

“UGANDA’S ONLINE VISIBILITY NEEDS PROFESSIONAL EMPOWERMENT AND TIMELY REVIEWS”

By Special Life Team

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In Africa

UGANDA’S powerful VISIBILITY GROWTH was being mercilessly distorted/crippled by among other items: Unverified noise, content distortion, sub-standard publicity, mismanagement of FAME and POPULARITY, rampant struggle for visibility and publicity, Abuse and Misuse of social media platforms/facilities, Neglect of most informed and reliable content providers (e.g. prominent talk show contributors), the passion to embrace weaknesses of being associated with nearly all available media platforms.

REMEMBER: Some of these little known and/ or less famed platforms have the potential to distort hard-earned achievements/quality image instead of boosting and consolidating hard-earned achievements. It is important they (platforms) create a profile to match whatever strength and content entrusted to them for publicity/visibility at any given time. Some personalities may not deserve to appear on certain platforms in order to safeguard the good image already earned.

WELL, it is true that huge publicity has had very little impact on Uganda’s quality visibility Online/Globally/Internationally as presented by some top search engines recently.

HOWEVER, the Uganda Police Force is performing very well in the context of visibility and publicity management. The institutional performance of the Uganda Police Force in this-very slippery information World was Uganda’s good news indeed.

The Uganda Police Force is able to swiftly mobilise and disseminate information without distortion of facts and moreover from border to border as recently monitored on several media outlets. The police spokesperson Mr. Fred Enanga has proven to be very confident, focussed, professional and humble in management of every situation. He has quick access to quality information through the network of police spokespersons across Uganda. This institutional strategy has greatly improved the quality and timeliness of information reaching the broader public without distortion.

The parliament of Uganda also has a vibrant unit dealing with the media resources. It is now possible to access members of parliament by access to google search engine where the parliament data bank is stored. Nearly every Member of Parliament has his/her private mobile telephone number uploaded to boost communication between electorates and the parliament.

Meanwhile, Uganda's Online visibility results stood at 500+ million as by 06/06/2020. It has reluctantly shifted upwards for the last two weeks. Kenya's visibility results were 600 million on the same date 06/06/2020 as opposed to its previously huge visibility results of 2 billion. Rwanda had visibility results of 350 million on the same date.

BRIEF SUMMARY

Not every content deserves online visibility and online publicity and Not every content should deserve online privileges. Even privately owned platforms should be able to consult the professionals on what and how to package information with potential to boost and beautify the name Uganda on the one part and empower economic growth on the other.

Some of the media establishments in Uganda are hit by visibility Quagmire, they operate within a context where every other publicity has very little or no impact on visibility growth. This could be one of reasons they fail to adequately and admirably excel internationally.

BRIEF RECOMMENDATION

Authorities in Uganda should encourage the formation and establishments of FAME and POPULARITY management companies under private ownership or the formation and establishment of FAME and POPULARITY management entity by NGOs or FAME and POPULARITY management FOUNDATION by those who can afford.

These would be the most timely, trendy, fashionable business initiatives designed to harmonise the modernity, goodness, of the hyper information world against unpredictable disasters.

REMEMBER; Information is the most crucial/vital source of energy for every LIFE today. A dose of correct and quality information will make you prosper endlessly. A dose of wrong information has the potential to make you destroy yourself or destroy others. The same dose of wrong information has the negative power to bring the world on its knees and moreover on short notice.

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