



# **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 [ISER](#) #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

NTV Uganda  Published by Social News Desk 0 · 5d · 0

We need to prioritise [Nira Uganda](#) and give them the resources that they need to provide services to ugandans adequately -Hon. Silas Agon, MP Kumi Municipality. #NdagaMuntuUG



Stop live playback LEAVING NO ONE BEHIND ASSESSING UGANDA'S READINESS FOR THE NEW NDAGA MUNTU BALANCED NEWS NTV NEWS IS AVAILABLE ONLINE, VISIT OUR WEBSITE HTTPS://NTVCOUG FOR THESE AND MORE STORIES

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

11 1

**Reach** 1 Total 2,232

**Engagements** 1 Reactions 11

## Post 4

NTV Uganda  Published by Social News Desk 0 · 5d · 0

As [Nira Uganda](#), 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 foreexample can invest in educating the masses about the national ID registration processes - Rosemary Kisembo, 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 1006 more people daily if you spend \$42. [Boost post](#)

9 1

**Reach** 1 Total 1,991

**Engagements** 1 Reactions 10

## 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

HTTP://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	Engagements
Total 5,779	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 Kisembo, 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	Engagements
Total 2,921	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



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14

Reach	Engagements
Total 2,667	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 [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](#)

32 6

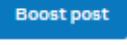
Reach	Engagements
Total 5,293	Reactions 32

# 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 - Atoi Elizabeth Initiative for Social and Economic Rights - ISER #NdagaMuntuUG



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

 11  2  2

Reach	Engagements
Total <b>2,917</b>	Reactions <b>11</b>

# Twitter Posts

## Post 1

NTV UGANDA  @ntvuganda · Nov 22



On Air. Officials from @ISERUganda, @Mglsd\_UG and @Makerere are in studio to talk about Uganda's National ID status.  
Theme: Assessing Uganda's readiness for the new Ndaga Muntu (National ID). #NdagaMuntuUG...  
[Show more](#)

20

6

2

Impressions ⓘ

**3,544**

Engagements ⓘ

**67**

Detail expands ⓘ

**7**

## Post 2

NTV UGANDA  @ntvuganda · Nov 22



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, @ISERUganda...  
[Show more](#)

56

13

1

Impressions ⓘ

**6,064**

Engagements ⓘ

**128**

Detail expands ⓘ

**26**

## 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 for example 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

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

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

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

LEAVING NO ONE BEHIND  
UGANDA'S READINESS FOR THE NEW

13  1  0 

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Impressions ⓘ

**3,005**

Engagements ⓘ

**42**

Detail expands ⓘ

**5**

## Post 12

NTV UGANDA  @ntvuganda · Nov 22



The issue of citizenship is determined by the ethinicity 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](#)

LEAVING NO ONE BEHIND  
UGANDA'S READINESS FOR THE NEW

19  5  0 

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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 - Atoi 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



Subscribed



0



1



Share

...

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

<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.

**Thank you for your partnership**