

# **THE LATE PHILLY LUTAAYA MEMORIAL LECTURE**

**THEME: Access to HIV services amidst  
COVID-19 Pandemic  
#EndAIDS2030Ug**

**(17th October, 2020)**

**NTV Uganda**

## BRIEF

On 17th October, 2020, **NTV Uganda** live streamed an Event:

**The Philly Lutaaya Memorial Lecture under the theme; Access to HIV services during the COVID-19 pandemic.**  
**#EndAIDS2030Ug**

The NTV Digital team was required to live-tweet statements and comments made by the guests on the event, live-stream the session as it happens

Here's a brief on the performance.

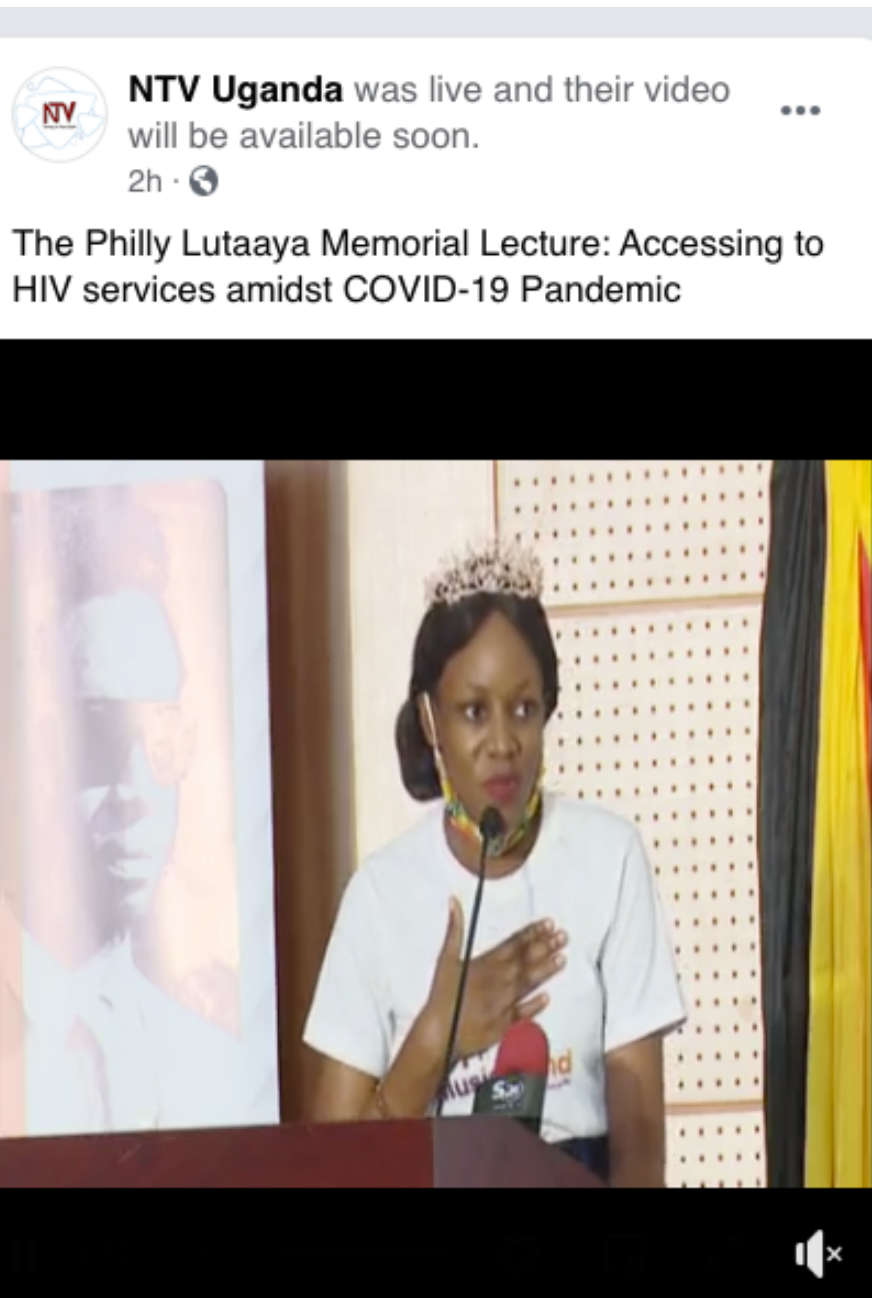
**Facebook posts** received a total of **652,948** impressions implying that an average of **65,294.8** people were reached per post

**Twitter posts** had a total number of **21192** impressions and an average number of **2,119.2** people were reached per tweet

Below are the details of analytics on each and every post/tweet

## FACEBOOK STREAM

The Facebook stream had a total of **6,700** views and a total of **17205** impressions



NTV Uganda was live and their video will be available soon. 2h · 🌐

The Philly Lutaaya Memorial Lecture: Accessing to HIV services amidst COVID-19 Pandemic

The video shows a woman wearing a white t-shirt and a tiara, speaking at a podium with a microphone. A large portrait of a man is visible on a screen behind her.

### Performance for Your Post

**16152** People Reached

**305** Likes, Comments & Shares

**1517** Post Clicks

<b>717</b>	<b>0</b>	<b>800</b>
Clicks to Play	Link Clicks	Other Clicks

### NEGATIVE FEEDBACK

<b>0</b> Hide All Posts	<b>1</b> Hide Post
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**305** Likes, Comments & Shares

### BRANDED CONTENT DISTRIBUTION

View Breakdown

<b>16152</b>	<b>16152</b>	<b>0</b>
Total Reach	Organic Reach	Paid Reach
<b>17205</b>	<b>17205</b>	<b>0</b>
Total Impressions	Organic Impressions	Paid Impressions

People living with HIV have many challenges, it's not just about ARVs and these challenges include lack of education - Gloria Nawanyaga, CEO, The Young Positives Foundation #EndAIDS2030Ug



**8,338** People Reached      **176** Engagements      [Boost Post](#)

👍 Nze Nolton Offset, Danze Duncan and 95 others      1 Comment

👍 Like      💬 Comment      ➦ Share      ⋮

**Performance for Your Post**

**8,338** People Reached

**98** Likes, Comments & Shares ⓘ

**97** Likes      **97** On Post      **0** On Shares

**1** Comments      **1** On Post      **0** On Shares

**0** Shares      **0** On Post      **0** On Shares

**80** Post Clicks

**50** Photo Views      **0** Link Clicks      **30** Other Clicks ⓘ

**NEGATIVE FEEDBACK**

**0** Hide Post      **0** Hide All Posts  
**0** Report as Spam      **0** Unlike Page

Reported stats may be delayed from what appears on posts

To all the young people living with HIV, you need to be very conscious every time you engage in sexual activities so as to protect yourself and others - Gloria Nawanyaga, CEO, The Young Positives Foundation #EndAIDS2030Ug



**10,006** People Reached      **244** Engagements      [Boost Post](#)

👍 Myo Sint, Danze Duncan and 65 others      2 Comments

**Performance for Your Post**

**10,006** People Reached

**69** Likes, Comments & Shares ⓘ

**67** Likes      **67** On Post      **0** On Shares

**2** Comments      **2** On Post      **0** On Shares

**0** Shares      **0** On Post      **0** On Shares

**177** Post Clicks

**76** Photo Views      **0** Link Clicks      **101** Other Clicks ⓘ

**NEGATIVE FEEDBACK**

**0** Hide Post      **0** Hide All Posts  
**0** Report as Spam      **0** Unlike Page

Reported stats may be delayed from what appears on posts

Before Singer Philly Lutaaya died he provided ways of prevention through disclosure and support - H.E Christopher Krafft #EndAIDS2030Ug



**6,351** People Reached      **125** Engagements      [Boost Post](#)

👍👀 Mr>Showbiz Prosper, Mugabe Vadan and 62 others      2 Comments

👍 Like      💬 Comment      ➦ Share

**Performance for Your Post**

**6,351** People Reached

**66** Reactions, Comments & Shares

**63** Like      **63** On Post      **0** On Shares

**1** 🤔 Wow      **1** On Post      **0** On Shares

**2** Comments      **2** On Post      **0** On Shares

**0** Shares      **0** On Post      **0** On Shares

**59** Post Clicks

**38** Photo Views      **0** Link Clicks      **21** Other Clicks

**NEGATIVE FEEDBACK**

**0** Hide Post      **0** Hide All Posts

**0** Report as Spam      **0** Unlike Page

Reported stats may be delayed from what appears on posts

Although Singer Philly Lutaaya did not live to see the treatment of AIDS, he led the fight against HIV/AIDS stigma - H.E Christopher Krafft #EndAIDS2030Ug



**6,417** People Reached      **160** Engagements      [Boost Post](#)

👍❤️ 86      3 Comments 1 Share

**Performance for Your Post**

**6,417** People Reached

**90** Reactions, Comments & Shares

**85** Like      **85** On Post      **0** On Shares

**1** ❤️ Love      **1** On Post      **0** On Shares

**3** Comments      **3** On Post      **0** On Shares

**1** Shares      **1** On Post      **0** On Shares

**74** Post Clicks

**24** Photo Views      **0** Link Clicks      **50** Other Clicks

**NEGATIVE FEEDBACK**

**0** Hide Post      **0** Hide All Posts

**0** Report as Spam      **0** Unlike Page

Reported stats may be delayed from what appears on posts



NTV Uganda

Favorites · 1h ·

It's exciting to see this day because for me it's not just a story, I saw the late Lutaaya when he came to Makerere to disclose his HIV status - Dr Rhoda Wanyenze #EndAIDS2030Ug



5,207

People Reached

119

Engagements

Boost Post

Busia Live, Adison Obedgiu and 28 others

Performance for Your Post

5,207 People Reached

30 Likes, Comments & Shares

30 Likes | 30 On Post | 0 On Shares

0 Comments | 0 On Post | 0 On Shares

0 Shares | 0 On Post | 0 On Shares

90 Post Clicks

24 Photo Views | 0 Link Clicks | 66 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts



NTV Uganda

Favorites · 1h ·

Have you ever looked at someone and disliked them because they are different from you? Sometimes we even follow it up with an action to bring them down, yes that's stigma - Dr Rhoda Wanyenze #EndAIDS2030Ug



7,156

People Reached

119

Engagements

Boost Post

Performance for Your Post

7,156 People Reached

32 Likes, Comments & Shares

31 Likes | 31 On Post | 0 On Shares

1 Comments | 1 On Post | 0 On Shares

0 Shares | 0 On Post | 0 On Shares

88 Post Clicks

8 Photo Views | 0 Link Clicks | 80 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts



NTV Uganda

Favorites · 1h ·

The media needs to report accurately and responsibly to avoid promoting stigma against people living with HIV/AIDS - Minister Esther Mbayo #EndAIDS2030Ug



3,549 People Reached

42 Engagements

Boost Post

Nuwàhèrèzà Dîdàs, Elizabeth Nambalirwa and 27 others

Like Comment Share

Performance for Your Post

3,549 People Reached

29 Likes, Comments & Shares

29 Likes	29 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

16 Post Clicks

8 Photo Views	0 Link Clicks	8 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



NTV Uganda

Favorites · 1h ·

Philly Lutaaya gave a face to HIV/AIDS and through his songs, he educated and sensitised about prevention. The singer also led the fight against HIV stigma - Minister Esther Mbayo #EndAIDS2030Ug



3,058 People Reached

50 Engagements

Boost Post

Höséâ Höshrâ, Jimmy Stargo Billy and 29 others

Performance for Your Post

3,058 People Reached

31 Likes, Comments & Shares

31 Likes	31 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

20 Post Clicks

11 Photo Views	0 Link Clicks	9 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



NTV Uganda

Favorites · 1h ·

For the last forty years, every Ugandan has witnessed how HIV has caused suffering to humanity, as we celebrate Late Philly Lutaaya let us reflect on what we have contributed to his legacy in the fight against HIV/AIDS - Chief justice Owiny-Dollo #EndAIDS2030Ug



16,658 People Reached

280 Engagements

Boost Post

Performance for Your Post

16,658 People Reached

108 Reactions, Comments & Shares

104 Like | 104 On Post | 0 On Shares

1 Wow | 1 On Post | 0 On Shares

3 Comments | 3 On Post | 0 On Shares

0 Shares | 0 On Post | 0 On Shares

185 Post Clicks

25 Photo Views | 0 Link Clicks | 160 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post | 0 Hide All Posts

0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts



NTV Uganda

Favorites · 1h ·

I am one of those whose Christmas is not complete unless I listen to Philly Lutaaya's songs, he used his talent to bless other people - Sarah Langa, Chief Registrar, Uganda Judiciary #EndAIDS2030Ug



6,059 People Reached

153 Engagements

Boost Post

Performance for Your Post

6,059 People Reached

48 Likes, Comments & Shares

47 Likes | 47 On Post | 0 On Shares

1 Comments | 1 On Post | 0 On Shares

0 Shares | 0 On Post | 0 On Shares

109 Post Clicks

22 Photo Views | 0 Link Clicks | 87 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post | 0 Hide All Posts

0 Report as Spam | 0 Unlike Page

Reported stats may be delayed from what appears on posts



# TWITTER

Below are the tweets that were put while the event was taking place and their analytics

The total number of tweets was 10



**NTV UGANDA** @ntvuganda

SHOWING NOW: The Philly Lutaaya Memorial Lecture under the theme; Access to HIV services during the COVID-19 pandemic.

Live on NTV Facebook| [https://bit.ly/3IN0isq?utm\\_medium=social&utm\\_source=twitter\\_ntvuganda ...pic.twitter.com/ZJvDFCLCFv](https://bit.ly/3IN0isq?utm_medium=social&utm_source=twitter_ntvuganda...pic.twitter.com/ZJvDFCLCFv)

Impressions	1,943
times people saw this Tweet on Twitter	
Total engagements	51
times people interacted with this Tweet	
Media engagements	33
number of clicks on your media counted across videos, vines, gifs, and images	
Likes	10
times people liked this Tweet	
Detail expands	4
times people viewed the details about this Tweet	
Retweets	3
times people retweeted this Tweet	
Replies	1



**NTV UGANDA** @ntvuganda

To all the young people living with HIV, you need to be very conscious every time you engage in sexual activities so as to protect yourself and others - Gloria Nawanyaga, CEO, The Young Positives Foundation #EndAIDS2030Ug  
[pic.twitter.com/YFUEjQUUIY](https://pic.twitter.com/YFUEjQUUIY)

<b>Impressions</b>	1,900
times people saw this Tweet on Twitter	
<b>Total engagements</b>	59
times people interacted with this Tweet	
<b>Media engagements</b>	35
number of clicks on your media counted across videos, vines, gifs, and images	
<b>Detail expands</b>	9
times people viewed the details about this Tweet	
<b>Likes</b>	7
times people liked this Tweet	
<b>Retweets</b>	4
times people retweeted this Tweet	
<b>Hashtag clicks</b>	2
clicks on the hashtag(s) in this Tweet	

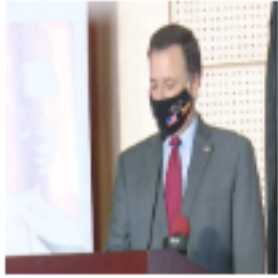
## ✕ Tweet Analytics



**NTV UGANDA** @ntvuganda

Before Singer Philly Lutaaya died he provided ways of prevention through disclosure and support - H.E Christopher Krafft  
#EndAIDS2030Ug [pic.twitter.com/yGEJqHNfmZ](https://pic.twitter.com/yGEJqHNfmZ)

<b>Impressions</b> times people saw this Tweet on Twitter	2,583
<b>Total engagements</b> times people interacted with this Tweet	91
<b>Media engagements</b> number of clicks on your media counted across videos, vines, gifs, and images	50
<b>Likes</b> times people liked this Tweet	29
<b>Retweets</b> times people retweeted this Tweet	6
<b>Detail expands</b> times people viewed the details about this Tweet	4
<b>Link clicks</b> clicks on a URL or Card in this Tweet	1



**NTV UGANDA** @ntvuganda

Although Singer Philly Lutaaya did not live to see the treatment of AIDS, he led the fight against HIV/AIDS stigma - H.E Christopher Krafft #EndAIDS2030Ug [pic.twitter.com/5XScMBk2VV](https://pic.twitter.com/5XScMBk2VV)

**Impressions** 2,372  
times people saw this Tweet on Twitter

**Total engagements** 57  
times people interacted with this Tweet

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**Media engagements** 21  
number of clicks on your media counted across videos, vines, gifs, and images

**Likes** 18  
times people liked this Tweet

**Detail expands** 12  
times people viewed the details about this Tweet

**Retweets** 4  
times people retweeted this Tweet

**Replies** 1  
replies to this Tweet



**NTV UGANDA** @ntvuganda

It's exciting to see this day because for me it's not just a story, I saw the late Lutaaya when he came to Makerere to disclose his HIV status - Dr Rhoda Wanyenze #EndAIDS2030Ug  
[pic.twitter.com/z4HltRtmmg](https://pic.twitter.com/z4HltRtmmg)

<b>Impressions</b> times people saw this Tweet on Twitter	2,538
<b>Total engagements</b> times people interacted with this Tweet	151
<b>Media engagements</b> number of clicks on your media counted across videos, vines, gifs, and images	126
<b>Likes</b> times people liked this Tweet	13
<b>Profile clicks</b> number of clicks on your name, @handle, or profile photo	5
<b>Detail expands</b> times people viewed the details about this Tweet	3
<b>Retweets</b> times people retweeted this Tweet	2



**NTV UGANDA** @ntvuganda

Have you ever looked at someone and disliked them because they are different from you? Sometimes we even follow it up with an action to bring them down, yes that's stigma - Dr Rhoda Wanyenze #EndAIDS2030Ug [pic.twitter.com/1IN3cFyA64](https://pic.twitter.com/1IN3cFyA64)

<b>Impressions</b> times people saw this Tweet on Twitter	2,406
<b>Total engagements</b> times people interacted with this Tweet	122
<b>Media engagements</b> number of clicks on your media counted across videos, vines, gifs, and images	92
<b>Likes</b> times people liked this Tweet	14
<b>Detail expands</b> times people viewed the details about this Tweet	11
<b>Retweets</b> times people retweeted this Tweet	4
<b>Profile clicks</b> number of clicks on your name, @handle, or profile photo	1



**NTV UGANDA** @ntvuganda

The media needs to report accurately and responsibly to avoid promoting stigma against people living with HIV/AIDS - Minister Esther Mbayo #EndAIDS2030Ug [pic.twitter.com/CPo9u5PgLp](https://pic.twitter.com/CPo9u5PgLp)

**Impressions**

1,792

times people saw this Tweet on Twitter

**Total engagements**

24

times people interacted with this Tweet

**Likes**

9

times people liked this Tweet

**Media engagements**

6

number of clicks on your media counted across videos, vines, gifs, and images

**Retweets**

5

times people retweeted this Tweet

**Detail expands**

4

times people viewed the details about this Tweet





**NTV UGANDA** @ntvuganda

Philly Lutaaya gave a face to HIV/AIDS and through his songs, he educated and sensitised about prevention. The singer also led the fight against HIV stigma - Minister Esther Mbayo  
**#EndAIDS2030Ug** [pic.twitter.com/MWvOcooVXs](https://pic.twitter.com/MWvOcooVXs)

**Impressions**

1,875

times people saw this Tweet on Twitter

**Total engagements**

28

times people interacted with this Tweet

**Likes**

14

times people liked this Tweet

**Media engagements**

7

number of clicks on your media counted across videos, vines, gifs, and images

**Detail expands**

4

times people viewed the details about this Tweet

**Retweets**

3

times people retweeted this Tweet





**NTV UGANDA** @ntvuganda

I am one of those whose Christmas is not complete unless I listen to Philly Lutaaya's songs, he used his talent to bless other people - Sarah Langa, Chief Registrar, Uganda Judiciary #EndAIDS2030Ug  
[pic.twitter.com/toh6lOZd1L](https://pic.twitter.com/toh6lOZd1L)

**Impressions**

1,671

times people saw this Tweet on Twitter

**Total engagements**

39

times people interacted with this Tweet

**Media engagements**

17

number of clicks on your media counted across videos, vines, gifs, and images

**Likes**

16

times people liked this Tweet

**Retweets**

3

times people retweeted this Tweet

**Detail expands**

3

times people viewed the details about this Tweet





## Tweet Analytics



**NTV UGANDA** @ntvuganda

For the last forty years, every Ugandan has witnessed how HIV has caused suffering to humanity, as we celebrate Late Philly Lutaaya let us reflect on what we have contributed to his legacy in the fight against HIV/AIDS - Chief justice Owiny-Dollo #EndAIDS2030Ug  
[pic.twitter.com/UphaKXAXIT](https://pic.twitter.com/UphaKXAXIT)

Impressions	2,327
times people saw this Tweet on Twitter	
Total engagements	74
times people interacted with this Tweet	
Media engagements	26
number of clicks on your media counted across videos, vines, gifs, and images	
Likes	20
times people liked this Tweet	
Detail expands	15
times people viewed the details about this Tweet	
Retweets	9
times people retweeted this Tweet	
Hashtag clicks	2
clicks on the hashtag(s) in this Tweet	

# #EndAIDS2030Ug

## Performance on Twitter on 17th October, 2020

SUMMARY ACTIVITY RETWEETS AND LIKES SENTIMENT RANKINGS ECONOMIC VALUE IMAGES OTHER STATS



**500**<sup>1</sup>  
total tweets

**40,864.82** \$  
economic value

DATE RANGE  
10/17/2020 - 10/17/2020

TEXT TWEETS	1.8%	9
REPLIES	13%	65
RETWEETS	72.2%	361
LINKS AND IMAGES	22.8%	114

19,203,305  
potential impacts

1,938,419  
potential reach

112  
total contributors

4.46  
tweets per contributor

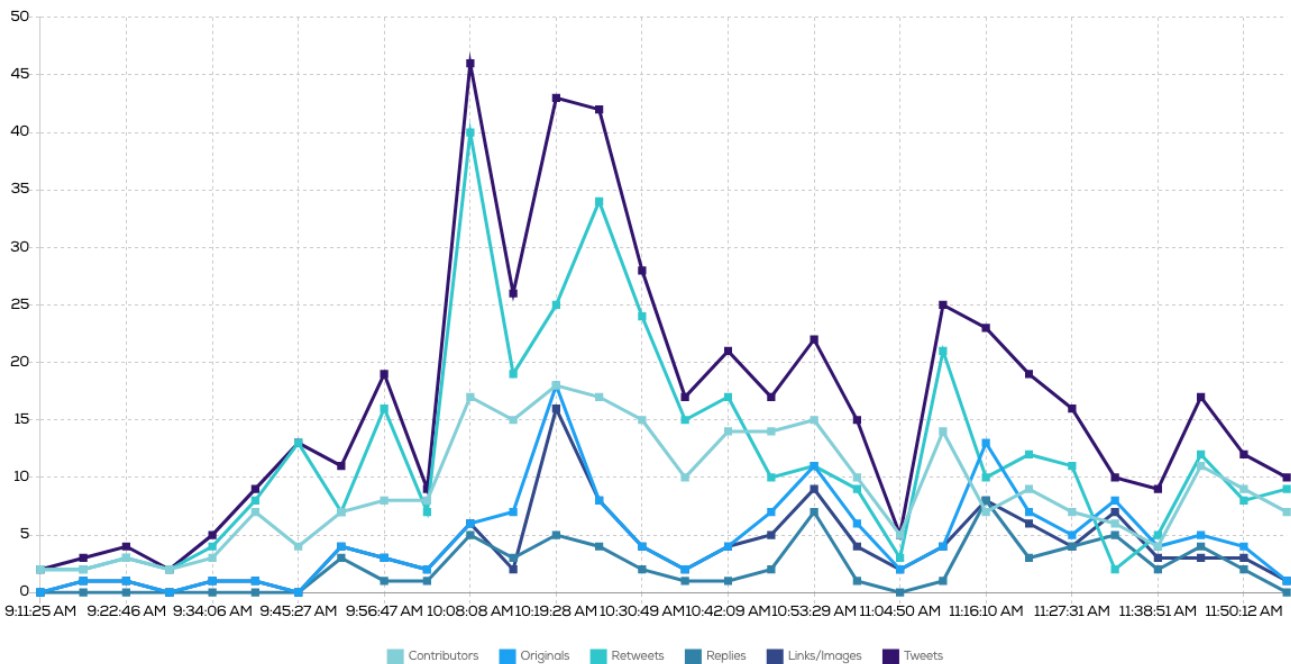
17,307.31  
followers per contributor







139  
original tweets







21  
original contributors







6.62  
original tweets per contributor







### TB tweets activity















MOST ACTIVE 		Tweets
 <a href="#">@KlaKing_1</a> K'la King		49
 <a href="#">@QuteJR</a> Jan ryans™		26
 <a href="#">@GCICUganda</a> Government Citiz...		26
 <a href="#">@okwii_herbert</a> Herbert Økwii 🇸🇰		25
 <a href="#">@akmartos1</a> Akeqa Mariri		25

MOST POPULAR 		Followers
 <a href="#">@ntvuganda</a> NTV UGANDA		1,061,212
 <a href="#">@UgandaMediaCent</a> Uganda Media Ce...		298,326
 <a href="#">@ubctvuganda</a> UBC UGANDA		96,218
 <a href="#">@GovUganda</a> Government of U...		86,367
 <a href="#">@GCICUganda</a> Government Citiz...		42,511

RETWEETERS 		Original tweets
 <a href="#">@KlaKing_1</a> K'la King		43
 <a href="#">@QuteJR</a> Jan ryans™		26
 <a href="#">@akmartos1</a> Akeqa Mariri		25
 <a href="#">@iOtimraff</a> Luo Confidential		16
 <a href="#">@okwii_herbert</a> Herbert Økwii 🇸🇰		14

HIGHEST IMPACT 		Impacts
 <a href="#">@ntvuganda</a> NTV UGANDA		10,612,120
 <a href="#">@UgandaMediaCent</a> Uganda Media Ce...		2,983,260
 <a href="#">@GovUganda</a> Government of U...		1,813,707
 <a href="#">@GCICUganda</a> Government Citiz...		1,105,286
 <a href="#">@QuteJR</a> Jan ryans™		603,954

ORIGINAL TWEETS 		Tweets
 <a href="#">@GCICUganda</a> Government Citiz...		22
 <a href="#">@GovUganda</a> Government of U...		21
 <a href="#">@EndAIDSBy2030Ug</a> End HIV/AIDS in U...		12
 <a href="#">@okwii_herbert</a> Herbert Økwii 🇸🇰		11
 <a href="#">@lytz_kabibi</a> Kabibi		10

TOP PHOTOGRAPHER 		Photos
 <a href="#">@GCICUganda</a> Government Citiz...		18
 <a href="#">@GovUganda</a> Government of U...		15
 <a href="#">@ntvuganda</a> NTV UGANDA		10
 <a href="#">@okwii_herbert</a> Herbert Økwii 🇸🇰		10
 <a href="#">@digitalalidan</a> Arthur D. Musinguzi		8