
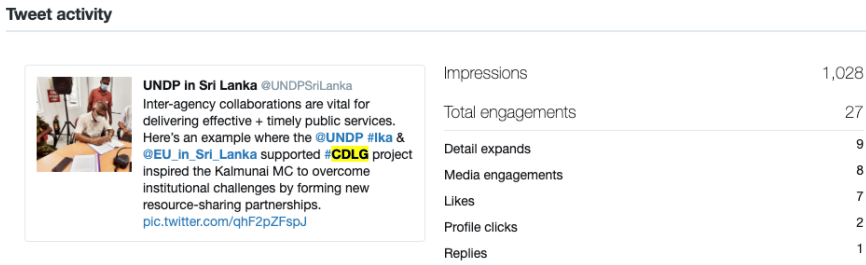


Annex 5 - Implementation of the Visibility and Communication Plan

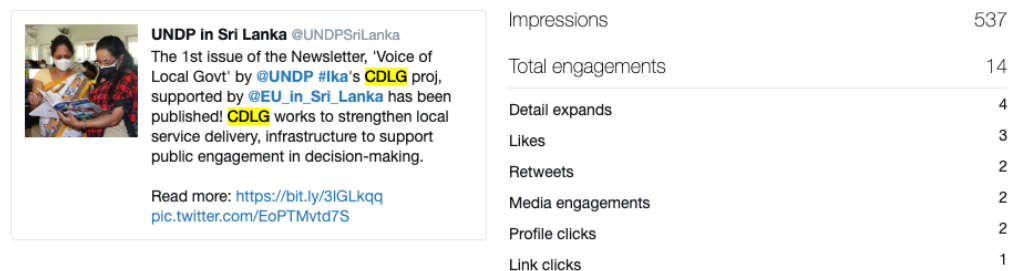
Communication activity / tool	Details	Period	Update
Social Media	<p>UNDP Facebook posts, albums, Instagram and Twitter updates on events and activities accompanying the common hashtag for the project #DeliverBetter.</p> <p>Drafted feature stories and videos to be boosted on social media channels for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

- 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)

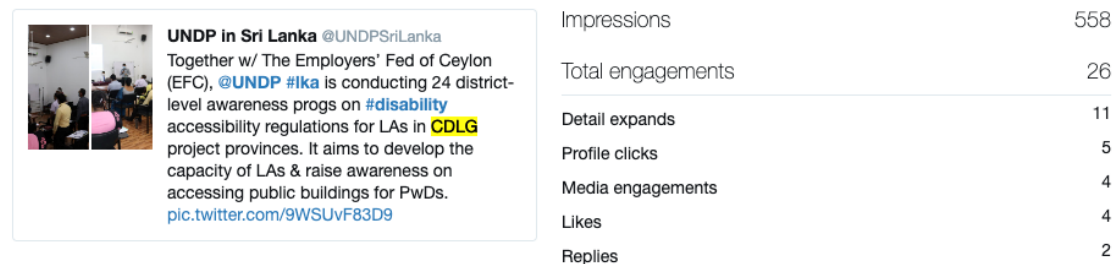
<https://www.facebook.com/UNDPsriLanka/posts/pfbid02MavhYaZfnsSxT4djiepLanY6skd4gFh2jnBh1LUNu3ycRE7dg7uZyW2GSSzvT8sJl>



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

<pic.twitter.com/9WSUvF83D9>

Tweet activity



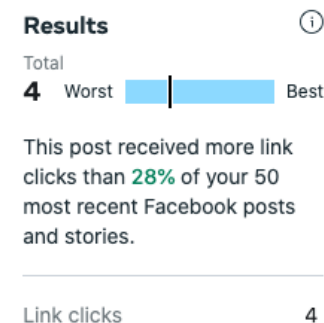
- Symposium on COVID19 Challenges for governments (03.03.2022)
pic.twitter.com/xO8XoAkVo2

Tweet activity

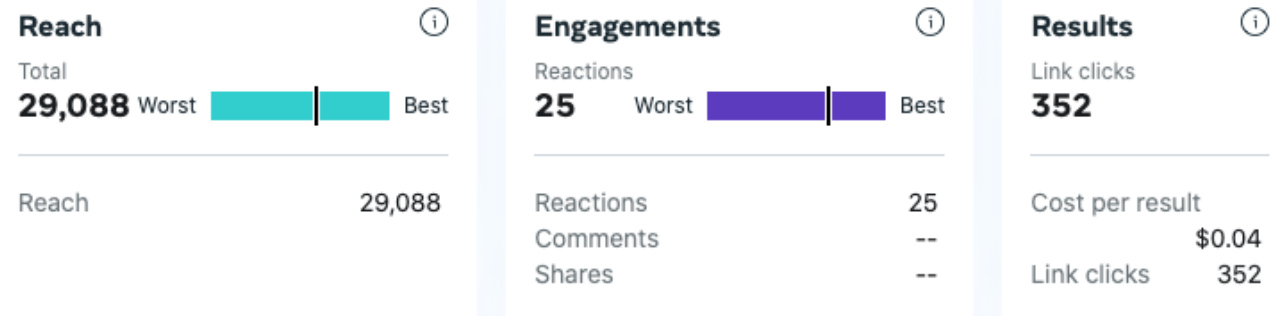


Impressions	631
Total engagements	16
Likes	5
Detail expands	5
Retweets	2
Link clicks	2
Replies	1
Media engagements	1

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



- 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

UNDP in Sri Lanka @UNDPsriLanka
 .@UNDP #Ika's CDLG team w/ support 4m @EU_in_Sri_Lanka aims to ensure env sust. + #GenderEquality to enhance capacities & #DeliverBetter.

This #IWD2022 we look at Chithra + Priyanthi's stories for a cleaner env!

Sin/Eng: <https://bit.ly/3i4OP7O>

Sin/Tam: <https://bit.ly/3w2VY0v> <pic.twitter.com/ISe7g9jnCh>

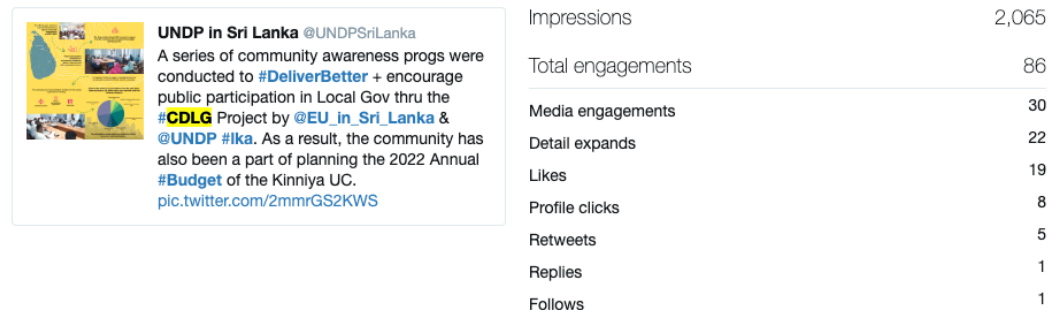
Impressions	451
Media views	98
Total engagements	19
Media engagements	6
Likes	6
Detail expands	3
Retweets	2
Link clicks	1
Hashtag clicks	1

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



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

Tweet activity



- 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>



- 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 Municiple Council facebook post (16.09.2022)
<https://www.facebook.com/UNDPSriLanka/posts/pfbid02PFFRk6bnmmKaUMBSnmq1F2FQDZhRBy26DDqGfTcawPPPCoZt2CeTmxB51GSVjwbBl>

Reach ⓘ

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... ⓘ

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 ⓘ

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 ⓘ

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... ⓘ

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 ⓘ

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

			<p>Tamil- https://www.facebook.com/watch/?v=1589382918112934</p> <p>Viewer Activity How the post has performed since being published.</p> <p>147 3-second video views</p> <p>5 1-minute video views</p> <p>0:06 Average minutes viewed</p> <p>9 Reactions, comments and shares</p>  <ul style="list-style-type: none"> 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	<p>The first newsletter is now printed, and a digital version is also available. Hard copies were disseminated</p> <p>The 2nd 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</p>