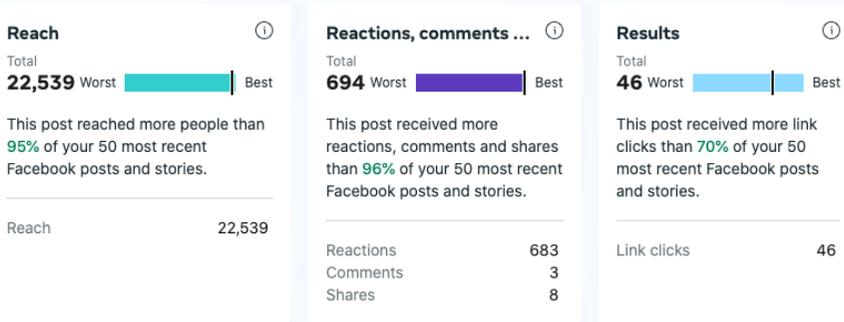
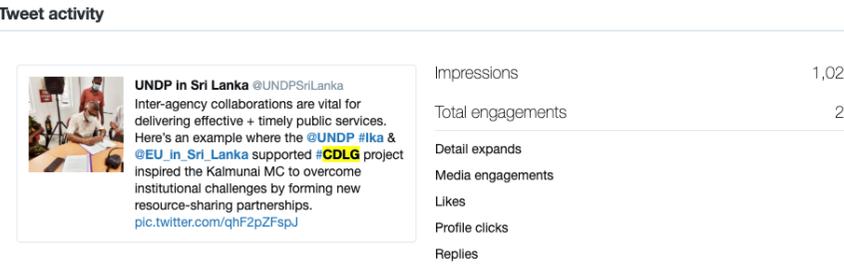
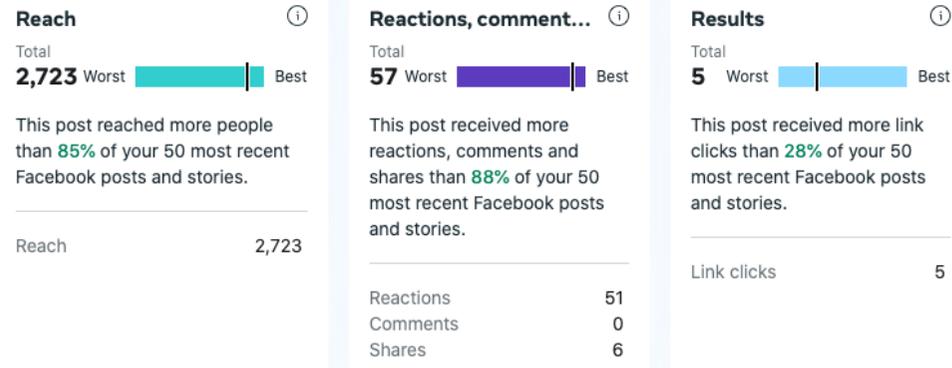


## Annex 5 - Implementation of the Visibility and Communication Plan

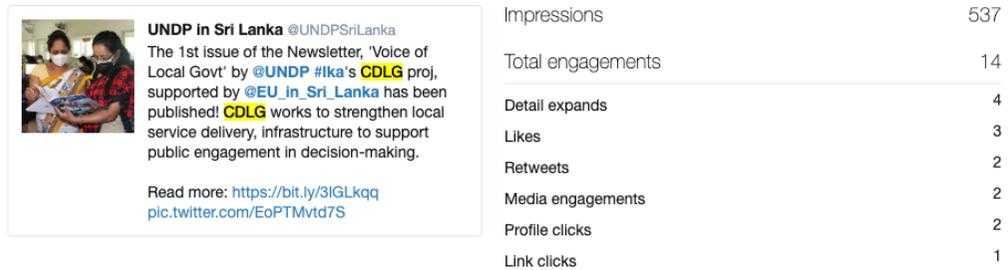
Communication activity / tool	Details	Period	Update
Social Media	<p>UNDP Facebook posts, albums, Instagram and Twitter updates on events and activities accompanying the common hashtag for the project #DeliverBetter.</p> <p>Drafted feature stories and videos to be boosted on social media channels for maximum reach</p>	Throughout	<p>Posts on social media during the reporting period are as follows:</p> <ul style="list-style-type: none"> <li>Inter-agency collaborations among Local Authorities facebook post (09.11. 2021) <a href="https://www.facebook.com/UNDPsriLanka/posts/pfbid0232DxUUdczgH2uxWdA3pUTNRPbNRkTmGuPhmF2mws3Qkf9ngL6doePaUkdTSXhbWLI">https://www.facebook.com/UNDPsriLanka/posts/pfbid0232DxUUdczgH2uxWdA3pUTNRPbNRkTmGuPhmF2mws3Qkf9ngL6doePaUkdTSXhbWLI</a></li> </ul>  <ul style="list-style-type: none"> <li>Inter-agency collaborations twitter post (03.11.2021) <a href="https://twitter.com/UNDPsriLanka/status/1455868747189653507">https://twitter.com/UNDPsriLanka/status/1455868747189653507</a></li> </ul> 

- Voice of the Local Govt – Newsletter released facebook post (7.12.2021)  
<https://www.facebook.com/UNDPSriLanka/posts/pfbid0Wx2fhfm41Jf9CRHSvifPP9skx7zas5oEMVNYtYhxNoimXYaGQsrPx5MGmnNx1HsNI>



- Voice of the Local Govt – Newsletter released twitter post (7.12.2021)  
<https://twitter.com/UNDPSriLanka/status/1468126814639771648>

**Tweet activity**



- Consultation on SDG Implementation facebook post (02.02.2022)

<https://www.facebook.com/UNDPsriLanka/posts/pfbid02MavhYaZfnsSxT4djieplanY6skd4gFh2jnBh1LUNu3ycRE7dg7uZyW2GSSzvT8sJl>



- Awareness programs on disability accessibility regulations for LAs twitter post (03.02.2022)

<pic.twitter.com/9WSUvF83D9>

**Tweet activity**

**UNDP in Sri Lanka** @UNDPsriLanka  
 Together w/ The Employers' Fed of Ceylon (EFC), @UNDP #Ika is conducting 24 district-level awareness progs on #disability accessibility regulations for LAs in CDLG project provinces. It aims to develop the capacity of LAs & raise awareness on accessing public buildings for PwDs.  
<pic.twitter.com/9WSUvF83D9>

Impressions	558
Total engagements	26
Detail expands	11
Profile clicks	5
Media engagements	4
Likes	4
Replies	2

- Symposium on COVID19 Challenges for governments (03.03.2022)  
[pic.twitter.com/xO8XoAkVo2](https://pic.twitter.com/xO8XoAkVo2)

**Tweet activity**

**UNDP in Sri Lanka** @UNDPsriLanka  
 #COVID19 challenged govts to fit into the #NewNormal. Read more about good practices in South Asia on #DeliveringBetter highlighted at the symposium led by @UNDP #lka's #CDLG proj together w/@EU\_in\_Sri\_Lanka, @fsga & @CitraLabLK  
 Report: <https://bit.ly/3C5hv9V>  
[pic.twitter.com/xO8XoAkVo2](https://pic.twitter.com/xO8XoAkVo2)

Impressions	631
Total engagements	16
Likes	5
Detail expands	5
Retweets	2
Link clicks	2
Replies	1
Media engagements	1

- IWD – Break the Bias – Intervention in Haputale – Video in Sinhala and English twitter post (13.03.2022)  
[pic.twitter.com/lSe7g9jnCh](https://pic.twitter.com/lSe7g9jnCh)

**Reach** ⓘ

Total  
**32,470** Worst | Best

This post reached more people than **95%** of your 50 most recent Facebook posts and stories.

---

Reach 32,470

**Reactions, comments ...** ⓘ

Total  
**250** Worst | Best

This post received more reactions, comments and shares than **94%** of your 50 most recent Facebook posts and stories.

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Reactions 187  
 Comments 24  
 Shares 39

**Results** ⓘ

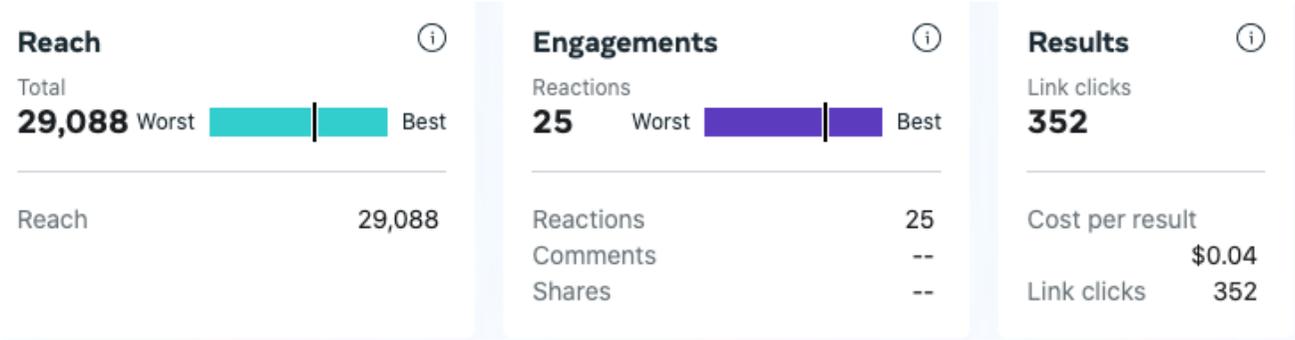
Total  
**4** Worst | Best

This post received more link clicks than **28%** of your 50 most recent Facebook posts and stories.

---

Link clicks 4

- Quality Control Laboratory build in the Uva Province facebook post (21.03.2022)  
<https://www.facebook.com/UNDPsriLanka/posts/pfbid04PBdiECqdxFLBRBK8f4V7LT7XvWRdx6dtWS2o8nw1ZCMjvKcGBUuCbC4fEHXaXDRl>



- Quality Control Laboratory build in the Uva Province twitter post (21.03.2022)  
<pic.twitter.com/khxit3NveN>

**Tweet activity**

<p><b>UNDP in Sri Lanka</b> @UNDPsriLanka            .@UNDP #Ika's CDLG team w/ support 4m @EU_in_Sri_Lanka aims to ensure env sust. + #GenderEquality to enhance capacities &amp; #DeliverBetter.</p> <p>This #IWD2022 we look at Chithra + Priyanthi's stories for a cleaner env!</p> <p>Sin/Eng: <a href="https://bit.ly/3i4OP7O">https://bit.ly/3i4OP7O</a>            Sin/Tam: <a href="https://bit.ly/3w2VY0v">https://bit.ly/3w2VY0v</a> <a href="pic.twitter.com/1Se7g9jnCh">pic.twitter.com/1Se7g9jnCh</a></p>	<p>Impressions 451</p> <p>Media views 98</p> <p>Total engagements 19</p> <p>Media engagements 6</p> <p>Likes 6</p> <p>Detail expands 3</p> <p>Retweets 2</p> <p>Link clicks 1</p> <p>Hashtag clicks 1</p>
---	---

- Participatory Budget in North Eastern Province – Infographic facebook Post (04.05.2022)  
<https://www.facebook.com/UNDPsriLanka/posts/pfbid0GQP46pnxWVZKSXRdkypboedUP8QNYdgGr78VafLiVjgTsh74kH7bwVaa7qavj96xI>

**Reach** ⓘ

Total  
**33,731** Worst | Best

This post reached more people than **95%** of your 50 most recent Facebook posts and stories.

Reach 33,731

**Reactions, comments...** ⓘ

Total  
**316** Worst | Best

This post received more reactions, comments and shares than **96%** of your 50 most recent Facebook posts and stories.

Reactions 290  
 Comments 1  
 Shares 25

**Results** ⓘ

Total  
**7** Worst | Best

This post received more link clicks than **30%** of your 50 most recent Facebook posts and stories.

Link clicks 7

- Participatory Budget in North Eastern Province – Infographic twitter post (04.05.2022)  
<pic.twitter.com/2mmrGS2KWS>

**Tweet activity**



**UNDP in Sri Lanka** @UNDPsriLanka  
 A series of community awareness progs were conducted to #DeliverBetter + encourage public participation in Local Gov thru the #CDLG Project by @EU\_in\_Sri\_Lanka & @UNDP #Ika. As a result, the community has also been a part of planning the 2022 Annual #Budget of the Kinniya UC.  
<pic.twitter.com/2mmrGS2KWS>

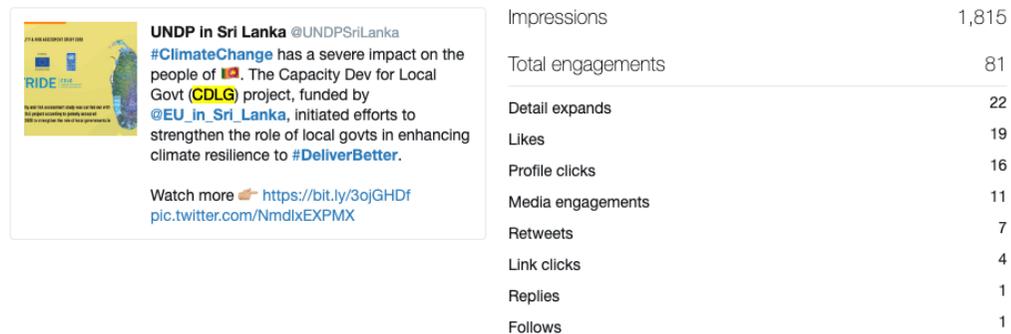
Impressions	2,065
Total engagements	86
Media engagements	30
Detail expands	22
Likes	19
Profile clicks	8
Retweets	5
Replies	1
Follows	1

- Climate Vulnerability Assessment Report and Interventions – animated video facebook post ( 20.07.2022)  
<https://www.facebook.com/UNDPsriLanka/posts/pfbid02Me6PeTT8iEfZqsEY9g6SqvkdT7DggAdxEjPBE9Ampvoym9sQT17fSEQCJBBWWRbDI>



- Climate Vulnerability Assessment Report and Interventions – animated video twitter post ( 20.07.2022)  
<pic.twitter.com/NmdlXEXPMX>

**Tweet activity**



- Diploma in Technology of Waste Management – Photo Story facebook post (22.08.2022)  
<https://www.facebook.com/UNDPsriLanka/posts/pfbid02f44wpjEtGyJbba9eP9V1j1VSBnjVR6qnkuNYCz14k8f3gBm7YBUi6av3Z2RYhcuQl>

### Reach ⓘ

Total  
**6,641** Worst  Best

This post reached more people than **93%** of your 50 most recent Facebook posts and stories.

Reach 6,641

### Reactions, comments... ⓘ

Total  
**164** Worst  Best

This post received more reactions, comments and shares than **92%** of your 50 most recent Facebook posts and stories.

Reactions	135
Comments	10
Shares	19

### Results ⓘ

Total  
**1** Worst  Best

This post received more link clicks than **24%** of your 50 most recent Facebook posts and stories.

Link clicks 1

- Diploma in Technology of Waste Management – Photo Story twitter post (22.08.2022)  
<pic.twitter.com/YwHdOICraN>

### Tweet activity



**UNDP in Sri Lanka** @UNDPsriLanka  
 A workshop for LAs of the Uva Province concluded recently, as part of @UNDP #ika's #CDLG proj w/ @EU\_in\_Sri\_Lanka for the Dip in Technology of Waste Mgmt by @ColomboUni w/ the Waste Management Authority of Western Province to #DeliverBetter by creating a sustainable & healthy env <pic.twitter.com/YwHdOICraN>

Impressions	322
Total engagements	17
Media engagements	7
Detail expands	6
Likes	2
Profile clicks	2

- Supporting the Revenue Collection system in Kalmunai Munciple Council facebook post (16.09.2022)  
<https://www.facebook.com/UNDPSriLanka/posts/pfbid02PFFRk6bnmmKaUMBSnmq1F2FQDZhrBy26DDqGfTcawPPCoZt2CeTmxB51GSVjwbBl>

### Reach (i)

Total  
**9,018** Worst  Best

This post reached more people than **95%** of your 50 most recent Facebook posts and stories.

Reach 9,018

### Reactions, comment... (i)

Total  
**30** Worst  Best

This post received more reactions, comments and shares than **80%** of your 50 most recent Facebook posts and stories.

Reactions	24
Comments	0
Shares	6

### Results (i)

Total  
**896** Worst  Best

This post received more link clicks than **92%** of your 50 most recent Facebook posts and stories.

Link clicks 896

- Encouraging Youth Participation in local development processes -Photo story facebook post (28.09.2022)  
<https://www.facebook.com/UNDPSriLanka/posts/pfbid02g8ySKTy51tFfc8uSxN656P48zLQ4VHu4ZtnG2yAadWaXnZu3TSjwMdQhkpGHzcYGI>

### Reach (i)

Total  
**116,713** Worst  Best

This post reached more people than **98%** of your 50 most recent Facebook posts and stories.

Reach 116,713

### Reactions, comments a... (i)

Total  
**1,859** Worst  Best

This post received more reactions, comments and shares than **98%** of your 50 most recent Facebook posts and stories.

Reactions	1,836
Comments	5
Shares	18

### Results (i)

Total  
**1,216** Worst  Best

This post received more link clicks than **94%** of your 50 most recent Facebook posts and stories.

Link clicks 1,216

- Encouraging Youth Participation in local development processes -Photo story twitter post (28.09.2022) [pic.twitter.com/6mrmHXsNID](https://pic.twitter.com/6mrmHXsNID)

**Tweet activity**



Impressions	1,321
Total engagements	77
Media engagements	37
Likes	20
Detail expands	9
Retweets	6
Hashtag clicks	3
Replies	1
Profile clicks	1

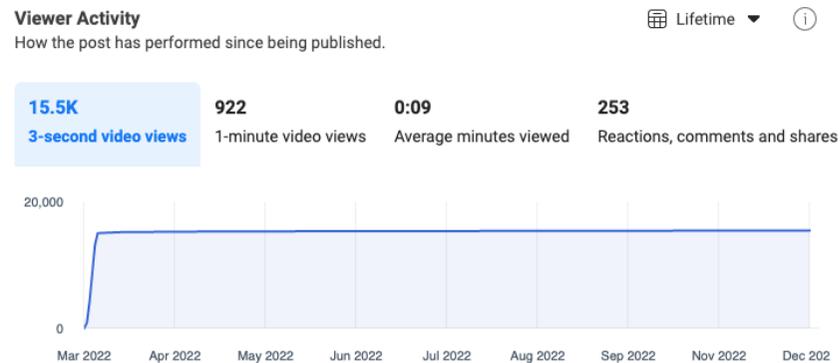
Link to CDLG page on UNDP Sri Lanka website -

[https://www.lk.undp.org/content/srilanka/en/home/projects/Capacity\\_Development\\_for\\_Local\\_Government.html](https://www.lk.undp.org/content/srilanka/en/home/projects/Capacity_Development_for_Local_Government.html)

Feature stories and short videos

To highlight the impact of the project. These stories will be housed both on the website and the [UNDP Exposure page](#) whilst the videos will be on the UNDP Youtube page.

- IWD – Break the Bias – Intervention in Haputale – Video in Sinhala and English facebook post (13.03.2022) Sinhala - <https://www.facebook.com/UNDPSriLanka/videos/1144616336283049>



Tamil- <https://www.facebook.com/watch/?v=1589382918112934>

**Viewer Activity**

How the post has performed since being published.

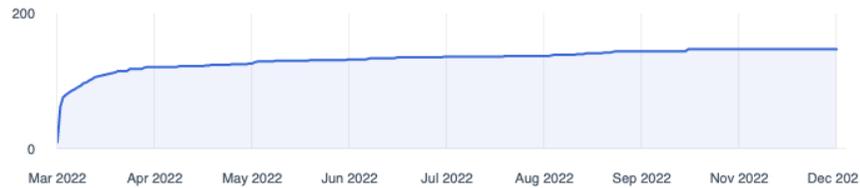
📅 Lifetime ▼ ⓘ

**147**  
3-second video views

**5**  
1-minute video views

**0:06**  
Average minutes viewed

**9**  
Reactions, comments and shares



- Supporting the Revenue Collection mechanism in Kalmunai MC - Bettering lives: Digitization of the Kalmunai Municipal Council (English) – YouTube (42 views)  
<https://www.youtube.com/watch?v=Dc1rt7JBljU>
- Enhancing resilience to climate change in the Uva province – The climate change and vulnerability assessment study and report- YouTube (62 views)  
<https://www.youtube.com/watch?v=SGbyOecaEUM>

Newsletter

To be designed and disseminated to partners and local officials involved in the project

Q3 2022

The first newsletter is now printed, and a digital version is also available. Hard copies were disseminated

The 2<sup>nd</sup> newsletter is in the designing stage. There was a delay due to a human resource gap and new recruitment for the research reporting and communication specialist position. This is expected to be completed, printed and disseminated in Q2 of 2023