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| **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 |