

**COMMUNICATIONS & VISIBILITY
PLAN**CONNECT – Catalysing Open Networks for New
Economic and Civic Technologies

Programme	CONNECT – Catalysing Open Networks for New Economic and Civic Technologies
Countries	Rwanda, Tanzania, Kenya (East Africa)
Duration	36 months (Jan 2025 – Dec 2027)
Budget	USD 8,200,000
Comms Lead	Mbuyu Bilga, Senior Communications Officer

1. STRATEGIC COMMUNICATIONS OVERVIEW

This Communications and Visibility Plan (CVP) provides the strategic framework for all communications activities under the CONNECT programme. It defines the programme's communications objectives, target audiences, key messages, channel strategy, content calendar approach, and measurement framework. The CVP is a living document, reviewed semi-annually by the Joint Communications Working Group.

Communications Objective: To build awareness, understanding, and support for the CONNECT programme among key stakeholders, amplify the voices and stories of programme beneficiaries, and ensure full compliance with UNCTAD, UNICEF, and donor visibility requirements.

The communications strategy is anchored in three strategic pillars: (1) Accountability and Transparency — communicating results honestly and accessibly to all stakeholders; (2) Amplification — elevating the stories of the people the programme serves; and (3) Advocacy — using evidence and narrative to influence policy and sustain funding.

2. STAKEHOLDER AND AUDIENCE ANALYSIS

Audience Segment	Key Interest	Desired Action	Primary Channel
Programme Beneficiaries (citizens, youth, women)	Direct programme impact; services available	Engage with digital governance platforms; participate in training	Community radio, WhatsApp, SMS, community meetings
National Governments	Policy alignment;	Champion programme;	Official briefs, bilateral

(Rwanda, Tanzania, Kenya)	sovereignty; results	integrate into national digital agendas	meetings, formal reports
EU / USAID Donors	Value for money; results; visibility	Renew/expand funding; share programme as model	Donor reports, success stories, media coverage
UN System Partners (UNCTAD, UNICEF HQ)	Coordination; corporate visibility; learning	Replicate model; feature in global publications	Internal newsletters, knowledge management platforms
Media (national & regional)	Newsworthy stories; data; access	Publish positive coverage; amplify human interest stories	Press releases, media briefings, journalist field visits
Civil Society & Academia	Evidence; partnership; advocacy	Collaborate; produce research; advocate for policy change	Research publications, conferences, social media

3. KEY MESSAGES FRAMEWORK

3.1 Core Programme Narrative

"The CONNECT programme is linking East Africa's most underserved communities to the digital economy — not just with technology, but with the governance frameworks, skills, and trust needed to make digital transformation work for everyone."

Message Pillar	Core Message
Inclusion	Digital transformation only succeeds when it leaves no one behind. CONNECT is built on the principle that every citizen — regardless of gender, age, or location — deserves access to digital public services.
Governance	Technology alone cannot build trust. CONNECT strengthens the legal, institutional, and human frameworks that make digital governance accountable, transparent, and citizen-centred.
Results	CONNECT is delivering measurable change: 240,000 citizens with digital IDs, 18 government services digitised, and 45,000 youth trained in digital skills by 2027.
Partnership	The power of CONNECT lies in its partnerships — between UN agencies, governments, the private sector, and civil society — working together toward a shared digital future.

4. CHANNEL STRATEGY AND CONTENT PLAN

4.1 Digital and Social Media

The programme will maintain active profiles on Twitter/X, LinkedIn, and Facebook, with a combined target of 15,000 followers by end of Year 1. Content will be posted a minimum of 4 times per week, following a content mix of 40% results/data, 30% human interest stories, 20% partner spotlights, and 10% event promotion. All social media content will use the programme hashtag #CONNECTDigital and comply with UNCTAD and UNICEF brand guidelines.

4.2 Traditional Media

A minimum of 2 press releases will be issued per month, targeting national newspapers and regional wire services. The Communications Officer will maintain a media contact database of at least 150 journalists across the three target countries. Quarterly journalist field visits will be organised to programme sites, with a target of 12 positive media features per year.

4.3 Publications and Knowledge Products

Product	Frequency	Target Audience	Distribution Channel
Programme Newsletter	Quarterly	All stakeholders	Email, website, social media
Success Story / Human Interest Feature	Monthly	Donors, media, public	Website, social media, press
Policy Brief	Semi-annual	Governments, policymakers	Official channels, conferences
Annual Report	Annual	Donors, UN system, public	Website, email, printed copies
Infographic / Data Story	Monthly	General public, social media	Social media, website

5. DONOR VISIBILITY AND BRANDING REQUIREMENTS

All communications materials produced under the CONNECT programme must comply with the visibility requirements of all contributing donors. The following rules apply without exception:

Donor	Visibility Requirement	Application
European Commission	EC logo on all materials; standard acknowledgement text: 'This project is funded by the European Union'	All publications, events, social media, signage
USAID	USAID logo + 'From the American People' tagline; prior approval for press releases referencing USAID	All public-facing materials; approval required for media statements
UNCTAD / UNICEF	UN logo and programme branding; compliance with UN Communication for Development guidelines	All materials; internal and external

6. COMMUNICATIONS MEASUREMENT AND EVALUATION

KPI	Baseline	Annual Target	Measurement Method
Social media followers (combined)	0	15,000 by Dec 2025	Platform analytics
Social media reach (monthly)	0	50,000 impressions/month	Platform analytics
Media features (positive)	0	12 per year	Media monitoring service
Newsletter open rate	N/A	≥35%	Mailchimp analytics
Website unique visitors (monthly)	0	5,000/month by Q4 2025	Google Analytics
Stakeholder satisfaction (comms)	N/A	≥80% satisfied	Annual stakeholder survey