Thellesi Trust
people matter

#FICHAUCHI 3.0 CAMPAIGN_MONTHLY REPORT

MONTH ONE

MONDAY 19TH FEB 2024

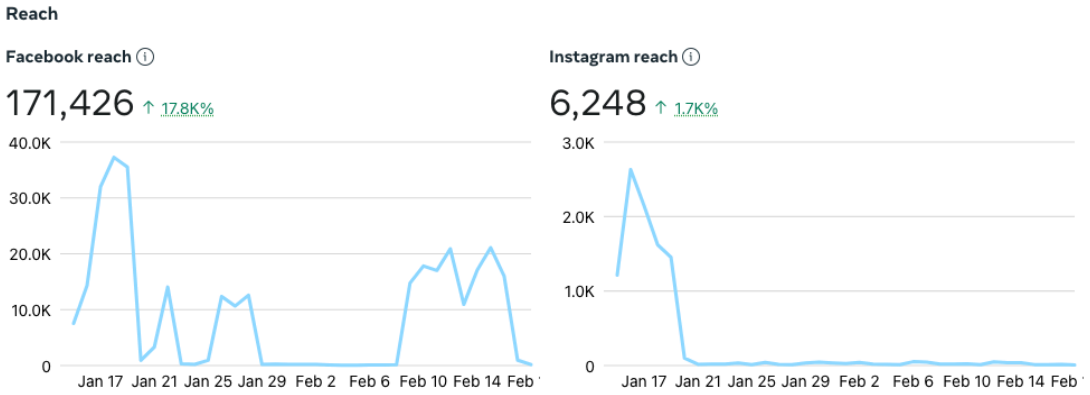
This report captures how the campaign performed in its first month on various social media platforms.

Social Media Platform	
Facebook	Reach: **171,426** Content Interactions: **34.1K** Page visits: **8.7K** New Page Likes: **50**
Instagram	Reach: **6248** Page visits: **108** New followers: **19**
X	Impressions: **962.1K** Retweets: **480** Likes: **9.8K**

TOTALS	
Reach	**1,138,048**
Likes + Shares + Reactions	**44,330**

Some screenshots from the social media pages:

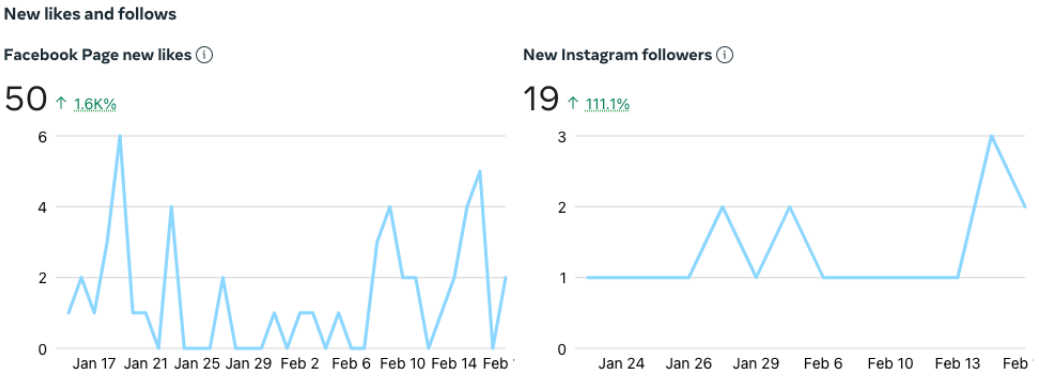
a. Facebook & Instagram



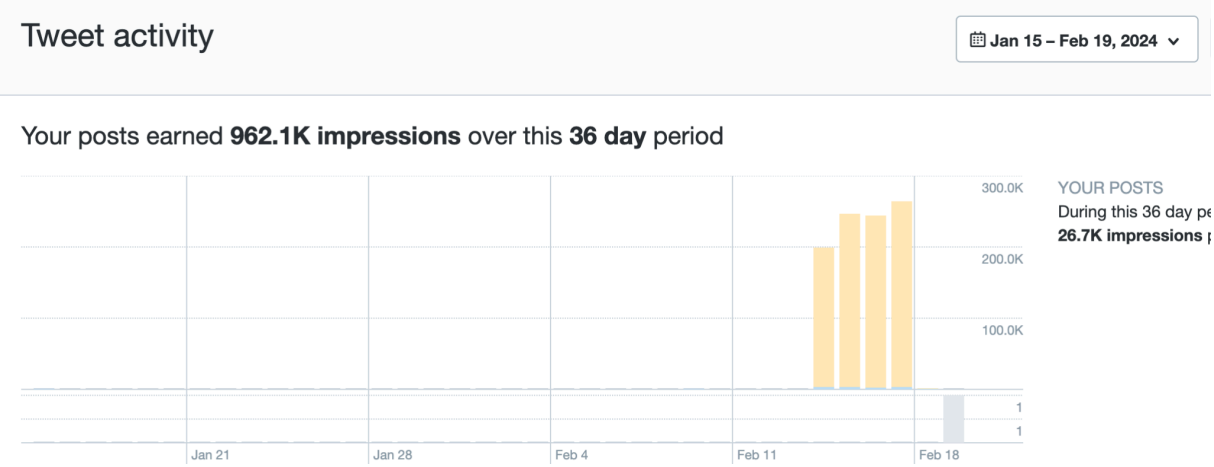
#FichaUchi reached 177,674.00 accounts on Meta platforms.

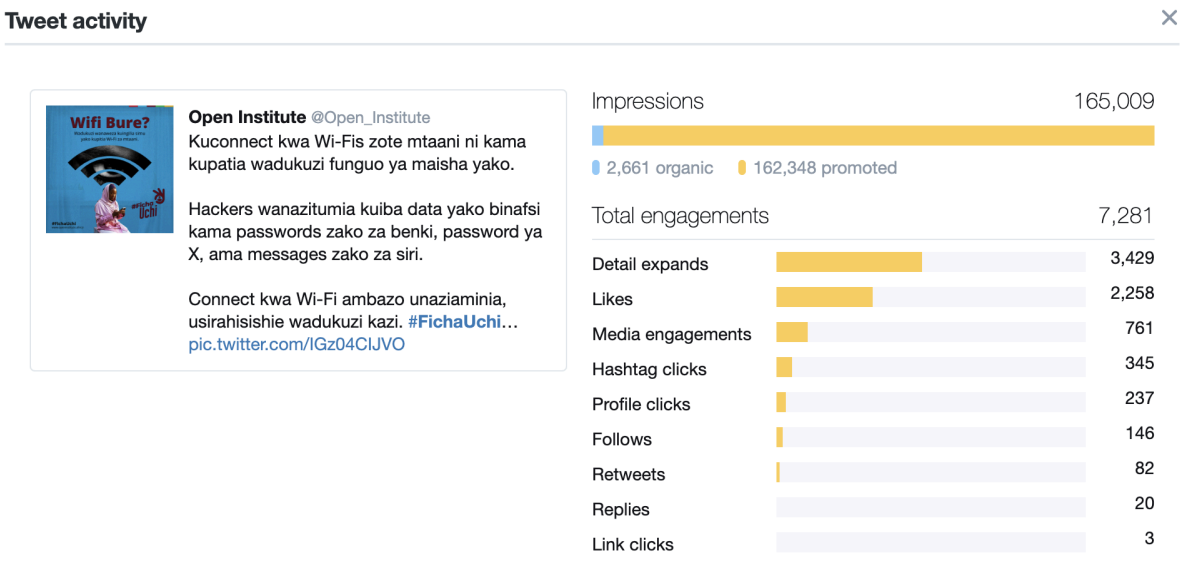


A total of 8,827 people visited the Open Institute's Meta platforms over the past 4 weeks.



b. X


Tweet activity
Jan 15 – Feb 19, 2024
Your posts earned 962.1K impressions over this 36 day period
300.0K
200.0K
100.0K
1
1
Jan 21
Jan 28
Feb 4
Feb 11
Feb 18
YOUR POSTS
During this 36 day pe
26.7K impressions


Tweet activity
Wifi Bure?
Open Institute @Open_Institute
Kuconnect kwa Wi-Fis zote mtaani ni kama kupatia wadukuzi funguo ya maisha yako.
Hackers wanazitumia kuiba data yako binafsi kama passwords zako za benki, password ya X, ama messages zako za siri.
Connect kwa Wi-Fi ambazo unaziaminia, usirahisishie wadukuzi kazi. #FichaUchi…
pic.twitter.com/lGz04ClJVO
Impressions 165,009
2,661 organic
162,348 promoted
Total engagements 7,281
Detail expands 3,429
Likes 2,258
Media engagements 761
Hashtag clicks 345
Profile clicks 237
Follows 146
Retweets 82
Replies 20
Link clicks 3

Tweet activity



Open Institute @Open_Institute
Kumbe Cookies za Mtandaoni Haziliwi!

Zinakumbuka mambo yangu, kuanzia login details mpaka vitu ninavyoangalia online.

Zinasaidia kurahisisha matumizi yangu mtandaoni, lakini, eeh! Sio zote ni poa!!

Zingine zakusanya tu info yangu bila ruhusa yangu.

So, kabla ubonyeze…
pic.twitter.com/6HDayYid0i

Impressions	159,492
2,300 organic	157,192 promoted
Total engagements	4,709
Likes	2,006
Detail expands	1,825
Media engagements	551
Profile clicks	173
Follows	74
Retweets	58
Hashtag clicks	12
Replies	10

Tweet activity



Open Institute @Open_Institute
Alaaa… kumbe si links zote kwenye mitandao zinakuwanga ukweli? Nilidhani nitabofya nishinde simu.

Sasa nitakuwa makini na hizi links sitaki simu yangu upate virus juu hivyo ndio watapeli watapata nafasi ya kuiba passwords na ata kuhack Instagram yangu.

Nitakuwa mwangalifu…
pic.twitter.com/9YS00k4jff

Impressions	157,996
465 organic	157,531 promoted
Total engagements	3,512
Likes	1,732
Detail expands	1,115
Media engagements	444
Profile clicks	127
Follows	37
Retweets	33
Hashtag clicks	17
Replies	4
Link clicks	3

OBSERVATIONS

1. During this first month, we kicked off the campaign by introducing the concept of #FichaUchi and personal data. After introducing personal data, we talked about personal data using practical examples, so our audience could understand the topic better.Then we got to how personal data is exposed.
2. We have been using geo-targeting on Meta (Facebook and Instagram) and X which has been instrumental in ensuring that our message reaches the intended audience effectively.
3. In Tanzania, engagement rates have been exceptionally high and moving forward, we will explore ways in which we can get more engagement from the Ugandan audience.

Looking ahead, our focus for this coming month will be:

- Making posters using some of the comments we have received from the audience and tag them. This will help in reaching a wider audience because they will share these posters on their Facebook profiles, with family and on WhatsApp.
- Engaging influencers from both Tanzania and Uganda.

Tanzania

1. Txdullah: https://www.tiktok.com/@txdullah?_t=8joi5DONraH&_r=1
2. Leenereid1: https://www.tiktok.com/@leenereid1?_t=8joiCVuuyHN&_r=1
3. McMsigala: https://www.tiktok.com/@mcmsigal?_t=8joiEWPT9Vt&_r=1

Uganda

1. Bisherkashug: https://www.tiktok.com/@brisherkashug?_t=8joiM4vnc5m&_r=1
2. BrennanBaby: https://www.tiktok.com/@brennanbaby?_t=8joiPOxDP4Y&_r=1
3. UncleMo: https://www.tiktok.com/@iamunclemo?_t=8kE9Z32LLHy&_r=1

- Working with the selected influencers to develop and test content that is more nuanced to UG and Tz. Eg Luganda and swahili slang.
- Creating weekly X threads that will also be shared on Facebook.
- Creating memes on the consequences of exposing personal data and who can misuse our personal data.
- Promoting the posters specifically on Instagram so they can reach more people.