**COMMUNICATION KEY PERFORMANCE INDICATORS (KPIS): DECEMBER 2024- FEBRUARY 2025**

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| **S/N** | **Objective** | **Key Performance Indicators (KPI)** | **Targets** | **Timeline** |
| 1 | Communications | -Increase in media mentions of TWCC year-over-year.  Number of press releases/media advisories distributed per two quarter.  Number of successful media interviews or press conferences conducted. | -1,000 followers per month and at least 50% engagement in our social media monthly from December 2024 to February 2025  -Press release in all TWCC events  -6 media interviews or media tour per month | June 1, 2024-November 31, 2024 |
| 2 | Social Media Management | **-Content Engagement:** Daily/weekly/monthly social media posts created and published.  Increase in followers, likes, shares, comments, and engagement rate across TWCC social media channels. | -200 Posted in IG, X, FB and 20 videos in our YouTube channel  -50% increasing of media engagement in all our social media. | February 28, 2025 |
| 3 | Story Telling | **-Story Creation:** Number of new stories published weekly, showcasing impact (particularly on women's initiatives).  **-Collaboration & Story Development:** | -1 Story to be posted weekly and shared in social medias and our stakeholders via emails.  stories developed in collaboration with the program, membership team and other TWCC departments | February 28, 2025 |
| 4 | Publications | -**Number of newsletters** produced and distributed on time.  **-Number of promotional materials** (brochures, banners, files) developed and updated.  Percentage increase in readership/engagement of newsletters and publications.  Number of media or online shares for reports, press releases, and promotional materials | -1 newsletter Quarterly  -Publications produced, media or online shares for reports, press releases, and promotional materials will align with events taking place in the given region. | February 28, 2025  February 28, 2025 |
| 5 | Program Support | **Event Coordination & Support:**  Number of events successfully coordinated with stakeholders.  Percentage of events delivered on time and within budget | Full Engagement in all the events organized in the organization and collaborated events from December 2024 to February 2025. | February 28, 2025 |
| 6 | Communication Relations | Number of Concept notes and funding proposals developed  Number of key stakeholders and members engaged regularly through meetings and communications.  Feedback quality/response rate from stakeholders about TWCC communications and events | - 1 concept note to be developed to prospective sponsors  -20 stakeholders  -1 survey on communication from the TWCC members and stakeholders as well as responses | February 28, 2025 |
| 7 | Members Recruitment, Retaining and Database Maintenance | Number of new members recruited each month/quarter.  Retention rate of existing members. | -100 new members recruitment  -Retentions of all new and old members through motivating them through promoting them in our social media. | February 28, 2025 |
| 8 | Team Support | * **Team Collaboration:**   Number of cross-functional collaborations and support efforts within the organization.  Team satisfaction rate (gathered via internal surveys) on communications and support provided | -1 Internal survey monthly and collecting responses from the staff.  -1 Training TWCC staffs to rise communication awareness and effectiveness | February 28, 2025 |