

CKCYSDA

Coalition of Kiru Community, Youth and Students Development Association

Uniting 20+ Associations | 2,000+ Members | 15 Wards

MEDIA, ICT & AWARENESS COMMUNITY

Operational Framework & Standard Operating Procedures

Document Code: CKCYSDA-MIA-001 | Version: 1.0

1. UNIT OVERVIEW

Unit Code:	CKCYSDA-MIA-001
Effective Date:	March 26, 2026
Unit Type:	Communications & Digital Inclusion Unit
Total Membership Capacity:	225-450 members across 15 wards (15-30 per ward)

The Media, ICT & Awareness Community Unit (MIA) is established to serve as the central communications hub for CKCYSDA and all its units, managing public relations, documenting activities, and leveraging ICT for development across all 15 wards of Kiru LGA.

2. WARD-LEVEL MEMBERSHIP (15 WARDS)

S/N	Ward Name	Target Members	Ward Focal Person	Media Teams
1	Ba'awa	15-30	To be appointed	2-3 teams
2	Badafi	15-30	To be appointed	2-3 teams
3	Bargoni	15-30	To be appointed	2-3 teams
4	Bauda	15-30	To be appointed	2-3 teams
5	Dangora	15-30	To be appointed	2-3 teams
6	Dansoshiya	15-30	To be appointed	2-3 teams

S/N	Ward Name	Target Members	Ward Focal Person	Media Teams
7	Dashi	15-30	To be appointed	2-3 teams
8	Galadimawa	15-30	To be appointed	2-3 teams
9	Kiru	20-30	To be appointed	3-4 teams
10	Kogo	15-30	To be appointed	2-3 teams
11	Maraku	15-30	To be appointed	2-3 teams
12	Tsaudawa	15-30	To be appointed	2-3 teams
13	Yako	15-30	To be appointed	2-3 teams
14	Yalwa	15-30	To be appointed	2-3 teams
15	Zuwo	15-30	To be appointed	2-3 teams

3. CORE ACTIVITIES

3.1. Media Management

- Manage official CKCYSDA social media platforms (Facebook, WhatsApp, Twitter, Instagram)
- Maintain relationships with traditional media (radio stations, local newspapers)
- Press releases and media statements for CKCYSDA activities
- Crisis communication management

3.2. Publicity & Awareness Campaigns

- Design and execute public awareness campaigns for all 9 other units
- Create campaign materials (posters, flyers, radio jingles) in Hausa language
- Ensure consistent messaging across all 15 wards
- Monitor campaign reach and effectiveness

3.3. Documentation

- Professional documentation of all CKCYSDA activities:
 - High-quality photographs and video coverage
 - Written reports and success stories
 - Testimonials and case studies
 - Annual reports and publications
- Maintain comprehensive digital archive of all activities

3.4. ICT Hub & Digital Inclusion

- Establish a community ICT center with internet access

- Offer digital literacy training for community members
- Serve as resource center for students and youth
- Provide basic computer skills training across all 15 wards

3.5. Internal Communication

- Manage communication systems for CKCYSDA members
- Weekly newsletter/updates to Coordinators Council
- Maintain member database and contact lists
- Coordinate information flow between units and wards

3.6. Capacity Building

- Train members of other units on basic digital skills
- Social media management training
- Data collection tools and mobile reporting
- Basic photography and documentation skills

4. PERFORMANCE INDICATORS

Indicator	Target	Frequency
Social media posts/updates	Minimum 4 per week	Weekly
Campaigns executed for other units	As needed	Ongoing
Activities documented (photos/videos)	All unit activities	Ongoing
Community members trained in ICT	300 annually (20 per ward)	Annual
Internal newsletters	Monthly	Monthly
Ward correspondents active	15 (1 per ward)	Ongoing

5. ACKNOWLEDGMENT

Unit Coordinator

Media, ICT & Awareness Unit

Coordinators Council Representative

CKCYSDA