Enhancing ULC Brand Image & Social Media Sensitization

Strategic Plan & Cost Justification

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Strategic Goals

- Promote a good image of Government & ULC
- Keep citizens up-to-date on ULC services
- Promote NRM values across the country and beyond

Key Platforms & Use

X (Twitter)

Official communications & real-time updates

TikTok

Short educational videos, brand awareness

YouTube

Extended speeches, sensitization campaigns, and educational videos

Field Content Capture Tools

iPhone 16 Pro Max

- Instant deployment, cinematic & portrait modes
- AI-enhanced auto-framing & clear 4K/60fps video

Tripod Camera Stand

For stable shots during speeches

Wireless Lapel Microphones

Clear audio capture in the field

Mini LED Light

For poorly lit venues

Content Formats & Localization

YouTube Video Feed

Full speeches & updates

Graphics

Official communications and updates

Illustrated Mini-Magazines

In local languages, step-by-step with images

Large FAQ Banners

Display during field events

Translation: Local languages with visuals for non-readers

Content Production Schedule

Monthly — 1

- 16 Social Media Graphics designs

2 — **Youtube**

YouTube Video Posting

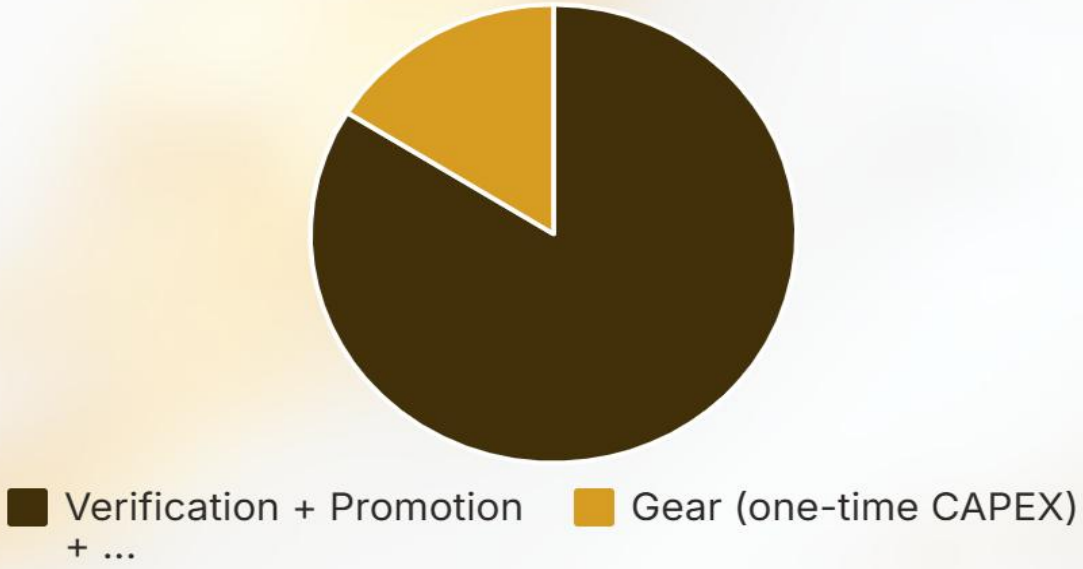
TikTok — 3

3–4 TikTok Shorts

Monthly Cost Overview (UGX & USD)

Item	UGX	USD
X (Full Verification)	3,662,890	$1,000
X Promoted Posts	2,930,312	$800
TikTok Ads	2,564,023	$700
YouTube Ads	1,831,445	$500
Graphics Work	3,618,935	$988
Total (Monthly)	**14,607,605**	$3,988

Quarterly Cost Summary



Item	UGX	USD
Verification + Promotion + Graphics	43,822,815	$11,964
Gear (one-time CAPEX)	8,430,000	$2,300
Grand Total (Quarter)	**52,252,815**	$14,264

Gear Cost Breakdown (One-time CAPEX)

Item	UGX	USD
iPhone 16 Pro Max (256GB)	6,900,000	$1,880
Wireless Lapel Microphones (RØDE/DJI)	1,050,000	$286
Tripod Camera Stand	300,000	$82
Mini LED Light	180,000	$49
Total Gear Cost	**8,430,000**	$2,300

Cost Justification

- Verification helps us stand out, appear professional and authentic is required only on X – others are free
- Mid-range ad budgets deliver over 380,000 impressions/month
- One-time gear investment replaces recurring rentals
- Professional design ensures consistent, high-quality visuals