

MALDIVES CENSUS 2022

COMMUNICATION STRATEGY

BACKGROUND

The population and Housing census is the key statistical activity through which information on each and every individual is collected. Maldives has been conducting census every five-years. The last census has been conducted in 2014 and the next census is planned for Sept 2022.

Population and housing census provides a wealth of information at community, island, atoll, city and at national level needed for policy and planning purpose. Census provides vital information for monitoring Maldives progress in Sustainable Development Goal (SDG) and keeps us on track for many of the national and international priorities.

Information with regard to household, and individual is collected in the Census. Key information collected at individual level include: demographic, disability, education, migration, employment, nuptiality and fertility. For the first time, an Economic census will be conducted together with Population and Housing census. Economic census will cover businesses, establishments and those working in informal sector.

Census is only complete once everyone provides their information. Maldives uses de facto method, that is counting everyone present at the place of census reference time. This is done in order to avoid duplication and undercounting of individual.

WHY ARE WE DOING THIS?

For a successful census, it is important that everyone participates in the census and provides their information. According to Statistical Law:16/2021, it is mandatory for everyone, establishments to provide their information in the census.

For better planning purposes, your information is crucial. This is essential for local development planning and identify effective mobilization of limited resources.

To do that, it is important to reach out to everyone to encourage and participate in Census 2022.

As census is inclusive of everyone, this means it is the enumeration of the whole country. This includes those living in administrative islands, resorts, industrial islands, boats and safaris. It is only complete when the resident Maldivian and Foreigners are enumerated.

MBS has faced challenges previously in enumerating the resident foreign population in the country. To achieve this, wider outreach to this population, ensuring the rights protected is needed.

It is also important for every individual to know when the census will place, how each one will be enumerated to avoid duplicate and undercounting of the population.

KEY OBJECTIVE OF COMMUNICATION STRATEGY:

The main objective of this plan is to make the public aware of the activities and events that would be held regarding the Maldives Population and Housing Census and Economic census, leading up to the main operation in September 2022.

Additionally, the main objective of this plan is to increase public awareness in a way that public knows the important of giving information in the census, and its mandatory for each and every one to participate in the census.

In particular, the plan aims to achieve:

- Create awareness among Maldivians/ Foreigners that it is mandatory to participate in the census
- Create awareness among public when census will be conducted
- Create awareness among public that census includes everyone (ie, newborns before the census reference time, children, adolescents, youth, adults and elderly)
- Ensure for foreigners that providing information for census is for statistical purpose and this information will not be used for any other purpose (tracking undocumented workers is not the main target of census)
- Create awareness among businesses that it is mandatory to participate and provide information in the census
- Census covers everyone. This includes those residing in resorts, industrial islands, picnic islands, boats, and safaris.
- For those who are travelling within census week, ensure that they provide their information before their travel. This includes for both people and vessels.
- Publicity to recruit enumerators. A total of 4300 census workers is needed for this operation.
- Share important dates with public in terms of enumerators training, ie; when training will take place in your island.
- Census pre-listing operation- when it would be carried out, what information will be gathered from the public and for their cooperation
- Economic census - when it would be carried out, what information will be gathered from the public and for their cooperation
- Main census operation- when it would be carried out, what information will be gathered from the public and for their cooperation
- Census results dissemination

OUR TARGET AUDIENCE?

Our primary and sole target is the whole population, Maldivians, and Foreigners as well as businesses operated in the country. Different key messages' will be passed for different populations as follows:

- 1- Adults
- 2- Youth
- 3- Persons with disability-
- 4- Foreigners (eg: domestic workers)
- 5- Vulnerable and marginalized population
- 6- Women
- 7- Infants and Children
- 8- People living in boats, safari and other vessels
- 9- Elderly Population
- 10- Maldivians living abroad

WHAT ARE WE GOING TO DO?

With the experiences from the previous censuses, to improve all aspects of the operation this strategy will involve all citizens, enterprises, institutions as well. To meet the newly emerged régime and lifestyle Maldives Bureau of Statistics (MBS) focuses its target the communication campaign to all parts of the country, to cover all islands of the country with the use of direct, familiar, and engaging communications.

To make the project more creative intense use of the social networks will be adopted. Simplified information will be disseminated with the use of infographics, video clips and other user-friendly manners. Usage of web for promotion; information will be passed on to the public via bloggers, news, influencers, participating in popular events and organizing user workshops and meetings.

Since the new generation will play a key role in this project, some campaigns will be directly focused to them. Virtual sessions, contests, social media campaigns will be conducted.

The road to CENSUS 2022

Maldives Population and Housing Census 2022 is scheduled to be held during September 2022. It is inclusive if the Economic Census as well where the economic units will also be covered. The most recent Census was conducted during the year 2014. With the support from international organizations such as UNFPA, UNICEF and other organizations MBS wishes to cover the major areas in disseminating the most important information to the public.

This time MBS adopts new strategies for the Census 2022 to communicate the advantages and what is going to happen new this time to the public. By this way a favorable environment will be created for the census operation. With the use of this strong communication strategy aimed to all citizens of the country, MBS wishes to deliver all required information and increase the involvement of all in this operation.

This strategy for the upcoming census is an awareness campaign to strengthen and define the reputation of MBS and gain the trust from public in order to increase the response from the public.

OUR PLAN

Creation of a different type of narration to reach out to the public is the most exciting part of this plan. MBS envisages to include all the people who will respond to the Census and that chunk of people who is going to be benefitted from this operation. Hence delivering the important information of “How the results of the census will be of benefit to the public” will be given the highest attention. Development of a storyline that will be easy to grab the attention of the community shall be adopted for the campaign.

INFORM the various steps of the Census

EXPLAIN the importance of the data that is collected during the Census

DESCRIBE how the public can participate in the Census operation

NOTIFY the public of the importance of timeliness of responding

ADDRESS the public how they will be benefitted from the collected information

To achieve the above objectives, promotion of this communication strategy is important. With the use of new and innovative means, MBS needs to reach a wider audience to stimulate high participation in the Census.

LOGO

Below illustrates the CENSUS 2022 logo that defines the identity and brand of the Maldives Population and Housing Census 2022.



In the Logo design the main concept of census is being taken into consideration while outlining the obvious perception of census that is being perceived by the general public or the basic principle of “counting the people”. The vertical lines crossed by a horizontal line represents the traditional methods of keeping the count, with the slogan saying “count me in” to give the verbal impression of the statement.

Red and Black contrast and a bit of controversy used to its advantage in the word “census” to get attention from the public as it raises the curiosity.

HOW WILL WE DO IT?

MBS plans to execute the plan in quarters. Following illustrates how the quarters are going to be.

Q1: Oct 2021 – Dec 2021

Q2: Jan 2022 – April 2022

Q3: May 2022 – August 2022

Q4: Sep – Oct 2022

Quarter 1 (Oct – Dec 2021):

During the first quarter key messages regarding the Census 2022 will be delivered with the use of various channels. After advertising for a communication partner, the most competent agency will be selected to deliver this vital information to public. Following are specific tasks of the communication partner in fulfilling this point.

1. Presenting Census 2022 to various institutions and groups. The main content of the presentation shall include what Census is and how a census could benefit the public and how they can be a part of the operation. For this the main content will be provided by MBS and one key staff will be escorted by the team when going to deliver the presentations.
2. Conducting press conferences for special events and occasions when specific information needs to be shared with media and press. Organization of these press releases should be the responsibility of the communications partner.
3. Maintaining media relations and sending information regarding Census 2022 to all media when required.
4. Distribution of information through classic and digital media such as TV, radio, press, internet (website, Facebook, Twitter). The content required for this should be developed by the communication partner when MBS provides the content.
 - a. Short video clips
 - b. Documentaries and awareness videos
 - c. Animated clips
 - d. Banners and posters (Digital and printed)
5. Uploading content on a regular basis to MBS website, Facebook, and Twitter regarding the ongoing activities, spreading the knowledge of Census 2022 and getting the users friendlier to statistics.
6. Strong public relations actions to be implemented, diffusing statistical information and knowledge through popular figures and personalities.
7. Reaching out all Atoll councils and island councils in delivering Census 2022 information.
8. Reaching out to the foreign community (language customized web posts, banners, social media posts and video clips)

Problem Statement:	<i>To increase awareness of Census among public</i>
Key Message:	<i>Why Census is Important to you, Participation is Mandatory. Census date is 17th September 2022</i>
Who are the audiences/participant groups/target groups?	Primary Audience: 1- Adults 2- Youth 3- Persons with disability- 4- Foreigners

	<p>5- Vulnerable and marginalized population (Homeless people)</p> <p>6- Women</p> <p>7- Infants and Children</p> <p>8- People living in boats, safari and other vessels</p> <p>9- Working population (eg: resort workers)</p>
<p>How will you deliver your messages? What are the key suggested interventions?</p>	<p>Broadcast media:</p> <ul style="list-style-type: none"> • INFORMATION SESSIONS <ul style="list-style-type: none"> • A team of TWO or THREE from MBS must visit places such as University, Colleges, Government Offices, Private Offices to give information on the key message, <i>Why Census is Important to you, Participation is Mandatory. Census date is 17th September 2022.</i> These sessions shall be well organized and the institutions should be informed before hand. • VIDEO CLIP PRODUCTION: <ul style="list-style-type: none"> • ONE informational video needs to be developed (60 seconds) in which the main problem statement should be addressed (To increase awareness of Census among public). In this video the key message needs to be delivered, Why Census is Important to you, Participation is Mandatory. Census date is 17th September 2022. • This video can be trimmed to TWO short clips (30 seconds video clips each) where one will be focused on Importance and participation in the Census, and the other on Census period (17th September 2022). • This video needs to be aired on VARIOUS channels (including TVM) daily (any available peak time, preferably before or during 8:00 am news) • AIRING VIDEO CLIP ON TV's: <ul style="list-style-type: none"> • This video clips needs to be aired on VARIOUS channels (including TVM) daily (any available peak time, preferably before or during 8:00 am news) • TV TALK SHOWS: A team of TWO from MBS must attend <i>TVM Raajje Miadhu & Hendhunu Hendhunaa program</i> and <i>VTV fasmanzaru program & Raajje TV Fashaairu program.</i> (If possible, to air the 60 second video clip after each show's interview) • RADIO: <ul style="list-style-type: none"> • TALK SHOWS: A team of TWO or THREE from MBS must attend Dhivehi Raajjeyge Adu information talk shows to deliver more information Why Census is Important to you, Participation is Mandatory. Census date is 17th September 2022. • RADIO COMMERCIALS: Informational audio clips to be developed and aired on Radio at peak hours, addressing Why Census is Important to you, Participation is Mandatory. Census date is 17th September 2022.

- **WEBINARS:**

Social Media:

- **FACEBOOK:**

- The **short video clips of 30 seconds** can be aired on Facebook weekly.
- Informational graphic contents must be designed for each sector of key message, **Importance, and participation in the Census**, and the other on **Census period (17th September 2022)**, which needs to be uploaded on MBS Facebook page **weekly**. These must be translated to Bangla, Hindi, Sri Lankan, Nepalese, Chinese...
- *Informational messages can be posted daily on Facebook page. (optional)*

- **TWITTER:**

- The **short video clips of 30 seconds** can be aired on twitter **weekly**.
- The Informational graphic contents created must be uploaded on twitter **weekly**.

- **VIBER COMMUNITY:**

- The **short video clips of 30 seconds** can be posted on viber group weekly.
- All the **Informational graphic content** created must be uploaded at the viber community group **weekly. (To post all content all together which are in different languages)**
- Important information that needs to be delivered to the public must be sent out on time.

- **TIKTOK:**

- **Increasing awareness of Census among public video** needs to be aired on tiktok
- The short video clips of 30 seconds to be aired on tiktok weekly.

SMS:

Using bulk messaging service,

- An SMS's must be sent out to the whole public regarding **Why Census is Important to you, Participation is Mandatory. Census date is 17th September 2022 in different languages.**

Closed-loop audio/video content: The **60 second video clip** and **30 second short video clips** can be played on the **BIG TV's** and **speakers** installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male' Region) and on TV's installed at offices and other similar locations.

	<p>Print/digital materials: Poster, flyers, banners and other promotional materials (can minimize of print media as much as possible)</p>
<p>Monitoring How will you monitor whether Census Communications strategy is being implemented according to plan?</p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV • Number of programs/ clips aired on radio • Total coverage of posts on Facebook (MBS Page) • Total coverage of posts on Twitter (Census 2022 page) • Number of events organized • Number of contents posted on Big TV's and peak locations of the country • How many MBS staff's give a LIKE to Census 2022 posts on Facebook • How many MBS staff's SHARES Census 2022 posts on Facebook • How many MBS staff's give a LIKE to Census 2022 posts on Twitter • How many MBS staff's RETWEET Census 2022 posts on Twitter • Number of SMS's delivered.
<p>Problem Statement:</p>	<p><i>To recruit enumerators</i></p>
<p>Key Message:</p>	<p><i>To get enumerators from government, CSO's and from public</i></p>
<p>Who are the audiences/participant groups/target groups?</p>	<p>Primary Audience:</p> <ol style="list-style-type: none"> 1- Government Institutions 2- Private companies 3- Public companies 4- CSO's 5- College/University students 6- Fresh school leavers 7- City, Atoll, Island Councils <p>Primary Audience:</p> <ol style="list-style-type: none"> 8- Women Development Committees 9- Girl guides and scouts

How will you deliver your messages? What are the key suggested interventions?

Broadcast media:

- **VIDEO CLIP PRODUCTION:** **ONE informational video** needs to be developed (**30 seconds**) in which the main problem statement should be addressed (**Recruiting Enumerators for Census 2022**).
- **AIRING VIDEO CLIP ON TV's:** **Recruiting Enumerators for Census 2022** video clip needs to be aired on **VARIOUS** channels (including **TVM**) **twice daily** (Evening 8:00pm news time and another available peak time)
- **TV TALK SHOWS:** A team of **TWO** from **MBS** must attend *TVM Raajje Miadhu & Hendhunu Hendhunaa program* and *VTV fasmanzaru program & Raajje TV Fashaairu program* to give additional information about recruiting enumerators.
- **RADIO:**
 - **TALK SHOWS:** A team of **TWO** from **MBS** must attend **Dhivehi Raajjeyge Adu** information talk shows to give additional information about recruiting enumerators.
 - **RADIO COMMERCIALS:** Informational audio clip to be developed and aired on Radio at peak hours regarding recruiting enumerators.
- **WEBINARS:**

Social Media:

- **FACEBOOK:**
 - **Recruiting Enumerators for Census 2022 video** must be uploaded on Facebook in every **THREE** days.
 - Informational graphic content must be designed to deliver the key message which needs to be uploaded on MBS Facebook page in every **THREE** days.
 - Informational messages can be posted daily on Facebook page (optional)
- **TWITTER:**
 - **Recruiting Enumerators for Census 2022 video** must be uploaded on twitter in every **THREE** days.
 - Informational graphic content created must be uploaded on twitter in every **THREE** days.
- **VIBER COMMUNITY:**
 - **Recruiting Enumerators for Census 2022 video** needs to be uploaded on viber group **weekly**.
 - Informational graphic content created must be uploaded on the viber community group in every **THREE** days.
 - Important information that needs to be delivered to the public must be sent out on time.
- **TIKTOK:**
 - **Recruiting Enumerators for Census 2022 video** needs to be aired on tiktok

	<p>SMS: Using bulk messaging service, SMS's must be sent out to the whole public on the Enumerators Recruitment.</p> <p>Closed-loop audio/video content: Recruiting Enumerators for Census 2022 video and radio commercial can be played on the BIG TV's and speakers installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male' Region) and on TV's installed at offices and other similar locations.</p> <p>Print/digital materials: Poster, flyers, banners and other promotional materials (can minimize of print media as much as possible)</p>
<p>Monitoring <i>How will you monitor whether Census Communications strategy is being implemented according to plan?</i></p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV • Number of programs/ clips aired on radio • Total coverage of posts on Facebook (MBS Page) • Total coverage of posts on Twitter (Census 2022 page) • Number of events organized • Number of contents posted on Big TV's and peak locations of the country • How many MBS staff's give a LIKE to Census 2022 posts on Facebook • How many MBS staff's SHARES Census 2022 posts on Facebook • How many MBS staff's give a LIKE to Census 2022 posts on Twitter • How many MBS staff's RETWEET Census 2022 posts on Twitter • Number of SMS's delivered.

Quarter 2 (Jan – April 2022): to add pilot census

Problem Statement:	<i>To increase public awareness on the information collected in Population and Housing Census 2022</i>
Key Message:	<i>Demographic, disability, education, migration, employment, nuptiality and fertility information collected at Census</i>

<p>Who are the audiences/participant groups/target groups?</p>	<p>Primary Audience: 1- Public</p>
<p>How will you deliver your messages? What are the key suggested interventions?</p>	<p>Broadcast media:</p> <ul style="list-style-type: none"> • VIDEO CLIP PRODUCTION: <ul style="list-style-type: none"> • ONE informational video needs to be developed (90 seconds) in which the main problem statement should be addressed (Increasing awareness on the information collected in Population and Housing Census 2022). In this video the key message needs to be delivered, that Demographic, Disability, Education, Migration, Employment, Nuptiality and Fertility information will be collected at Census 2022. • Previous video can be trimmed to short clips (20 seconds video clips each) where one will be focused on Demography and Migration, 2nd one on Education, 3rd one on Employment and the 4th one on Nuptiality and Fertility. To make the video more attractive 3D animations and text can be used along with videos. • AIRING VIDEO CLIP ON TV's: <ul style="list-style-type: none"> • This video needs to be aired on VARIOUS channels (including TVM) daily (any available peak time, preferably before or during 8:00 om news) • TV TALK SHOWS: A team of TWO from MBS must attend <i>TVM Raajje Miadhu & Hendhunu Hendhunaa program</i> and <i>VTV fasmanzaru program & Raajje TV Fashaairu program</i>. (If possible, to air the 90 second video clip after each show's interview) • RADIO: <ul style="list-style-type: none"> • TALK SHOWS: A team of TWO or THREE from MBS must attend Dhivehi Raajjeyge Adu information talk shows to deliver more information about what information is collected in Census 2022. • RADIO COMMERCIALS: Informational audio clips to be developed and aired on Radio at peak hours, addressing what information is collected in Census 2022. • WEBINARS: <p>Social Media:</p> <ul style="list-style-type: none"> • FACEBOOK: <ul style="list-style-type: none"> • The FOUR short video clips of 20 seconds can be aired on Facebook weekly. (To post each video on 4 consecutive weekdays) • Informational graphic contents must be designed for each sector of key message, Demography and Migration, Employment and Nuptiality and Fertility which needs to be uploaded on MBS Facebook page on 4 consecutive weekdays.

	<ul style="list-style-type: none"> • <i>Informational messages can be posted daily on Facebook page. (optional)</i> • TWITTER: <ul style="list-style-type: none"> • The FOUR short video clips of 20 seconds can be aired on twitter weekly. (To post each video on 4 consecutive weekdays) • The FOUR Informational graphic content created must be uploaded on twitter on 4 consecutive weekdays. • VIBER COMMUNITY: <ul style="list-style-type: none"> • The FOUR short video clips of 20 seconds can be posted on viber group on 4 consecutive weekdays. • All the Informational graphic content created must be uploaded at the viber community group weekly. (To post all content all together) • Important information that needs to be delivered to the public must be sent out on time. • TIKTOK: <ul style="list-style-type: none"> • Increasing awareness on the information collected in Population and Housing Census 2022 video needs to be aired on tiktok • The FOUR short video clips of 20 seconds to be aired on tiktok weekly. <p>SMS: Using bulk messaging service,</p> <ul style="list-style-type: none"> • An SMS's must be sent out to the whole public regarding the information that is collected in Census 2022. <p>Closed-loop audio/video content: The 90 second video clip and 20 second short video clips can be played on the BIG TV's and speakers installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male' Region) and on TV's installed at offices and other similar locations.</p> <p>Print/digital materials: Poster, flyers, banners and other promotional materials <i>(can minimize of print media as much as possible)</i></p>
<p>Monitoring <i>How will you monitor whether Census Communications strategy is</i></p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV • Number of programs/ clips aired on radio

<p>being implemented according to plan?</p>	<ul style="list-style-type: none"> • Total coverage of posts on Facebook (MBS Page) • Total coverage of posts on Twitter (Census 2022 page) • Number of events organized • Number of contents posted on Big TV's and peak locations of the country • How many MBS staff's give a LIKE to Census 2022 posts on Facebook • How many MBS staff's SHARES Census 2022 posts on Facebook • How many MBS staff's give a LIKE to Census 2022 posts on Twitter • How many MBS staff's RETWEET Census 2022 posts on Twitter • Number of SMS's delivered.
<p>Problem Statement:</p>	<p><i>To increase public awareness on the information collected in Census</i></p>
<p>Key Message:</p>	<p><i>Economic Census 2022</i></p>
<p>Who are the audiences/participant groups/target groups?</p>	<p>Primary Audience:</p> <ol style="list-style-type: none"> 1- Companies 2- Own account workers/ Entrepreneurs
<p>How will you deliver your messages? What are the key suggested interventions?</p>	<p>Broadcast media:</p> <ul style="list-style-type: none"> • VIDEO CLIP PRODUCTION: <ul style="list-style-type: none"> • 60 seconds video clip can be developed informing the public what Economic Census 2022 is, details on the information collected, target audience of Economic Census can be shown in the video clip, this video can be more attractive if produced with 3D animations and text and minimalizing videos. • AIRING VIDEO CLIP ON TV's: <ul style="list-style-type: none"> • Economic Census 2022 video must be aired on TWO to THREE most popular channels (including TVM) during the most peak hour daily (Preferably Evening 8:00pm news time and another peak hour) • TV TALK SHOWS: A team of TWO from MBS must attend <i>TVM Raajje Miadhu & Hendhunu Hendhunaa program</i> and <i>VTV fasmanzaru program & Raajje TV Fashaairu program</i> or any other available talk shows to give more information on Economic Census 2022. (If possible, to air the 60 second video clip on "Census 2022 awareness" and "Economic Census 2022 launching video" after each show's interview) • RADIO: <ul style="list-style-type: none"> • TALK SHOWS: A team of TWO or THREE from MBS must attend Dhivehi Raajjeyge Adu information talk shows to deliver more information on Economic Census 2022.

- **RADIO COMMERCIALS:** Informational audio clip to be developed and aired on Radio at peak hours, regarding **Economic Census 2022.**
- **WEBINARS:**

Social Media:

- **FACEBOOK:**
 - From the produced 60 second video clip **TWO** short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on Facebook **weekly.**
 - Informational graphic content must be designed regarding **Economic Census 2022** which needs to be uploaded on MBS Facebook page **weekly.**
 - Informational messages can be posted daily on Facebook page.
- **TWITTER:**
 - From the produced 60 second video clip **TWO** short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on twitter **weekly.**
 - Informational graphic content created must be uploaded on **twitter weekly.**
- **VIBER COMMUNITY:**
 - The **60 second video clip** on **Economic Census 2022** needs to be uploaded on viber group **weekly,** along with the trimmed **30 second video clip.**
 - **Informational graphic content** created must be uploaded at the viber community group **weekly.**
 - Important information that needs to be delivered to the public must be sent out on time.
- **TIKTOK:**
 - **Economic Census 2022 video** needs to be aired on tiktok
 - trimmed **30 second video clip** must aired on tiktok weekly

SMS:

Using bulk messaging service, an SMS's must be sent out to the whole public on the Economic Census 2022.

Closed-loop audio/video content: The **60 second video clip** and **30 second video clip on Economic Census 2022** and **radio commercial** can be played on the **BIG TV's** and **speakers** installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male' Region) and on TV's installed at offices and other similar locations.

	<p>Print/digital materials: Poster, flyers, banners and other promotional materials (can minimize of print media as much as possible)</p>
<p>Monitoring How will you monitor whether Census Communications strategy is being implemented according to plan?</p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV • Number of programs/ clips aired on radio • Total coverage of posts on Facebook (MBS Page) • Total coverage of posts on Twitter (Census 2022 page) • Number of events organized • Number of contents posted on Big TV's and peak locations of the country • How many MBS staff's give a LIKE to Census 2022 posts on Facebook • How many MBS staff's SHARES Census 2022 posts on Facebook • How many MBS staff's give a LIKE to Census 2022 posts on Twitter • How many MBS staff's RETWEET Census 2022 posts on Twitter • Number of SMS's delivered.
<p>Problem Statement:</p>	<p><i>To recruit enumerators</i></p>
<p>Key Message:</p>	<p><i>To get enumerators from government, CSO's and from public</i></p>
<p>Who are the audiences/participant groups/target groups?</p>	<p>Primary Audience:</p> <ol style="list-style-type: none"> 1- Government Institutions 2- Private companies 3- Public companies 4- CSO's 5- College/University students 6- Fresh school leavers 7- City, Atoll, Island Councils <p>Primary Audience:</p> <ol style="list-style-type: none"> 8- Women Development Committees 9- Girl guides and scouts

How will you deliver your messages? What are the key suggested interventions?

Broadcast media:

- **VIDEO CLIP PRODUCTION:** **ONE informational video** needs to be developed (**30 seconds**) in which the main problem statement should be addressed (**Recruiting Enumerators for Census 2022**).
- **AIRING VIDEO CLIP ON TV's:** **Recruiting Enumerators for Census 2022** video clip needs to be aired on **VARIOUS** channels (including **TVM**) **twice daily** (Evening 8:00pm news time and another available peak time)
- **TV TALK SHOWS:** A team of **TWO** from **MBS** must attend *TVM Raajje Miadhu & Hendhunu Hendhunaa program* and *VTV fasmanzaru program & Raajje TV Fashaairu program* to give additional information about recruiting enumerators.
- **RADIO:**
 - **TALK SHOWS:** A team of **TWO** from **MBS** must attend **Dhivehi Raajjeyge Adu** information talk shows to give additional information about recruiting enumerators.
 - **RADIO COMMERCIALS:** Informational audio clip to be developed and aired on Radio at peak hours regarding recruiting enumerators.
- **WEBINARS:**

Social Media:

- **FACEBOOK:**
 - **Recruiting Enumerators for Census 2022 video** must be uploaded on Facebook in every **THREE** days.
 - Informational graphic content must be designed to deliver the key message which needs to be uploaded on MBS Facebook page in every **THREE** days.
 - Informational messages can be posted daily on Facebook page (optional)
- **TWITTER:**
 - **Recruiting Enumerators for Census 2022 video** must be uploaded on twitter in every **THREE** days.
 - Informational graphic content created must be uploaded on twitter in every **THREE** days.
- **VIBER COMMUNITY:**
 - **Recruiting Enumerators for Census 2022 video** needs to be uploaded on viber group **weekly**.
 - Informational graphic content created must be uploaded on the viber community group in every **THREE** days.
 - Important information that needs to be delivered to the public must be sent out on time.
- **TIKTOK:**
 - **Recruiting Enumerators for Census 2022 video** needs to be aired on tiktok

	<p>SMS: Using bulk messaging service, SMS's must be sent out to the whole public on the Enumerators Recruitment.</p> <p>Closed-loop audio/video content: Recruiting Enumerators for Census 2022 video and radio commercial can be played on the BIG TV's and speakers installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male' Region) and on TV's installed at offices and other similar locations.</p> <p>Print/digital materials: Poster, flyers, banners and other promotional materials (can minimize of print media as much as possible)</p>
<p>Monitoring How will you monitor whether Census Communications strategy is being implemented according to plan?</p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV • Number of programs/ clips aired on radio • Total coverage of posts on Facebook (MBS Page) • Total coverage of posts on Twitter (Census 2022 page) • Number of events organized • Number of contents posted on Big TV's and peak locations of the country • How many MBS staff's give a LIKE to Census 2022 posts on Facebook • How many MBS staff's SHARES Census 2022 posts on Facebook • How many MBS staff's give a LIKE to Census 2022 posts on Twitter • How many MBS staff's RETWEET Census 2022 posts on Twitter • Number of SMS's delivered.

Quarter 3 (May – Aug 2022):

Male': June: Enumerators training for prelisting & prelisting

July: launching of economic census (online)

Aug: Enumerator trainings for Census

Atolls: **July:** Enumerator trainings for Census in atolls & Resorts

Aug: launching of economic census (online)

Problem Statement:	<i>To increase public awareness on Population and Housing Census & Economic Census 2022</i>
Key Message:	<i>Demographic, Disability, Education, Migration, Employment, Nuptiality and Fertility information will be collected at Census 2022 Economic Census Launching online.</i>
Who are the audiences/participant groups/target groups?	Primary Audience: <ol style="list-style-type: none">1. Youth population2. Working population3. Elderly population4. Disabled population5. School children6. Migrants7. Women
How will you deliver your messages? What are the key suggested interventions?	Broadcast media: <ul style="list-style-type: none">• VIDEO CLIP PRODUCTION:<ul style="list-style-type: none">• ONE informational video needs to be developed (60 seconds) in which the main problem statement should be addressed (Awareness on Population and Housing Census & Economic Census 2022). In this video the key message needs to be delivered, that Demographic, Disability, Education, Migration, Employment, Nuptiality and Fertility information will be collected at Census 2022. This video can be either divided into two segments where one will be focused on Population and Housing Census and the other on Economic Census 2022.• 30 seconds video clip can be developed informing the public that Economic Census launch date to the public, and then informing that Economic Census will be carried out ONLINE. Detailed information on the information collected, target audience of Economic Census, launching date and how it will be carried out can be shown in the video clip, this video can be more attractive if produced with 3D animations and text and minimalizing videos.

- **AIRING VIDEO CLIP ON TV'S:**

- Awareness video on Census 2022 needs to be aired on **TWO** to **THREE** most popular channels (including **TVM**) **daily** (any available peak time)
- Economic Census video must be aired on **TWO** to **THREE** most popular channels (including **TVM**) during the most peak hour **daily** (Preferably Evening 8:00pm news time)

- **TV TALK SHOWS:** A team of **TWO** from **MBS** must attend *TVM Raajje Miadhu & Hendhunu Hendhunaa program* and *VTV fasmanzaru program & Raajje TV Fashaairu program*. (If possible, to air the 60 second video clip on "Census 2022 awareness" and "Economic Census 2022 launching video" after each show's interview)

- **RADIO:**

- **TALK SHOWS:** A team of **TWO** or **THREE** from **MBS** must attend **Dhivehi Raajjeyge Adu** information talk shows to deliver the key message "different type of information collected at the Census 2022" and also talk about the online launch of Economic Census 2022.
- **RADIO COMMERCIALS:** Informational audio clip to be developed and aired on Radio at peak hours, addressing the key message and about the online launch of Economic Census 2022.

- **WEBINARS:**

Social Media:

- **FACEBOOK:**

- From the produced 60 second video clip **TWO** short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on Facebook weekly
- Informational graphic content must be designed for each sector identified in the key message (**MINIMUM of SEVEN**) which needs to be uploaded on MBS Facebook page in **ALL** days of the week.
- On the **Economic Census 2022** launch **date Informational graphic content** must be designed and **uploaded on MBS Facebook page**.
- Informational messages can be posted daily on Facebook page.

- **TWITTER:**

- From the produced 60 second video clip **TWO** short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on twitter weekly
- The **SEVEN** Informational graphic content created must be uploaded on twitter everyday.

	<ul style="list-style-type: none"> • VIBER COMMUNITY: <ul style="list-style-type: none"> • The 60 second video clip on Census Awareness needs to be uploaded on viber group weekly. • The 30 second video clip on Economic Census launching needs to be uploaded on viber group weekly. • All the Informational graphic content created must be uploaded at the viber community group everyday. (One post per day) • Important information that needs to be delivered to the public must be sent out on time. • TIKTOK: <ul style="list-style-type: none"> • Awareness video on Population and Housing Census & Economic Census 2022 & economic Census Launching video needs to be aired on tiktok • From the produced 60 second video clip two short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on tiktok weekly <p>SMS: Using bulk messaging service,</p> <ul style="list-style-type: none"> • An SMS's must be sent out to the whole public regarding the key message. • An SMS's must be sent out to the whole public on the Economic Census 2022 kick off date. <p>Closed-loop audio/video content: The 60 second video clip and 30 second video clip on Economic Census 2022 launching video and radio commercial can be played on the BIG TV's and speakers installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male' Region) and on TV's installed at offices and other similar locations.</p> <p>Print/digital materials: Poster, flyers, banners and other promotional materials <i>(can minimize of print media as much as possible)</i></p>
<p>Monitoring <i>How will you monitor whether Census Communications strategy is being implemented according to plan?</i></p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV

	<ul style="list-style-type: none"> • Number of programs/ clips aired on radio • Total coverage of posts on Facebook (MBS Page) • Total coverage of posts on Twitter (Census 2022 page) • Number of events organized • Number of contents posted on Big TV's and peak locations of the country • How many MBS staff's give a LIKE to Census 2022 posts on Facebook • How many MBS staff's SHARES Census 2022 posts on Facebook • How many MBS staff's give a LIKE to Census 2022 posts on Twitter • How many MBS staff's RETWEET Census 2022 posts on Twitter • Number of SMS's delivered.
Problem Statement:	<i>To recruit enumerators</i>
Key Message:	<i>To get enumerators from government, CSO's and from public</i>
Who are the audiences/participant groups/target groups?	<p>Primary Audience:</p> <ol style="list-style-type: none"> 1- Government Institutions 2- Private companies 3- Public companies 4- CSO's 5- College/University students 6- Fresh school leavers 7- City, Atoll, Island Councils <p>Primary Audience:</p> <ol style="list-style-type: none"> 8- Women Development Committees 9- Girl guides and scouts
How will you deliver your messages? What are the key suggested interventions?	<p>Broadcast media:</p> <ul style="list-style-type: none"> • AIRING VIDEO CLIP ON TV's: Recruiting Enumerators for Census 2022 video clip needs to be aired on VARIOUS channels (including TVM) twice daily (Evening 8:00pm news time and another available peak time) • TV TALK SHOWS: A team of TWO from MBS must attend <i>TVM Raajje Miadhu & Hendhunu Hendhunaa program</i> and <i>VTV fasmanzaru program & Raajje TV Fashaairu program</i> to give additional information about recruiting enumerators. • RADIO:

- **TALK SHOWS:** A team of **TWO** from **MBS** must attend **Dhivehi Raajjeyge Adu** information talk shows to give additional information about recruiting enumerators.
- **RADIO COMMERCIALS:** Developed audio clips can be aired on Radio at peak hours regarding recruiting enumerators.
- **WEBINARS:**

Social Media:

• **FACEBOOK:**

- **Recruiting Enumerators for Census 2022 video** can be uploaded on Facebook randomly.
- Developed Informational graphic content can be uploaded on MBS Facebook page randomly.
- Informational messages can be posted daily on Facebook page (optional)

• **TWITTER:**

- **Recruiting Enumerators for Census 2022 video** can be uploaded on twitter in every **THREE** days.
- Developed Informational graphic content can be uploaded on twitter in every **THREE** days.

• **VIBER COMMUNITY:**

- **Recruiting Enumerators for Census 2022 video** can be uploaded on viber group **weekly**.
- Developed Informational graphic content can be uploaded on viber community group **weekly**.
- Important information that needs to be delivered to the public must be sent out on time.

• **TIKTOK:**

- **Recruiting Enumerators for Census 2022 video** needs to be aired on tiktok

SMS: Using bulk messaging service, SMS's must be sent out to the whole public on the Enumerators Recruitment.

Closed-loop audio/video content: **Recruiting Enumerators for Census 2022 video** and radio commercial can be played on the BIG TV's and speakers installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male' Region) and on TV's installed at offices and other similar locations.

	<p><u>Print/digital materials:</u> Poster, flyers, banners and other promotional materials <i>(can minimize of print media as much as possible)</i></p>
<p>Monitoring <i>How will you monitor whether Census Communications strategy is being implemented according to plan?</i></p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV • Number of programs/ clips aired on radio • Total coverage of posts on Facebook (MBS Page) • Total coverage of posts on Twitter (Census 2022 page) • Number of events organized • Number of contents posted on Big TV's and peak locations of the country • How many MBS staff's give a LIKE to Census 2022 posts on Facebook • How many MBS staff's SHARES Census 2022 posts on Facebook • How many MBS staff's give a LIKE to Census 2022 posts on Twitter • How many MBS staff's RETWEET Census 2022 posts on Twitter • Number of SMS's delivered.

Quarter 4 (Sept - Oct 2022):

<i>Problem Statement:</i>	To increase awareness on Population and Housing Census 2022 reference time
<i>Key Message:</i>	To ensure that everyone is counted in the Census
Audiences/participant groups/target groups?	<ol style="list-style-type: none"> 1. Primary audience: Public 2. Secondary audience (people who act as spokespeople or representatives, FLWs, influencers, agents of change etc.)
How will you deliver your messages? What are the key suggested interventions?	<p>Broadcast media:</p> <ul style="list-style-type: none"> • VIDEO CLIP PRODUCTION: ONE informational video needs to be developed (60 seconds) in which the main problem statement should be addressed (Census 2022 reference time: 17th September 2022). • AIRING VIDEO CLIP ON TV's: Census 2022 reference time: 17th September 2022 video clip needs to be aired on TWO to THREE most popular channels (including TVM) on the most peak hours twice daily (Evening 8:00pm news time and another available peak time) • TV TALK SHOWS: A team of TWO from MBS must attend <i>TVM Raajje Miadhu & Hendhunu Hendhunaa program</i> and <i>VTV fasmanzaru program & Raajje TV Fashaairu program</i>. (If possible to air the 60 second video clip for Census reference time after each show's interview) • RADIO: <ul style="list-style-type: none"> • TALK SHOWS: A team of TWO from MBS must attend Dhivehi Raajjeyge Adu information talk shows to deliver the key message Census 2022 reference time: 17th September 2022 • RADIO COMMERCIALS: Informational audio clip to be developed and aired on Radio at peak hours. • WEBINARS: <p>Social Media:</p> <ul style="list-style-type: none"> • FACEBOOK: <ul style="list-style-type: none"> • From the produced 60 second video clip two short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on Facebook weekly • THREE Informational graphic content must be designed to deliver the key message which needs to be uploaded on MBS Facebook page in THREE consecutive days • Informational messages can be posted daily on Facebook page (optional) • TWITTER:

	<ul style="list-style-type: none"> • From the produced 60 second video clip two short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on twitter weekly • The three Informational graphic content created must be uploaded on twitter every other day <p>• VIBER COMMUNITY:</p> <ul style="list-style-type: none"> • The 60 second video clip needs to be uploaded on viber group weekly. • The three Informational graphic content created must be uploaded at the viber community group every other day • Important information that needs to be delivered to the public must be sent out on time. <p>• TIKTOK:</p> <ul style="list-style-type: none"> • Census 2022 reference time: 17th September 2022 video clip needs to be aired on tiktok • From the produced 60 second video clip two short videos must be trimmed (of 30 seconds each) to air on social media, this post needs to be aired on tiktok weekly <p>SMS: Using bulk messaging service, SMS’s must be sent out to the whole public on the given timelines as follows:</p> <ul style="list-style-type: none"> • 17th August 2021: One month countdown to start Census 2022 • 9th September 2021 (00:00 hrs): One week countdown to start Census 2022 • Every day from 16th to 28th September 2021, On 16th September 2021 (00:00 hrs) Reference time should be alarmed by sending a bulk message at 00:00 hrs. <p>Closed-loop audio/video content: The 60 second video clip and radio commercial can be played on the BIG TV’s and speakers installed in key public locations (eg: ferry terminal/bus terminal/peak junctions of Greater Male’ Region) and on TV’s installed at offices and other similar locations.</p> <p>Print/digital materials: Poster, flyers, banners and other promotional materials <i>(can minimize of print media as much as possible)</i></p>
<p>Monitoring <i>How will you monitor whether Census Communications strategy is being implemented according to plan?</i></p>	<p>Monitoring of the communication strategy:</p> <ul style="list-style-type: none"> • Number of impressions on MBS Website (Banners and posters uploaded) • Number of unique access/ visualizations on MBS Website • Number of times the video spots shown on TV • Number of programs/ clips aired on radio

- | | |
|--|---|
| | <ul style="list-style-type: none">• Total coverage of posts on Facebook (MBS Page)• Total coverage of posts on Twitter (Census 2022 page)• Number of events organized• Number of contents posted on Big TV's and peak locations of the country• How many MBS staff's give a LIKE to Census 2022 posts on Facebook• How many MBS staff's SHARES Census 2022 posts on Facebook• How many MBS staff's give a LIKE to Census 2022 posts on Twitter• How many MBS staff's RETWEET Census 2022 posts on Twitter• Number of SMS's delivered. |
|--|---|

ANNEX I

Monitoring:

After conducting an analysis of the first quarter communication strategy, how well the desired information reached the public specifically the digital media, coverage can be measured before starting the second quarter of the communication campaign. A summary of the completed campaign shall be presented by the communication partner to MBS to stress more on those areas where information was spread the least.

Following is a sample of how the summary should look like:

Web banner	Number of impressions
TV Video spots	Number of times shown on TV
Radio campaign	Number of programs/ spots
Website content	Number of unique access/ visualizations
Facebook	Total coverage of posts
Twitter	Total coverage of posts
Events organized	Number of events
Public poster and banner	Number of posters and banners