

Twenty-three chapters took **WPRF** to the streets

WPRF Abuja 2026 Nationwide Roadshow · Saturday 3 October 2026

Social/field baseline to 22:40 WAT · earned-media sweep updated 4 October 2026

23/37

chapters evidenced

150

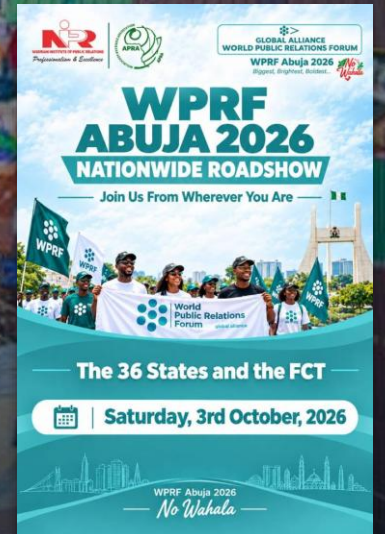
public posts

≈2,900

interactions

16

news placements



One national idea, 23 local expressions - and a story that kept becoming visible

23/37

chapters on the streets

All 19 scheduled chapters

150

unique public posts

103 accounts · 186 captured

≈2,900

interactions

0 hostile public posts

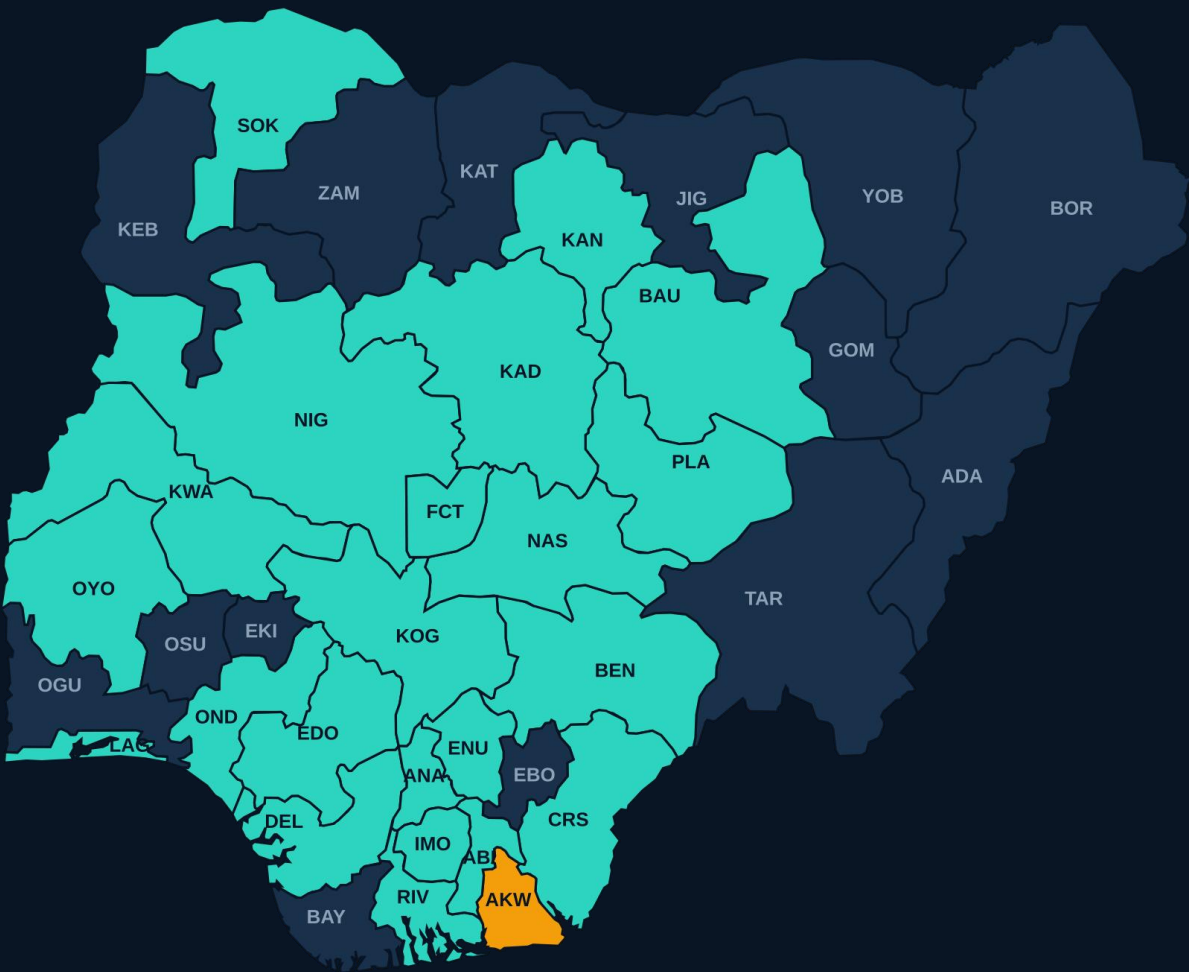
16

news placements

FCT the subject of 6

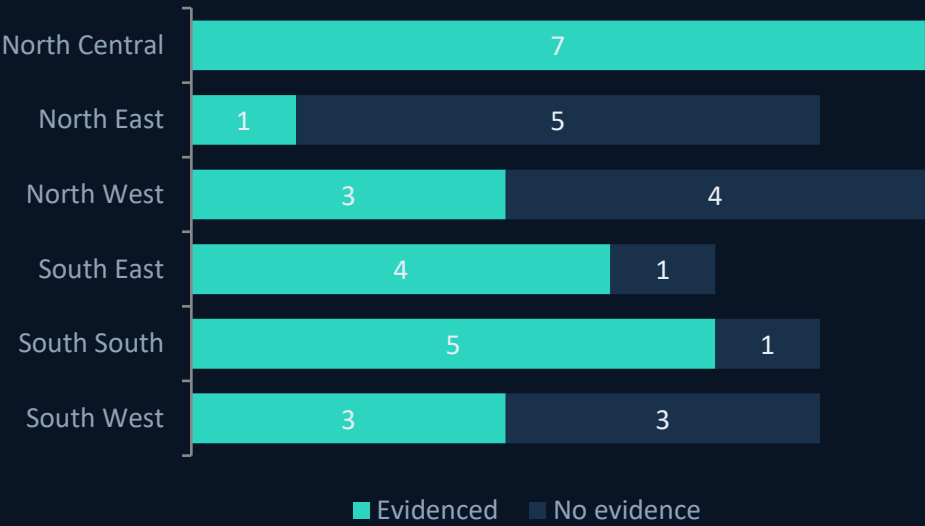
- 1 The mobilisation** Every scheduled chapter walked: 23 of 37 in all, led by the NIPR President's flag-off in Lafia.
- 2 Visibility latency** The record kept growing after the walks: 17 chapters at 16:30, 21 at 18:45, 23 at 22:40.
- 3 Different forms of impact** No single best chapter. FCT, Kano and Bauchi each led on a different kind of value.
- 4 Theme to public interest** Six FCT placements carried Responsible Communication into misinformation, insecurity, AI and national reputation; Lagos added two late-surfaced reports.
- 5 Mobilisation to momentum** Protect the message, amplify the strongest narratives, convert attention, track what comes next.

23 chapters took WPRF to the streets



- In public posts (22)
- Photo evidence only (1)
- No evidence (14)

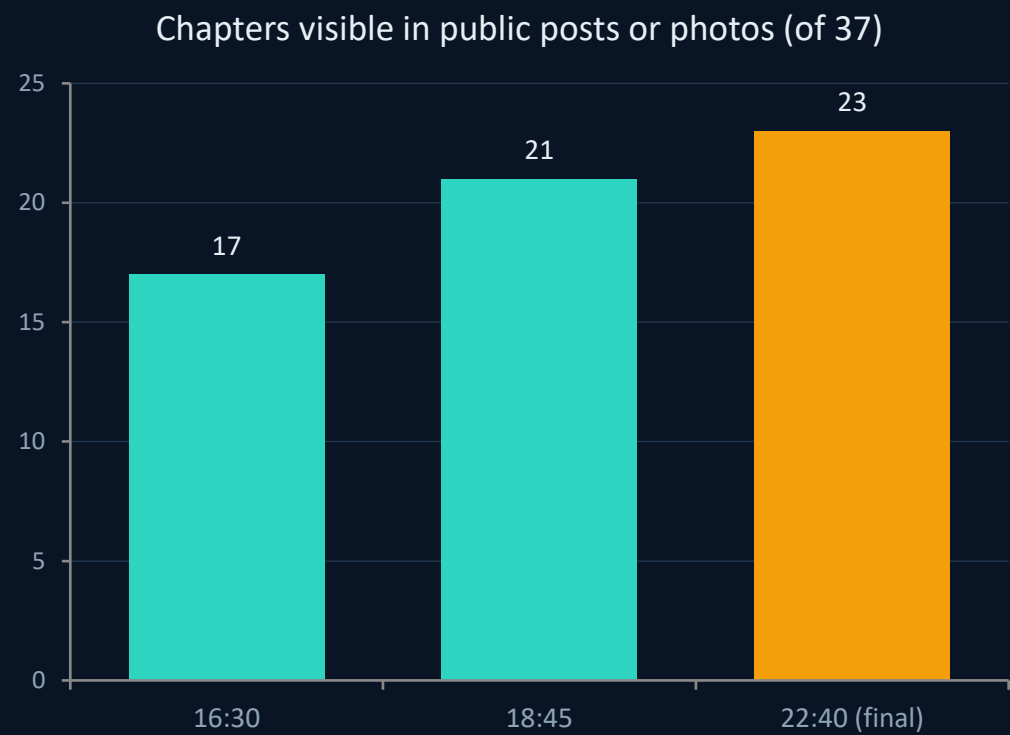
Chapters with evidence, by zone



Every chapter that walked, with its defining moment

Chapter	Status	Posts	Interactions	First post	Defining moment
Kano	Public posts	5	664	17:54	Governor pledged support and land for a secretariat
Bauchi	Public posts	5	439	09:20	Most-engaged chapter; Polytechnic students walked
Benue	Public posts	16	272	07:31	50+ members, 20+ students, 500 flyers
Cross River	Public posts	3	206	08:32	Commissioner for Information walked
Kwara	Public posts	20	205	08:38	Flagged off on the Governor's behalf; most posts
Abia	Public posts	11	167	07:49	Chairman-led walk in the rain, Umuahia
FCT	Public posts	10	127	09:10	With the NSCDC; made Vanguard, Guardian, AIT
Nasarawa	Public posts	9	125	07:27	National flag-off by the NIPR President
Delta	Public posts	7	101	10:26	Ended with keep-fit at Stephen Keshi Stadium
Kaduna	Public posts	8	60	11:04	Thanked the Governor for restoring the Ministry
Kogi	Public posts	11	43	07:55	Civil society walked to Government House
Rivers	Public posts	4	25	08:31	Joint WPRF and Rivers PR Week roadshow
Oyo	Public posts	1	23	10:51	NTA Agodi to Mokola Roundabout, Ibadan
Edo	Public posts	3	18	13:04	Walked through Benin City in the rain
Enugu	Public posts	3	16	12:00	Okpara Square roadshow
Ondo	Public posts	3	11	10:14	"Ondo NIPR on the March", Akure
Plateau	Public posts	2	11	15:03	Brass band; every banner fact correct
Imo	Public posts	2	10	19:46	"From Imo to the world": chapter reel after dark
Niger	Public posts	2	8	08:59	Procession ban became a live radio parley
Lagos	Public posts	4	7	08:44	Ikeja walk with PRCAN
Sokoto	Public posts	1	7	20:31	Procession "started peacefully and ended safely"
Anambra	Public posts	1	0	21:53	Awka walk; chapter post gives wrong dates
Akwa Ibom	Photo	1	—	—	Image House, Uyo, with road-safety officers (photo)

The roadshow kept becoming visible after the walks ended



Posts: 83 → 125 → 150 · Interactions: ≈410 → ≈1,890 → ≈2,900

SURFACED AFTER DARK

Imo 19:46 · Sokoto 20:31 · Anambra 21:53

Bauchi, Kano, Cross River, Edo and Oyo walked in the morning but only surfaced in evening searches.

WHY: MOST POSTS SKIPPED THE TRACKED HASHTAGS

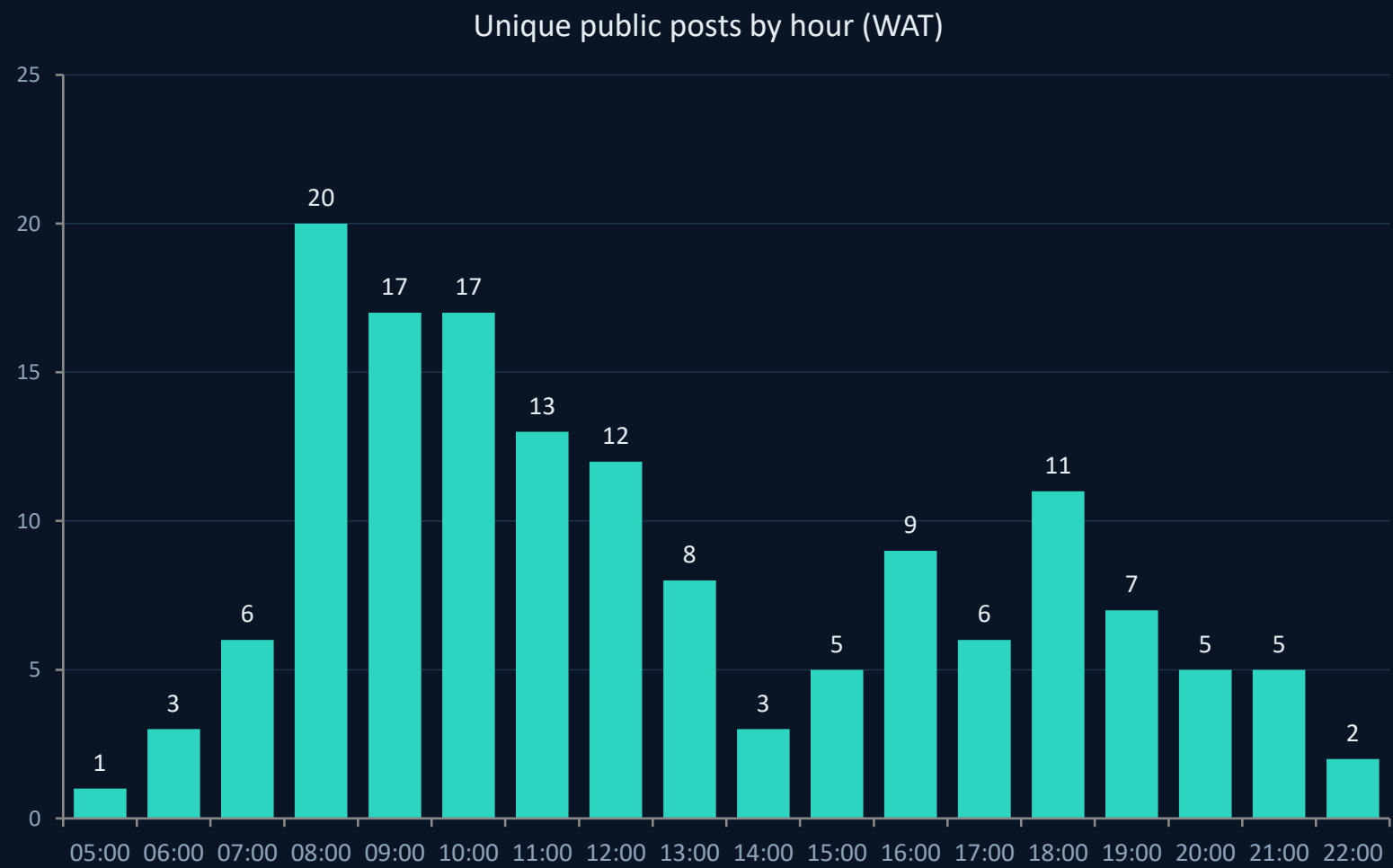
79 of 150 used #WPRFAbuja2026 · 31 used #IloveWPRF · 71 used neither

Hashtags explain the latency; they are not the story.

THE LESSON

Visibility is not instantaneous. A campaign keeps revealing its footprint long after the physical activation ends. Measure too early and you undercount your own success.

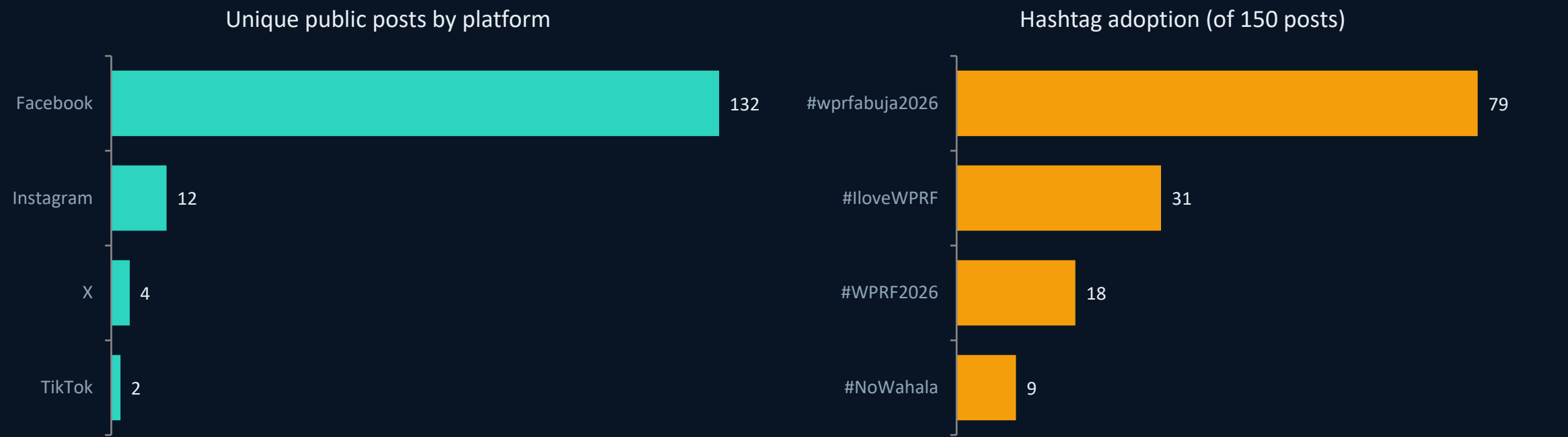
Step-off wave: from Lafia at dawn to Awka at night



FIRST PUBLIC POST BY CHAPTER

07:27 Nasarawa	10:14 Ondo
07:31 Benue	10:26 Delta
07:49 Abia	10:51 Oyo
07:55 Kogi	11:04 Kaduna
08:31 Rivers	12:00 Enugu
08:32 Cross River	13:04 Edo
08:38 Kwara	15:03 Plateau
08:44 Lagos	17:54 Kano
08:59 Niger	19:46 Imo
09:10 FCT	20:31 Sokoto
09:20 Bauchi	21:53 Anambra

Facebook carried the day; #IloveWPRF rode alongside



2,848
of 2,897 interactions came from Facebook

4
posts on X all day: official accounts were nearly absent

31
posts used #IloveWPRF, always alongside #wprfabuja2026

Roadshow Day did not produce one best-performing chapter

Intelligence dimension	Chapter	Signal	Basis
Integrated narrative impact	FCT	Visual storytelling + 5 dedicated news reports + public-interest meaning	Measured + editorial
High-authority engagement	Kano	657 on the day's top post · 664 for the chapter · land pledged	Measured
Audience response	Bauchi	439 interactions from the chapter's own walk	Measured
Cultural distinctiveness	Bauchi	Horseback activation at Government House	Editorial
Visual storytelling	FCT	Cultural troupe, dance, coordinated colour, collective movement	Editorial
National leadership moment	Nasarawa	NIPR President's flag-off in Lafia, aerial documentation	Measured + editorial
Visibility volume	Kwara	20 posts from 11 accounts	Measured
Participation depth	Benue	16 posts · 11 accounts · 50+ members · 20+ students · 500 flyers	Measured + reported
Adaptive execution	Niger	Procession restriction → live radio engagement	Reported
Message integrity	Plateau	Dates, venue and theme all correct on the banner	Checked

Meaning, authority and audience: three kinds of value



FCT · MEANING AND PROPAGATION

Strongest integrated narrative impact

Visual mobilization, then 6 dedicated news placements, then public-interest meaning: misinformation, insecurity, AI and national reputation.

657

on the day's top post · 664 for the chapter

KANO · AUTHORITY AND INSTITUTIONAL OUTCOME

Visibility → government authority → institutional outcome

The Government House statement drew 657 interactions and a pledge of support for the delegation and land for a permanent chapter secretariat.

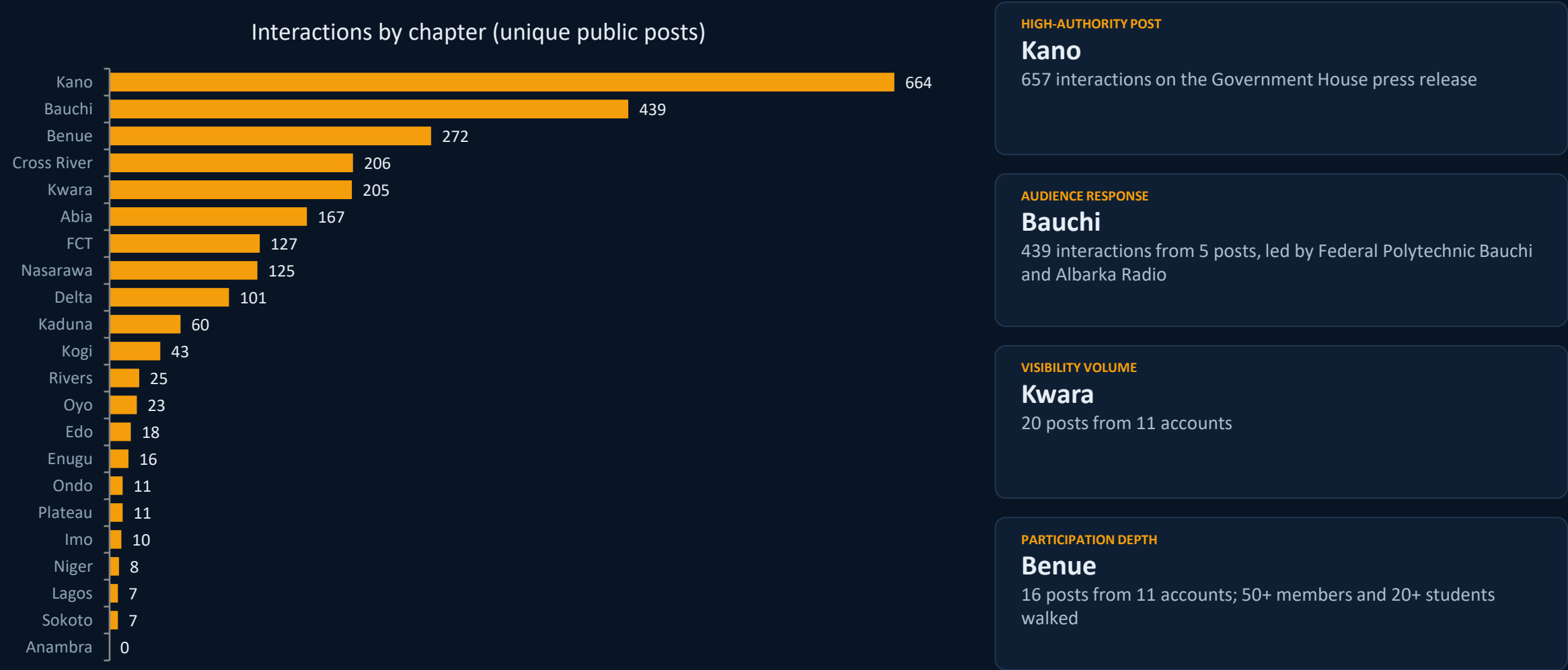


BAUCHI · AUDIENCE RESPONSE AND CULTURAL STORYTELLING

439 interactions

A horseback activation at Government House joined culture, place and spectacle, and the chapter's own members drove the response.

Measured response is only one layer of chapter performance



How chapters told the story differently



BAUCHI · CULTURAL DISTINCTIVENESS

Horseback activation at Government House created one of the day's most distinctive, place-based visual identities.



FCT · PARTICIPATORY STORYTELLING

Cultural performance, coordinated colour and collective movement created the richest sequence of human participation.



NASARAWA · SCALE AND LEADERSHIP

Aerial documentation turned the national flag-off into a visible symbol of coordinated mobilisation.

Editorial assessment of photos and video forwarded from the chapters

The posts people responded to

657

Kano · 17:54

Sanusi Bature D-Tofa

PRESS RELEASE 3rd October, 2026 2026 World Public Relations Forum: Gov. Yusuf Pledges Government Support to Kano NIPR...

[Open post](#)

173

Bauchi · 12:32

Amb Ibrahim Khalid Sambauna

Today, myself, staff and students of Mass Communication Departments Federal Polytechnic Bauchi take part in Nigerian...

[Open post](#)

162

Participant · 18:36

Portia Aji Augustine

With my darling kid bro, Barr. John Aji, at the WPRF Abuja 2026 Road Show. A beautiful moment with family! ❤️

[Open post](#)

156

Cross River · 13:09

Eitokpah A. Sunday

Today, I proudly joined fellow members of the Cross River State Chapter of the Nigerian Institute of Public Relations...

[Open post](#)

100

Bauchi · 11:52

Abdullahi Koli Usman

A refreshing morning of fitness, networking and professional engagement as I joined colleagues of the Nigerian...

[Open post](#)

94

Bauchi · 09:20

Albarka Radio

NIPR Bauchi Holds Road Walk in Preparation for the World Public Relations Forum, Abuja 2026

[Open post](#)

When a conference theme becomes a public-interest story



1

Visual impact

A costumed cultural troupe, dance and aerobics, and a long blue-and-white column through Garki

2

Roadshow activation

Zoological Garden, Area 1 to Radio House, with the NSCDC FCT Commandant and NEMA officers alongside NIPR

3

Earned media

Six reports on the FCT walk: Vanguard, The Guardian, ThisDay, AIT and The Gazette

4

Public-interest narrative

Coverage framed the walk around misinformation, insecurity, AI and information integrity

5

National-reputation meaning

"Responsible Communication" tied to Nigeria hosting the world; AIT called it a "reputation campaign"

The walks made the news: FCT led with six; Lagos added two late-surfaced reports

BLUEPRINT

Happening now: NIPR stages massive road walk show in Lafia, Abuja ahead of 2026 WPRF
Nasarawa; FCT · 3 Oct [Read report](#)

BLUEPRINT

Happening now: NIPR stages nationwide awareness in Lafia, Abuja, other cities ahead of 2026 World PR forum
Nasarawa; FCT · 3 Oct, 10:05 [Read report](#)

NEWSQUEST

NIPR begins nationwide campaign ahead 2026 world forum
Nasarawa; FCT · 3 Oct [Read report](#)

NASARAWA NEWSLINE

WPRF 2026: NIPR President flags off nationwide roadshow in Nasarawa
Nasarawa · 3 Oct [Read report](#)

NEWSWORTH MAGAZINE

2026 World Public Relations Forum: Gov. Yusuf pledges support to Kano NIPR chapter
Kano · 3 Oct [Read report](#)

AIT

WPRF 2026: NIPR takes reputation campaign nationwide
FCT · 3 Oct, 19:42 [Read report](#)

VANGUARD

Irresponsible social media use fueling insecurity - NIPR, NSCDC
FCT · 3 Oct [Read report](#)

THE GUARDIAN

WPRF 2026: Misinformation on social media fuelling insecurity, NIPR, NSCDC warn
FCT · 3 Oct [Read report](#)

THISDAY

Irresponsible use of social media fuelling insecurity, say NIPR, NSCDC
FCT · 4 Oct [Read report](#)

THE GAZETTE

Insecurity: NSCDC warns Nigerians against fake news, inflammatory social media posts
FCT · 3 Oct [Read report](#)

PEOPLES DAILY

World PR Forum: Gov. Yusuf pledges support to Kano NIPR
Kano · 3 Oct, 18:46 [Read report](#)

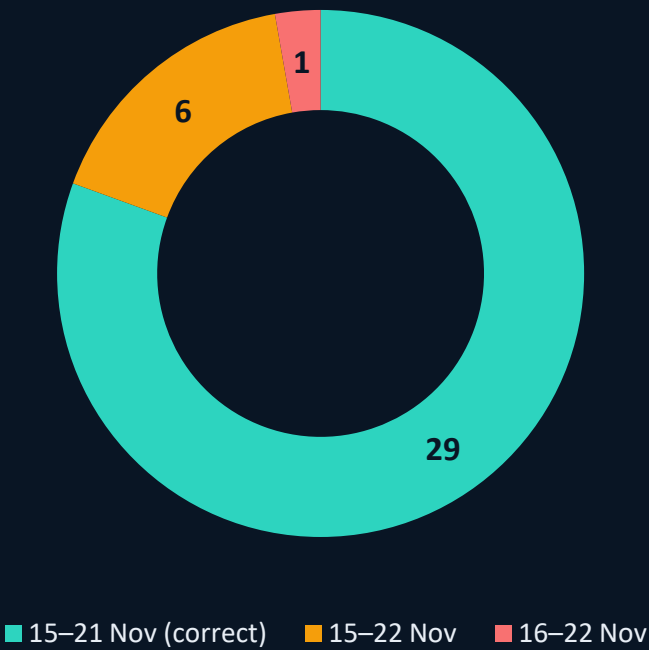
BLUEPRINT

WPRF 2026 awareness intensifies as NIPR professionals in Benue, Kaduna, Imo, Lagos, others take part
Benue; Kaduna; Imo; Lagos · 3 Oct, 20:04 [Read report](#)

Late-surfaced additions: PRNigeria (Kano); Peoples Gazette's dedicated FCT roadshow report; SpyETV (Lagos); TheNumbersNG (Lagos). Total identified earned-media placements: 16.

The dates mostly held; the theme slipped in three chapters

Posts that stated the Forum dates (36)



Canonical programme: 15 Nov — Arrivals · 16 Nov, 9:00 AM — Main Forum opens with the Knowledge Conference · 16–20 Nov — Conference programme · 20 Nov — Conference concludes · 21 Nov — Abuja tour & departures · Transcorp Hilton, Abuja · “Responsible Communication: The Voice of the World”

Fact	What appeared	Where
Dates	"November 15th to 22nd" / "15–22"	Abia PRO; Anambra chapter post; one participant
Dates	"15–22 November" with a Davido announcement	Capital City PR: TikTok and two Facebook reels
Dates	"November 16th through 22nd"	Member joining the Delta walk
Theme	"The Voice of the People"	Anambra banner; Enugu announcement; Cross River posts
Venue	"University of PR and Leadership, Gudi for 126 Countries"	Nasarawa banner, placards, one post
Scale	"100+ countries ... Transcorp Hotel"	Chapter banner, chapter not identified
Dates	"November 2026" with no days	FCT member post

What the public feeds did not show



Nasarawa · Lafia

Drone view of the procession through the market, led by the NIPR President's flag-off.



FCT · the celebration



Plateau · every banner fact correct



Bauchi · riders at Government House



Akwa Ibom · Image House, Uyo



Anambra · theme misprinted



Nasarawa · the Gudi framing

Three items need a decision this week

ALIGN	Davido role description Davido is confirmed as a WPRF Abuja 2026 speaker. Some public wording may imply a musical performance, which has not been separately verified.	OWNER WPRF Communications Team Use confirmed-speaker wording unless performance is formally confirmed
ALIGN	The Gudi framing and "The Voice of the People" Nasarawa's best photos say "Hosting the University ... Gudi for 126 Countries". The theme appeared as "The Voice of the People" in Anambra, Enugu and Cross River, and Anambra's post gives 15–22 November.	OWNER WPRF Communications Team · National Planning Committee Agree the Gudi wording; send the exact theme line to every chapter
COLLECT	All scheduled chapters evidenced; public-post gap remains All 19 chapters on the take-off list have evidence. Akwa Ibom remains the only evidenced walk without a captured public walk post; forwarded photos preserve the field record.	OWNER Chapter Chairs via the DPR One canonical hashtag/message line for chapter PROs; invite Akwa Ibom to publish its photos.

What leadership should do next

01

Protect the message

One canonical fact sheet: programme architecture, venue, theme and speaker wording. Align Davido role wording; 7 of 36 dated posts were wrong.

DPR · WPRF COMMUNICATIONS

02

Amplify the strongest narratives

Lead with 23 chapters, every scheduled chapter accounted for, state-government support in Kwara/Kano, FCT public-interest media story and Lagos late media pickup.

MEDIA RELATIONS · PRESIDENT'S OFFICE

03

Convert attention into participation

Registration calls in the next wave of chapter content; a weekly #IloveWPRF feature to November; an official presence on X.

PLANNING COMMITTEE · COMMS

04

Track what the roadshow becomes

Follow how Responsible Communication travels in the media to November; keep one hashtag/message line; invite Akwa Ibom to publish its photos.

AGENTPR · CHAPTER CHAIRS

Updated earned-media layer: 16 placements identified across the sweep, including six FCT-focused placements and two late-surfaced Lagos reports.

How this report was built

What is counted

Public posts on Facebook, Instagram, X and TikTok published on 3 October 2026 (WAT) that use #wprfabuja2026 or #IloveWPRF or refer to the WPRF roadshow. Collected at 08:25, 10:30, 13:30, 16:30, 18:45 and 22:35, plus a name search for every chapter and a news sweep.

How it is counted

Repeats (same account, same opening text) count once, keeping the copy with the highest engagement. A post counts towards a chapter when it names the chapter, its state or a city in it. Engagement is reactions, comments and shares visible at collection, never estimated.

What is not

WhatsApp and private Facebook groups cannot be monitored; items forwarded from the official NIPR WhatsApp page are shown as field evidence. A chapter counts as evidenced if a public post or a forwarded photo shows its walk.

Companion files: the interactive Roadshow Day page and the final dataset workbook (every post, chapter, hour and variance). Map boundaries: Natural Earth (public domain).