



Leaving no one behind: Assessing Uganda's readiness for the new Ndaga Muntu (National ID).

#NdagaMuntuUG

Digital Report

November 28, 2023

Social Media Summary

On 22nd November 2023, officials from Initiative for Social & Economic Rights (ISER), NITA (U), Makerere University and Parliament of Uganda were hosted on NTV Uganda to discuss Uganda's readiness for the new Ndaga Muntu (National ID).

The report shows the performance of posts published on NTV twitter and facebook under the hashtag #NdagaMuntuUG

- Following – NTV Uganda Facebook - 2,052,000
 - NTV Uganda Twitter - 2,100,000
 - NTV Uganda Instagram - 600,000
- Volume of posts – 22 posts were shared across 2 platforms.
 - * 9 posts were shared on Facebook
 - * 13 tweets were shared on Twitter
- Reach rate – 103,263 users have seen posts under #NdagaMuntuUG on NTV Uganda's platforms. That is 4,693 users per post.
- Engagements from all posts totaled 1,379
- A total of 659 users liked the posts shared across the 2 platforms.

Analytics Overview

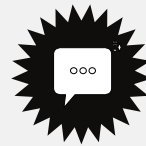
Facebook Insights



139 Likes



**28,917
Impressions**



**180
Engagements**

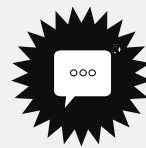
Twitter Insights



520 likes



**74,346
Impressions**



**1,199
Engagements**

Facebook Posts

Post 1

NTV Uganda  Published by Social News Desk · 5d · 

On Air. Officials from [Initiative for Social and Economic Rights - ISER](#), [Nira Uganda](#), [Makerere University](#) and Ministry of Gender, Labour and Social Development are in studio to talk about Uganda's National ID status.
Theme: Assessing Uganda's readiness for the new Ndaga Muntu (National ID). [#NdagaMuntuUG](#)
Follow the conversation on our social media platforms.



 Boost this post to reach up to 957 more people daily if you spend \$14. [Boost post](#)

 4

Reach

Total
2,005

Engagements

Reactions
4

Post 2

NTV Uganda  Published by Social News Desk · 5d · 

Uganda has made great progress as far as building a National ID system. However, there are still gaps. A lot of people especially the children and elderly people have been left out which is hindering them from accessing crucial services - Atori Elizabeth, Official, [Initiative for Social and Economic Rights - ISER](#). [#NdagaMuntuUG](#)



[Stop live playback](#)  [#NdagaMuntuUG](#)

 Boost this post to reach up to 957 more people daily if you spend \$14. [Boost post](#)

 10

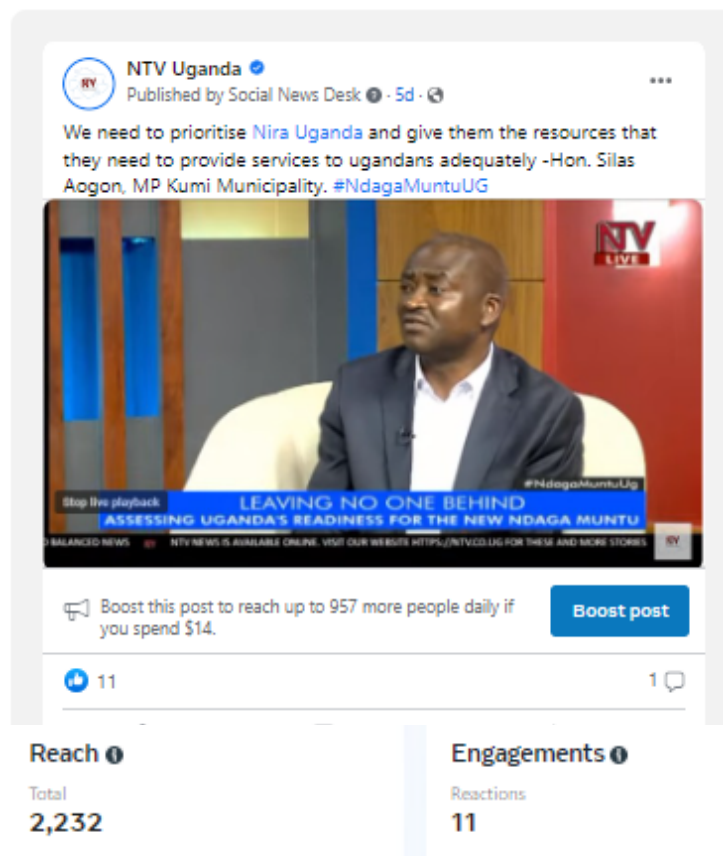
Reach

Total
3,112

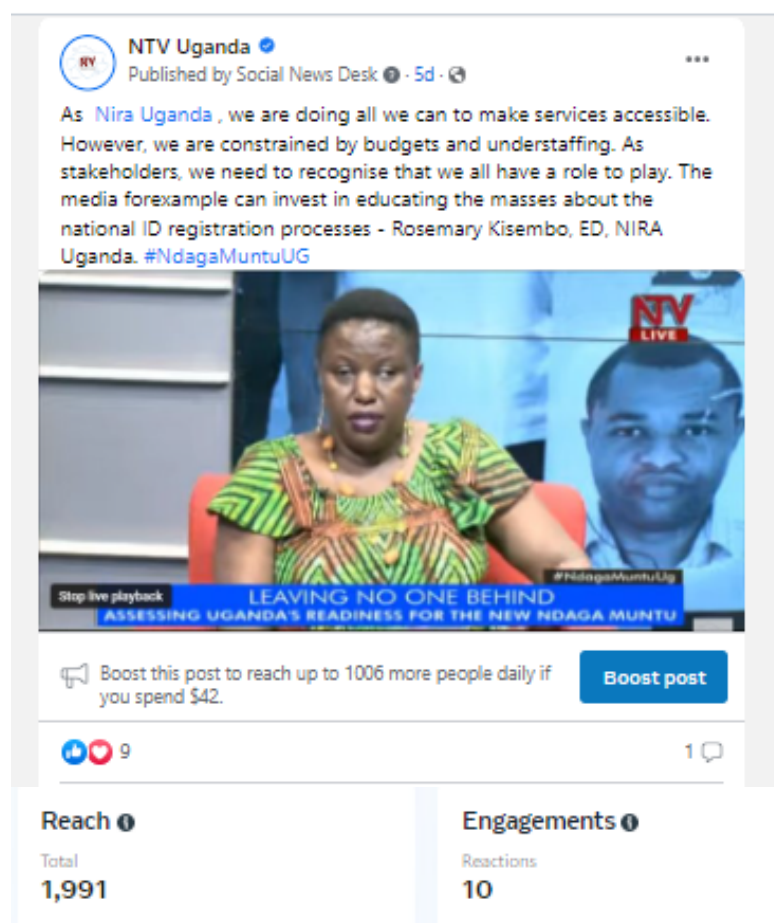
Engagements

Reactions
10



Post 3




Post 4




Post 5

**NTV Uganda** 


Published by Social News Desk · 5d · 

Many ugandans are being denied IDs because of ethnicity issues. If you are a muteso and has a kiganda name, [Nira Uganda_Ug](#) will deny you an ID. NIRA needs to streamline those issues - Dr. Nansubuga Elizabeth, lecturer [Makerere University](#) #NdagaMuntuUG






Stop live playback


PS/NTVCO.UG FOR THESE AND MORE STORIES · FOLLOW NTVUGANDA ON X FORMERLY (TWITTER), YOUTUBE, AND FACEBOOK

 Boost this post to reach up to 1006 more people daily if you spend \$42.

Boost post


 33

27  1 

Reach 

Total



5,779


Engagements 

Reactions


35

Post 6

**NTV Uganda** 


Published by Social News Desk · 5d · 

The issue of citizenship is determined by the ethnicity guidelines that were put in place by the government of Uganda. You can't come to [Nira Uganda](#) claiming to be a muganda yet you do not belong to any of the clans that are listed in our registry - Rosemary Kiseembo, ED, NIRA Uganda. #NdagaMuntuUG






Stop live playback


LEAVING NO ONE BEHIND
ASSESSING UGANDA'S READINESS FOR THE NEW NDAGA MUNTU

 Boost this post to reach up to 957 more people daily if you spend \$14.

Boost post


  15

6 

Reach 

Total

2,921

Engagements 

Reactions

15

Post 7

NTV Uganda  Published by Social News Desk · 5d ·  

We need to find alternative ways of identifying ugandans apart from their names and tribes if we are to streamline our information systems - Atori Elizabeth, Initiative for Social and Economic Rights - ISER [#NdagaMuntuUG](#)



Boost this post to reach up to 1006 more people daily if you spend \$42. [Boost post](#)

  14

Reach

Total
2,667

Engagements

Reactions
14

Post 8

NTV Uganda  Published by Social News Desk · 5d ·  

We are adding a biometric element to our National ID system which will, in addition to the finger print recognition will be having a facial and iris recognition that are unique to individuals. This should solve some of the identification challenges that we have been having - Rosemary Kisembo, ED, Nira Uganda [#NdagaMuntuUG](#)



Stop live playback Boost this post to reach up to 957 more people daily if you spend \$14. [Boost post](#)

 32  6



Reach


Total
5,293

Engagements


Reactions
32


Post 9

 **NTV Uganda** 


Published by Social News Desk · 5d · 



We should take a human rights approach as we register citizens for National ID and make sure that no one is left behind. The consequences of an individual failing to get a national ID are very negative - Atori Elizabeth [Initiative for Social and Economic Rights - ISER](#) [#NdagaMuntuUG](#)




 Boost this post to reach up to 957 more people daily if you spend \$14.

Boost post


 11

2  2 

Reach 

Total

2,917

Engagements 

Reactions

11

Twitter Posts

Post 1



Post 2



Post 3

 **NTV UGANDA**  @ntvuganda · Nov 22



The government needs to invest more and make National ID services more accessible. We need to put centres at, atleast the parish level. It's the responsibility of government to extend services to the local people - Hon, Silas Aogon, MP Kumi Municipality #NdagaMuntuUG


50


11


3

Impressions ⓘ

5,303



Engagements ⓘ


81

Detail expands ⓘ


2


Post 4


 **NTV UGANDA**  @ntvuganda · Nov 22



There are still gaps between policy and implementation especially on the ID registration requirements , we need to work with @NIRA_Ug to see how we can get the 17m unregistered Ugandans to be registered - Dr. Nansubuga Elizabeth, lecturer, @Makerere ...
[Show more](#)


24


6


3

Impressions ⓘ

3,458



Engagements ⓘ


52

Detail expands ⓘ

0


Post 5


 **NTV UGANDA**  @ntvuganda · Nov 22




AS @NIRA_Ug , we are doing all we can to make services accessible. However, we are constrained by budgets and understaffing. As stakeholders, we need to recognise that we all have a role to play. The media forexample can invest in educating the masses about the national ID...

[Show more](#)


23


4


2

Impressions ⓘ

4,959

Engagements ⓘ

73

Detail expands ⓘ

19

Post 6

 **NTV UGANDA**  @ntvuganda · Nov 22



We are adding a biometric element to our National ID system which will, in addition to the finger print recognition will be having a facial and iris recognition that are unique to individuals. This should solve some of the identification challenges that we have been having -...

[Show more](#)


44


10


10

Impressions ⓘ

10,357

Engagements ⓘ

180

Detail expands ⓘ


63

Post 7

RT

NTV UGANDA

@ntvuganda · Nov 22



From our research, we have found out that it's harder to get or replace a national ID than a passport or any other document. If we want people to have access to the National ID, we must make the system more accessible and reliable - Atori Elizabeth, Official, @ISERUganda...

[Show more](#)

♡

41

↻

6

💬

3

Impressions ⓘ

5,971

Engagements ⓘ

79

Detail expands ⓘ

12

Post 8

RT

NTV UGANDA

@ntvuganda · Nov 22



The government needs to invest more and make National ID services more accessible. We need to put centres at, atleast the parish level. It's the responsibility of government to extend services to the local people - Hon, Silas Aogon, MP Kumi Municipality #NdagaMuntuUG

♡

50

↻

11

💬

3

Impressions ⓘ

5,306

Engagements ⓘ

81


Detail expands ⓘ

2

Post 9

NTV UGANDA

@ntvuganda · Nov 22



We need to prioritise @NIRA_Ug and give them the resources they need to provide services to ugandans adequately -Hon. Silas Aogon, MP Kumi Municipality. #NdagaMuntuUG

15

3

0

Impressions ⓘ

3,068

Engagements ⓘ

41


Detail expands ⓘ

12

Post 10

NTV UGANDA

@ntvuganda · Nov 22



Many ugandans are being denied IDs because of ethnicity issues. If you are a muteso and has a kiganda name, @NIRA_Ug will deny you an ID. NIRA needs to streamline those issues - Dr. Nansubuga Elizabeth, lecturer @Makerere #NdagaMuntuUG

114

10

15

Impressions ⓘ

13,421

Engagements ⓘ

233

Detail expands ⓘ


37

Post 11

RT

NTV UGANDA

@ntvuganda · Nov 22



We need to find alternative ways of identifying ugandar apart from their names and tribes if we are to streamlin information systems - Atori Elizabeth, @ISERUganda #NdagaMuntuUG

♡

13

↻

1

💬

0

Impressions ⓘ

3,005

Engagements ⓘ

42

Detail expands ⓘ


5

Post 12

RT

NTV UGANDA

@ntvuganda · Nov 22



The issue of citizenship is determined by the ethnicity guidelines that were put in place by the government of Uganda. You can't come to @NIRA_Ug claiming to be a muganda yet you do not belong to any of the clans that are listed in our registry - Rosemary Kisembo, ED, NIRA... [Show more](#)

♡

19

↻

5

💬

0

Impressions ⓘ

4,101

Engagements ⓘ

60

Detail expands ⓘ

16

Post 13

NTV UGANDA 

@ntvuganda · Nov 22



We should take a human rights approach as we register citizens for National ID and make sure that no one is left behind. The consequences of an individual failing to get a national ID are very negative - Atori Elizabeth @ISERUganda #NdagaMuntuUG


51


5


1

Impressions ⓘ

5,789

Engagements ⓘ

82

Detail expands ⓘ

3

Youtube



Assessing Uganda's readiness for the new Ndagamuntu Renewal (National ID) | Talkshow



NTVUganda
1.01M subscribers



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0



Share



6 views 22 minutes ago #NTVNews #NTVTonight #NTVWeekendEdition
#NTVNews #NTVTonight #NTVWeekendEdition

[https://www.youtube.com/watch?
v=StsRNoCVqZE](https://www.youtube.com/watch?v=StsRNoCVqZE)

- **Note:**
- Analytics show numbers accumulated from 29th November 2023 when the talk show was uploaded/streamed. The numbers will keep growing.

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