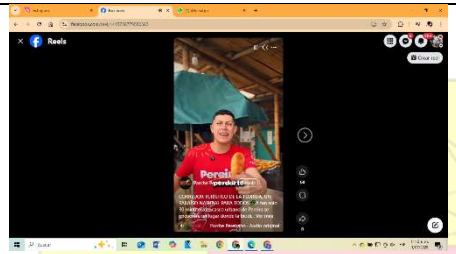
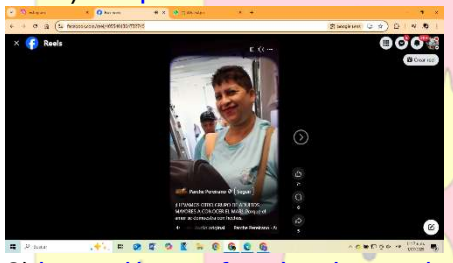
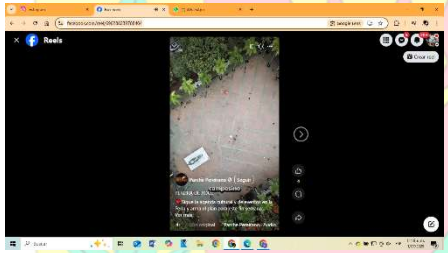
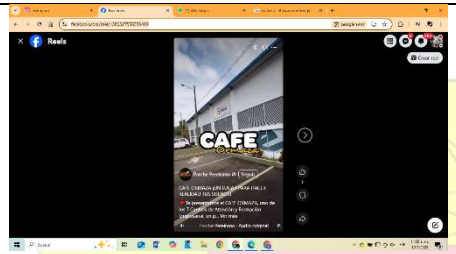
## 1. INFORMACION GENERAL DEL CONTRATO

| | |
|---|---|
| Contratista | ***John James Agudelo Alvarez*** |
| Informe de Actividades Nº | ***3 de 4*** |
| Periodo | *31/05/2025 a 30/06/2025* |
| Número del Contrato | *2801* |
| Objeto: | PRESTACIÓN DE SERVICIOS DE APOYO A LA GESTIÓN PARA DIFUNDIR LAS ACTIVIDADES REALIZADAS POR LA ADMINISTRACIÓN MUNICIPAL A TRAVÉS DE DIFERENTES MEDIOS DE COMUNICACIÓN CONFORME AL PROYECTO DE INVERSIÓN DIFUSIÓN INTEGRAL DE LA GESTIÓN DE LA ADMINISTRACIÓN DEL MUNICIPIO DE PEREIRA |
| Plazo | ***4*** meses |
| Valor Total del Contrato | *$12.000.000 Doce Millones de pesos* |
| Valor del Periodo del Informe | *$3.000.000* |
| Fecha de Inicio | *31/03/2025* |
| Fecha de Terminación | *30/07/2025* |
| Proyecto | DIFUSIÓN INTEGRAL DE LA GESTIÓN DE LA ADMINISTRACIÓN DEL MUNICIPIO DE PEREIRA |
| Supervisor | *GUILLERMO CASTAÑEDA SANDOVAL* |
| Dependencia | *Oficina Asesora de Prensa y Comunicaciones* |

## 2. DESARROLLO DEL CONTRATO

| OBJETIVOS O ALCANCES DEL CONTRATO | ACTIVIDAD DESARROLLADA | REGISTRO | OBSERVACIONES |
|---|---|---|---|
| 1. Realizar la publicación de veinte (20) POST mensuales en la cuenta de Instagram del medio ofertado. Para un total | Facebook<br>1) https://www.facebook.com/reel/1415756779580383 | *Evidencia de la actividad realizada* | |

| | | | |
|---|---|---|---|
| de ochenta (80) POST durante la ejecución contractual. El material será enviado por la oficina asesora de prensa y comunicaciones de la Alcaldía de Pereira. | <br>2) https://www.facebook.com/reel/4055401304732745<br><br>3) https://www.facebook.com/reel/696288239788404<br><br>4) https://www.facebook.com/reel/1515347286110481?s=single_unit<br><br>5) https://www.facebook.com/reel/1380327556539489 | | |



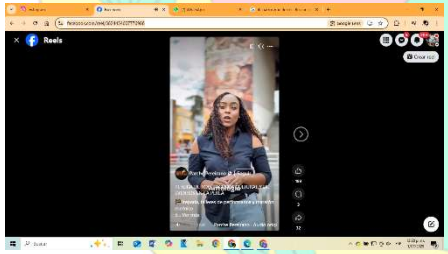

6) https://www.facebook.com/reel/1380988803112969




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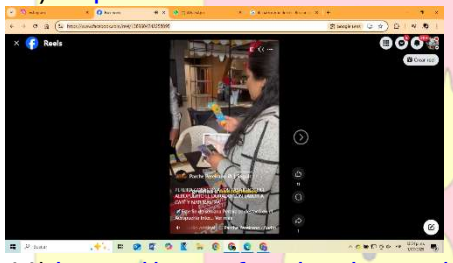

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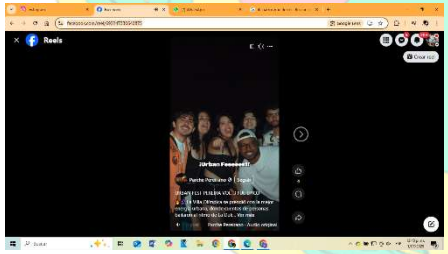
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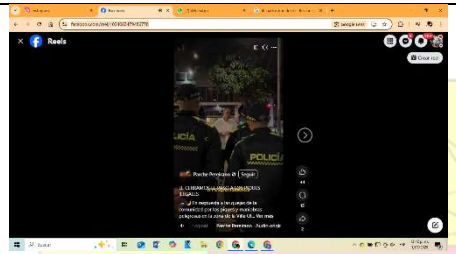
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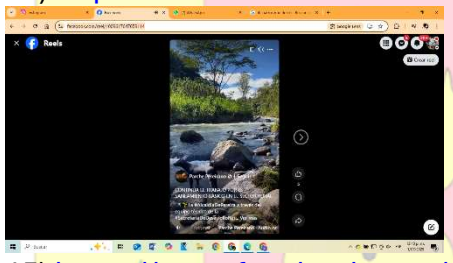

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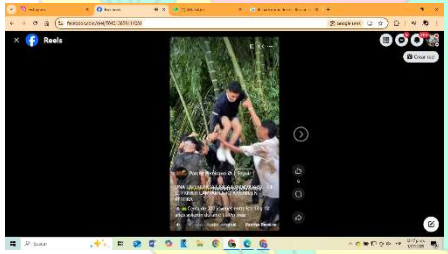
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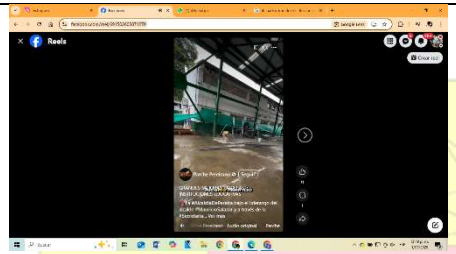
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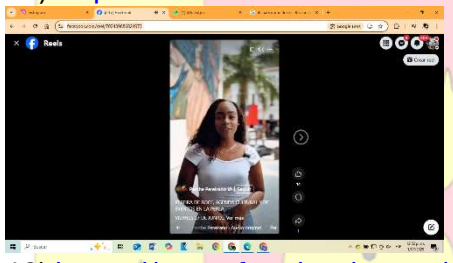

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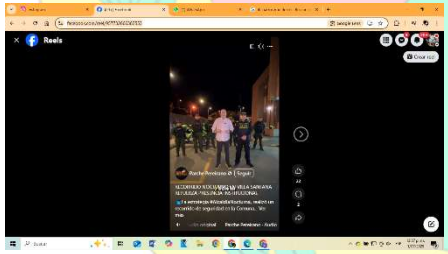
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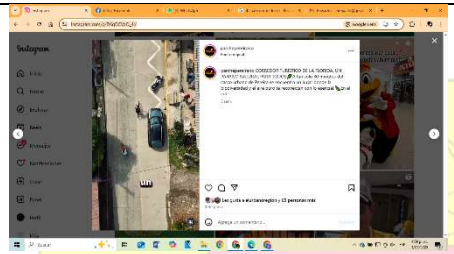


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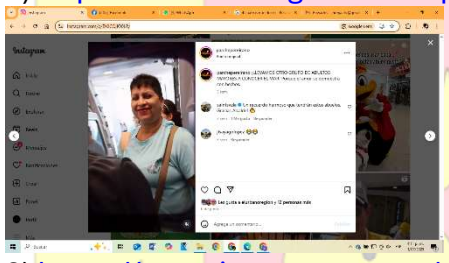


Instagram

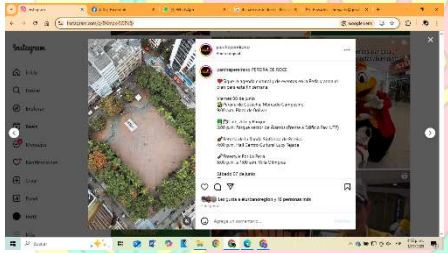
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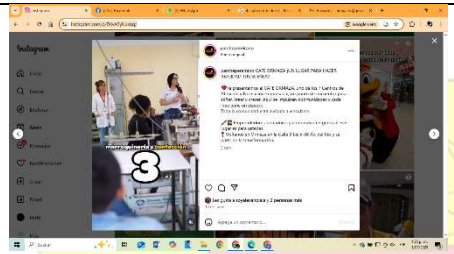
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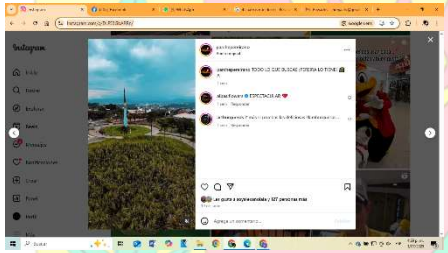
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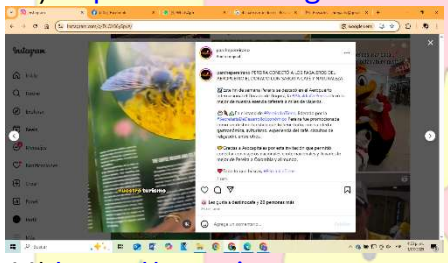
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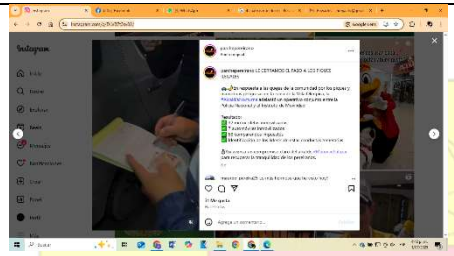
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12) https://www.instagram.com/p/DLTQDAfybcz/



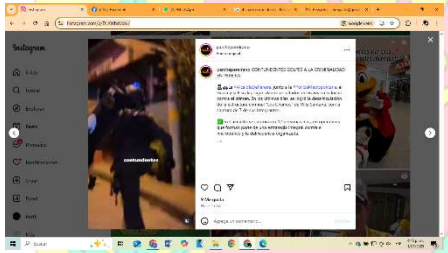
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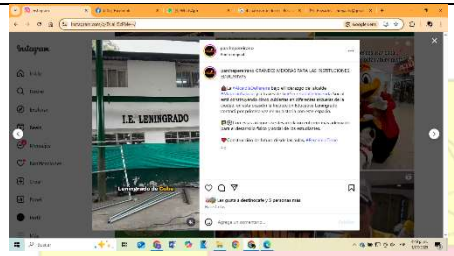
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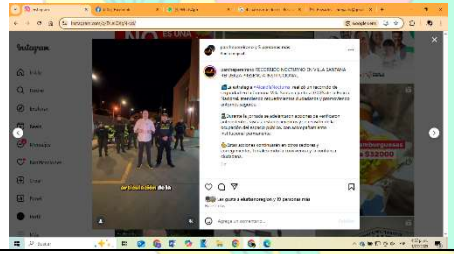

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19) https://www.instagram.com/p/DLdDvSBMWtw/



20) https://www.instagram.com/p/DLeIQXgN-vd/



| | | | |
|---|---|---|---|
| 2. Realizar la publicación de veinte (20) POST mensuales en la página de | Facebook<br>1) https://www.facebook.com/photo?fbid=1156892686451252&set=a.380690467404815 | *Evidencia de la actividad realizada* | |

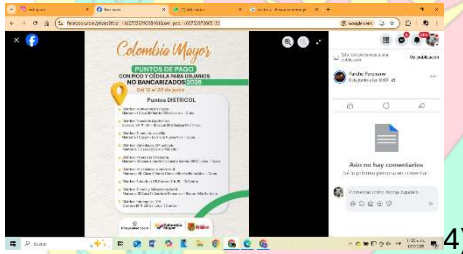
Facebook del medio ofertado. Para un total de ochenta (80) POST durante la ejecución contractual. El material será enviado por la oficina asesora de prensa y comunicaciones de la Alcaldía de Pereira.




2) https://www.facebook.com/photo?fbid=1159271056213415&set=a.380690477404814




3) https://www.facebook.com/photo?fbid=1160753929398461&set=pcb.1160753976065123




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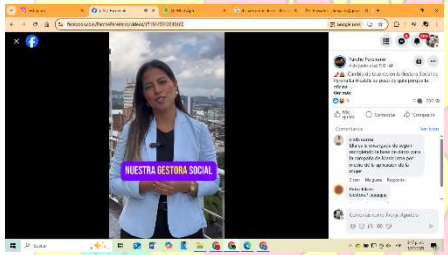
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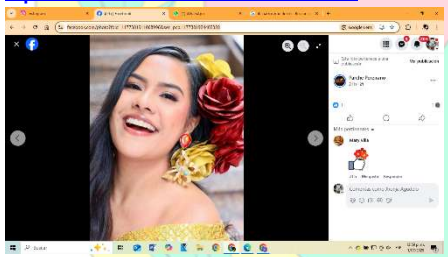

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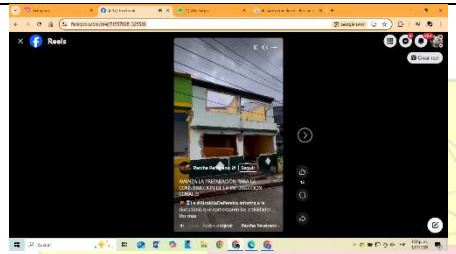

18) https://www.facebook.com/ParchePereirano/videos/1719145242048160




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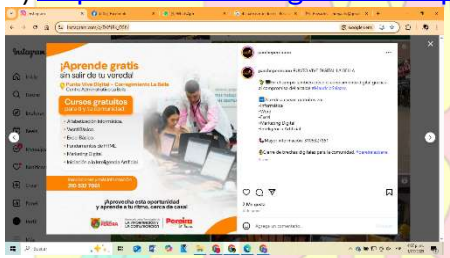


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Instagram

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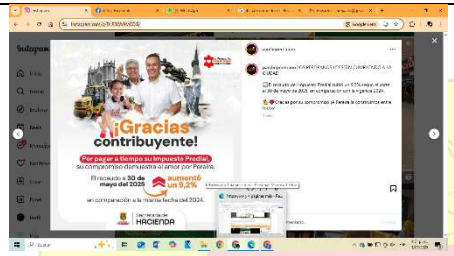

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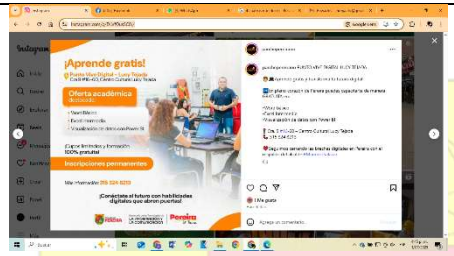

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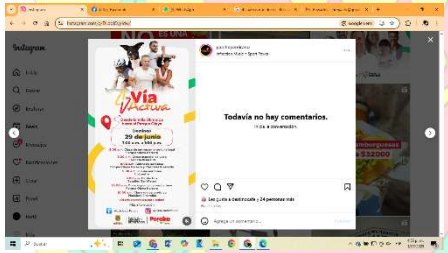

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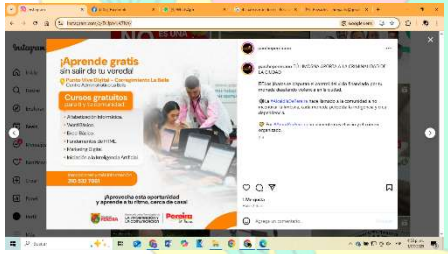

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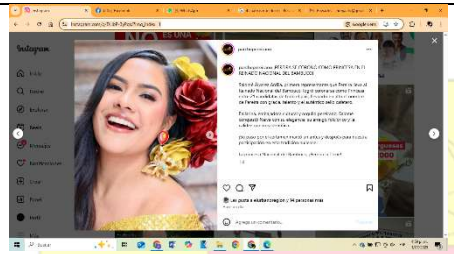
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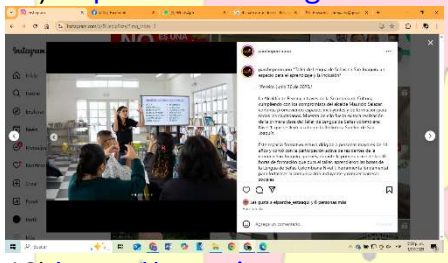

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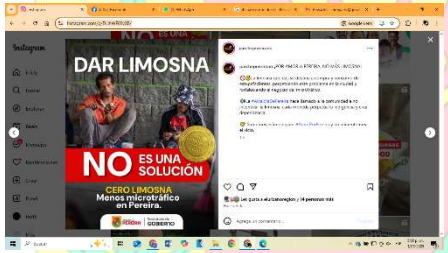

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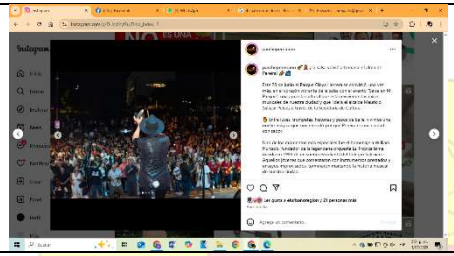
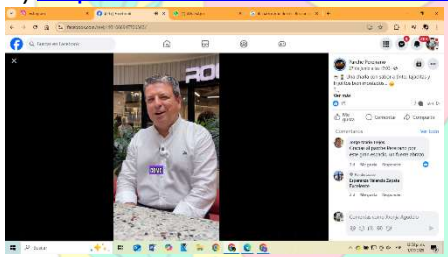
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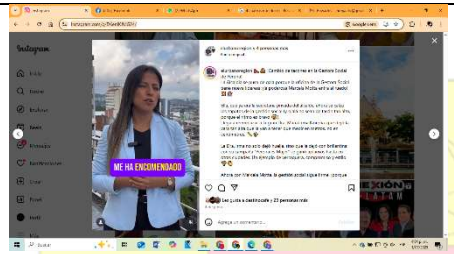
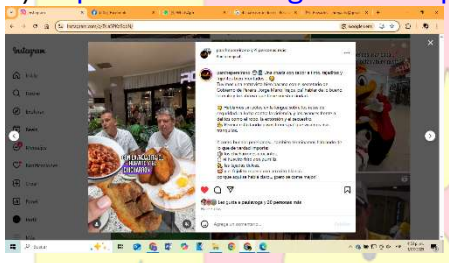
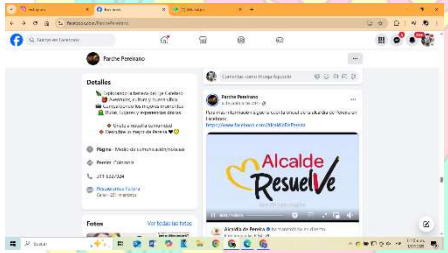



19) https://www.instagram.com/p/DLilxJEydpY/




20) https://www.instagram.com/p/DLinclYyfFu/?img_index=2

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|---|---|---|---|
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| 3. Realizar la transmisión de dos (2) LIVE mensuales por la página de Facebook del medio ofertado. Para un total de ocho (8) LIVE durante la ejecución contractual. | Facebook<br>1) https://www.facebook.com/ParchePereirano/videos/1085833310085490<br><br>2) https://www.facebook.com/reel/1931066947706363/<br><br>Instagram<br>1) https://www.instagram.com/p/DKenlKJMG24/ | *Evidencia de la actividad realizada* | |

| | | | |
|---|---|---|---|
| | <br>2) https://www.instagram.com/p/DLa5PKoSqbN/<br> | | |
| 4. Promocionar las redes del Municipio de Pereira en el medio ofertado, indicando en una mención mensual, el siguiente llamado a la acción: Para más información sigue la cuenta oficial de la alcaldía de Pereira en Facebook https://www.facebook.com/AlcaldiaDePereira | https://www.facebook.com/ParchePereirano<br> | *Evidencia de la actividad realizada* | |

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