**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** | **Target audience** | **Timing** | **Responsibility/co-partners** |
| 1 | Social insurance pension reform | Challenges of Mongolia's old-age pension system, the need for **parametric changes** to the Pension Insurance Scheme) and other countries examples | Interview styled article based on interviews with MLSP and SIGO’s experts  a short video of 2 minutes | Broadcasted on two WEB sites, Twitter and one daily newspapers  Broadcasted on three WEB sites and three Facebook at least two times | Public, social insurance contributors and non-contributors | Sep | MLSP, SIGO |
| 2 | Social insurance reform | To introduce the **State Policy on Pension Reform** (2015–2030)  (challenges and how reflected the main concept of policy reform into draft package law) | interview styled article based on an interview with MLSP and SIGO’s experts  poster (GIF)or infographics | Broadcasted on two WEB sites, Twitter and one daily newspapers  Broadcasted on two WEB sites and three Facebook at least two times | Public, social insurance contributors and non-contributors | Sep-Nov | MLSP, SIGO |
| 3 | Inform the public about the reform of the revised draft Law on Social Insurance Allowances | Improving public awareness of social insurance allowances reform | interview styled article based on an interview with MLSP and SIGO’s experts | Broadcasted on two WEB sites, Twitter and one daily newspapers | Public, social insurance contributors and non-contributors | Sep-Nov | MLSP, SIGO |
| 4 | Support the **payment of social insurance contributions online** | Do you know that you can pay your social insurance contributions online?  It is now possible to contract voluntary social insurance (Android phone is a play store, iPhone is an app store download) using the social insurance mobile application. | a poster or GIF | Broadcasted on two WEB sites and three Facebook  Broadcasted on three WEB sites and three Facebook and Twitters at least two times | Public, social insurance contributors and non-contributors | Oct | MLSP, SIGO |
| 5 | How Mongolians living abroad will pay their social insurance сontribution | Introduce the importance of social insurance to people living and working abroad  Introduce how to easily pay online using the Sendly application  Contact a citizen living or working abroad for an interview and clarification | a poster (GIF)  A short video of 2 minutes with animation | 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** |  |