



Nikat Charitable Association  
Communications Strategic Plan  
2025 - 2028

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## 1. Situation analysis

The Nikat Charitable Association is the only sex worker-led non-governmental organization in Ethiopia dedicated to advocating for the rights and welfare of sex workers (SWs). Over the years, the organization has implemented a range of comprehensive health empowerment programs tailored to enhance the lives of this vulnerable group. These programs include HIV and AIDS prevention and mitigation strategies, and awareness raising on sexual and reproductive health and rights (SRHR).

Nikat's commitment to championing and striving for the fulfilment of the basic rights of SWs' serve as a foundation for its mission, reflecting the organization's understanding of the unique challenges faced by the vulnerable women. Drawing on the first-hand experiences of its dedicated staff and constituents, Nikat is uniquely positioned to deliver essential services, advocacy support, and empowerment initiatives that resonate with the specific needs of the SWs.

### 1.1. Nikat's strategic and resource mobilization plans

The Strategic Plan aims to guide Nikat Charitable Association (Nikat) activities through the period 2025-2028. The priorities and goals set in the Plan build on the experience and input of Nikat founders, Nikat's Board of Directors, Nikat managers and peer educators from different hotspots, as well as advice from our stakeholders. In full alignment with the Strategic Plan 2025-2028, the resource mobilization plan also builds on the experience, insights and expectations of Nikat's founders, and staff members to prioritize strategic directions and budgetary targets.

The primary purpose of the communications strategic plan is also to support and contribute towards the successful implementation of both the strategic and resource mobilizations plans.

In particular, goal three and four of the strategic plan aim to reduce discrimination and stigma against sex workers in the country. To address this, Nikat will network with other organizations to advocate for changes in policy and practice by the government authorities. In this process communications can play a critical role in raising awareness and influencing the authorities and public opinion through strategic information packaging and dissemination through various medium/channels.

For the resource mobilization strategies, communications will provide targeted and relevant contributions in proposal developments, strategic partnerships, engaging with the private sector and philanthropists, digital fundraising, and facilitating the buy-in of members for contributions, and improving the visibility of Nikat and the sex workers.

### 1.2. Gaps and Challenges

- **Lack of visibility** among government, partners, and potential institutional and individual donors has limited Nikat's funding opportunities.
  - There was minimal communication work to persuade stakeholders to support development work for sex workers. For instance, Nikat does not highlight the successes of some sex workers who transformed their lives to become successful members of the community.
  - **Insufficient funding:** Nikat does not adequately, and proactively attempt to solicit funding from all potential donors which makes it difficult to maintain technical staff and carry out basic operations. The organization also struggles to attract qualified personnel due to financial constraints.
- **Inadequate capacity** among Nikat's leadership in strategizing and leading communications work to increase visibility, support advocacy work or fundraising effort,
  - **Language limitations:** Nikat's leadership have limitation in communicating in English which limited their successful engagement with international donors, proposal developments and providing inputs.
- **Lack of awareness among health workers, legal professionals and the police** about Nikat's work: For instance, some encounters with the police has resulted in the abuse of the basic rights of the sex workers and sometimes the peer educators just because of negative biases. Strengthening police

engagement will be crucial to improve cooperation and ensuring the safety and security of the sex workers and Nikat staff.

- This has resulted in lack access to various social services by sex workers including healthcare, consumer associations facilities, government administrative services and others. For instance, identity cards are required to get any services at health facilities and most of the sex workers either trafficked or migrated from different locations do not have ID cards.
- Absence of legal advisor or legal representative in Nikat has also contributed to these challenges. In addition, it limited the efficacy of advocacy, works on the protection of the rights of sex workers and building the capacity of staff to do the same.
- **Gaps in awareness among various segments of the public** to mitigate stigma and discrimination against sex workers in the community. For awareness raising initiatives, Nikat can use the success stories and testimonials of former sex workers who transformed their lives to become successful members of the community.
- **Limitations in the availability of data** and evidence on the magnitude, nature, demographic and socio-economic characteristics of sex work in the country creates challenges to increase visibility of the women and the serious challenges they face on a daily basis. Currently, there is no reliable estimation on the number of sex workers in the country as the sector expanded from work in rental houses, establishments and on the streets, to new forms including house-calls, arrangements through agents at hotels, and opportunity seeks at various venues.
- **Absence of political will and drive from the government:** Even though the Federal and state governments developed strategies and plans on HIV transmission prevention, there is a significant gap in implementation among sex workers. And due to lack of awareness and skills, even sex workers were not able to demand such services from the government.
- **Sex workers limited understanding of their rights:** This lack of awareness has led to the abuse of their rights by some police force members, health professionals and even government offices responsible for providing basic social services. For instance, wherever there is a dispute between the sex worker and the client security forces by default blame the sex worker and deny them justice.
  - Sex workers' associations do not have the capacity, knowledge/awareness about their basic rights nor the ability to be a stronger voice for Nikat.
- **Limited knowledge of staff and volunteers about Nikat's vision, mission** and programmes has led to gaps in the proper positioning of Nikat among stakeholders. In addition, due to the lack of knowledge about Nikat's overall goal, staff members and volunteers were unable to adequately advocate for the rights of sex workers at various forums and opportunities.
- **No communications person in Nikat** to develop content, package it into various materials and disseminate to various target audiences.
  - **No social media links or website:** Nikat has no presence in digital media which contributed to limitations in visibility among various stakeholders, government, potential partners and donors.
  - Most SBCC materials produced by Nikat lack quality standards or expertise input.
- **Lack of representation:** Sex workers are not represented well on various government platforms, notable events and decision making forums to advocate for and bring visibility to the issues facing the sex workers.
- **Social and cultural views** will be the biggest barrier to communications work by Nikat. For instance, when the drop-in-center at Kaliti was preparing for inauguration and printed a banner with the name, Nikat sex workers' association, there was a significant opposition from the residents of the surrounding community who accused the landlord and Nikat of "promoting sex work."

### 1.3. SWOT Analysis

Strengths	Weaknesses
Positive attitude of the leadership about the importance of communications work	Limitations in the availability of budget
Two communications volunteers have now joined Nikat	Gaps in capacity and trained staff members
Close engagement with the police force in enabling to build positive attitude to the sex workers	Nikat did not adequately promote its successes on media platforms
The presence peer educators will support information dissemination	Limitations in language, use of computers, and social media platforms among some Nikat leadership members
The attempt to work with the media (Betegna programme on Sheger Radio)	All successes and experience from peer educators is not properly documented
Nikat has various notable successes that can be used for communications (e.g. the graduation from college of former participants, training and graduation of a number of sex workers in hair styling and culinary skills,	Frequent turnover among some peer educators and some peer educators do not have adequate and accurate information and they misinform programme beneficiaries
Nikat's coordination office and DICs can serve as communication work centers	Lack of commitment and inadequate performance from some peer educators which is putting Nikat's brand at risk
Good start in branding work, (existence of logo)	
Nikat is expanding its reach to more and more locations - from one sub-city now covering all sub cities	
Nikat is the only sex workers founded and sex workers led non-for-profit organization	
Opportunities	Threats
Donors and partners such as African Sex Workers Association and AIDS Healthcare Foundation are willing to support in promoting Nikat's work and sharing information about Nikat on their website.	Negative attitude from the majority of the public
Improvement of relations with the members of police and increasing positive attitude towards sex workers - in particular the successes of Akaki Kaliti Sub city can be replicated to other parts of the city	Absence of clear policy and adequate support and services from the government
Most sub cities in Addis Ababa are aware of Nikat and its work	Donors usually restrict budget utilizations on communications
Strong possibility from FGAE to support Nikat and its work	Unfavorable perspectives of media towards sex workers
Possibility of Sex workers' associations in promoting Nikat and disseminating information about its work	The basic rights of sex workers are not considered as the basic right of any citizen
	Strong influence and positions from religious institutions

## 2. Audiences

2.1. Based on the challenges described in the situation analysis above and discussions with the Nikat leadership, staff members and volunteers, the following target audiences were identified for the communications work.

- **Staff members and volunteers in Nikat:** Staff members and volunteers will need to have adequate knowledge and skills on how to promote Nikat, and its successes and how to disseminate relevant and targeted messages to the sex workers through various mediums. Through internal communications and information sharing mechanisms, targeted messages and regular updates will be provided staff to ensure that everyone speaks with one voice, about the vision and mission, become better advocates of Nikat's purpose and sex workers' rights.
- **Donors** such as UN Women, Red Umbrella, Global Fund, Embassy of Canada, Netherlands and Others: Nikat's communications volunteers will work with the leadership and other relevant team members to craft, package and disseminate messages aimed to support fundraising efforts. Donors need information on the impacts of Nikat for the last few years, results and outputs of recent projects. Nikat programme teams will work with communications volunteers to gather regular information, photos, videos, and interviews for the packaging and dissemination to various donors in relevant formats and media.
- **Ministry of Health** and its regional bureaus: This Ministry is one of the highest priorities for Nikat to ensure that sex workers receive quality and affordable healthcare services. The communications will be strategic, focused on relevant officials and will be synchronized with advocacy efforts. Selective and relevant mediums will be utilized to deliver carefully crafted messages.
- **Ministry of Women and Children** and regional bureaus: This ministry is ultimately responsible for ensuring the wellbeing of sex workers, drafting and facilitating the enactment of laws and regulations as well as communicating with other relevant government ministries and entities to coordinate implementation of policies and protection of women in all settings.
- **LeNegewa (Wende)**
- **Bureau of Skills Development /Addis Ababa City / Government/:** This government office has various skills transfer programmes for women. With advocacy and awareness raising work from Nikat, sex workers can benefit from the government programs in skills development and entrepreneurship to engage in income-generating schemes.
- **Health Professionals Associations:** While working through the Ministry of Health and regional bureaus to ensure access to basic health services for sex workers, engaging with health professionals would help to address some of the stigma and discrimination against the sex workers by healthcare workers.
- **Lawyers/Legal professionals' associations:** Sex workers face abuse on daily basis in different settings. Particularly within the justice system that should have been protecting them, these women frequently face discrimination and neglect due to either lack of awareness, cultural, religious or personal bias or mostly for lack legal representation. For this, Nikat will establish or strengthen relations with various legal professional associations who can assist with providing legal services pro bono.
- **The Police force, Ministry of Justice, and related entities:** Peer educators and sex workers have shared experiences of not receiving a fair treatment when they come in contact with police officers and the justice system in general. Trainings and awareness raising efforts among the police in selected sub cities has resulted in positive changes and promising results that can replicated in other parts of Addis Ababa and the regional states.

- **Media and journalists' associations:** These can play a significant role in influencing the public about sex workers, the challenges they face on a daily basis and how they can be protected from violence, abuse and discrimination. Nikat can attend their meetings, share packaged information, and implement advocacy works to bring them on board. It would take Nikat significant strategic engagement, persistence and resources to secure the buy-in of these associations, but ultimately the result in influencing the public is rewarding and makes the effort worthwhile.
- **Women's associations and coalitions:** Nikat would target these associations and networks to secure more opportunities for the sex workers to protect their rights, influence unfavorable awareness and also increase their representation in decision making and women empowerment initiatives.
- **Youth Associations:** A growing youth population is one of the biggest challenges for the Government of Ethiopia. Therefore, both federal and state governments have developed and are implementing various youth empowerment strategies at *Woreda* and sub city levels. Joining these associations would bring significant advantages for the sex workers including benefiting from access to loan, skills development and entrepreneurship opportunities provided through the government programs.
- **Sex workers' associations:** Nikat can work with these associations to disseminate various useful information to the sex workers including legal rights, access to basic social services and income generating opportunities that may be available through various programs.
- **Addis Ababa Mayors Bureau: (Wende)**
- **Parliament: (??)**
- **General public with particular focus around locations with sex work activities:** In Nikat's programme strategic plan, goals 3 and 4 focus on reducing discrimination and public stigma against sex workers. Communications can support this effort through packaging and dissemination of relevant content to the public to gradually

## 2.2. Prioritization of audiences

The order in which the audiences are listed under 2.1 is organized based on their priority for Nikat. The first audience above is the highest priority, and Nikat communications work will follow the order to exert efforts and allocate resources.

Nikat's staff members were selected as highest priority due to their position to contribute results to the main objectives in increasing visibility, implementing advocacy works and potential contribution in fundraising.

Due to the challenges in funding situation Nikat, communications and information dissemination to donors will take the second highest priority.

Communications work targeting government offices in various settings is the next priority to ensure the rights of sex workers is respected, they are protected from violence, stigma and discrimination

## 3. Channels and tools

Based on the situation analysis and target audiences identified, the following channels and tools could be selectively used to disseminate various tailored content.

- **Digital media:**
  - **Website:** Nikat will develop and operationalize a website with content in Amharic and English language. The site will have, among others, stories, photos, videos, and call for actions in policy changes. Gradually the website will have capabilities for receiving online monetary contributions. The website will also have linkages with ASWA and other partners for joint dissemination of strategic content.



- **Social media:** Based on targeted audience analysis, Nikat will use various social media platforms to share information and reach stakeholders. The main social media platforms will be Facebook, X/Twitter, and YouTube. Based on continuous needs assessment by the communications volunteers, other platform may be added if found convenient to reach intended target audiences.
- **E-Newsletters:** As Nikat's funding situation and program implementations steps up, regular e-newsletters will be developed and disseminated to donors, partners and relevant stakeholders. Communications staff will work with the leadership and other staff members to gather relevant email addresses. Depending on the situation, the e-updates may include donor reports, advocacy alerts, photo galleries, and links to videos on social media.
- **Messaging Apps:** Particularly for internal communications, messaging apps such as WhatsApp, Telegram, or others will be quite useful as most staff members have them on their phones.
- **Live Streams:** When important events are taking place, the communications staff can stream live on Nikat's social media platforms (YouTube Live, Facebook Live or TikTok). These streams are mostly very popular among younger audiences in the community and the sex workers themselves. Live stream should be selectively directed at specific audiences.
- **SMS broadcasts:** Depending on situations and the target audiences, SMS texting could be effective to reach a high number of audiences with messages about events and advocacy agendas to rally for support.
- **Interactive Voice Response (IVR):** These automated calls can be used to provide content for the sex workers about how to protect their basic rights, where to access social services and if necessary legal representation.
- **Print and publications:** Nikat will produce various print materials tailored to intended objective and targeted audiences. These materials will include booklets, one-pagers, fact sheets, magazines, posters, leaflets, brochures, roll-up/pull up banners, back-drop banners, and others. The materials will be high quality, appealing and properly branded while at the same time delivering relevant content to the audience. There will be a proper dissemination plan to ensure that resources are used for intended purposes and are not wasted. Various events by Nikat or other partners and stakeholders will be used to disseminate the print materials. Nikat can also use the office and the drop-in-centers to disseminate the materials.

As much as possible, Nikat will minimize the use of publications as they require significant resources and they might not be fully read by the intended audiences. Its always to consider online/digital options

PowerPoint slides, reports, researches and studies are also possible tools to share content and increase the visibility of Nikat. These materials will need to be properly designed, formatted and branded to ensure that they are appealing to intended audiences.

As much as possible the communications members will develop and use photo essays, infographics and data visualizations methods that simplify complex information into easily accessible messages. These materials will also be included in various print publications and digital media channels.

- **Events:** These include meetings/workshops/trainings, social gatherings, community meetings, government engagements, door-to-door campaigns and awareness raisings, street events such as music and circus performances, religious and official holiday events, exhibitions, and others. Nikat may organize the events by itself or join other events organized by government, partners or stakeholders. Nikat can use the opportunity to disseminate the print materials, share website and social media addresses, use various tactics to drive viewer traffic to the sites and collect emails and addresses from visitors.



- **Media coverage:** Nikat will establish relations with media and journalists to arrange coverage of its program successes and some of the advocacy agendas. The media coverage may be on Television, radio, popular social media channels, newspapers and popular publications. The coverage need to arranged with careful consideration of positioning described below, the timing of the coverage and the prevailing social atmosphere. This means that Nikat should avoid arranging media coverages during national emergency situations or social, economic or political situations that attract capture the attention of the majority of the public.

Nikat can leverage existing linkage with Betegna program to strategically broadcast/publish advocacy agendas, highlight issues affecting sex workers and program successes.

- As much as possible Nikat will develop and share press releases & media kits with journalists and news agencies to ensure accuracy of content.
- Nikat can also develop programme documentaries aimed at advocacy agendas or fundraising objectives.
- **Branding guidelines and tools:** Nikat will develop and implement branding and marking guideline to ensure consistency, credibility and effective communication. The branding guidelines will define the visual and messaging identity of the organization, ensuring a strong, recognizable presence.

**The guideline will ensure:**

- Consistency: By maintaining uniform use of logos, colors, fonts, and tone across all materials (reports, websites, social media, and branded materials).
- Credibility and professionalism: Build trust with donors, partners, and beneficiaries by portraying a cohesive image.
- Recognition and visibility: Strengthen awareness by the government and communities about Nikat's mission, programs and achievements.
- Differentiation: of Nikat by emphasizing its unique identity that its established and led by sex workers for sex workers.
- Vision and mission alignment: by highlighting, describing, emphasizing Nikat's vision, mission, values, and strategic goals to all target audiences including staff and volunteers.
- Donor compliance and confidence: by reinforcing the commitments and contributions of Nikat towards the empowerment of sex workers and vulnerable women.
- Funding accountability: by demonstrating the responsible use of funds/grants and partnerships to positively impact the lives the primary program targets/beneficiaries.
- **Branded materials:** Nikat will conduct in-depth analysis of the target audiences and produce if necessary various branded materials that will contribute to the visibility and brand recognition of Nikat. These materials which will be carefully selected and may include t-shirts, vests, key chains, flash memory drives, notebooks, calendars, scarves and other materials identified based on how they portray the intended message and logo.

## 4. Strategic Objectives

### Vision

Nikat vision is a society where the sexual and reproductive health; human rights and dignity of sex workers are protected, respected and fulfilled.

### Mission

Nikat's mission is to enhance the socioeconomic, psychological, and health status of sex workers in Ethiopia through advocacy, empowerment, and access to essential non-discriminatory services."

**Strategic Purpose:** Strengthen the success of and measurably contribute to Nikat's programme, resource mobilization, and advocacy strategies.

The communications strategy aligns with and amplifies the goals and objectives of programme, resource mobilization, and advocacy strategies by packaging and disseminating consistent, relevant and engaging content to key audiences, foster engagement, and drive desired actions. Through strategic and targeted approaches and measurable impact, the communications strategy will strengthen donor trust, help to influence policy and decision makers, and facilitate collaboration to contribute to the overall success of the other strategies.

#### 4.1. Strategic Objectives (SO) and outputs:

##### SO 1: Increased visibility of Nikat and successes in empowering sex workers,

**Targets:** Donors, all government offices, health professionals' associations, lawyers/legal professionals' associations, police, media and journalists' associations, women's associations and coalitions, youth associations,

- Output 1.1: Nikat's website is operational with full content and has over 1000 views per month
- Output 1.2: Nikat's Facebook page has over 5,000 followers in 1 year, and over 30 comments on regular posts
  - X/Twitter has over 100 followers,
  - YouTube channel has over 5,000 subscribers, selected regular video posts have over 500 views
  - SMS are broadcasted to over XXX targets in communities
- Output 1.3: Selected printed materials are produced and disseminated to over 200 pre-identified target audiences per annum
  - Three e-newsletters are distributed per annum to 50 selectively collected targets
- Output 1.4: Nikat gets three national/regional media coverages a year (TV, radio, other popular social media channels)
- Output 1.5: Nikat participates at least in two national or regional level events where messages about the organizations reaches at least over 100 audiences
  - Two events are live Streamed for 500 social media followers

##### SO 2: Improved awareness about sex workers' rights among all stakeholders

Targets include: Ministry of Health, Ministry of Women, Children and Youth, LeNegewa, Bureau of Skills Development /Addis Ababa City / Government/, Addis Ababa Mayors Bureau, Parliament, Health Professionals Associations, Lawyers/Legal professionals' associations, Police, Media and journalists' associations, Women's associations and coalitions, Youth Associations, Sex workers' associations, General public/communities around sex work areas

- Output 2.1: Print materials, PowerPoint slides, and publications e.g. letters, fact sheets, reports, text messages, IVR content, social media messages posts and/or researches submitted/distributed
- Output 2.2: Events, workshops and trainings organized for communities, police and justice bureau staff, health professionals, women and youth associations, and journalists
- Output 2.3: Discrimination and stigma by health professionals towards sex workers reduced
- Output 2.4: Sex workers join saving and credit schemes, youth and women associations
- Output 2.5: Sex workers receive skills training through women's or youth associations

##### SO 3: Staff and volunteers are knowledgeable about Nikat's vision, mission, and programs\

Targets include, staff members and volunteers, sex workers' associations,

- Output 3.1: Internal website/data storage operational and accessed by over 50% of staff per quarter
- Output 3.2: Messaging app (WhatsApp, or Telegram) groups established
- Output 3.3: Regular content is shared over messaging apps and staff members engaged
- Output 3.4: Regular all staff, and volunteers meeting conducted, branded materials distributed
- Output 3.5: IVR is operational and regularly accessed by staff
- Output 3.6: Photo galleries and collection videos are available online for staff and volunteers.

#### **SO 4: Communications materials meet minimum quality standards**

Targets include, leadership team, all staff members

Output 4.1: Manuals, PowerPoint slides, reports, researches, speeches, talking points are edited, formatted and branded before shared internally/externally

#### **SO 5: Networking and partnerships contribute to fundraising, advocacy and visibility**

Targets include: Health Professionals Associations, Lawyers/Legal professionals' associations, Media and journalists' associations, Women's associations and networks, Youth Associations, Sex workers' associations, Ministry of Health, Ministry of Women, LeNegewa, Bureau of Skills Development Addis Ababa City Government, Police force, Ministry of Justice, Addis Ababa Mayors Bureau,

Output 5.1: Nikat joins/participates establishes networks

Output 5.2: MoU are signed, joint plans, strategies are developed

Output 5.3: Joint events conducted reaching more target audiences with message disseminations and media coverage

Output 5.4: Print materials disseminated, web and social media addresses of Nikat shared, email addresses collected.

### **5. Content and messaging**

#### **5.1. Nikat's Achievements (taken from the Strategic Plan 2025-2028) can serve as one of the sources for content and messaging in communications channels.**

- Reached 2,200 female sex workers in the Afar region between 2021 and 2024 through peer education, in collaboration with Médecins du Monde (MdM), exceeding our initial targets.
- Distributed over 200,000 condoms at hotspots through the AIDS Health Care Foundation (AHF), prioritizing young female sex workers, alongside peer education efforts.
- Ensured comprehensive health check-ups for sex workers, covering HIV, STIs, and other essential screenings.
- Refurbished and equipped the Akaki Drop-in Center as a Sub-sub-recipient of the Global Fund, providing amenities such as a washing machine, refrigerator, beds, and a water tank.
- Established a strong partnership with government and non-government health service facilities/centers including Tirunesh Beijing Hospital, Local Health Centers, FGAE confidential clinics, ensuring free healthcare access for female sex workers in the area.
- Increased stakeholder awareness through targeted education programs involving police, bar and pub owners, religious leaders, and health care officials in Addis Ababa and the Afar region. This initiative contributed to reduction in stigma, discrimination, violence against sex workers at the hotspots.
- Formed 12 informal groups of sex workers in partnership with the Danish Family Planning Association (DFPA) —11 in Addis Ababa and one in the Afar region. While most groups are still informal, the association in Afar has become a legally recognized entity.
- Created partnerships with police at local level: Regular sensitization meetings with teams of local police were held around Addis Abeba and Afar hotspots. This has, in view of sex workers interviewed by our peer educators, led to improvements in the safety of sex workers.

The communications strategic objectives are developed based on the needs of sex workers, gaps and challenges in Nikat's program implementations and expectations of the leadership team. The communications messaging under each strategic objective will include, among others:

#### **5.2. (SO 1) Increased visibility of Nikat and successes in empowering sex workers**

Targeting government, donors, partners and community members, messaging under this objective will highlight that: (the language should be edited and revised depending on the medium used for dissemination.)

- Nikat is established and led by sex workers.

- Nikat prioritizes mitigating the multi-faceted challenges of sex workers including the fulfilment of their basic human rights
- Nikat is a non-for-profit, non-governmental organization advocating for the fulfilment of the rights sex workers in the country.
- Nikat is a community based organization that implements programs directly at the grassroots level.
- Nikat collaborates with Federal and state governments, international, regional, national and local partners and stakeholders.
- Nikat envisions to scale up its programs to reach sex workers throughout the country
- Nikat empowers sex workers through capacity building and skills training that lead to self-reliance.
- Nikat works to strengthen the leadership capacity of women to bring about sustainable impacts
- (Messages targeting donors and communities must position sex workers as mothers, sisters, wives, children or citizens of the country like any other member of the community and that they can always build better lives for themselves with support.)
- Supporting sex workers is supporting the community.
- Sex workers can be contributing members of the society to the development priorities set by the government.
- Government can be made aware about Nikat is planning to scale up its program reach to all regional states and federal city governments.
- Governments should consider sex workers as members of the society and they deserve to access all available support.
- Government can bring about changes in policy and practice that protect the rights of sex workers
- Nikat is committed to serve the society by nurturing role models that set examples for others to become better versions of themselves.
- The fact that Nikat primarily works with most-at-risk populations makes it a strategic partner for the government's strategy to mitigate the prevalence of HIV infections.
- Government can link Nikat with various donors and implementers implementing programs on sex workers.
- Community members can understand that sex workers are also mothers, sisters, aunts and children like any members of the community.
- As sex workers are members of the community they need understanding and positive support like any other vulnerable group.
- Community members should understand that rather than choice, poverty, violence, trafficking or other related factors forced the women into sex work for survival. And if given the opportunity, sex workers can change their lives for the better to be self-reliant member of the society.
- Community members should realize that sex workers have the right to access all basic social services like any member of the community.
- Communities can protect vulnerable women from being forced into sex work and can also support sex workers to transition to other opportunities.
- Nikat's main priority is to support the women to transition from sex work to other opportunities.
- Nikat creates enabling environment for sex workers to change their lives for the better.
- Media organizations can play their role in promoting the roles of community based organizations like Nikat who work to address critical challenges of most-at-risk populations.

### **5.3. (SO 2) Improved awareness about sex workers' rights among all stakeholders**

Targeting communities around the sex workers, the justice system and police force, sex workers themselves, health professionals' associations, media and journalists' associations, and women's associations and networks, messaging under this objective will highlight that: (the language should be edited and revised depending on the medium used for dissemination.)

#### **Communities around the sex workers,**

- Community members have to understand that sex workers have the same human rights as any other member.

- Community members need to realize that sex workers are not the causes of the derailment of the younger generations

### **The justice system and police force**

- Members of the police force should see sex workers as rightful citizens, mothers, wives, and sisters who need protection from any harm, violence or abuse.
- Members of the police force should provide the same justice for all citizens including sex workers.
- Members of the police force should not stigmatize or discriminate against sex workers. In fact, the police should be at the forefront in the raising awareness to the community to prevent violence and abuse against any member of the community including sex workers.

### **Sex workers themselves**

- Sex workers need to realize that they are entitled to all human rights as any other citizen and they can always advocate for the fulfilment of their rights.
- Sex workers should always respect culture and values of the society. They should refrain from exhibiting behaviors and actions that are against these values (like drugs, alcohol abuse, etc.)
- Sex workers can make use of drop-in-centers available to support them.
- Sex workers should be proactively committed to change their lives and should not be dependent on others to transition their lives.
- Sex workers can benefit from saving and efficient utilization of their income to positively change their lives.
- Sex workers should proactively seek mental health support and treatment at facilities accessible to them.
- Sex workers should always refrain from substance abuse and risky behaviors to lead a healthy lifestyle. Peer educators can also facilitate experiences sharing by those who managed to transform themselves and set examples for the other women.
- As much as possible, vulnerable women should not travel far from their safe zones to engage in sex work
- Sex workers who successfully managed to transform their lives, have the responsibility to be role models to encourage other women to do the same.

### **Health professionals' associations,**

- Health professionals should treat sex workers as any member of the society and in fact, provide them with tailored support and services as they are most at risk population groups\
- Health professionals should not stigmatize or discriminate against sex workers in service provisions or support.
- Health professionals should understand that sex workers endure multi-layer challenges and need additional support.
- Health professionals should understand that sex workers are exposed to more violence and abuse than other members of the community.
- Health professionals should apply the ethics of their professions in tolerating the behaviors of some sex workers who come seeking support.
- Health professionals can support the advocacy effort to avail one-stop-shop services for sex workers at health facilities.

### **Media and journalists' associations,**

- Journalists can serve as the voice for the vulnerable women who are suffering to make ends meet.
- Media organizations should provide equal coverage to highlight the challenges of all vulnerable and most-at-risk population groups
- Media should portray that, if given the opportunity, sex workers can be journalists, members of parliament or any productive member of the society.
- Journalists can publish the stories of the challenges and best practices of some sex workers who managed to transform their lives.



- Journalists can support the advocacy efforts to influence policies and practices that address the needs of vulnerable women and sex workers

#### **Women's associations and networks**

- Women's associations have the responsibility to protect the rights of all women and ensure that they have equal access to basic social services
- Women's associations need to come to the ground to observe the challenges of sex workers and contribute to the effort to address their needs
- Women's associations can provide capacity building and skills development support to the sex workers
- Women's associations can include sex workers in their membership and involve them in feminist activities.
- Women's associations can link Nikat and the sex workers with donors and program implementers.

#### **5.4. (SO 3) Increased knowledge of staff and volunteers about Nikat's vision, mission, programs and branding**

- All Nikat staff members and volunteers need to be fully aware of Nikat's vision, mission, values, and programmes.
- All Nikat staff members and volunteers need to have complete understanding and adhere to the organization's policies, by-laws, and guidelines.
- All Nikat staff members and volunteers should proactively build their own knowledge and capacity about the organization.
- All Nikat staff members and volunteers have the responsibility to be role models for others in promoting Nikat and advocating for the rights of sex workers.

#### **5.5. (SO 4) Communications materials meet minimum quality standards**

- All materials, publications, media platforms, presentations, reports and others should be properly edited, formatted and branded to reflect the positioning of Nikat.
- Each staff member and volunteer can be a representative of the organization and should have the knowledge, skills and information to share about Nikat and the sex workers. (Communications staff will provide guidance and training materials)
- All peer educators should be knowledgeable about Nikat's vision, mission, values and programs.
- Nikat can partner with willing communications agencies who can support in maintaining qualities for publications and materials.
- Each staff member, volunteer and particularly peer educators should refer to leadership team members or communications staff when they are unable to provide proper information to external audiences.
- Nikat's leadership team should as much as possible take inputs from communications team on positioning whenever engaging with external audiences. If they have to submit reports, make speeches, or presentations, it's always good to get gather inputs from communications teams.

#### **5.6. (SO 5) Networking and partnerships contribute to fundraising, advocacy and visibility**

##### **Targeting Ministry of Health (MoH)**

- In collaboration with partners and stakeholders, Nikat works with Ministry of Health to ensure access to quality healthcare services for sex workers.
- Nikat also advocates for the accessibility of new technologies in ART medication and others.
- Nikat closely works with MoH to draft and implement policies that helps to regulate access to healthcare services by sex workers
- Nikat will also advocates the implementation of federal policies and regulation at regional bureaus and sub-cities level.
- Targeting the Ministry of Women, Children and Youth, Nikat will advocate for the participation of sex workers in social, psychological, economic and political initiatives implemented by the Ministry.



The Ministry can also coordinate with other relevant government entities to facilitate legal protection services for sex workers.

- At regional state level, Nikat will advocate for the implementation of the legal protection and the inclusion of the sex workers in the various government initiatives
- Targeting LeNegewa: messages from Nikat will focus on requesting skills trainings and capacity building for the sex workers
- Targeting Bureau of Employment and Capacity Building, Nikat can disseminate messages similar to LeNegewa.
- Targeting the Addis Ababa Mayor's Office, Nikat can disseminate messages requesting for the scale up of drop-in-centers and expansion of their services.
- As much as possible, Nikat will target the Ethiopian Parliament with messages advocating for the consideration of the sex workers' situation and need during policy formulation and legislation processes.
- Targeting legal professionals' associations, Nikat can develop and share content on how the associations can provide affordable or pro bono legal aid for sex workers who are victims of abuse violence and harm.
  - The legal association can also provide technical inputs when laws and regulations affecting sex workers are drafted.
- Nikat will also target the Office of the Prosecutor with messaging focused on requesting the office to raise the awareness of police offices in providing equal treatment and fair justice for sex workers.
- Messaging for Youth Associations will focus on promoting the increased membership of sex workers so that the women benefit from various opportunities.
- Nikat can reach and share messages to Universities advocating for researches and evidence on the sex workers, their situation, policy and practices by the government and other relevant topics.
  - Universities can also provide free psycho-social and legal services to sex workers and their associations
- Nikat can also disseminate messages to relevant INGOs to provide technical and financial support to interventions working on sex workers
- Nikat can also share messages to religious leaders and institutions to support and strengthen the faiths of the women

## **6. Strategic approach**

### **Website**

Nikat's website should be appealing to ensure visitors quickly understand the vision, mission successes and call for actions from the organization. To accomplish this the website should:

- Use more pictures, videos and should not be text heavy
- Use clear headings and subheadings, short paragraphs with bullet points,
- Highlight key information that the identified target audiences may be looking for
- Use visuals strategically including images/graphics (Break up text) videos, Infographics (Simplify complex ideas), and use white spaces as much as possible to avoid clutter
- As much as possible provide opportunities for gathering user feedback on various aspects of Nikat and the website itself
- Technically it is recommended to use Search Engine Optimization (SEO) which helps increase a website's visibility in search engines like Google, Bing, and Yahoo, leading to more traffic. SEO works by improving search engine rankings, optimizing content for relevant keywords to help pages rank higher in search results and targets the right audience with keyword optimization. In addition, SEO-friendly content (proper headings, meta tags, alt text) helps search engines understand and index pages faster.

### **Social Media**

Growing Nikat's social media followers requires a mix of content strategy, engagement tactics, and analytics-driven optimization. Here are some useful strategies that can be applied:

- Optimize Nikat's profiles for discoverability and use Nikat's logo consistently for recognition

- Write a clear, keyword-rich profile for Nikat including the vision, mission, and the main call-to-action in the advocacy strategy.
- Nikat should always engage with the sex workers and the other targeted audiences as much as possible.
- Particularly, when engaging the sex workers ask them to share links or invite their neighbors, friends and others to follow Nikat's link.
- Nikat's communications team should collaborate with followers, reply to their comments & DMs to build trust and loyalty. They should like and share other contents and tag other relevant accounts to increase visibility.
- Nikat can also leverage existing influencers viewership by collaborating in shares, tags and cross-promotions.
- Nikat's communications team can invite influencers to support with Nikat's platforms
- During meetings with communities and other stakeholders always promote Nikat's social media links and invite them to follow and visit content
- In one social media add a link to the other one including the website.
- Always make sure that Follow buttons are enabled, visible and attract attention when visiting Nikat's sites.
- Nikat's email signatures should have all the address of the website, social media links and call for actions.
- Regularly post appealing and engaging content – be consistent. Always identify the content areas where followers share more comments and amplify that content topic.
- Develop a content calendar and follow it tactfully. Mix the content or message areas without making them dull and repetitive. Nikat can use infographics, sometimes entertaining messages, emotional story telling or testimonials of the sex workers and at other times interactive content such as polls, quizzes, Q&As can be used.
- Nikat will always use platform-specific best practices such as for X/twitter: threads, trending hashtags, and for Facebook: live videos, community groups and for Instagram/TikTok: short videos, reels, stories.
- Despite the uniqueness of Nikat's work, relevant hashtags can be used with a mix of popular and niche tags from other trends. Sometimes, Nikat can join viral challenges (if aligned with Nikat's vision).
- Nikat's team can always track metrics, including follower growth, engagement rate, best posting times to adjust strategy, scale up on what works and avoid what doesn't work
- Nikat can also repurpose content from one communications channel into another, e.g. turn an e-newsletter content into a X/Twitter thread, a video for donor into Facebook post, etc.).
- Considering the risks of social media, Nikat needs to be ethical when following-unfollowing, engaging in conversations, comments or trending topics, or when posting on controversial topics.

## **Print materials**

Nikat's print materials will balance aesthetics and functionality to engage readers. Below are some strategies for compelling print materials:

- Considering the cost of print materials, Nikat will develop clear purpose and audience profile before deciding on producing print publications. If the audience will not read the materials, then it would be a waste of valuable resources for Nikat.
- Always tailor print designs to the audience, e.g. formal for annual reports for donors or casual for community flyers.
- Detailed audience profiles should be available when deciding on production of print materials
- Print materials should have high quality designs, and visuals to guide the reader's attention. These include attention-grabbing headlines, white space to prevent overwhelm, break up sections and subheadings, balanced texts and visuals, pull-quotes and callouts to highlight key messages, and consistent spacing to avoid clutter.

- Additional design tips include the tactful use of colors, bleed and safe zones to avoid cutting off content, consistently using the same readable appealing fonts, the use of high-resolution images (300 dpi for print), the use of graphics such as charts, icons, illustrations,
- The content should be concise and easily readable (use bullet points, and short paragraphs), action-driven or curiosity-based headlines, storytelling writing style like case studies, testimonials and clear call-to-actions like donate now, visit our website, etc.)
- Before beginning the write up, the specific print materials should be decided including its size, number of pages, paper quality (glossy for photos, or matte), fold and trim safety, color choices (CMYK for print on offset machines or RGB for digital/computer print).
- Nikat's leadership team should always review and approve print materials. The communication team can print a draft to help the leadership visualize the final product

## Events

Before organizing, joining or leading events, there should be rigorous planning strategizing, and coordination among different staff members within Nikat and also with other stakeholders. There should be clear objectives, engaging content, and strategic outreach. Here are some strategies for effectively organizing, joining or leading events.

- Nikat should always be clear on the objectives of the event and what needs to be accomplished. The planning should consider analyzing the target audiences, what kind of information to share with them and what's the end game. (Policymakers, community members, donors, media?)
- The format of the event should always fit the purpose and the target audiences. For instance, if it is a meeting and requires in-depth discussion on policy for sex workers' rights, then include a breakout session where representatives of sex workers can speak freely and provide useful input; If it is a panel discussion, then carefully select prominent experts who have in-depth knowledge about the issues of sex workers and can effectively moderate debates and for dynamic discussions
- When considering content, messaging, and presentation at events, Nikat can always consider storytelling (case studies, testimonials, videos), visual aids (slides, infographics, live sketches), expert speakers (credible, charismatic, concise), localized content (culturally relevant examples)
- Before the event dates, there should be strategic promotion and outreach to intended targets. These include, various social media teasers, email invites, press releases and media announcements, promotions through partners, and influencers and registration reminders.
- During the event, Nikat will have adequately placed branding and signage, banners, branded materials, and photos. There should be a place for registration of participants, and where Nikat's print materials are displayed and distributed.
- There should always be an opportunity to gather feedback from participants about the events. The feedback tool should be prepared ahead of time.
- Nikat's staff members can help with maximizing participation and interaction through icebreakers, networking opportunities, live feedbacks sharing mechanisms.
- After the event, Nikat staff members can share resources from the event such as PowerPoints, reports, print materials, recordings, and others).
- Nikat's team should always measure success and track key metrics including attendance rate (registered vs. actual attendees) and engagement (responses, questions), post-event actions like donations, media coverage and others. Nikat teams should also review feedbacks from the event and gather lessons for improvements for the next one.
- Before, during, and after the event, Nikat's communications team can continuously post on Social media and engage online audiences.
- Depending on the nature of the event, LiveStreaming will also help

## Media Coverage

To maximize Nikat's visibility, selective media coverage is very important. While the Betegna program can provide coverage for the sex workers, Nikat's can also arrange other opportunities with TV, radio,

social media and newspapers to promote the organization. Here are some tips to be considered when organizing media coverage.

- Nikat should define a newsworthy angle before engaging with the media because media organizations seek timely, relevant, and unique human interest stories, testimonials, personal experiences. Nikat can prepare relevant facts and figures to support the stories ahead of time.
- Depending on the type of coverage, Nikat's communications team can develop a press kit with all relevant information to make it easy for the journalists. These include, press release with a summary, quotes, facts, and contact details, high-resolution photos, infographics, b-rolls or other video clips, information about the organization (mission, programs, key achievements,) and contact details for Nikat's spokesperson.
- Nikat will be selective and target the right media outlets which can provide access to the intended audiences, e.g. EBS/ETV and Fana Broadcasting if the target is government officials and policy makers.
- As much as possible, Nikat staff members can build relationships with journalists from selected media to develop their knowledge of Nikat and the situations of sex workers in the country. This will help in ensuring accuracy and the coverage of right topics. To build the relationship with the journalist, Nikat's communications team can research the journalist, follow their work, engage on their social media (comment on their articles, share their posts) and arrange visits to the Nikat's programme activities.
- The media coverages could be in the form of video or audio documentary, panel discussions, the story of sex workers who succeeded in transforming their lives, or sex workers who experienced violence and abuse. These stories can also be posted on Nikat's social media links.
- It always advisable to select the timing and date of the media coverage to avoid other competing high profile news events or holidays. Milestones (anniversaries, campaign closures) for Nikat can be used to select the dates/timing.
- After the media coverage, its recommended to measure the impact by engaging with some intended audiences, tracking number of mentions in radio, TV, or social media, reviewing the audience reach of the specific media (circulation numbers, social shares), and website traffic and visits to the Nikat story.

## **Positioning**

## 7. Results framework (concise)

Strategic objectives ad outputs		Performance Indicators	Note
<b>SO1: Increased visibility of Nikat and successes in empowering sex workers,</b>		<ul style="list-style-type: none"> <li>Percentage of sampled audiences who can repeat messages about Nikat</li> </ul>	<ul style="list-style-type: none"> <li>Audience surveys,</li> </ul>
Output 1.1:	<ul style="list-style-type: none"> <li>Nikat's website is operational with full content</li> </ul>	<ul style="list-style-type: none"> <li>Website accessible</li> <li>Over 1000 views per month</li> </ul>	<ul style="list-style-type: none"> <li>Google analytics measures views, profile of viewers</li> <li>Feedback from website viewers</li> </ul>
Output 1.2:	<ul style="list-style-type: none"> <li>Nikat's Facebook page has content weekly updated</li> </ul>	<ul style="list-style-type: none"> <li>Over 5,000 followers in 1 year, and more 20 comments per posts</li> <li>has over 100 followers,</li> </ul>	<ul style="list-style-type: none"> <li>Regular check on Facebook, review of the comments</li> </ul>
	<ul style="list-style-type: none"> <li>Content on X/Twitter is posted every two weeks and gradually every week</li> </ul>	<ul style="list-style-type: none"> <li>X/Twitter has over 1000 followers.</li> <li>Y number of views/likes per post,</li> </ul>	<ul style="list-style-type: none"> <li>Regular check on X/Twitter, review of the responses/comments</li> </ul>
	<ul style="list-style-type: none"> <li>YouTube channel is updated with videos every quarter selected</li> </ul>	<ul style="list-style-type: none"> <li>YouTube channel has over 5,000 subscribers,</li> <li>500+ views per post</li> </ul>	<ul style="list-style-type: none"> <li>Regular check on YouTube, review of the responses/comments</li> </ul>
	<ul style="list-style-type: none"> <li>SMS are broadcasted to over XXX targets in communities</li> </ul>	<ul style="list-style-type: none"> <li>Text reaches over 100K subscribers</li> </ul>	<ul style="list-style-type: none"> <li>Collaboration and confirmation from Ethio-Telecom</li> </ul>
Output 1.3:	<ul style="list-style-type: none"> <li>Selected printed materials are produced and disseminated</li> <li>E-newsletters are produced and distributed</li> </ul>	<ul style="list-style-type: none"> <li>Materials disseminated to 200+ target audiences per annum</li> <li>Three e-newsletters per annum to 100+ email addresses</li> </ul>	<ul style="list-style-type: none"> <li>Dissemination could be direct at events, through partners, visits,</li> </ul>
Output 1.4	Nikat successfully organizes media coverages	<ul style="list-style-type: none"> <li>Three national/regional media coverages a year (TV, radio, other popular social media channels)</li> </ul>	<ul style="list-style-type: none"> <li>Keep record of newspaper clips, recording or copy of radio and TV broadcasts, screen shot of websites</li> </ul>
Output 1.5:	<ul style="list-style-type: none"> <li>Nikat organizes/participates at events</li> <li>The events are live Streamed for social media followers</li> </ul>	<ul style="list-style-type: none"> <li>Two events per year</li> <li>Materials/messages reach 100+ audiences</li> <li>Social media streaming reaches 500+</li> </ul>	<ul style="list-style-type: none"> <li>Registrations, email addresses collected, screenshot of live stream followers,</li> </ul>
<b>SO 2: Improved awareness about sex workers' rights among all stakeholders</b>		<ul style="list-style-type: none"> <li>Increase in the percentage of cases where the rights of sex workers is protected/served at police stations, health facilities, ...</li> </ul>	<ul style="list-style-type: none"> <li>Assessments and may require targeted follow up researches</li> </ul>
Output 2.1:	Print materials, PowerPoint slides, and publications e.g. letters, fact sheets, reports, text messages, IVR content, Social media messages posts and/or researches submitted/distributed	<ul style="list-style-type: none"> <li>Number of materials distributed and targets reached,</li> <li>Number of IVR access by sex workers</li> <li>Comments/responses on social media</li> </ul>	<ul style="list-style-type: none"> <li>Keep registration logs, conduct evaluation at the end of trainings and meetings</li> </ul>
Output 2.2:	Events, workshops and trainings organized for communities, police and justice bureau staff, health professionals, women and youth associations, and journalists	<ul style="list-style-type: none"> <li>Number of participants trained from each target group,</li> <li>Number of meetings/training organized</li> <li>Number of sex workers who can clearly articulate their rights, how and where to access social services,</li> </ul>	<ul style="list-style-type: none"> <li>Registration and attendance at meetings, trainings,</li> <li>Evaluation surveys,</li> <li>Follow up assessments on target groups</li> </ul>
Output 2.3:	Discrimination and stigma by health professionals	<ul style="list-style-type: none"> <li>Measured changes in the level of discrimination and</li> </ul>	<ul style="list-style-type: none"> <li>Baseline study and continuous</li> </ul>



	towards sex workers reduced	stigma by health professionals towards sex workers	assessments
Output 2.4:	Sex workers join saving and credit schemes, youth and women associations	• Increase in the number of sex workers who join youth or women's associations	• Baseline study and continuous assessments
Output 2.5:	Sex workers receive skills training through women's or youth associations	• Number of sex workers who received trainings skills training through women's associations • Number of sex workers who changed livelihoods	• Baseline study and follow up assessments
<b>SO 3: Staff and volunteers are knowledgeable about Nikat's vision, mission, and programs</b>		• Sampled staff members articulate Nikat's vision, mission, programmes and successes	• Sampled surveys conducted annually
Output 3.1	• Internal website/data storage operational	• Online data storage accessed by 50% of staff per quarter	• Free analytics tools
Output 3.2	• Messaging app (WhatsApp, or Telegram) groups established	• Number of members in the group	• All safety and security measures applied
Output 3.3	• Regular content is shared over messaging apps and staff members engaged	• Weekly content posted, and responses from 20% of group members	• Regular follow ups and documentation
Output 3.4	• Regular all staff, and volunteers meeting conducted, branded materials distributed	• Number of meetings per annum, • Number of materials distributed	• Registrations of participations, and log books of material distribution
Output 3.5	• IVR is operational and regularly accessed by staff	• # of access per week, month, quarter and annum	• System logs
Output 3.6	• Photo galleries and collection videos are available online for staff and volunteers.	• Number of organized videos, photos available • Number of access by staff members	• Site logs
<b>SO 4: Communications materials meet minimum quality standards</b>		• Minimal quality audit findings	• Over quality assessments
Output 4.1	Manuals, PowerPoint slides, reports, researches, speeches, talking points are edited, formatted and branded before shared internally/externally	• Number of materials edited, formatted, branded and distributed	• All materials checked through communications team members
<b>SO 5: Networking and partnerships contribute to fundraising, advocacy and visibility</b>		• Advocacy, fundraising and visibility results obtained from networking	• M&E of each functional area
Output 5.1	Nikat joins/participates establishes networks	• Number of network meetings attended	• Meetings minutes
Output 5.2	MoUs are signed, joint plans, strategies are developed	• Number of MoU signed, plans/strategies drafted	• Copy of the documents
Output 5.3	Joint events conducted reaching more target audiences with message disseminations and media coverage	• Number of joint events, number of targets reached	• Documentations, reports, registrations,
Output 5.4	Print materials disseminated, web and social media addresses of Nikat shared, email addresses collected.	• Number of materials disseminated, social media messages posted and responses received	• Social media account review



## 8. Monitoring and evaluation

Based on availability of resources, M&E of communications work can be planned together with communication team members. The timeline, frequency and methodology varies for each strategic objective area and requires careful planning. From the start the implementation, communications team members need to be fully conversant with the strategy and how to keep track of performance indicators.

- The key performance indicators to monitor and evaluate in communications are listed above in the results framework. These include, reach, attitude analysis (positive/negative audience perception), engagement rates like comments, likes, shares, and clicks, website traffic like number of visits, time spent on pages, responses from viewers like sign-ups, downloads)
- In social media, the indicators are usually available in the analytics tools which tracks performance. Nikat's communications team can always keep track and document reports from Facebook Insights, Twitter analytics, Google analytics, and others.
- Nikat's communications team can monitor social media, hashtags, and trends and web sites for any mentions of Nikat or sex workers to analyze trends and adjust the strategies.
- Nikat's M&E and communications team should always summarize monitoring findings and share to Nikat's leadership for awareness and decisions.
- The communications M&E can perform both quantitative and qualitative analysis of the KPIs. The quantitative, will look at how many of the KPIs achieved, which channels performed best, and what content had the highest engagement. The qualitative analysis looks at audience feedback such as comments, surveys, and likes, media coverage and third-party mentions and responses from face-to-face meetings.
- As Nikat is just beginning the communications work, establishing a baseline for comparison would be a manageable exercise. Then the quantitative and qualitative analysis can always take comparative approaches to measure progress. It's always advisable to look at what worked and what failed with the reasons why. In the reasons for successes and failures, the external factors like for e.g. algorithm changes, other trends, should be isolated to avoid confusions.
- Nikat's team can always compare findings with other similar organizations to share learnings and how to address the challenges.
- M&E findings should always be used to review and adjust the strategy, reallocate budget to high-performing methods, and to refine messaging based on audience preferences.