|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Annex IX: Template for Tracking Dissemination of Successful Improvements/Innovations** | | | | | | |
| C:\Users\user\Desktop\cert.jpg | | | C:\Users\Agripa\AppData\Local\Microsoft\Windows\INetCache\Content.Word\IMG-20180217-WA0000.jpg | | | |
| **Institution/Organization Name:** | | |  | | | |
| **Affiliations; Ministry / Department/ County/Parent Company:** | | |  | | | |
| **Economic Sector Alignment:** | | |  | | | |
| **Big 4 Alignment:** | | |  | | | |
| **Accounting Officer:** | | |  | | | |
| **Reporting Period: Quarter/FY** | | |  | | | |
| **IMPROVEMENTS/INNOVATIONS PUBLICITY TRACKER** | | | | | | |
| **Platform** | **Channel** | | | **No. of Mentions/ Interactions/ Audience** | | **Efficiency (%)** |
| Formal Communication | | Letters | | 30 | 70 | |
|  | | Memo | | 40 | 90 | |
| Circular | | 1 | 80 | |
| Memoranda | | 2 | 80 | |
| Workshops/Seminars | | 3 | 75 | |
| Print Media | | Newspapers | | 2 | 70 | |
| News Letters | | 0 | 0 | |
| 2Broadcast Media | | TV | | 0 | 0 | |
| Radio | | 0 | 0 | |
| Road-show /talk show/ interviews | | 2 | 50 | |
| Social Media | | WhatsApp | | 200 | 60 | |
| Facebook | | 300 | 30 | |
| Twitter | | 0 | 0 | |
| Instagram | | 0 | 0 | |
| YouTube | | 0 | 0 | |
| Information, Education & Communication (IEC) Materials | | Brochures | | 1000 | 50 | |
| Fliers | | 0 | 0 | |
| Posters | | 5 | 40 | |
| Banners | | 0 | 0 | |
| Virtual Channels (online and mobile) | | Websites | | 50 | 40 | |
| Calls | | 2000 | 30 | |
| SMS | | 500 | 40 | |
| Webinars | | 3 | 10 | |
| Videos/ Documentaries | | 0 | 0 | |
| Awareness Surveys | | Questionnaires | | 0 | 0 | |
| One on one Interviews | | 10 | 20 | |
| Suggestion Boxes | | 0 | 0 | |
| Short Message Service /E-mails Surveys | | 0 | 0 | |