**ANNEX I. The Plan to broadcast on a social networks such as Facebook, WEB, and daily newspapers for Public Awareness/communication campaign Social Insurance Reform**

**Timeframe: from 20th August to 30th December**

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|  | **Specific purpose** | **Key Messages** | **Content** | **Deliverables**  Should be discussed and agreed with the MLSP for disseminating which Facebook pages, Twitter, and websites. | **Target**  **Audience** | **Timing** | **Responsibility/co-partners** |
| 1 | Interview with a social insurance expert | To introduce the Ministry's position on the reform of the Social Insurance and the draft Law on **Private Supplementary Pension** | interview styled article,  2 short videos of up to 2 minutes | Broadcasted on two WEB sites, Twitter and one daily newspapers  Broadcasted on three WEB sites and three Facebook at least two times each | Public, social insurance contributors and non-contributors | Sep | MLSP, SIGO |
| 2 | Inform the public about the reform of the social insurance laws | Improve public understanding of social insurance reform and the **multi-tiered pension system** | interview styled article, (prepare it can be divided into 2-3 interviews)  a poster (GIF) or infographics  2 short video of 2 minutes | Broadcasted on two WEB sites, Twitter and one daily newspapers  Broadcasted on two WEB sites and three Facebook at least two times  Broadcasted on two WEB sites and three Facebook at least two times each | Public, social insurance contributors and non-contributors | Sep-Nov | MLSP, SIGO |
| 3 | The Government policy on the draft law on private pensions | MLSP's position on the draft **Private Pension law**, relation with social insurance reform, and pension reform policy | interview styled article | Broadcasted on two WEB sites, Twitter and one daily newspapers | Public, social insurance contributors and non-contributors | Sep-Nov | MLSP, SIGO |
| 4 | **SI services for business entities** (and include here all relevant subjects/topics)  SI services for the **individual person**  (in aimag district level) | Improve understanding for the public about social insurance services for business entities and individual person | interview styled article, | Broadcasted on two WEB sites and three Facebook | Public, social insurance contributors and non-contributors | Oct | MLSP, SIGO |
| 5 | Introduce the importance of **social insurance to young people** | Types of short-term benefits provided by the social insurance fund (After many years of paying social insurance contributions, you will not only receive a pension, but you will also be able to receive short-term benefits for illness, pregnancy, childbirth, and unemployment.) | a short video of 2 minutes  A poster (GIFs) | Broadcasted on two WEB sites and three Facebook  Broadcasted on three WEB sites and three Facebook at least two times | Public, social insurance contributors and non-contributors | Oct | MLSP, SIGO |
|  | **Grand Total** |  |  |  |  | **Total 4 months** |  |