressions increased, the engagement also got better as shown below.



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Engagement

Feb 1 – Apr 30, 2023 |



Overview

You reached **+475%** more accounts compared to 27 Nov - 24 Feb

Accounts reached	4,315	+475%	>
Accounts engaged	1,171	+172%	>
Total followers	130	0%	>

Followers and non-followers

Based on reach



You reached **+494%** more accounts that weren't following you compared to 27 Nov - 24 Feb.

Content reach

[See all](#)





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Content interactions 🕒

[See all](#)

1,269

Content interactions

95.8% from ads

+190% vs 27 Nov - 24 Feb

The Instagram account currently stands at 130 followers. During the period of Feb- Apr, the content was able to reach over 4,315 accounts, a 475% increase from the previous period, amassing over 6,083 impressions.

Content interactions increased by over 190%. This was mainly attributed to the paid promotions run as they contributed 95.8% of the engagement.

Post interactions

vs 27 Nov - 24 Feb

51

+628%

Likes

50

Comments

1

ii. May to August 2023 Social Media Report

Followers (As Of 31st August 2023)

Account	Number of followers
Facebook	2,419
Twitter	1,106
Instagram	131
LinkedIn	100

Cross Platform Performance

Performance Summary



1,089 Likes And Reactions

1,173 Previous Period -7.16%



207 Published Posts

198 Previous Period +4.55%



1,384 Engagements

1,528 Previous Period -9.42%



6.69 Avg. of Total Engagements

7.72 Previous Period -13.36%



4,070 Post Clicks

2,062 Previous Period +97.38%



107.2K Organic Post Reach

141.15K Previous Period -24.05%



2,425 Followers

972 Previous Period +149.49%



149.49% Change in Followers

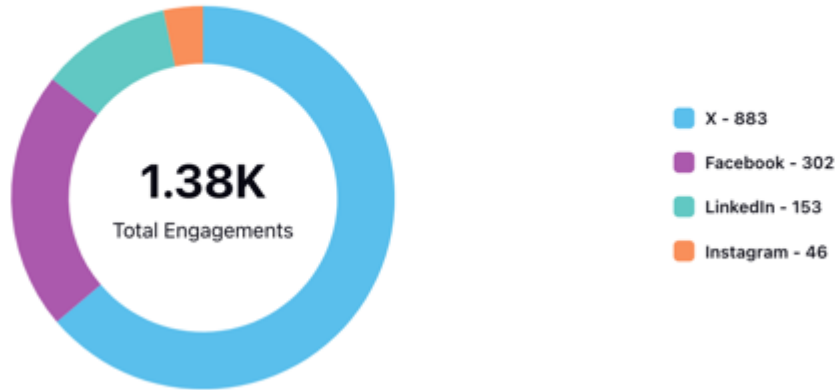
972% Previous Period +149.49%



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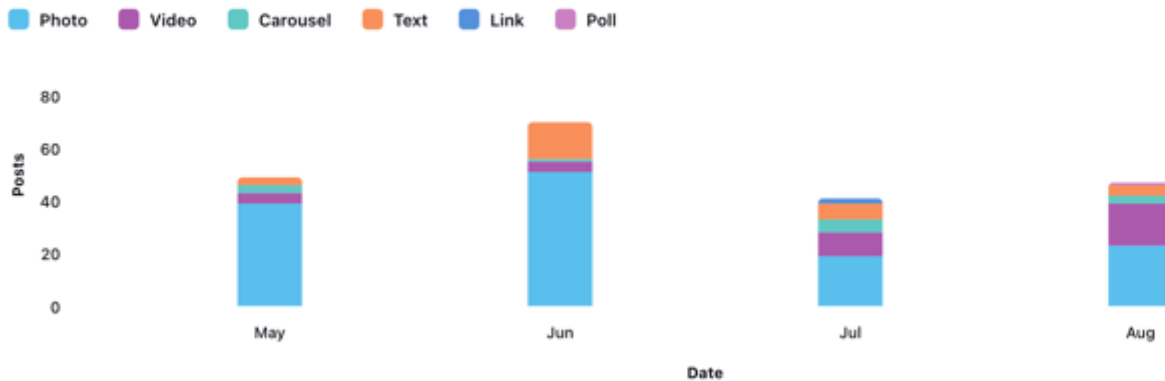
During the months of May, June, July, and August, we successfully published a total of 207 posts across various social media platforms including Facebook, Twitter (X), LinkedIn, and Instagram. Our efforts were rewarded with an impressive growth in our follower count, reaching over 2,455 individuals. It is worth mentioning that although there was a slight decrease in organic post reach, this was a deliberate decision on our part as we focused on maximizing our paid reach.

Social Engagement by Platform



Twitter (X) generated the largest portion of engagement, closely followed by Facebook, LinkedIn, and Instagram.

Total Posts by Media Types across Platform





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Distribution of Posts Types



To achieve the best possible optimization for every platform, we have introduced a wide range of content formats. By diversifying our content types, we were able to cater to the specific requirements and preferences of different platforms. This approach allowed us to effectively engage with our target audience across various channels and maximize our reach. Through informative articles, engaging videos, interactive polls, and captivating visuals, we ensured that our content was tailored to suit the unique characteristics of each platform. Through this strategic approach, we enhanced user experience and drove greater visibility and engagement for the content.



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Facebook Performance

Performance Summary

46,092 Post Impressions
15,762 Previous Period +192.42%

4,138 Post Engagements
2,926 Previous Period +41.42%

1,497 Page New Likes (Unique)
712 Previous Period +110.25%

63 Published Messages
45 Previous Period +40%

3,804 Post Consumptions
1,719 Previous Period +121.29%

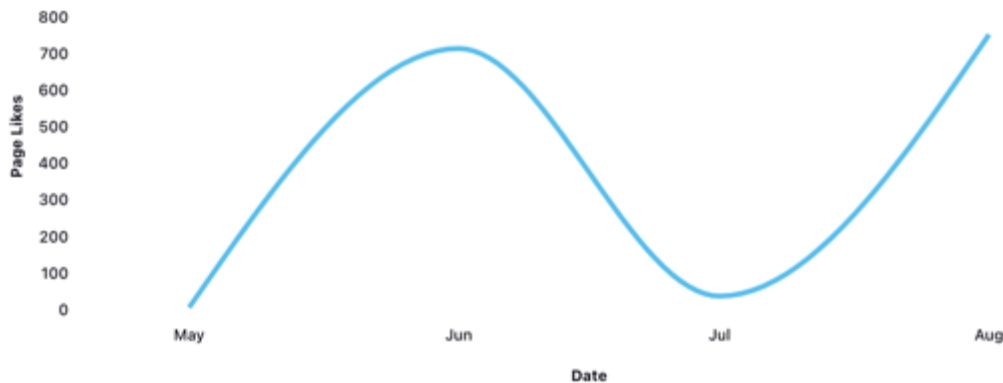
65.68 Avg. Post Engagements
65.02 Previous Period +1.02%

2,425 Total Page Likes
972 Previous Period +149.49%

3 Inbound Count
0 Previous Period +100%

The page experienced a significant rise in the number of likes, with a total increase of 1,497. Furthermore, an impressive total of 63 posts were published during this period. It is important to note that this count does not encompass Facebook reels and stories. Moreover, an astonishing 95.17% of the acquired page likes were a direct result of strategic paid promotions.

Trend of Page Like



1,497
Page New Likes
+110.25%

712
Previous Value



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Engagement Summary

3,804 Post Consumptions
1,719 Previous Period +121.29%

24 Post Comments
0 Previous Period +100%

4 Post Shares
0 Previous Period +100%

274 Post Reactions
45 Previous Period +508.89%

Reactions Summary

273 Likes
45 Previous Period +508.67%

0 Haha
0 Previous Period

0 Angry
0 Previous Period

1 Love
0 Previous Period +100%

0 Sad
0 Previous Period

0 Wow
0 Previous Period

We are pleased to have received overwhelmingly positive reactions from the readers regarding the published content. The majority of the feedback was filled with praise and appreciation for the work. However, as with any form of content, there were a few minor negative comments that were brought to our attention. We took these comments seriously and made it a priority to address them promptly. By doing so, we aimed to ensure that all readers' concerns were acknowledged and resolved effectively.

Most Engaging Post Types



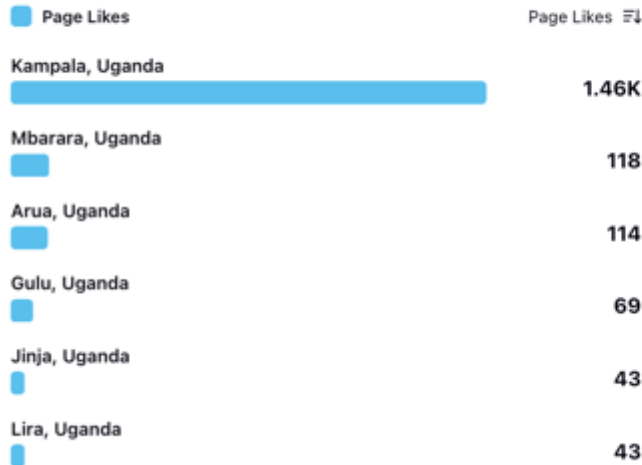
Video posts generated the highest engagement on Facebook, surpassing all other types of content. This indicates that users on the platform are more likely to interact with videos compared to other forms of media. The ability of videos to capture attention and convey information in a visually appealing manner makes them an effective tool for brands and individuals looking to connect with their audience.



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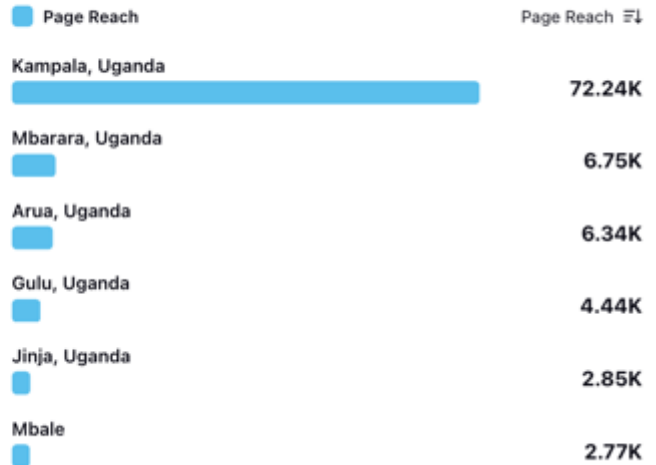
Audience Top Cities

See all >



Top Cities by Page Reach

See all >



The majority of our following and content distribution is in Kampala. This indicates that we have a strong presence and impact in a densely populated urban area. Following Kampala, we also have a significant reach in other cities where the program has been implemented. This further demonstrates that our content is effectively reaching the intended audience across different areas in the country. Such widespread presence highlights the effectiveness of our content strategy and distribution efforts



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Top Posts

USMID : Uganda Suppo...
 @USMID : Ugand... • Aug 16

Busia has been among the beneficiaries of the USMID program. Several roads have...



Post Engagements	1.58K
Post Reactions	29
Post Comments	2
Post Shares	1

USMID : Uganda Suppo...
 @USMID : Uganda ... • Jul 7


Innocent Ahimbisibwe, the incumbent Town Clerk of Hoima City, highlights the infrastrucur...



Post Engagements	1.03K
Post Reactions	13
Post Comments	2
Post Shares	-

USMID : Uganda Suppo...
 @USMID : Uganda ... • Jul 17


Daniel Christopher Kaweesi, the City Clerk of Soroti City, states that Soroti City has benefited...



Post Engagements	432
Post Reactions	16
Post Comments	4
Post Shares	1

USMID : Uganda Suppo...
 @USMID : Uganda... • Jul 25

Currently ongoing in Arua City is the construction of the Go Down Road, spanning a distance of...



Post Engagements	115
Post Reactions	11
Post Comments	3
Post Shares	-



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Twitter (X) Performance



USMID - Additional Financing Program

730 posts



MINISTRY OF LANDS, HOUSING AND URBAN DEVELOPMENT

Uganda Support to Municipal Infrastructure Development - Additional Financing Program

Edit profile

USMID - Additional Financing Program

@Usmid_AF

Uganda Support to Municipal Infrastructure Development-Additional Financing is a program implemented by the Ministry of Lands, Housing and Urban Development.

Kampala, Uganda mlhud.go.ug/projects/usmid... Joined March 2021

To enhance the credibility of our Twitter page, we took the step of getting it verified through Twitter Blue. This exclusive service, available at a monthly cost of \$11, provides a badge of authenticity that distinguishes our page from others. By obtaining this verification, we aim to establish trust and reliability among our followers and potential audience. With Twitter Blue, we can showcase our commitment to transparency and ensure that our content is easily distinguishable as genuine. This verification process not only adds an extra layer of credibility to our page but also demonstrates our dedication to providing accurate and reliable information to our followers. By investing in this service, we are taking proactive measures to build a strong online presence and foster a sense of trust within the Twitter community.



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Engagement Summary

200 Mentions
100 Previous Period **+100%**

164 Retweets
208 Previous Period **-21.15%**

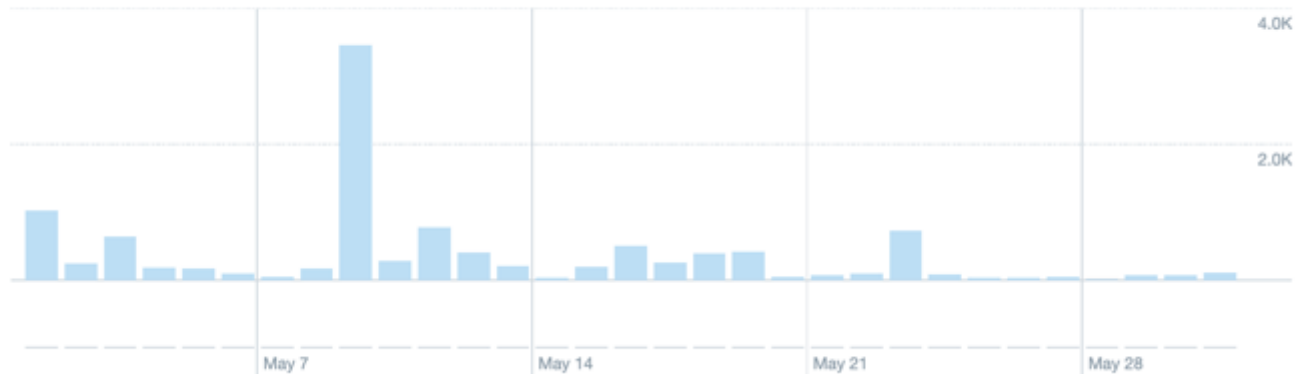
584 Likes
807 Previous Period **-27.63%**

51 Replies
58 Previous Period **-12.07%**

During the specified time frame, the account received a significant amount of attention on Twitter. It was mentioned by users more than 200 times, indicating a high level of engagement and interest. Additionally, a total of 73 tweets were published from this account, resulting in an impressive number of impressions, reaching over 104.1K. This indicates that the content shared by the account had a wide reach and was able to capture the attention of a large audience on the platform.

May

Your Tweets earned **11.0K impressions** over this **31 day** period



June

Your Tweets earned **20.2K impressions** over this **30 day** period



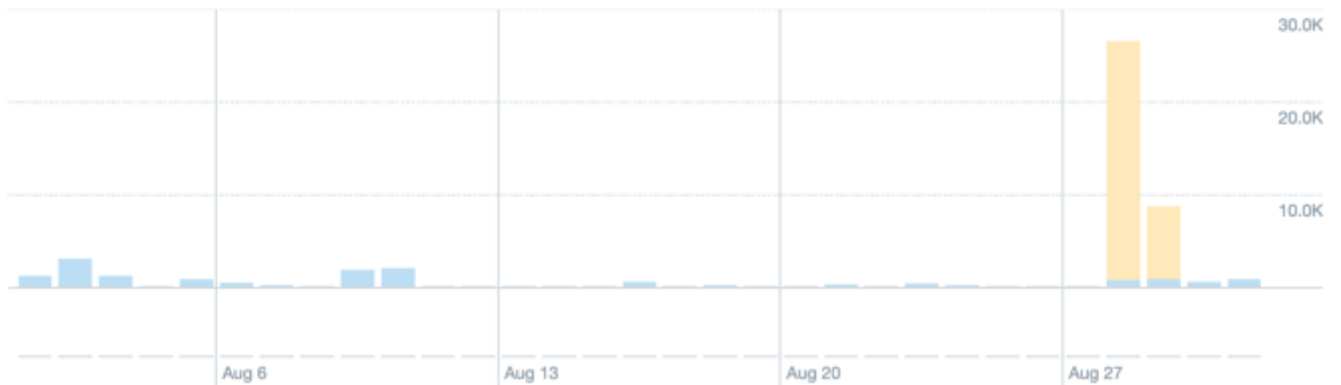
July

Your Tweets earned **20.6K impressions** over this 31 day period



August

Your Tweets earned **52.3K impressions** over this 31 day period



The number of impressions in the month of August increased twofold as a result of utilizing paid promotions. This means that the content or advertisements were boosted through paid campaigns, leading to a significant rise in the visibility and reach of the promoted material. The use of paid promotions proved to be highly effective in attracting more attention and engagement from the target audience, resulting in a substantial increase in the overall impressions during the specified period.



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Top Posts

USMID - Additional Fin...
@Usmid_AF · Jul 25

Currently ongoing in Arua City is the construction of the Go Down Road, spanning a distance of...



Post Likes	45
Post Replies	3
Post Retweets	7

USMID - Additional Fin...
@Usmid_AF · Jul 20

Jinja, an industrial town in Eastern Uganda, and home to the source of the Nile has made...



Post Likes	35
Post Replies	2
Post Retweets	7

USMID - Additional Fin...
@Usmid_AF · Aug 9

In her press briefing of 5th August 2023, Hon @JudithNabakoob1 promised th...



Post Likes	34
Post Replies	9
Post Retweets	6

USMID - Additional Fin...
@Usmid_AF · Jun 12

Building a brighter future for Ntungamo District! 🏗️ Witness the remarkable progress made ...



Post Likes	29
Post Replies	3
Post Retweets	6



PR | DIGITAL | ADVERTISING | CREATIVE

LinkedIn Performance

Performance Summary

3,114 Impressions
1,764 Previous Period +76.53%

409 Engagements
413 Previous Period -0.97%

32 Published Messages
23 Previous Period +39.13%

409 Average of Engagements
413 Previous Period -0.97%

0 Followers
0 Previous Period

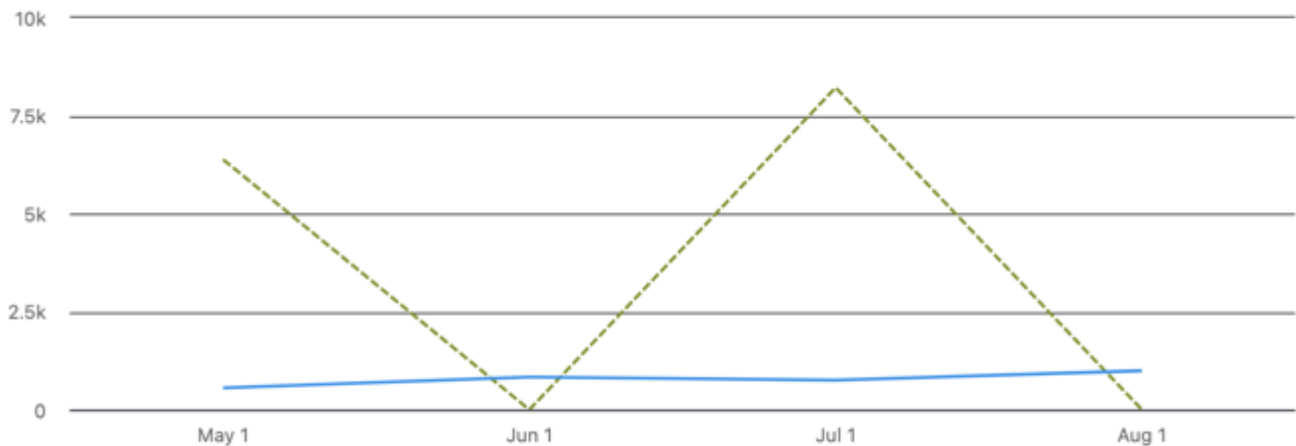
266 Clicks
343 Previous Period -22.45%

34 Follower Gain
26 Previous Period +30.77%

0 Paid Follower Gain
0 Previous Period

During this period, a total of 32 posts were successfully published. It is worth noting that the majority of these posts were image-based, which remarkably generated an impressive 60.87% of the overall engagement. Moreover, the content managed to accumulate 3,114 organic impressions and an astonishing 14,596 sponsored impressions. We were able to acquire a count of 34 new followers within this specific timeframe.

Impressions ▾

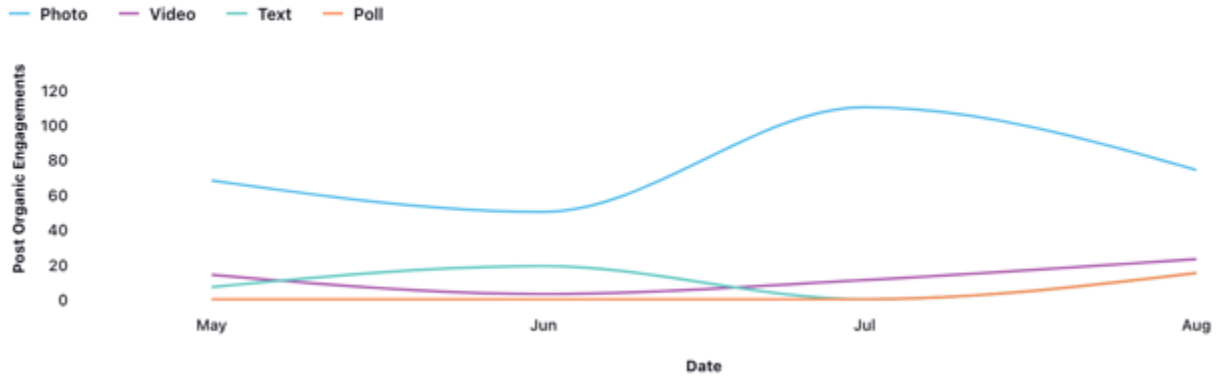


<input checked="" type="checkbox"/>	— Organic	3,136
<input checked="" type="checkbox"/>	- - - Sponsored	14,596



PR | DIGITAL | ADVERTISING | CREATIVE

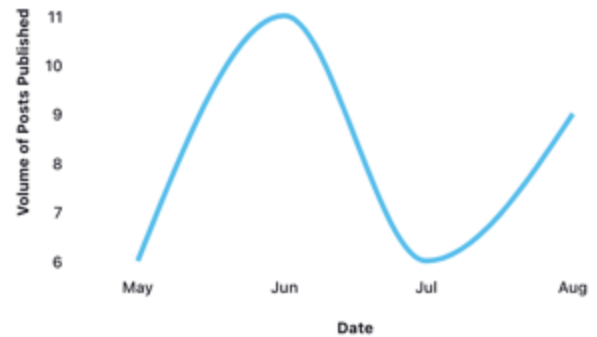
Most Engaging Post Types



Distribution by Posts Types



Posts Published



Top Posts

Post Title	Date	Post Organic Engagements	Post Likes and Reactions	Post Comments	Post Shares
USMID - Additional Fin... Day two of his supervision mission, JosephPade, visited Fortportal city, where he tasked...	Aug 31	63	9	1	-
USMID - Additional Fin... Advancing Sustainable Urban Development through Master Plan Adherence- The importanc...	Jul 3	29	4	-	1
USMID - Additional Fin... Validated Progress in Mbale: Recently, the #USMIDAF Program Technical Committee (PTC) tea...	Jul 5	29	4	-	-
USMID - Additional Fin... On 28th April 2023, a delegation from the World Bank Group and USMID_AF capped off a week-...	May 3	28	2	-	-



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Instagram Performance

We have successfully created 39 posts on Instagram. These posts have reached an audience of 2,022 individuals and have managed to attract 129 visitors to our profile. More and more attention is being focused on Instagram in order to guarantee the highest level of engagement and reach for content

Instagram reach ⓘ

2,022 ↓ 49.8%



Top Posts

usmid_af
@usmid_af · Jul 25

Currently ongoing in Arua City is the construction of the Go Down Road, spanning a distance of...

Post Likes: 4
Post Comments: -

usmid_af
@usmid_af · Jul 17

Daniel Christopher Kaweesi, the City Clerk of Soroti City, states that Soroti City has benefited...

Post Likes: 3
Post Comments: -

usmid_af
@usmid_af · Jun 5

We are building greener Cities for a brighter future. Join us on #WorldEnvironmentDay as we...

Post Likes: 3
Post Comments: -

usmid_af
@usmid_af · May 16

On April 27th, 2023, officials from @worldbank, the funder of the @govuganda USMID program,...

Post Likes: 3
Post Comments: -



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iii. September to November 2023 Social Media Report

Followers (as of 19th December 2023)

Account	Number of followers
Facebook	2,688
Twitter	1,569
Instagram	135
LinkedIn	197

Account Overview

Account	Followers	Followers Growth	Published Posts	Organic Post...	Engagements	Avg. Engag...	Post Likes And Reactions
USMID : Ugand...	2.64K	+8.82%	38	16.7K	1.28K	33.66	1.2K
USMID - Additi...	1.57K	+100%	39	506.75K	2.84K	72.74	2.42K
USMID - Additi...	196	+100%	36	6.22K	200	5.56	173
usmid_af	135	+100%	34	304	31	0.91	31

Performance Summary

3,828 Likes And Reactions
980 Previous Period +290.61%

147 Published Posts
139 Previous Period +5.76%

4,347 Engagements
1,233 Previous Period +252.55%

29.57 Avg. of Total Engagements
8.87 Previous Period +233.37%

10,289 Post Clicks
3,881 Previous Period +165.11%

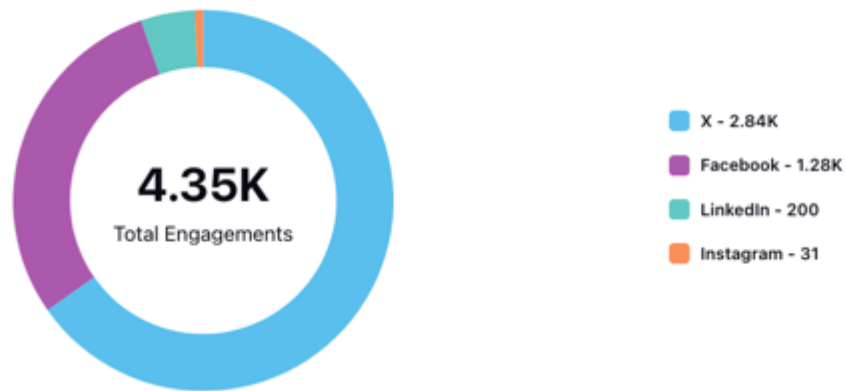
529.97K Organic Post Reach
60,908 Previous Period +770.11%

4,538 Followers
2,425 Previous Period +87.13%

87.13% Change in Followers
2,425% Previous Period +87.13%

In the months of September, October, November, and December, we successfully published a total of 147 posts across multiple social media platforms such as Facebook, Twitter (X), LinkedIn, and Instagram. Notably, despite the slightly lower number of posts compared to the previous period, we achieved remarkable engagement and an increased following. This outcome can be attributed to our strategic focus on delivering high-quality content and ensuring effective distribution rather than merely pursuing quantity.

Social Engagement by Platform



Twitter (X) generated the largest portion of engagement, closely followed by Facebook, LinkedIn, and Instagram. This is because the paid promotions were strategically deployed for X and Facebook.



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Total Posts by Media Types across Platform



Distribution of Posts Types





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Facebook Performance

Performance Summary

62,330 Post Impressions
45,298 Previous Period **+37.6%**

9,144 Post Engagements
3,963 Previous Period **+130.73%**

230 Page New Likes (Unique)
1,495 Previous Period **-84.62%**

38 Published Messages
47 Previous Period **-19.15%**

7,820 Post Consumptions
3,662 Previous Period **+113.54%**

240.63 Avg. Post Engagements
84.32 Previous Period **+185.38%**


2,639 Total Page Likes
2,425 Previous Period **+8.82%**

68 Inbound Count
3 Previous Period **+2.17K%**

Top Posts

USMID : Uganda Suppo...
@USMID : Uganda... • Dec 7


As the USMID-AF program approaches its conclusion at the end of the year, please share wi...



Post Engagements	4.9K
Post Reactions	825
Post Comments	38
Post Shares	6

USMID : Uganda Suppo...
@USMID : Ugand... • Oct 26

Masaka was awarded city status in 2020. It went on to become part of the 10 cities in Uganda...



Post Engagements	606
Post Reactions	21
Post Comments	3
Post Shares	-

USMID : Uganda Suppo...
@USMID : Ugand... • Nov 22


USMID : Uganda Support to Municipal Infrastructure Development is with Ministry of...



Post Engagements	365
Post Reactions	36
Post Comments	3
Post Shares	-

USMID : Uganda Suppo...
@USMID : Ugand... • Nov 29

As the USMID-AF Program concludes on 31st December 2023, we would like to express...



Post Engagements	227
Post Reactions	10
Post Comments	-
Post Shares	-



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Twitter (X) Performance

Performance Summary

132.37K Impressions
24,603 Previous Period **+438.01%**

506.75K Reach
52,688 Previous Period **+861.79%**

162 New Followers
0 Previous Period **+100%**

18 Un-followers
0 Previous Period **+100%**

16,149 Engagements
3,246 Previous Period **+397.5%**

16,149 X Total Engagements
3,246 Previous Period **+397.5%**

39 Tweets
36 Previous Period **+8.33%**

26 Inbound Count
13 Previous Period **+100%**

Top Posts

USMID - Additional Fin...
@Usmid_AF • Nov 29

As the USMID-AF Program concludes on 31st December 2023, we would like to express...

Post Likes	551
Post Replies	13
Post Retweets	43

USMID - Additional Fin...
@Usmid_AF • Dec 13

The Mayor of Lira City, along with other local beneficiaries, highlight the significant impact of the...

Post Likes	511
Post Replies	5
Post Retweets	36

USMID - Additional Fin...
@Usmid_AF • Oct 18

Lira Municipality started the USMID program in 2013 to revitalize urban areas. As the...

Post Likes	290
Post Replies	2
Post Retweets	9

USMID - Additional Fin...
@Usmid_AF • Nov 23

The USMID-AF PTC conducted a visit to Fort Portal City on 22nd November, 2023. This visit...

Post Likes	245
Post Replies	3
Post Retweets	14



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LinkedIn Performance

Performance Summary

10,797 Impressions
2,942 Previous Period +267%

2,674 Engagements
354 Previous Period +655.37%

36 Published Messages
29 Previous Period +24.14%

2,674 Average of Engagements
354 Previous Period +655.37%

196 Followers
0 Previous Period +100%

2,474 Clicks
219 Previous Period +1.03K%


94 Follower Gain
34 Previous Period +176.47%

0 Paid Follower Gain
0 Previous Period

Top Posts

USMID - Additional Fin...
@usmid-af-program • Sep 5


The USMID-AF Program Technical Committee has embarked on its field supervisio...



Post Organic Engagements	394
Post Likes and Reactions	10
Post Comments	-
Post Shares	1

USMID - Additional Fin...
@usmid-af-progr... • Oct 20


The USMID PTC team visited Moroto Municipality and examined ongoing infrastrucur...



Post Organic Engagements	361
Post Likes and Reactions	7
Post Comments	-
Post Shares	2

USMID - Additional Fin...
@usmid-af-progr... • Oct 23


Lira Municipality started the USMID program in 2013 to revitalize urban areas. As the...



Post Organic Engagements	279
Post Likes and Reactions	7
Post Comments	-
Post Shares	-

USMID - Additional Fin...
@usmid-af-progr... • Oct 18

The Usmid PTC had a courtesy visit to Soroti where they were welcomed by the City Clerk...



Post Organic Engagements	273
Post Likes and Reactions	13
Post Comments	-
Post Shares	2



PR | DIGITAL | ADVERTISING | CREATIVE

Instagram Performance

Performance Summary

347 Impressions
222 Previous Period **+56.31%**

272 Reach
202 Previous Period **+34.65%**

29 Engagement
29 Previous Period

0.88 Avg. Engagement Per post
1.53 Previous Period **-42.42%**





135 Change in Followers
0 Previous Period **+100%**

34 Post Published
27 Previous Period **+25.93%**

0 Post Saved
0 Previous Period

0 Inbound Count
1 Previous Period **-100%**

Top Posts

Post Content	Date	Post Likes	Post Comments
<p>usmid_af @usmid_af • Sep 7</p> <p>Currently, Fort Portal City has tendered out road works on; Mill Lane (0.660m), Water Supply...</p> 	Sep 7	3	-
<p>usmid_af @usmid_af • Sep 6</p> <p>Mubende Municipality is one of the new 8 municipalities that were added to the USMID...</p> 	Sep 6	3	-
<p>usmid_af @usmid_af • Dec 13</p> <p>The Mayor of Lira City, along with other local beneficiaries, highlight the significant impact of the...</p> 	Dec 13	3	-
<p>usmid_af @usmid_af • Sep 11</p> <p>Isingiro is among the 11 refugee hosting districts implementing the Usmid program. Over twent...</p> 	Sep 11	2	-

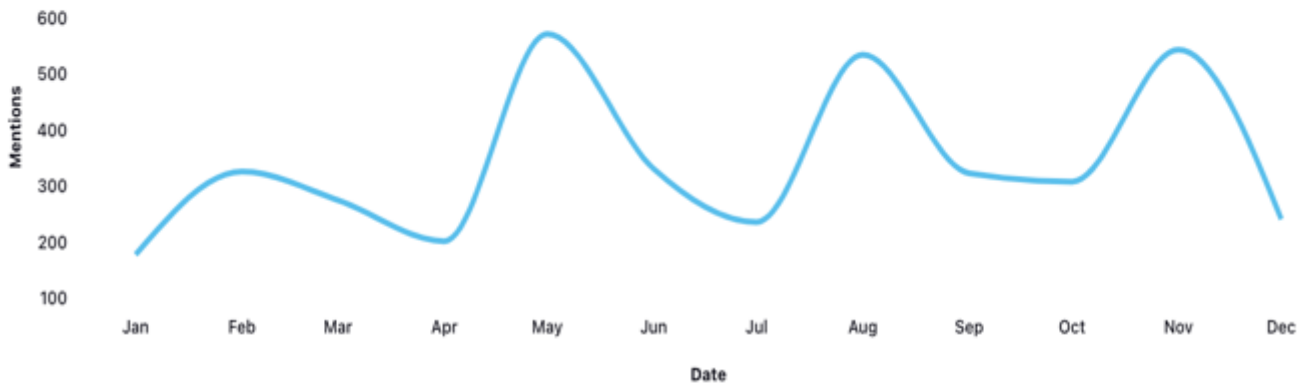


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Online Mention Trends



Mentions trend ⓘ

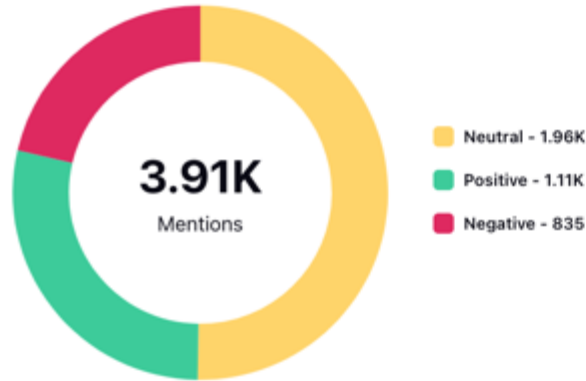


In 2024, the program garnered an impressive number of mentions on various online platforms, totaling to a remarkable 4,044 instances. These mentions were made by a diverse range of individuals, amounting to 2,012 unique users who actively engaged in discussions related to the topic. The widespread reach of these conversations was truly remarkable, extending to an extensive audience estimated at approximately 143.44 million people. This was a 130.47% increase compared to the previous year.

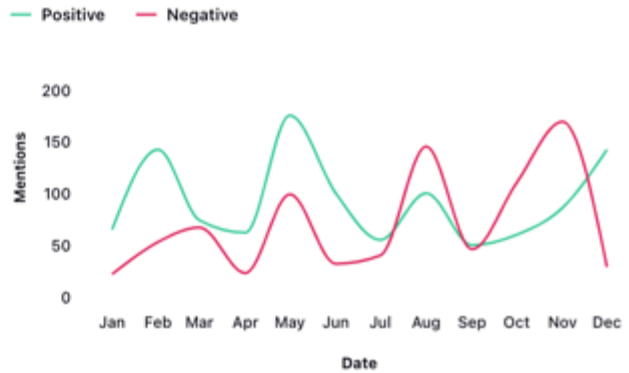


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Sentiment summary ?



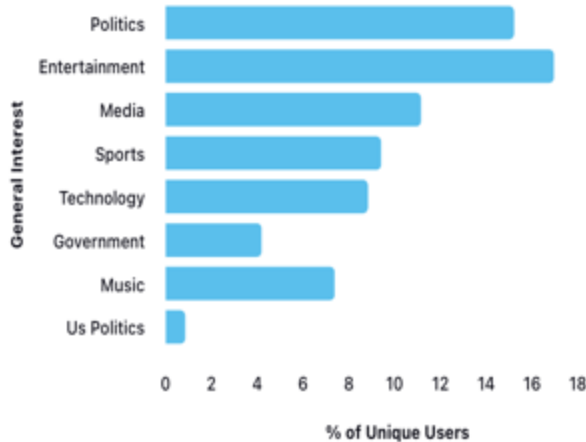
Sentiment trend ?



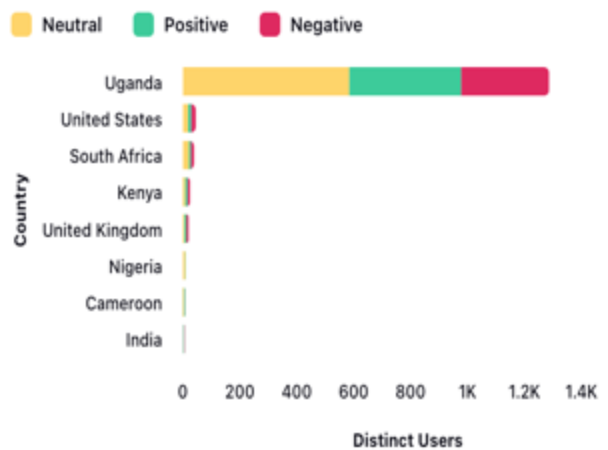
The analysis of the sentiments revealed that the largest portion of the responses fell into the category of neutral. This indicates that a significant number of individuals expressed neither positive nor negative emotions towards the subject matter. Following closely behind were the positive sentiments, indicating that a considerable number of people had a favourable outlook on the topic. Lastly, the smallest portion of the sentiments expressed negativity, suggesting that there were individuals who held unfavourable opinions or emotions towards the subject.

The increase in negative sentiments towards the end of the year was attributed to the incomplete and poor executed works towards the program’s closure. However, we addressed these by shining a light on the perfectly executed projects.

Audience distribution by general interest ?



Audience distribution by country ?





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Media coverage: Top tier publications

See all >

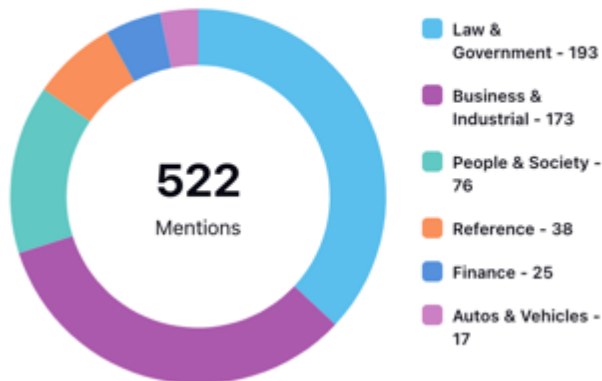
Publication Name	News Articles
monitor.co.ug	41
ugandaradionetwork.net	34
ankoletimes.co.ug	26
africa-press.net	19
metabase.moreover.com	15

Media coverage: Top emerging publications

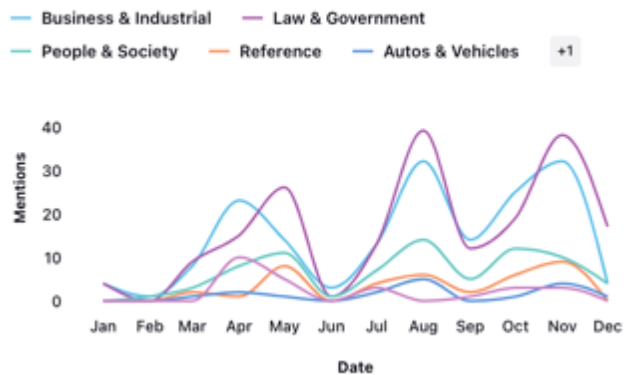
See all >

Publication Name	News Articles
monitor.co.ug	41
ugandaradionetwork.net	34
ankoletimes.co.ug	26
africa-press.net	19
ntv.co.ug	15

Top VOC categories



Trend of VOC categories



The voice of the customer categories of discussion around the USMID program were predominantly focused on law and government, business and industrial, as well as people and society. This indicates that the majority of the discussions related to the search query revolved around topics such as governmental policies, regulations, business operations, industries, and various aspects of society involving people. The prominence of these categories suggests that individuals were particularly interested in understanding and exploring information related to these areas concerning the program.

Top associated emotions ⓘ



Top emoticons used ⓘ



AI detected a wide range of emotions surrounding the USMID program online. The predominant emotion observed was happiness, which can be attributed to the positive content that was being shared online. People were expressing their joy and satisfaction with the program's progress and achievements.

However, alongside happiness, there were also instances of anger that were captured by the AI. This anger stemmed from individuals who were directly involved or affected by the program on the ground. These people expressed their dissatisfaction with how certain projects within the USMID program had been handled.

It is important to note that while happiness was more prevalent overall, the presence of anger highlights that not everyone's experience with the USMID program has been positive. This diversity of emotions reflects the complexity and varied perspectives surrounding such large-scale initiatives.



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8. INFLUENCERS

- a. We employed a diverse selection of influencers for the USMID program. This included a wide range of political leaders, community members who directly benefited from the program, and representatives from the media industry. By involving such a broad spectrum of influencers, we were able to effectively connect with and engage different segments of our target audience.
- b. The political heads provided us with valuable insights into how the program has been executed and implemented in their areas, offering a unique perspective on its effectiveness. Their experiences allowed us to compare and contrast with previous periods. Their involvement also lent credibility to our efforts, as their endorsement carried weight among other decision-makers. These included: Kasumba Vincent, President Masaka City Development Forum, David Kyasanku - Former Tororo Municipal Town Clerk, Daniel Christopher - City Clerk Soroti, Innocent Ahimbisibwe - Town Clerk Hoima City, Tumwesigye Isaiah -Town Clerk Gulu City, Peter Kasolo - Mayor Jinja City.
- c. On the other hand, engaging with the direct local beneficiaries was equally crucial. Their firsthand perspectives on the ways they have benefited from infrastructural developments in their areas added a human element to our initiatives. Through interviews, we gathered stories of improved access to basic amenities transportation and improved standards of living. These personal accounts not only highlighted the tangible impact of our program but also served as powerful testimonials that could resonate with other potential beneficiaries. These included: Ssemakula Isa - Resident Busia Municipality, and Mohamed Warema - Resident Gulu
- d. Furthermore, collaborating with media professionals allowed us to amplify our message through various communication channels, thereby reaching an even larger audience and increasing overall program visibility.

Influencer amplification ⓘ See all >

Influencer Name	Reach	Mentions
NBS Television ✓	57.69M	33
The New Vision ✓	14.97M	11
African Princie' ✓	5.01M	7
Daily Monitor ✓	11.73M	7
NTV UGANDA ✓	12.32M	6

9. DIGITAL TRAINING

a. Digital training for Ministry Officials – 1st Quarter, 2023

Sama Emmanuel, the Digital Manager at COG, implemented two social media trainings. The initial training, titled "Digital landscape in Uganda," took place in March, 24th 2023 and was attended by four members of USMID.

The second training, originally scheduled for the last week of April but rescheduled to the first week of May, 05th 2023 due to concurrent events, focused on the "Essentials of Social Media platforms: Twitter." The trainings were all held at Crested Towers, and attended by Bruce Murungi , Henry Opyene, Doreen and Harriet from Ministry of Lands.



Photo: At the first training- Crested Tower.

Photo during the second social media training.

Digital training for Ministry Officials- 2nd Quarter

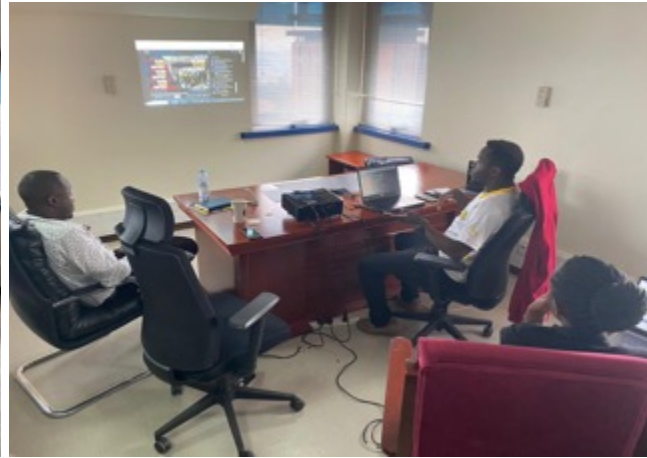
Sama Emmanuel, the Digital Manager at COG, implemented three social media trainings. We had a training in the first week of May, 05th 2023 with the focus on the "Essentials of Social Media platforms: Twitter."

The second training session occurred during the final week of June, specifically on Friday, June 30th, 2023. The primary emphasis of the training was on enhancing their “skills and knowledge related to YouTube.”

All the training events were convened at Crested Towers and were attended by Bruce Murungi, Henry Opyene, and Harriet from the Ministry of Lands.



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Essentials of Social Media platforms- Twitter. Members during the training session for YouTube
b. Digital Training for Ministry Officials - 3rd Quarter, 2023

During the final quarter of 2023 (September to December), two social media training sessions were conducted and executed under the guidance of Sama Emmanuel, the COG Digital Manager.

The first social media training session was organized and implemented on September 29, 2023, in which two members of the USMID team attended. The primary emphasis during the training was on the topic of “Social media management tools.”

The second training session took place in the last week of November, precisely on Thursday, November 30th, 2023. The main focus of the training involved a hands-on session on LinkedIn, with only three (3) members from the ministry in attendance. It's important to mention that no photos were taken during this session.

All the training events were convened at Crested Towers and were attended by Bruce Murungi, Henry Opyene, and Harriet from the Ministry of Lands.



Members during the session for social media management tools



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10. CREATIVE REPORTS

a. Creative Report - 1st Quarter, 2023

- i. During the initial quarter, the COG creative team produced a combined number of thirteen (13) artworks, though six(6) were approved and posted. These artworks encompassed themes such as Happy New Month and public holidays.
- ii. Additionally, they created a total of five (5) videos, including two (2) media training videos focusing on Mbarara city, two (2) beneficiary videos showcasing Yumbe Municipality, and one (1) beneficiary video featuring Gulu city.
- iii. However, three(3) videos were posted and, two (2) videos were declined; specifically one (1) from Yumbe and the other from the media training session in Mbarara.

Samples Of Artworks





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Samples Videos Produced

CONTEXT	FILE LINK	DATE POSTED
Mbarara Media Training-Beneficiary Testimonial (Annita Matsika)- Approved	https://drive.google.com/file/d/14gf0hPMgIBbzep1qnL9q6EIAcDTFv4B6/view?usp=share_link	April 17th 2023
Gulu Road Construction-Beneficiary Testimonial (Mr. Warema)- Approved	https://drive.google.com/file/d/1nY3TgFB4Ohxhc_fpj3B6R15zOoCbmuY1/view?usp=share_link	May 18th 2023
Mbarara Media Training-Beneficiary Testimonial (Fred Turyakira)- Declined	https://drive.google.com/file/d/1r-tUSMiVaXqJ5Ulry4tZNIfpXNq6PWsY/view?usp=share_link	NOT APPROVED
Yumbe Infrastructure Beneficiaries- Approved	https://drive.google.com/file/d/1wEMozZ5HwR8g2P2goKalgBhnmRGyEpK/view?usp=share_link	May 3rd 2023
Yumbe Infrastructure Beneficiaries- Challenges- Declined	https://drive.google.com/file/d/19c5ktZVZe3YiTO9IQD2hHzuFBINVR287/view?usp=share_link	APRIL 2023- NOT APPROVED

b. Creative Report – 2nd Quarter, 2023

In the second quarter, the COG creative team created and subsequently posted artworks for five (5) different public holidays. These holidays included Labour Day, Martyrs Day, World Environment Day, Heroes Day, and Eid Mubarak. Furthermore, they produced a collective of nine (9) testimonial videos, encompassing;

During the month of May, the team worked on a total of two (2) testimonial videos. These videos showcased interviews with Abdul Mutalib Asiku, the LCV Chairperson of Yumbe district, and Mohamed Warema, a resident of Gulu.

Moving into June, one (1) testimonial video was presented featuring Mr. Isaiah Tumwesigye, who was serving as the Town Clerk of Gulu City.

Throughout July, the COG team skillfully edited three (3) testimonial videos, each highlighting notable figures. These individuals included Innocent Ahimbisibwe, the Town Clerk of Hoima City, Daniel Christopher Kaweesi, the Town Clerk of Soroti City, and Hon. Kania Mario Obiga, the state minister for Urban Development.

In August, we posted a total of four (4) testimonial videos featuring prominent figures such as David Kyasanku, the former Tororo Municipal Town Clerk, Dorcus W. Okalany, the Permanent Secretary of the Ministry of Land, Housing & Urban Development, an exclusive UBC video featuring Hon. Judith Nabakooza discussing Urban Development, and a heartfelt testimonial video from Busia residents expressing the benefits they have experienced from the road construction project.

Samples Of Artworks





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Samples Videos Produced

CONTEXT	FILE LINK	DATE POSTED
Abdul Mutalib Asiku, LCV Chairpers on-Yumbe district	https://drive.google.com/file/d/1lw1U9AyFfAEKGmRchdXJDFTjrs0qaHjx/view?usp=share_link	May 3rd 2023
Mohamed Warema- Resident, Gulu City	https://drive.google.com/file/d/18UMYRzHpWG4iieY8OqEFtw3YXJdptMpX/view?usp=share_link	May 18th 2023
Mr. Isaiiah Tumwesi gye, Town Clerk- Gulu City	https://drive.google.com/file/d/1SycGr29Cu21VDj_dyAgCBFdedzDRwMfY/view?usp=share_link	June 21st 2023
Innocent Ahimbisibwe- Town Clerk, Hoima City	https://drive.google.com/file/d/1q6Y07qz9y8QL6cUh2vGrgagr8clv8OX2/view?usp=share_link	July 7th 2023
Daniel Christopher Kaweesi-	https://drive.google.com/file/d/1oGfWf7vwjg_FYFnCINKA_7coZ3pEfTnP/view?usp=share_link	July 17th 2023



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Town Clerk, Soroti City		
Hon. Kania Mario Obiga, the state minister for Urban Development	https://drive.google.com/file/d/1wxcjIPS0QVgzM7vyXz_WzoX5sN47VeWA/view?usp=share_link	July 28th 2023
Dorcas W. Okalany-Permanent Secretary, Ministry of Lands	https://drive.google.com/file/d/1UwfWFR8j5737ToLD-Y26HkzWYZ3qJK-6/view?usp=share_link	APPROVED
David Kyasanku - Town Clerk, Tororo Municipality	https://drive.google.com/file/d/1bLoi9EnAiXSgk34JFj1ZzXjwTMU9frHk/view?usp=share_link	NOT APPROVED
Local residents- Ssemakula Isa and Ali, Busia Municipality	https://drive.google.com/file/d/1I0kT88XmhmwMpSQh3sVhgrGWI9WP3dl/view?usp=share_link	16th August 2023

c. Creative Report – 3rd Quarter, 2023

In the third quarter, the COG creative team produced and shared a one (1) artwork to commemorate Uganda's Independence Day. Additionally, we crafted and edited a total of four videos, including:



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On October 3rd, 2023, we released a before-and-after video featuring roads in 10 cities and 12 municipalities where USMID-AF projects were implemented.

Another video, emphasizing the ongoing progress in Masaka city by Mr. Kasumba Vicent, President of the Masaka City Development Forum, was edited and published on October 26th, 2023.

On November 29th, 2023, we posted an appreciation video capturing feedback from USMID fans in cities and municipalities where USMID-AF projects are currently underway.

The final video, highlighted the impact of the USMID-AF project in Lira City, was edited and shared on December 13th, 2023. Mr. Sam Atul, Mayor of Lira City, and other local beneficiaries featured in the video shared their insights.

Samples Of Artworks



Samples Videos Produced

Video showcasing the before & after roads for the different	https://drive.google.com/file/d/1DVio9QvHzu2Q26rwga90ijoM2Pjdw8FE/view?usp=sharing	October 3rd 2023
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cities and municipalities.		
Mr. Kasumba Vincent, President Masaka City Development Forum- Masaka City.	mailto:https://drive.google.com/file/d/1IB-Plpxadzu3g4QofLvok9L69zLUzETF/view?usp=sharing	October 26th 2023
Appreciation Video- People's feedback from the different cities & municipalities	https://drive.google.com/file/d/1qi21PCb4vDosCEjsMX3EWDWixs3L0KEp/view?usp=sharing	November 29th 2023
Mr. Sam Atul, Mayor Lira City- Impact of the SMID project in Lira city.	https://drive.google.com/file/d/1qi21PCb4vDosCEjsMX3EWDWixs3L0KEp/view?usp=sharing	December, 13th 2023



11. CHALLENGES

- a.** Facebook being blocked still poses a challenge on getting great results on the platform.
- b.** Since we hadn't signed the new contract for this year, COG was uncertain about proceeding with the work in the month of January thus active work started in February.

12. RECOMMENDATIONS

- a.** Always reach out to the client in time to know if the contract is still on and running.
- b.** Increase budget for paid promotions.
- c.** Get Facebook and Instagram pages verified.

13. USMID - COG STATUS MEETINGS

a. 1st Quarter, 2023

For the 1st quarter, we organized and executed a total of two (2) in-person meetings, all of which took place at the USMID offices. The teams from USMID and COG reached an agreement to hold monthly meetings to stay updated on our production and progress. The following are the minutes documented from the previous meetings:

Meeting Date	15th /02//2023
Meeting Location	USMID Offices
NBL Attendees	Sheila, Bruce and Doreen
COG / Agency Attendees	Paul, Sama, Kezia & Sharon
Absent	None
Minutes Issued By	Kezia Koburungi

Suggestions	Detail / Updates	Presentation	Responsibility
COG strategic summary	<p>COG suggests an extensive social media engagement- on LinkedIn, Twitter and Facebook (target audience).</p> <p>COG to go on USMID fieldwork/ trips in order to get content from the event's speeches and ono-on-one interviews from the beneficiaries.</p> <p>Develop articles- to be shared on USMID LinkedIn page, Ministry of Lands website and also share with various bloggers in order to increase more brand visibility and S.E.O.</p>	Sharon	Kezia



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<p>Social media summary</p>	<p>Sama to share a strategy on how to improve this year on social media.</p> <p>The COG team suggest to attend USMID workshops in order to get content for social media and articles.</p> <p>Sama suggested that we have more promotions on the social media posts to increase on the reach and engagements.</p> <p>Technically coordinate with Bruce in order to have articles uploaded on the website for Ministry of Lands- and this is because USMID is limited to create their own website.</p> <p>Use of influencers to endorse the social media performance- Sama to share an influencers list.</p> <p>Conduct community outreach testimonials from the beneficiaries- need to show how these roads impacted the people.</p> <p>The report from 2022 was adopted. A slide showing our USMID follower demographics was requested. To be shared by Sama</p>	<p>Sama</p>	<p>Kezia & Sama</p>
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Meeting Date	4th /04//2023
Meeting Location	USMID Offices
USMID Attendees	Sheila & Bruce
COG / Agency Attendees	Kezia & Sama
Absent	Paul, Benjamin & Ninsiima
Minutes Issued By	Kezia Koburungi



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Item	Detail / Updates	Responsibility	Deadline
Articles	COG to share articles with Bruce to upload on the MoL website.	Kezia	Already done
Videos for socials	USMID to share with COG videos from the media training- the video will be edited and posted on social media.	Bruce	So far, we have edited 2 videos and uploaded one.
Promotion/ Boosting	We need more boosting for the LinkedIn page to get more engagement and followers.	Sama & Benja	Ongoing
Social Media influencers	COG to create a list of influencers- Sama to look out for people who normally engage on the USMID social media platforms.	Sama & Benja	Still pending
Testimonials	USMID to share some documentaries-testimonial videos with COG. These videos will be edited by the agency and posted on the USMID social media pages.	Sheila & Bruce	Still ongoing
Social Media content	COG proactively engage with town clerks or deploy personnel and journalists on the ground to provide regular updates on the status of USMID projects in the cities where they are being implemented.	Kezia	We were stopped to reach out to the town clerks, USMID advised we get content from our journalists on ground in those cities.
Social Media Training	COG to conduct a social media training with USMID after Easter holidays. The actual date will be communicated.	Sama	After Easter- Not done: It was postponed to May



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Reports	COG shall provide monthly reports on its ongoing work. Furthermore, a more comprehensive report shall be submitted on a quarterly basis. This measure is intended to promote transparency and accountability in the operations of the COG.	COG	End of May
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b. 2nd Quarter, 2023

For the 2nd quarter, we organized and executed a total of two (2) in-person meetings (May and June) at the USMID offices, and an online meeting for July and August. The teams from USMID and COG reached an agreement to hold monthly meetings to stay updated on our production and progress. The following are the minutes documented from the previous meetings;

Meeting Date	5th /05/2023
Meeting Location	USMID Offices
USMID Attendees	Sheila & Bruce
COG / Agency Attendees	Kezia, Sama & Benjamin
Absent	Paul & Ninsiima
Minutes Issued By	Kezia Koburungi

Item	Detail / Updates	Responsibility	Deadline
Articles	COG to share the media training with Charles Odongtho with Bruce to upload on the MoL website.	Kezia	5th. 05. 2023
Videos for socials	Edit and post more videos on beneficiaries and media training apart from Mbarara.	Benja	Ongoing
	Bruce to check if the MoLs YouTube channel is still functioning so we can upload video content there, apart from other social media platforms.	Bruce	9th.05.2023
Promotion/ Boosting	For the month of May, our focus on the boosting shall be on Twitter and LinkedIn since most of our target audience is on these two platforms.	Sama & Benja	Immediate



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Social Media influencers	COG to create a list of influencers- Sama is handling.	Sama	16th. 05. 2023
Social Media content	COG to share monthly weekly content to the client for approval.	Kezia	Ongoing
Social Media Training	COG to conduct a social media training on 5th/May/2023. Sama to confirm the date for the second training.	Sama	Ongoing
Reports	COG to share 1st quarterly comprehensive report at the of May. This measure is intended to promote transparency and accountability in the operations throughout the first quarter of the year.	COG	Done

Meeting Date	20th /06/2023
Meeting Location	USMID Offices
USMID Attendees	Sheila & Bruce
COG / Agency Attendees	Kezia, Sama & Dranix
Absent	Paul & Ninsiima
Minutes Issued By	Kezia Koburungi

Item	Detail / Updates	Responsibility	Deadline
Videos for socials	Edit and post more videos on beneficiaries and Policy makers- Sama to brief in Dranix.	Sama	Ongoing
	COG to edit video for the Permanent Secretary- Sheila asks it to be displayed on the screen at the MOL conference.	Sama & Dranix	21st. 06.2023
	Bruce to share logins for the MoL YouTube channel so that Sama can upload videos	Sama & Bruce	22nd .06.2023



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Promotion/ Boosting	Our focus on the boosting should be on Twitter and LinkedIn since most of our target audience are on these two platforms.	Sama	Immediate
Social Media influencers	For now, focus on the beneficiary videos from the locals to influence- Get some of the videos from the documentaries that USMID shared, plus COG should get in touch with journalists upcountry to record some videos for the beneficiaries.	Sama & Kezia	Ongoing
Social Media content	COG to share monthly-weekly content to the client for approval. Eliminate content from the Western Region apart from Kasese.	Kezia	Ongoing
Social Media Training	COG to conduct a social media training on 29th/June/2023. Focus on the YouTube channel.	Sama	29th.06.2023
Reports	COG shared 1st quarterly comprehensive report at the of May. USMID says will revert on the payment- before August. Agency to share the second quarterly report in early August.	Sheila Kezia & Sama	August

Meeting Date: 25th-August-2023

Location: Online Meeting

Time: 10am – 11am (EAT)

Agenda:

1. Opening Prayer
2. Review of the previous minutes
3. Presentation of the July report
4. AOB

Members in Attendance:

Name	Position
• Sheila Naturinda	Communications Specialist- USMID
• Bruce Murungi	Communications Officer - USMID
• Paul Mwirigi	Managing Director - COG



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- Ninsiima Waryaro
- Emmanuel Sama
- Ivan Okene
- Nelson Dranimva
- Kezia Koburungi

General Manager - COG
Digital Manager - COG
Communications Executive - COG
Creative Director - COG
Accounts Manager - COG

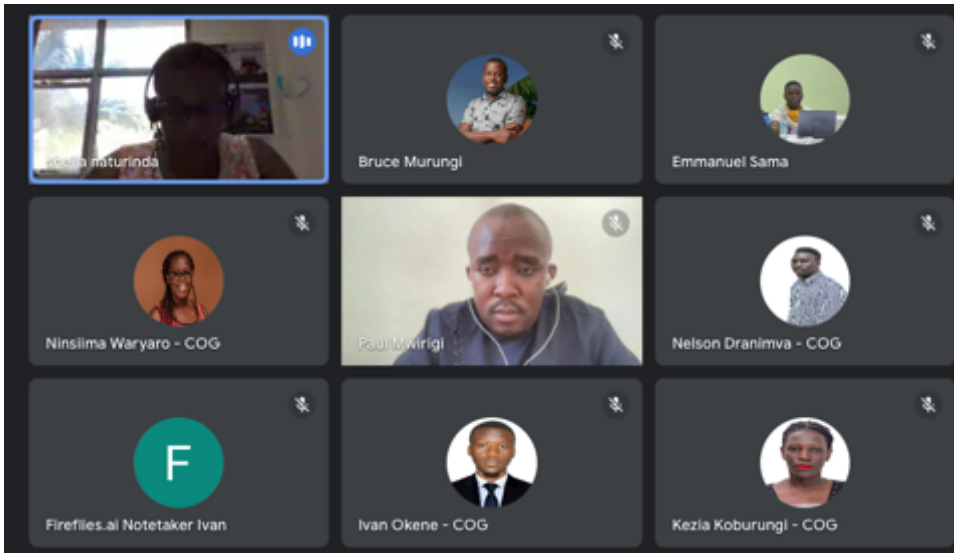


Photo of people who attended the meeting- 25th/August/2023.

Min01: Opening Prayer

The meeting commenced with an opening prayer led by Ms. Ninsiima, the COG General Manager.

Min02: Review of the Previous Minutes

Ms. Koburungi presented the minutes of the previous meeting as follows below;

Videos for social media:

Discussion centered on the frequency of video posts on social media platforms. Members reached a consensus to limit video posts to a total of two (2) per month. This decision was based on the observed lower engagement with videos in comparison to other forms of content, particularly image-based content. While prioritizing image-based content, it was noted that videos would still hold significance, particularly for platforms like YouTube and Instagram. The plan is to seek timely approvals from Ms. Naturinda for the videos, which will be scheduled for posting at the beginning and end of each month.

Promotion/Boosting:

Mr. Sama provided insights on the ongoing promotional efforts across various platforms including Twitter, Facebook, LinkedIn, and Instagram. Emphasis was placed on the need for increased media buying for the LinkedIn account, given the platform's relevance to the target audience. It was



acknowledged that despite this focus, Facebook remains a significant platform. The recent Ipsos National Measurement Survey reaffirmed Facebook's overarching influence.

Social Media Influencers:

Ms. Koburungi highlighted the current reliance on testimonial videos featuring local individuals and Town Clerks to showcase project progress in different regions. Budgetary constraints were cited as the reason for this approach.

Social Media Content:

Ms. Koburungi informed the attendees that COG consistently develops monthly and weekly content for social media platforms. Approval from the client precedes the posting of any content. Sheila, however, recommended excluding content related to the sixth cluster (western region) from Mbarara, Kabale, and Ntungamo, with exceptions for Kasese, Kamwenge, and Isingiro.

Social Media Training:

Ms. Koburungi shared that due to the Ministry of Lands Communication team's busy schedule, no social media training has been conducted since July. Sheila urged Bruce to coordinate with the COG team to determine a suitable date for future training sessions.

Reports:

The Accounts Manager indicated that both the 1st and 2nd quarterly reports detailing the agency's progress had been submitted. Additionally, monthly performance reports continue to be submitted as part of routine practice.

Min03: Presentation of the July Account & Social Media Report

Kezia delivered the accounts report, outlining the accomplishments of the COG team. Sama followed with the presentation of the social media performance report, including a summary of the second quarterly report.

Min04: Any Other Business (AOB)

Ms. Koburungi commended the COG team for their performance. Both the 1st and 2nd quarterly reports were acknowledged, discussed, and approved.

Ms. Koburungi proposed that moving forward, the format of meeting minutes should be professionalized. This includes providing full names and positions of all attendees.

Mr. Mwirigi expressed appreciation for the team's efforts and encouraged them to address challenges for continuous improvement.



The meeting concluded at 10: 46am (EAT).

Next Meeting: To Be communicated.

*Minutes prepared by:.....

*Approved by:.....

c. 3rd Quarter, 2023

For the 3rd quarter, we organized and executed only one in-person meeting (November) at the Crested Tower Boardroom, However, most people didn't attend due to the tight work schedules. The teams from USMID and COG reached an agreement to hold monthly meetings to stay updated on our production and progress. The following are the minutes documented from the previous meeting;

Meeting Date: 17th-November-2023

Location: Online Meeting

Time: 9am – 10am (EAT)

Agenda:

1. Opening Prayer
2. Review of the previous minutes
3. Presentation of the August, September & October report
4. AOB

Members in Attendance:

Name	Position
Bruce Murungi	Communications Officer- USMID
Emmanuel Sama	Digital Manager- COG
Kezia Koburungi	Accounts Manager

Members Absent with Apologies

Name	Position
Sheila Naturinda	Communications specialist- USMID
Paul Mwirigi	Managing director- COG
Ninsiima Waryaro	General manager- COG
Nelson Dranimva	Creative Director- COG

Min01: Opening Prayer

The meeting commenced with an opening prayer led by Ms. Koburungi, the COG Accounts Manager.

Min02: Review of the Previous Minutes

Ms. Koburungi presented the minutes of the previous meeting as follows below;

Videos for social media:

Mr. Sama is working on the feedback video. The video will be shared with the client on Wednesday 22nd November 2023.

Also, COG is editing four (4) beneficiary videos to be posted on the USMID social media platforms November and December 2023.

COG will be uploading more USMID videos on the ministry of Lands YouTube account.

Promotion/Boosting:

Mr. Sama provided insights on the ongoing promotional efforts will only be focused on Twitter and LinkedIn because most of our target audience are on these two platforms and are the social media pages that need more growth.

Social Media Content:

COG is gathering content from the beneficiary videos, the ongoing PTC meeting and other content on the progress of roads.

Mr. Sama requested Mr. Murungi to help COG with some photos that will be taken during PTC so we can post up-to-date photos.

Social Media Training:

Ms. Koburungi shared that due to the Ministry of Lands Communication team's busy schedule, no social media training has been conducted since October. The team in the meeting agreed to have the next training tentatively on Friday, 24th November 2023.

Reports:

The Accounts Manager said that the 2nd quarterly report (May, June, July and August) detailing the agency's progress has been submitted. Submission of the monthly reports is still ongoing. Ms. Koburungi said that the 3rd quarterly and annual report will be submitted in December.

Min03: Presentation of the 2nd quarterly Account & Social Media Report



Ms. Koburungi delivered the accounts report, outlining the accomplishments of the COG team. Sama followed with the presentation of the social media performance report for months of; August, September and October.

Min04: Any Other Business (AOB)

Bruce updated the team that most of the content in December will be coming from project commissioning.

The meeting concluded at 10: 30am (EAT).

Next Meeting: To Be communicated.

***Minutes prepared by:.....**

***Approved by:.....**