





#BHRUganda2022

CONTENT OVERVIEW

next
com

 Frank Lexus retweeted
NBS Television @nbstv 19h



Ms. Brenda Akankunda, @SEATINIUGANDA:
This is the time that we actually need to push for a globally binding treaty that is legally binding, maybe a UN-binding treaty on business and Human Rights.

#BHRUganda2022 #NBSUpdates pic.twitter.com/6bP31Bo7YY

via iPhone

8 25 1488438
318 134 0.01
33 - %0

 Martha acen retweeted
NBS Television @nbstv 1 day



.@nkgladys, @DCAUganda: The private sector must **respect** people's **rights** since they work with them directly. The private sector needs to come on board.

#BHRUganda2022 #NBSUpdates pic.twitter.com/L0zQOXINWp

via Android

12 19 1488438
318 463 0.00
31 - %0

 **NBS Television** 21h

Ole Dahl Rasmussen representing Embassy of Denmark in Uganda: It's a tremendously important global effort because there are many reports of Human Rights violations also in Uganda. A very large number of it is done by the private sector, land grabbing, environmental degradation, and violation of labour rights.

#BHRUganda2022 #NBSUpdates





1,167 People reached 34 Engagements


Boost post

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  muganziian☆ retweeted 21h
NBS Television @nbstv

LIVE KAMPALA



HAPPENING NOW
ADVANCING RESPECT FOR PEOPLE AND PLANET
#NBSUpdates GHANA'S INFLATION RISES AGAIN 09:56 AM

Mariam Wangadya, Chairperson @UHRC_UGA NDA: I urge businesses that don't have internal mechanisms to check Human Rights abuses in their operations.

#BHRUganda2022 #NBSUpdates pic.twitter.com/E8ekElih8b

via Android

8 22 1488438
318 709 0.01
30 - %0

  SEATINI UGANDA retweeted 21h
NBS Television @nbstv

LIVE KAMPALA





HAPPENING NOW
SYMPOSIUM ON BUSINESS AND HUMAN RIGHTS IN UGANDA
#NBSUpdates PRUDENTIAL TO REWARD BEST HR PRACTICES IN SECOND EDITION OF AWARDS 10:24 AM

.@oledr representing @DKinUganda: It's a tremendously important global effort because there are many reports of Human Rights violations also in Uganda.

#BHRUganda2022 #NBSUpdates pic.twitter.com/XJPpJbCz2l


via Twitter Web App

3 26 1488438
318 7760 0.00
29 - %0

 **NBS Television** 21h · 

Benard Mujuni, Commissioner Rights and Equity @Mglsd_UG: The Ministry is also training Local Governments to enhance their capacity in terms of Business and Human Rights planning monitoring.
#BHRUganda2022 #NBSUpdates

LIVE KAMPALA



HAPPENING NOW
BENARD MUJUNI - COMMISSIONER, EQUITY AND RIGHTS MGLSD
STRENGTHENING RESPONSIBLE BUSINESS CONDUCT
#NBSUpdates MUSLIM LEADERS WARNED AGAINST FALLING PREY TO ANTI-ISLAMIC FORCES 10:40 AM

1,799 People reached 55 Engagements [Boost post](#)

CONTENT OVERVIEW

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NBS Television

20h · 🌐

Benard Mujuni, Commissioner Rights and Equity, Ministry of Gender, Ministry of Gender, Labour and Social Development: We realized that we needed to develop the national equity guidelines for natural resources and surrounding communities. I think if this was done, it would help to ease the tension.

#BHRUganda2022 #NBSUpdates



1,712

People reached

29

Engagements

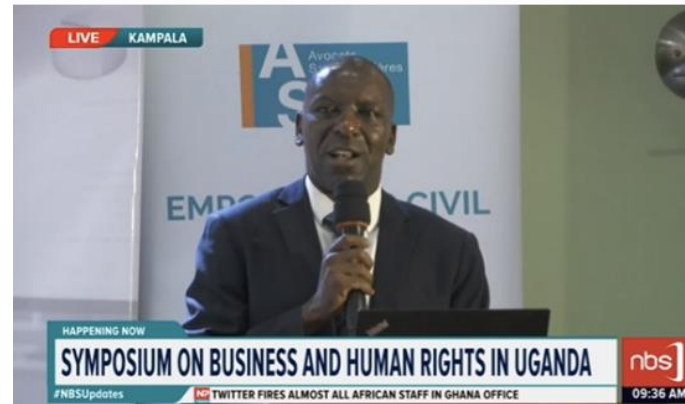
Boost post



Frank Lexus retweeted

22h

NBS Television @nbstv



.@AndreByaruhanga, Executive Director @RRightsAfrica: The theme for this year's symposium is strengthening responsible business conduct in Uganda to advance **respect** for people and planet.

#BHRUganda2022 #NBSUpdates pic.twitter.com/WBBjISvid1

via iPhone



4

22

1488438

318

134

0.00

26 - %0



FACEBOOK LIVE STREAM

<https://www.facebook.com/nbstelevision/videos/455275690053193/>



All Video Insights

Viewer Activity

How the post has performed hourly.



| | | | | |
|----------------------|----------------------|------------------------|------------|----------------|
| 343 | 30 | 0:17 | 35 | 239 |
| 3-second video views | 1-minute video views | Average minutes viewed | Engagement | Minutes viewed |



| | | | |
|-----------------------|-----|------------------|-----|
| 15-second video views | 105 | 3-Second Viewers | 337 |
| People reached | 1K | | |

The Facebook live reached 1K people and had 239 minutes viewed.

AUDIENCE INSIGHTS



Audience



Region

Country

Age & Gender

Kampala District

Dubai

Doha

Equatoria

England

Abu Dhabi

Isingiro District

Nairobi

Jinja District

Gauteng

The majority of the audience was from Kampala and Dubai.

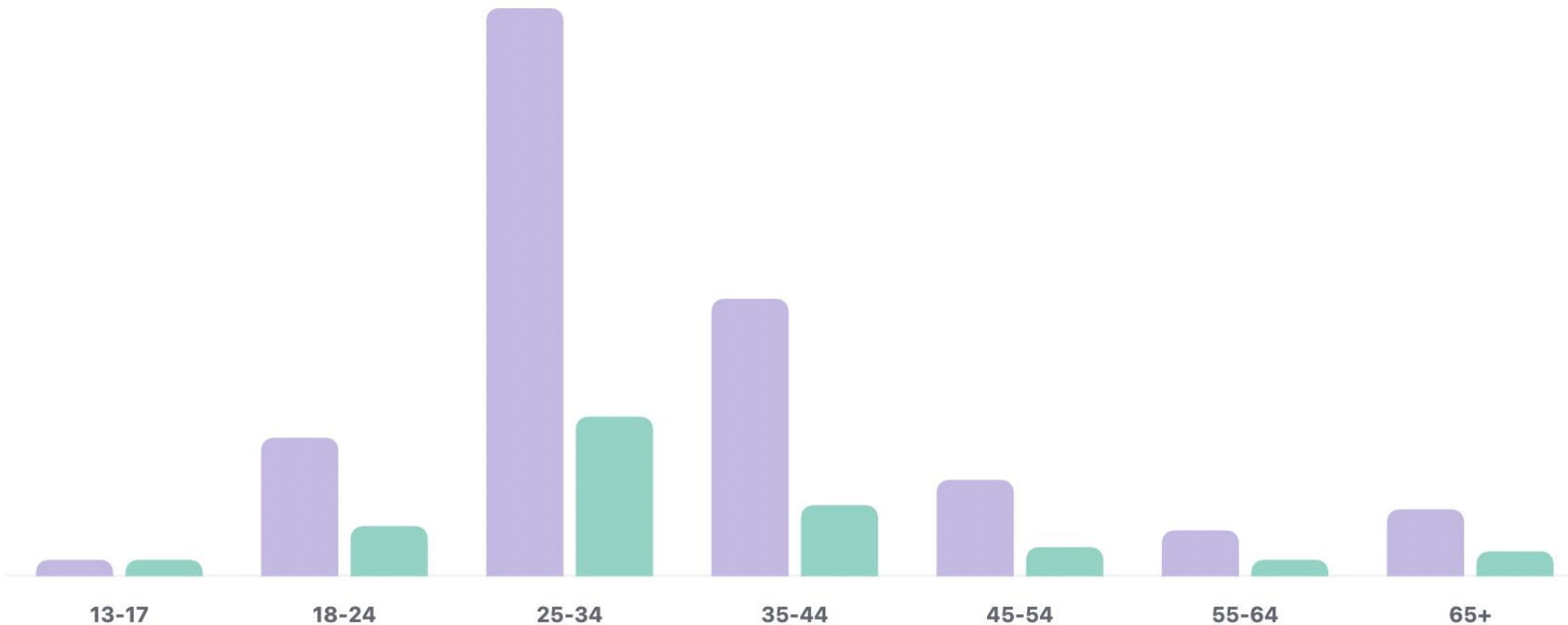
AUDIENCE INSIGHTS

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Audience

Region Country **Age & Gender**

80% Men 20% Women



The majority of the audience were men between 25-34 years.

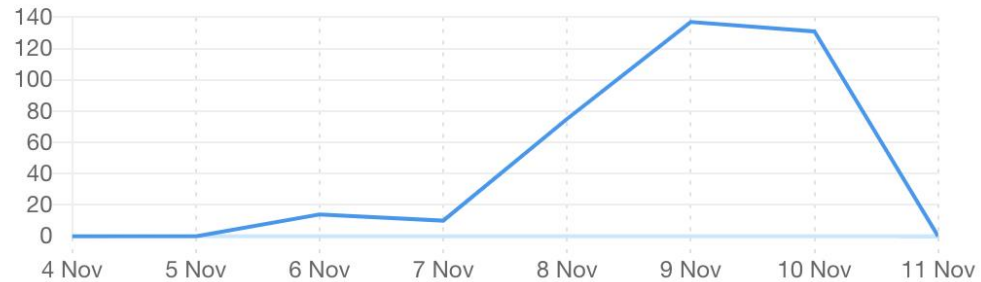
HASHTAG PERFORMANCE



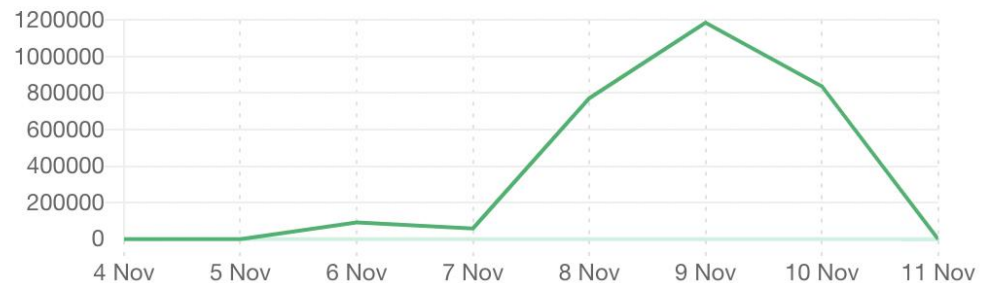
Summary

| MENTIONS | SM REACH | INTERACTIONS | POSITIVE | NEGATIVE |
|--------------|----------------|---------------|-------------|-------------|
| 367 | 2.9 M | 4537 | 39 | 22 |
| +367 (+100%) | +2.9 M (+100%) | +4537 (+100%) | +39 (+100%) | +22 (+100%) |

Mentions








Social Media Reach



The hashtag reached 2.9M people online.

VOICE SHARE & CONTRIBUTION

next
com

| Top public profiles | | The most influential sites | |
|---|----------------|----------------------------|----------------------|
|  | nbstv | ★ 49.5% VOICE SHARE | 📶 1.5 M INFLUENCE |
|  | RRightsAfrica | ★ 7.9% VOICE SHARE | 📶 232 K INFLUENCE |
|  | TracyKirabo4 | ★ 7.7% VOICE SHARE | 📶 227 K INFLUENCE |
|  | tumutungire | ★ 7.2% VOICE SHARE | 📶 211 K INFLUENCE |
|  | Amturyamusiima | ★ 5.5% VOICE SHARE | 📶 161 K INFLUENCE |

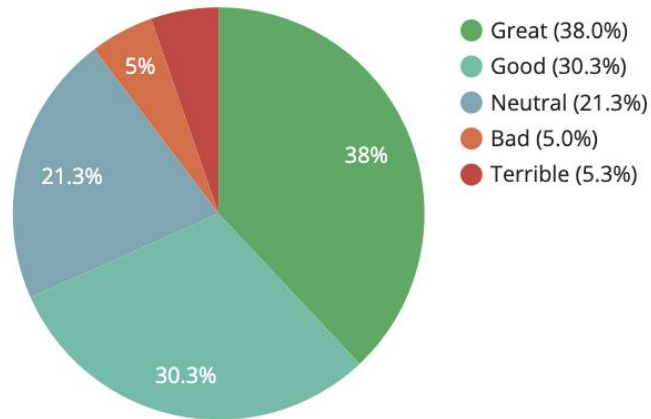
NBS TV and RRightsAfrica had the highest share of voice.

ONLINE SENTIMENT

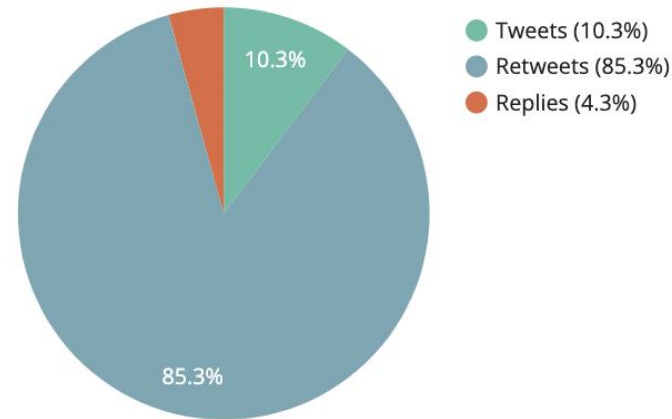


<https://youtu.be/C-NQGnKUNHk>

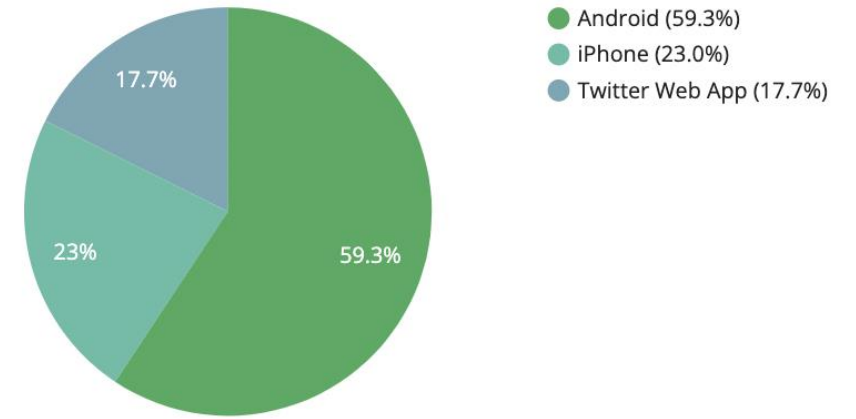
TWEETS BY SENTIMENT



TWEETS BY TYPE



TWEETS BY SOURCE



The overall sentiment was positive.

Talkshow

NEXT MEDIA
SERVICES



Live Broadcast

NEXT MEDIA
SERVICES

<https://www.youtube.com/watch?v=b4axFM-yT5g&t=7407s>





Making Digital Work