**Key Insight:** School leaders are embracing digital communication channels to engage EduQuality content

Survey data shows **77% of Rwanda school leaders** reported using both Facebook and WhatsApp to access EduQuality content on school crisis management, and **95%** used the **digital EduQuality Pathways to Reopening guide** without in-person support from EduSpecialists due to COVID-19 meeting restrictions. This indicates opportunity to continue integrating digital channels into EduQuality program delivery beyond the pandemic response.

Key finding #1 –
Digital Channels

77% of school leaders in Rwanda reported using both **Facebook** and **WhatsApp** to listen to podcasts on relevant school reopening topics, indicating these channels were **important tools** for providing access to content and space for peer discussion.
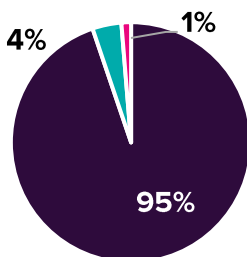
Most Used Platforms to Listen to EduQuality Podcast

n = 74

12%	7%	77%	4%

Facebook Whatsapp Both I don't know
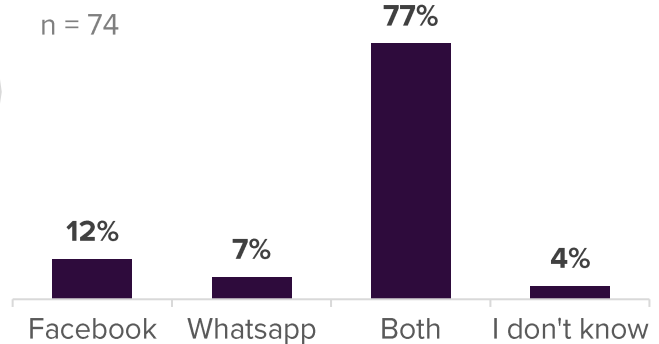
Using Pathways to Reopening Guide

n = 77

■ Yes ■ No ■ Don't know

4% 1%

95%

Key finding #2 – Pathways to Reopening

95% of schools in Rwanda report using EduQuality's Pathways to Reopening, revealing wide use of the guide.

During the COVID-19 pandemic, EduFinance responded to temporary school closures and travel restrictions by rolling out **digital content to support and guide school leaders** in their engagement with teachers, parents and learners.

The EduQuality team leveraged **platforms that were most readily available** to school leaders and tracked the engagement data in order to find the most effective ways of delivering the content.

To triangulate data, a telephonic survey of school leaders was conducted to further understand how digital communication channels and content was used during this period.

EduQuality Response: COVID-19 Response Toolkit

To disseminate the **'COVID-19 Response Toolkit'** for school leaders while schools remained closed and in-person operations were not permitted, the EduQuality team implemented a communication and content dissemination strategy that used multiple digital channels most readily available to engage as many school leaders as possible.

Centralized Content

Facebook Groups by Country

Facebook Groups Set-Up: The team set-up Facebook Groups for each country and issued invitations to school leaders to join their respective private group, For those with limited connectivity, Facebook Lite is accessible for 2G networks.

Digital Content Development Phases:
Phase 1. Facebook content on School Management & Virtual Classroom
Phase 2. Pathways to Reopening guide, with checklists & podcasts
Phase 3. Facebook content on Pathways to Reopening key areas, with focus on school reopening

Monthly data bundles offered to school leaders to ensure ongoing access to content despite financial constraints

Cascading Content Strategy

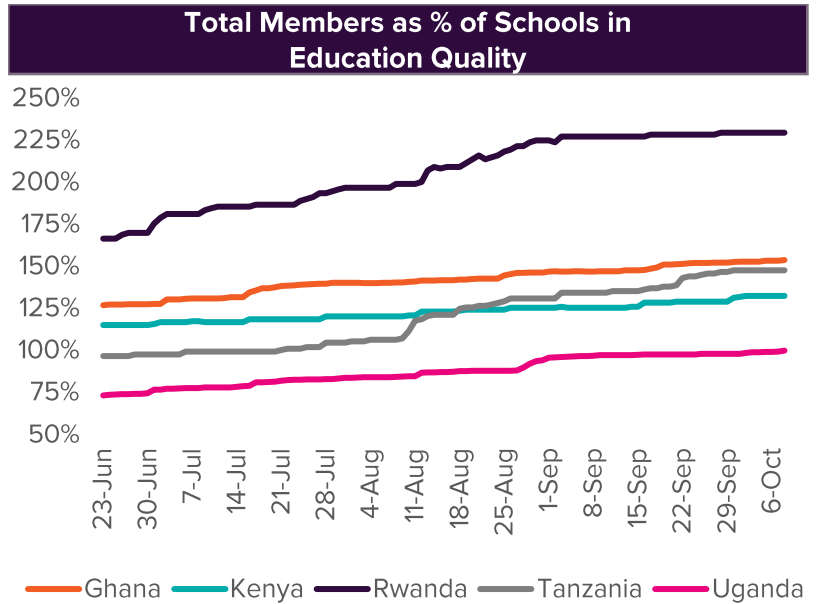| School Cluster WhatsApp Groups	SMS for Hard to Reach Schools	1-1 Follow-Up Calls
Facebook posts are shared on **WhatsApp** groups. Posts include: 1. Infographics 2. Podcasts 3. Videos 4. Case Studies Cluster members collectively discuss implementing Pathways to Reopening guidance at their schools and other content shared	Schools with no access to smartphones or internet connection were provided support by Education Specialists via **SMS** and **phone calls** to discuss the same content shared on Facebook and in WhatsApp groups.	Education Specialists conduct **weekly calls** with school cluster groups to support implementation of Pathways to Reopening and content shared on Facebook. Individual support via **phone calls** was also provided as requested by school leaders.

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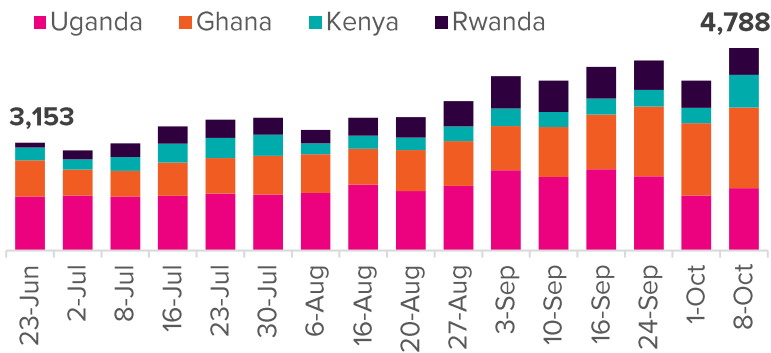
EduQuality Response: Facebook Groups

Key finding #3 -

Facebook Membership

Total membership in each group has **continued to increase** over time. In some cases, **multiple staff** from the same school joined the group, indicating strong engagement and relevance of content.

Total Members as % of Schools in Education Quality

Legend: Ghana — Kenya — Rwanda — Tanzania — Uganda

Average Weekly Views (over previous four weeks)

Legend: Uganda ■ Ghana ■ Kenya ■ Rwanda

3,153

4,788

x-axis: 23-Jun, 2-Jul, 8-Jul, 16-Jul, 23-Jul, 30-Jul, 6-Aug, 16-Aug, 20-Aug, 27-Aug, 3-Sep, 10-Sep, 16-Sep, 24-Sep, 1-Oct, 8-Oct

Key Finding #4 –

Facebook Post Views

There has been an overall trend of **increased views per week** since Facebook groups were launch - with **3,817 weekly views on average** across all countries.
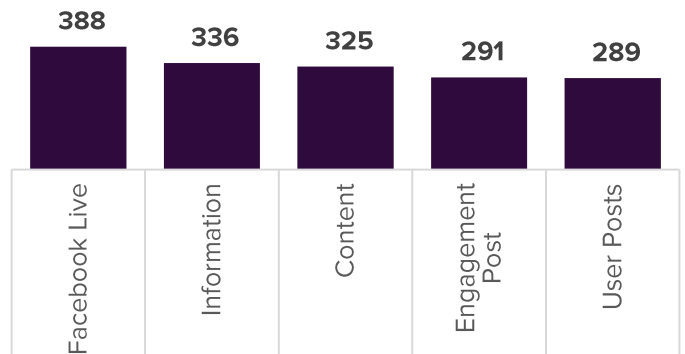
Key finding #5 –

Facebook Post Types

Analysis on reactions and views found **Facebook Live posts** received the most engagement.

As a result, the EduQuality team has focused on delivering more Facebook Live sessions, organized by local Education Specialists.

Average Reactions & Views by Post Type

Facebook Live	Information	Content	Engagement Post	User Posts
388	336	325	291	289

Source: EduFinance Facebook analysis
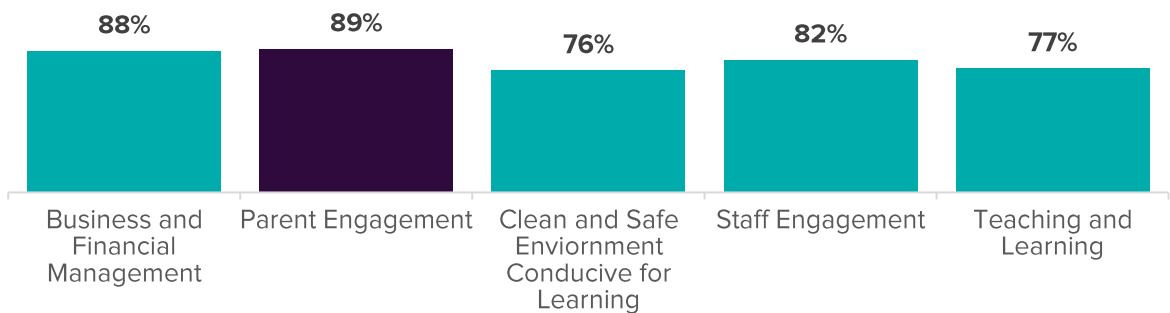
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EduQuality Response: Podcasts

Because in-person workshops were not possible due to large group gathering restrictions during the pandemic, the EduQuality team **recorded podcasts** using a conversational format to discuss challenges specifically related to managing schools during temporary closures and preparing for school reopening. One podcast was recorded on each of the five topics in Pathways to Reopening.

Key finding #6 – Podcast Engagement

Respondents in Rwanda reported **high listening rates** to EduQuality podcasts. The podcast which generated the highest number of listeners was on **Parent Engagement (89%)**, followed closely by **Business and Financial Management (88%).**

% of Schools listening to Podcast, by Topic

Business and Financial Management	Parent Engagement	Clean and Safe Enviornment Conducive for Learning	Staff Engagement	Teaching and Learning
88%	89%	76%	82%	77%

Key finding #7 – Podcasts & Pathways to Reopening Checklist

Analysis comparing podcast engagement with completion of schools' Pathways to Reopening checklists found more than **52% of school leaders** that listened to podcasts also **completed Pathways to Reopening checklists,** while only 26% of those that did not listen to podcasts completed a checklist. Checklists for **Parent Engagement** were the most completed focus area.

Total % of schools who completed Pathways to Reopening Checklists

Business and Financial Management	Parent Engagement	Clean and Safe Enviornment Conducive for Learning	Staff Engagement	Teaching and Learning
51% / 22%	61% / 38%	55% / 28%	48% / 15%	47% / 29%

■ YES: Completed checklist & listened to podcasts
■ NO: Completed checklist but did not listen to podcasts

Source: EduFinance School Profile