



USICHUKULIE POA
**NYUMBA
NI CHOO**



Online Media Report |Ortus
Quarter 4 (October - December) 2020
Prepared for: Innovex Tanzania

Contents



Mentions Volume



Reach



Engagement



Influence

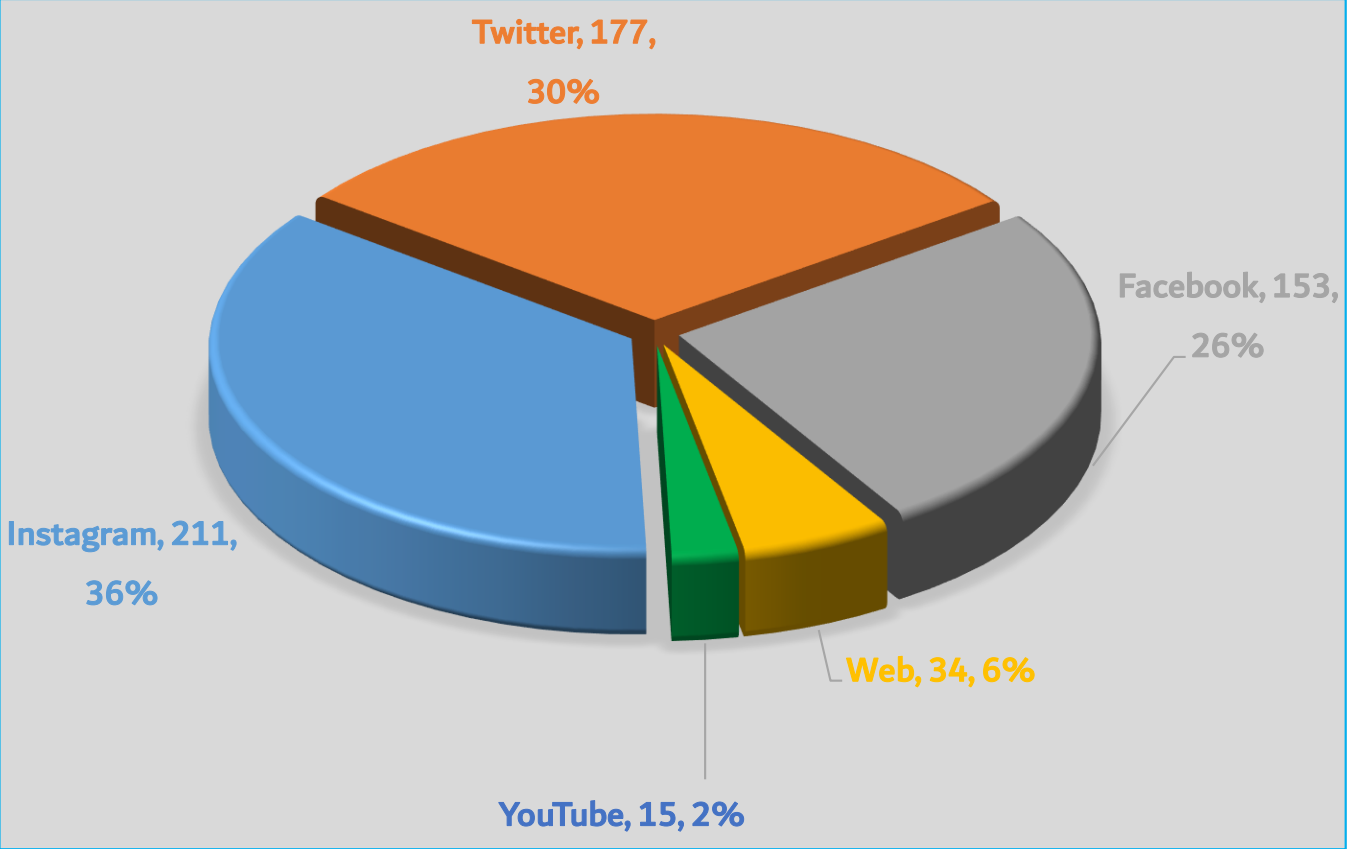


Sentiment



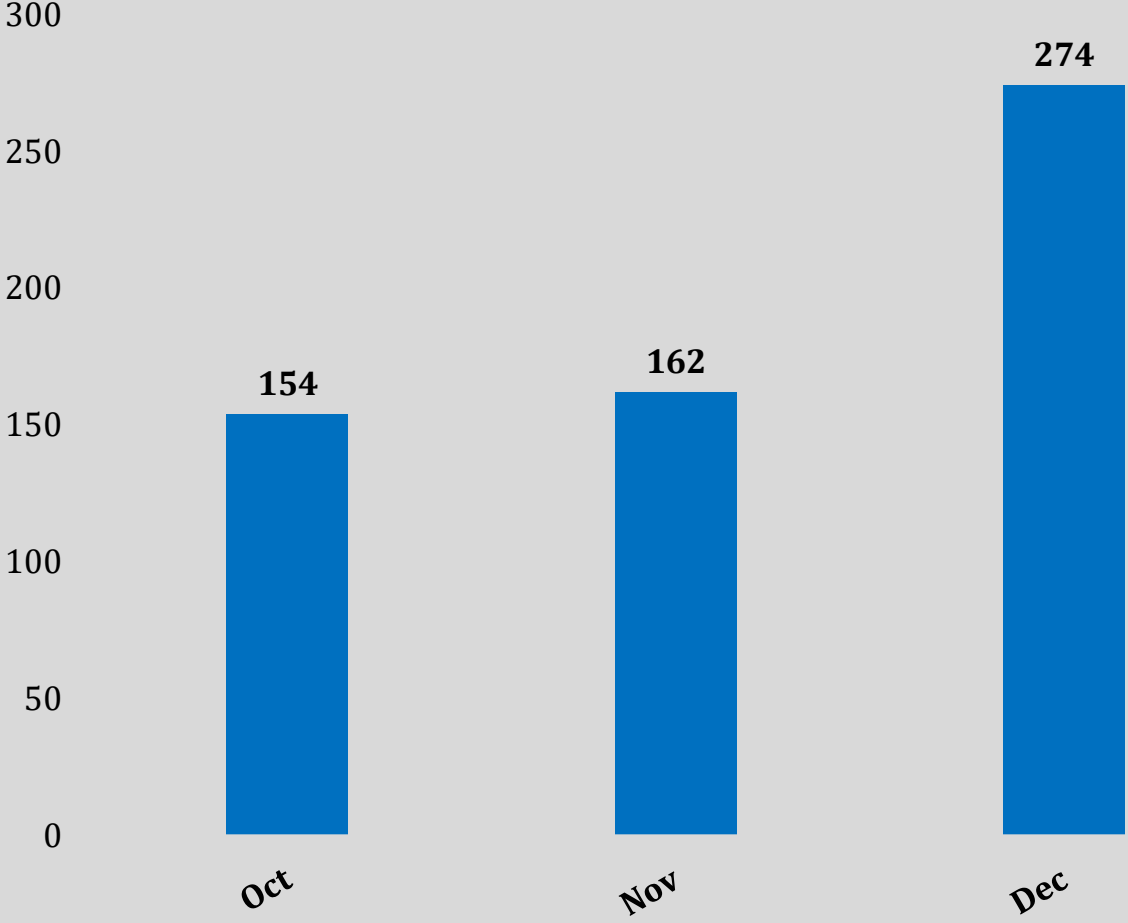
Conclusion

Mentions Volume By Media Type



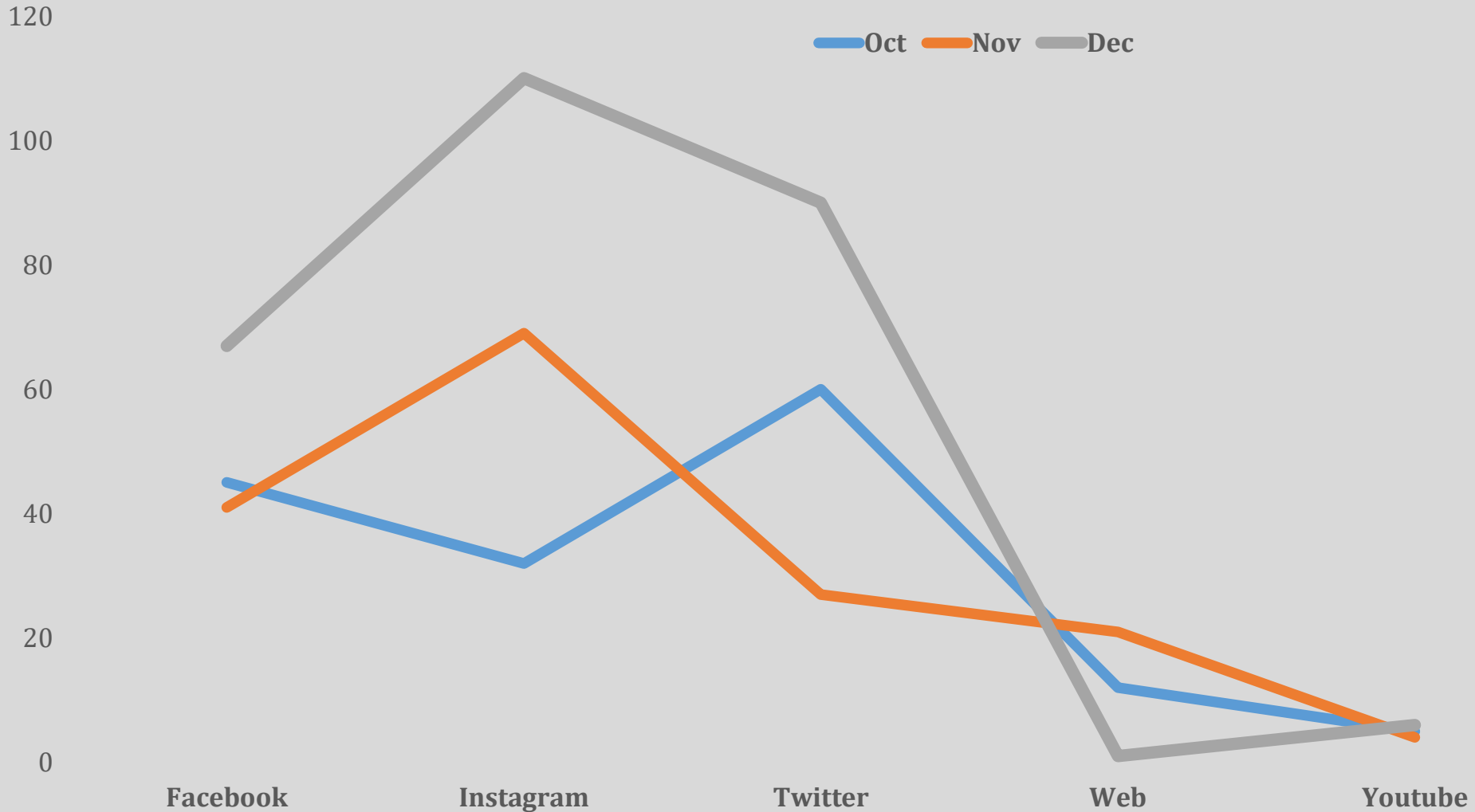
❖ Instagram and Twitter had the largest share of online mentions for quarter4, 2020. They were the main platforms for pushing Nyumba Ni Choo Campaign during this period. Facebook, Web and YouTube followed with the least share of mentions.

Mentions Trend: Per Month

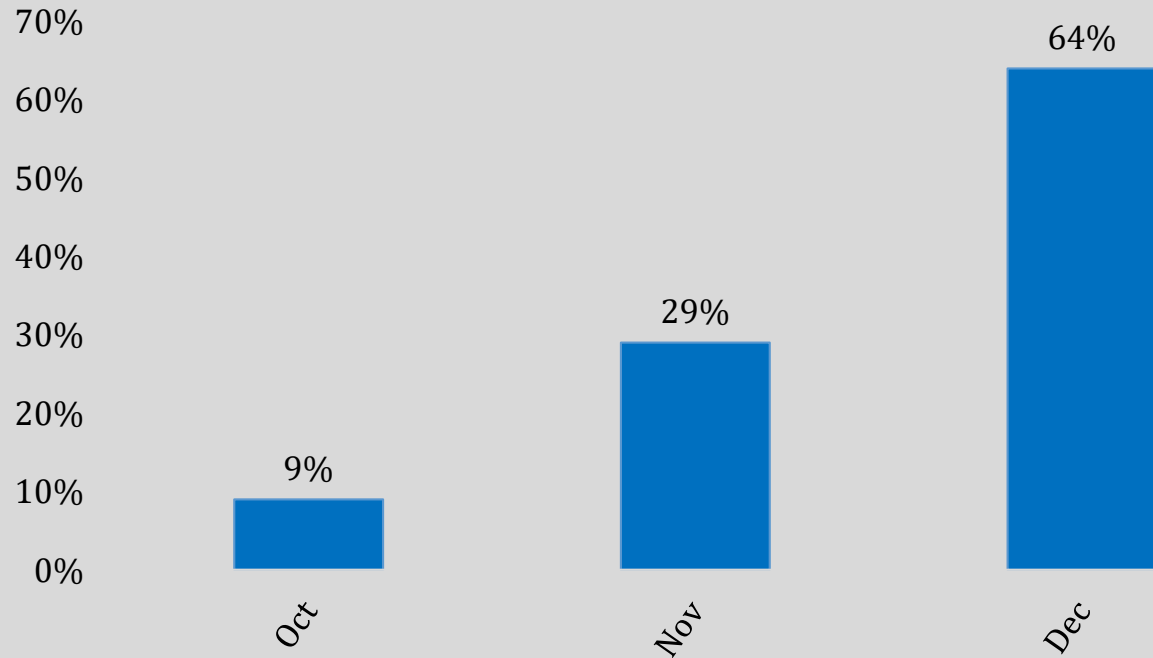


❖ Nyumba Ni Choo accumulated more mentions in Dec compared to other months. During this period they were celebrating “The World Toilet Week”.

Mentions Trend By Source



Reach

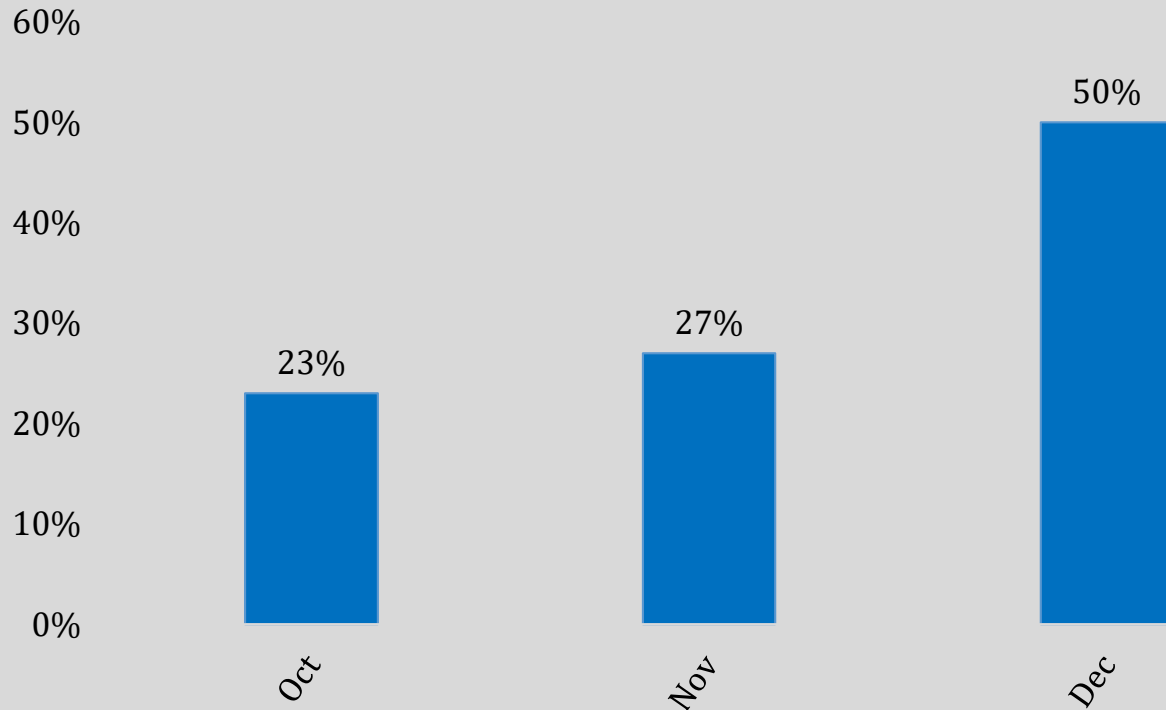


- ❖ Instagram had more mentions, engagement levels and reach of internet users for quarter 4, 2020.

Reach VS Engagement

	Reach	Engagement
Instagram	15.1M	58,257
Facebook	8.4M	27,408
Twitter	6.4M	3,272
YouTube	2.3K	546
Web	1K	47

Reach (Nyumba Ni Choo)

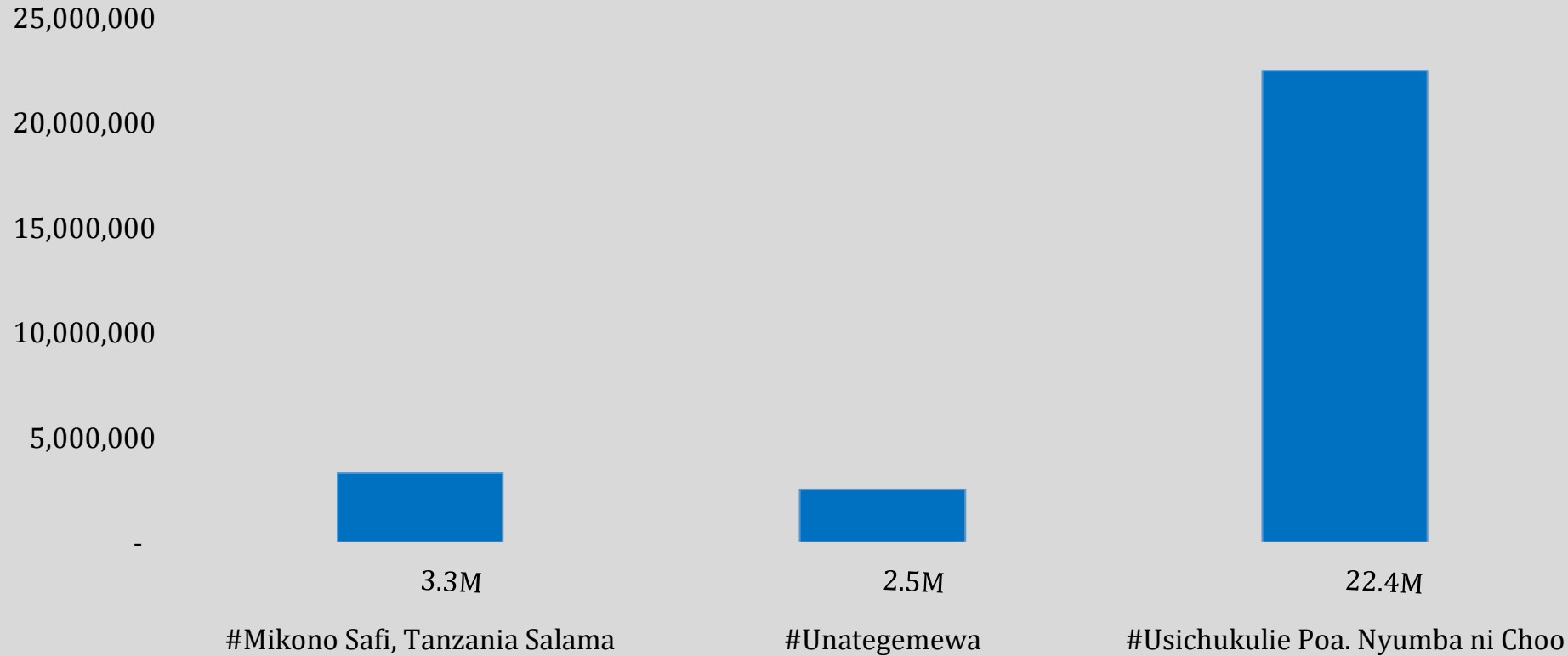


- ❖ Instagram had more mentions, engagement levels and reach of internet users for quarter 4, 2020.

Reach VS Engagement

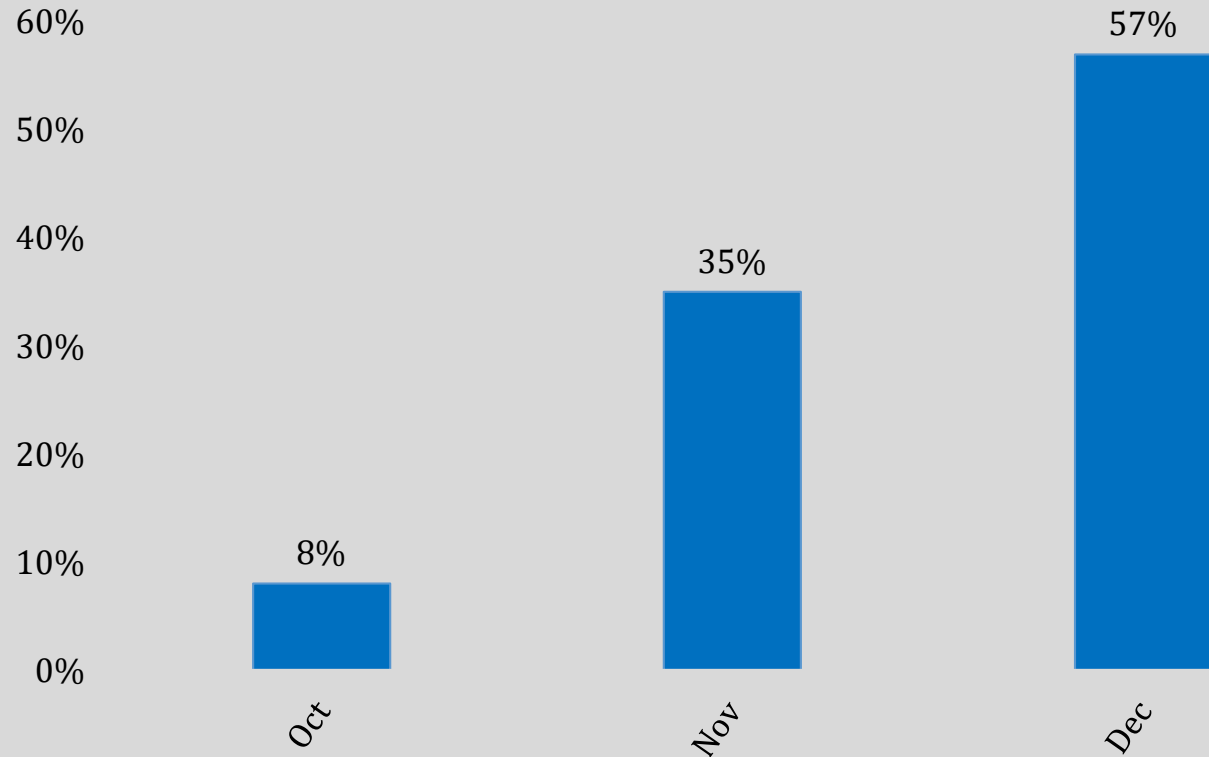
	Reach	Engagement
Instagram	15.1M	55791
Facebook	7.9M	26216
Twitter	6.4M	3264
YouTube	2.2K	344
Web	0.1K	0

Reach By # (Nyumba Ni Choo)



❖ #Usichukulie Poa, Nyumba ni choo had the highest reach of 22.4M followed by #Mikono Safi, Tanzania Salama which had 3.3M for quarter 4 2020.

Engagement



- ❖ Overall online engagement level went up from October to December.
- ❖ December had the highest share of online engagements during quarter 4, it had 57% share of all conversations monitored.

Engagement

Count, Reach V/S Engagement

Platform	Count	Reach	Engagement
Facebook	153	8,434,665	27,408
Instagram	211	15,185,502	55,791
Twitter	177	6,416,765	3,272
Web	34	1,093	47
Youtube	15	2,391	542
Grand Total	590	30,040,416	87,060

- ❖ Instagram had more engagement compared to other platforms, the site had 64% engagement, followed by Facebook, Twitter, YouTube and Web 31%, 4%, 1%, 0% each, respectively.
- ❖ Overall all Platforms reached **30,040,416** profiles.

Top Influencers Source

Top Influencers by No. of Mentions

nyumbanichoo	250
ITV Tanzania	83
East Africa TV	70
WaterAidTZ	40
Cloudsfmtz	35
Mrisho Mpoto	18
elimu_ya_afya	9
tanzaniatoday.info	7
sanitationtz	5
airworldservice.org	3

Top Influencers by Source

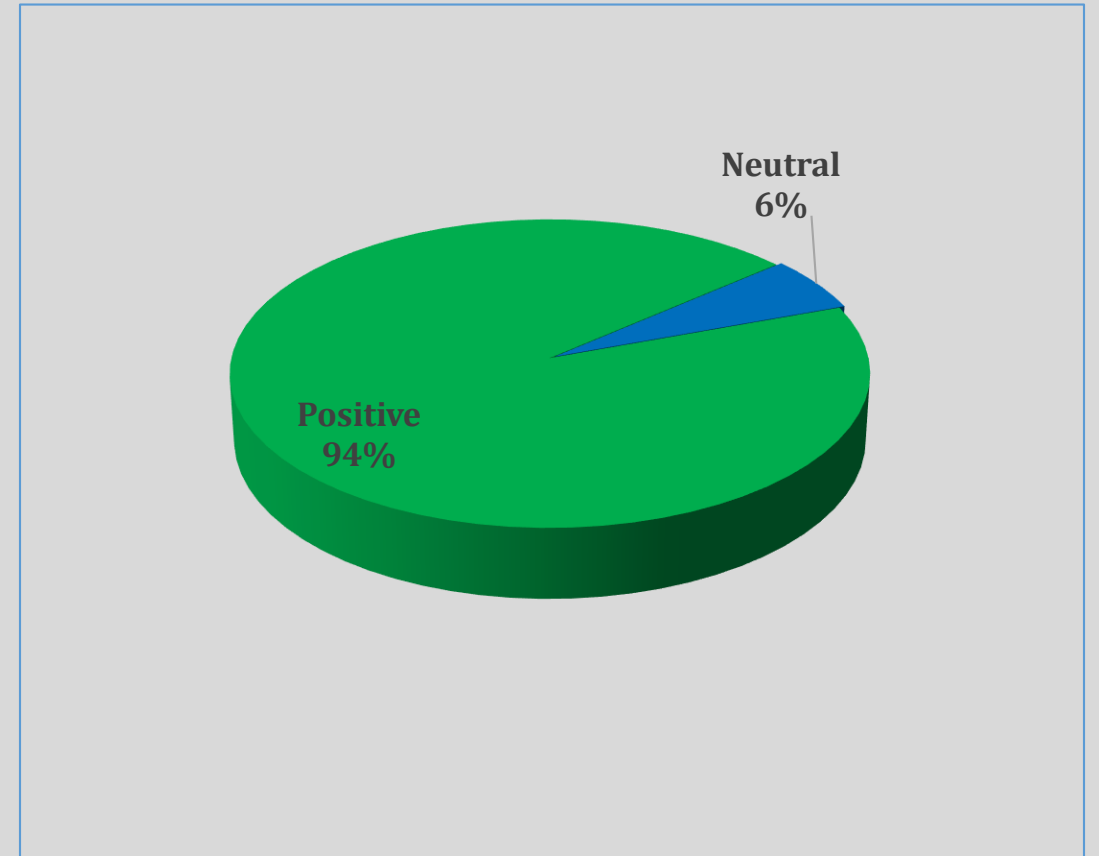
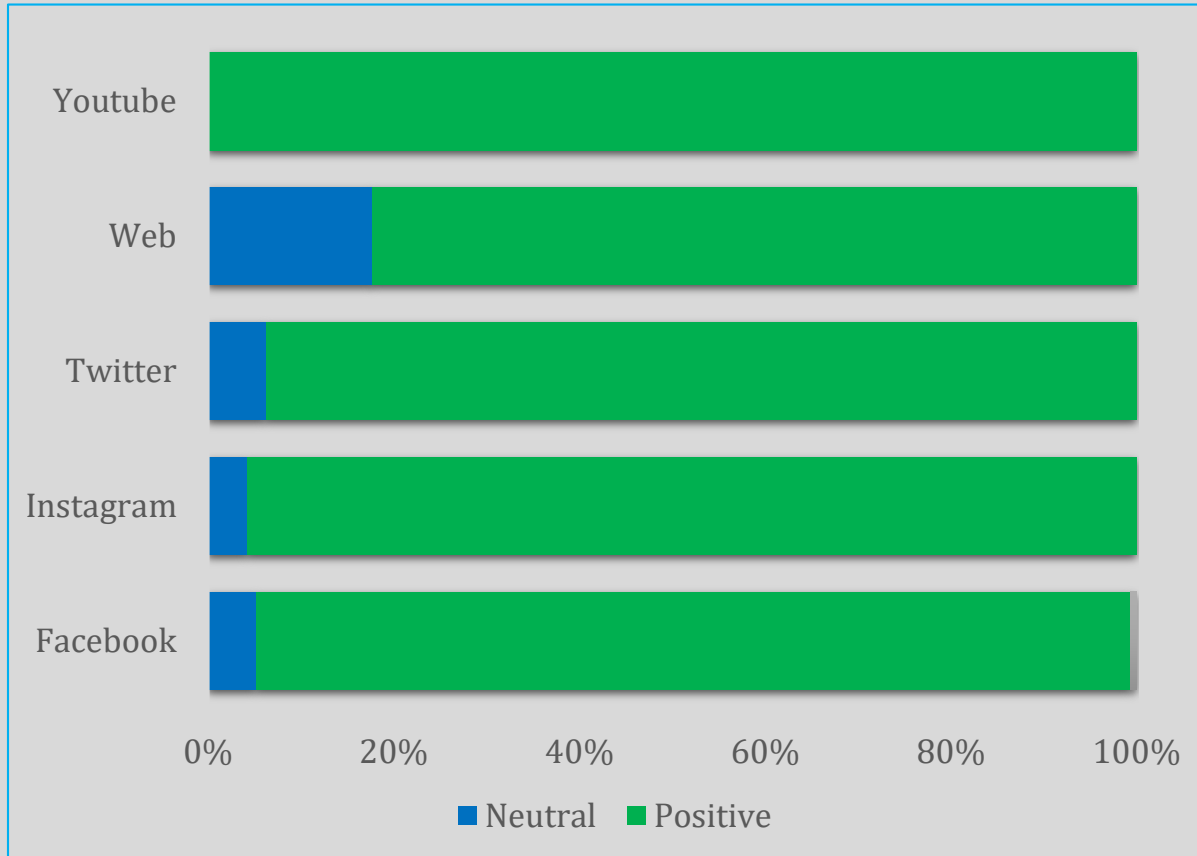
Facebook		Instagram		Twitter		Web		YouTube	
nyumbanichoo	64	nyumbanichoo	88	nyumbanichoo	93	tanzaniatoday.info	7	nyumbanichoo	5
ITV Tanzania	35	Cloudsfmtz	35	ITV Tanzania	18	airworldservice.org	3	Mwamba Five	3
East Africa TV	30	ITV Tanzania	30	East Africa TV	18	dodomanewz.blogspot	3	Azam TV	2
Mrisho Mpoto	10	East Africa TV	22	WaterAidTZ	18	dailynews.co.tz	2	MichuziTV	1
WaterAidTZ	5	WaterAidTZ	17	sanitationtz	5	globalpublishers.co.tz	2	MOHAB TV ONLINE	1
Global Publishers	2	elimu_ya_afya	9	AnyitikePM	2	habarileo.co.tz	2	Mwananchi Digital	1
mwananchi	2	Mrisho Mpoto	7	earadiofm	2	mtaakwamtaa.co.tz	2	Official Laxcy	1
Azam TV	1	officialshilole	2	JohnMbundi	2	muungwana.co.tz	2	SAYUNI MEDIA	1
Femina Hip	1	wizarayaafya	1	jokateM	2	africa-press.com	1		
HakiElimu	1			MustaphaBurhani	2	allafrica	1		

Top Influencers By Sentiment

Top Influencers by Sentiment

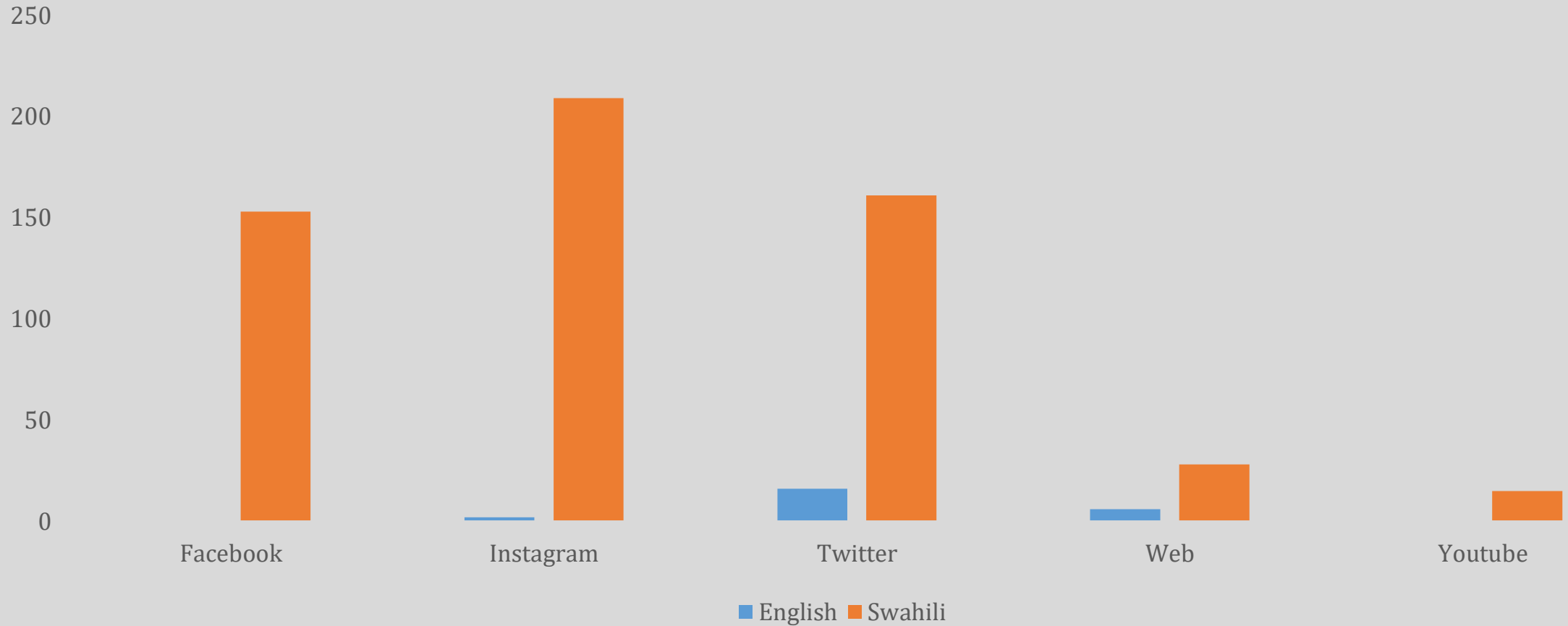
Positive		Neutral	
nyumbanichoo	239	nyumbanichoo	11
ITV Tanzania	76	ITV Tanzania	7
East Africa TV	66	East Africa TV	4
WaterAidTZ	36	WaterAidTZ	4
Cloudsfmtz	34	Cloudsfmtz	1
Mrisho Mpoto	18	tanzaniatoday.info	1
elimu_ya_afya	9	globalpublishers.co.tz	1
tanzaniatoday.info	6	habarileo.co.tz	1
sanitationtz	5	muungwana.co.tz	1
airworldservice.org	3	LeonardChacha	1
Azam TV	3	matukiodaimamedia.co.tz	1
dodomanewz.blogspot	3		
Mwamba Five	3		
AnyitikePM	2		
dailynews.co.tz	2		
earadiofm	2		
Global Publishers	2		
JohnMbundi	2		
jokateM	2		
mtaakwamtaa.co.tz	2		
MustaphaBurhani	2		
mwananchi	2		
officialshilole	2		
WaterAidEA	2		
globalpublishers.co.tz	1		
habarileo.co.tz	1		
muungwana.co.tz	1		

Sentiments



- ❖ Nyumba Ni Choo accumulated 94% share of positive online coverage in quarter 4, 2020. This was due to the World Toilet Week and Usichukulie Poa Unategemewa Campaigns.

Language



❖ About 96% of mentions were in Swahili Language while 4% were in English during the quarter.

Sample of Social Media Snapshots

ITV Tanzania
December 4, 2020 · 🌐

Kuheshimu ratiba ya usafi katika nyumba ya kupanga ni sababu muhimu ya kukufanya uishi kwa furaha na amani. Tupeane uzoefu, Jambo gani lingine hutakiwi kulichukulia poa ukiwa unapanga?
@nyumbanicho
#NyumbaNiChoo

RATIBA YA USAFI CHOOZI	
Siku za uishi	Majua ya wamagaji
01 J-Tatu	Juma Hassani
02 J-Nne	Sabrina Maiko
03 J-Tano	Mama Bahati
04 Alhamisi	Sara Musa
05 Juma	Kesamala
06 Jmozi	Inasati Jamsi
07 J-Pete	Hatima Hamisi

→ Hakikwa siku yako ya iliyi usogaye siku ya kuwapa au maji ada wote
→ tapukali mwaiga maji ya kutoka utawala chuozi

USICHUKULIE POA NYUMBA NI CHOO

3.3K 538 Comments 53

Tweet

maendeleo makubwa ya usafi wa mazingira na matumizi bora ya choo katika kaya zetu.
🇹🇿🇹🇿
#HeriyasikuyaUhuru
#NyumbaNiChoo
Translate Tweet

USICHUKULIE POA NYUMBA NI CHOO

cloudsfmtz • Follow

cloudsfmtz Mufindi sio chai pekee, wameweza kupunguza magonjwa ya mipuko kwa kuhamasika kujenga choo bora katika kila kaya sasa ni asilimia 79 za kaya zina matumizi ya vyoo bora.
@nyumbanicho
#NyumbaNiChoo

6w

_g.r.a.y.tz Content is awesome
6w Reply

barakanatus Hiyo ni kweli wenzetu wa mufind wapo vizuri sana
6w Reply

1,377 likes
DECEMBER 3, 2020

Add a comment...

USICHUKULIE POA NYUMBA NI CHOO

Tweet

EastAfricaTV @eastafriatv

Mkurugenzi msaidizi, Afya, Mazingira na Usafi Dkt. Khalid Massa amesema mkutano wa Ma afisa afya 2020 umejenga hamasa kubwa zaidi kwa maafisa afya na wadau kusimamia zaidi masuala ya usafi katika maeneo yao.
@NyumbaNiChoo
#Nyumbanicho
Translate Tweet

MKUTANO WA MAAFISA AFYA Mazingira Tanzania Bara 2020

MKUTANO WA MAAFISA AFYA Mazingira Tanzania Bara 2020

Sample of Online Snapshots

Best Social Media Advocacy Campaign

- Nyumba ni Choo (Ministry of Health)



Annex

To find the data used in this report, kindly click the link below:-

<https://drive.google.com/file/d/1HG1WYNMVQPaZdFhenJ0P5r7ArYf8c9Sw/view?usp=sharing>

Prepared by ORTUS
Data Science Department

Plot 740 Africana/Jangwani Road
P.O. Box 13906, Dar es Salaam Tanzania.

Email: clientservice@ortus.co.tz

Phone: +255 22 264 7306

Mobile: +255 719 783 357

www.ortus.co.tz

The logo for ORTUS, featuring the word "ORTUS" in a bold, green, sans-serif font. The letter "O" is significantly larger than the other letters, which are of uniform size and spaced out.



Thank
You

A blue paper cutout with the words "Thank You" in white, hanging from a string. The text is in a bold, rounded, sans-serif font. The cutout has a scalloped edge and a small hole at the top for the string. The background is white.