



# Community Content Policy

**DOC NO: POL-NC-002-V2**



## Contents

1. Objective: .....	3
2. Target Audience: .....	3
3. Content Channels: .....	3
4. Metrics and Evaluation: .....	4
5. Annexures .....	5
A. Website content plan .....	5



### 1. Objective:

The primary objective of our community content plan is to align with national content objectives and commitments for the Republic of Uganda, specifically focusing on the provision of electric industrial vehicles (EIVs). Through informative and engaging content, we aim to raise awareness, educate, and engage stakeholders, including oil and gas companies, government bodies, environmental organizations, and the general public in Uganda, about the benefits and potential of EIVs in the oil and gas sector. Our goal is to foster understanding, trust, and adoption of sustainable e-mobility solutions tailored for the Ugandan context.

### 2. Target Audience:

Target Audience	Description
Oil and gas companies operating in Uganda	Potential buyers and partners interested in adopting EIVs
Government authorities and regulatory bodies	Stakeholders responsible for shaping policies and regulations
Environmental organizations and activists	Advocates for sustainability and clean energy solutions
Local communities and residents	Individuals impacted by oil and gas operations in the region
Industry experts and professionals	Experts in the field providing insights and guidance on EIV integration
Media outlets and journalists	Channels for disseminating information and generating awareness

### 3. Content Channels:

Content Channel	Description
Website	A dedicated section for educational resources, case studies, and testimonials on the benefits of EIVs
Social media	Regular posts and visual content on LinkedIn, X (Twitter), and Facebook to share news and insights
Webinars and Workshops	Organized events featuring thought leaders and industry experts discussing EIV advantages and challenges
Case Studies and Whitepapers	Published materials analyzing EIV potential and showcasing successful deployments
Outreach Programs	Collaborative initiatives with local NGOs and educational institutions to promote clean energy
Press Releases and Media Relations	Announcements and engagements with journalists to secure media coverage



#### 4. Metrics and Evaluation:

<b>Metrics and Evaluation</b>	<b>Description</b>
Website analytics	Monitoring traffic, engagement metrics, and bounce rates for the dedicated EIV section on the company website
Social media engagement	Tracking likes, shares, comments, and follower growth across various social media platforms
Webinar and workshop attendance	Measuring participation rates and collecting feedback to assess educational initiatives
Case study downloads	Monitoring downloads and inquiries generated by published case studies and whitepapers
Press coverage	Evaluating reach and sentiment of media coverage generated through press releases and media relations efforts
Customer feedback	Soliciting feedback from customers and prospects to gauge awareness and perception of EIVs and content marketing efforts

By implementing this comprehensive community content plan, GoldCircle Investments Ltd aims to support national content objectives and contribute to a sustainable future by advocating for the adoption of electric industrial vehicles in Uganda's oil and gas industry.



## 5. Annexures

### A. Website content plan

WEBSITE CONTENT PLAN										STATUS	PROGRESS NOTES
CATEGORY / HIERARCHY	DESCRIPTION	PURPOSE	AUDIENCE	AUDIENCE TAKEAWAY	CALL TO ACTION	GOAL	OWNER	DUUE DATE	PUBLISH DATE		
<b>HOME PAGE</b>										Complete	
Recent Events										Complete	
<b>ABOUT US</b>										Complete	
Our Story										Needs Update	
Our Partners										Needs Update	
<b>PRODUCTS AND SERVICES</b>										Complete	
Main Product / Services										Complete	
<b>CONTACT US</b>										Complete	
Our Location										Complete	
Contact Form										Complete	
Social Media Platforms										Complete	
<b>knowledge hub</b>										In Progress	
Tutorials										In Progress	
Case Studies and Whitepapers										In Progress	
Newsletter										In Progress	
webinars										In Progress	
<b>Opportunities</b>										In Progress	
Internships										In Progress	
vacancies										In Progress	
tenders										In Progress	



**Jackson M. Katsigazi**  
Chief Executive Officer

