

Social Media Marketing Report

**Kenya: Internet Governance Forum Conference
2020**

“Internet for human resilience and solidarity”



BACKGROUND

- The 14th Kenya: Internet Governance Forum Conference 2020 themed *"Internet for human resilience and solidarity."* in light of the role the Internet has played during the COVID-19 Pandemic. The theme was based on the global theme *"Internet for human resilience and solidarity"*.
- The theme revolved around: **Data, Trust** and **Inclusion**
- KICTANet partnered with Safaricom, Facebook, Association for Progressive Communications (APC), the Kenya Human Rights Commission (KHRC), Communications Authority of Kenya, CIO East Africa, and Kenya Network Information Centre (Kenic) in holding the first virtual Kenya IGF on 29th October 2020.



KENYA INTERNET GOVERNANCE FORUM **2020**

INTERNET FOR HUMAN RESILIENCE & SOLIDARITY

29TH OCTOBER 2020 - 08:00 A.M - 03:00 P.M

x

VIRTUAL FORUM

PLATINUM SPONSORS



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TERMINOLOGY USED TO AUDIT THE SOCIAL CONVERSATION

- We used Tweetbinder to analyse **#KeIGF2020** conversation.
- **Potential Impact-** this is the number of times somebody might have seen the hashtag.
- **Potential Reach-** the number of unique users who might have seen the hashtag
- **Followers per contributor-** the average number of followers per contributor during the campaign.
- **Links and pictures-** number of tweets containing links and pictures.

TERMINOLOGY USED TO AUDIT THE SOCIAL CONVERSATION

Description	Numerical Value/%
Potential Impact	2,349,630
Potential Reach	452,307
Contributors	66 (active)
Follower/ contributor	130
Original Tweets	29
Text Tweets	30 (6%)
Replies	54 (10.8%)
Reshares	370 (74%)
Links/ Images	69 (13.8%)

STATISTICS

- From the info graphics above, there were over 2000 tweets sent on **#KeIGF2020** at the time of writing the report as captured on Tweet Binder.
- An average of 66 contributors took part in the engagement creating combined impression of 2,349,630 and a potential reach of 452,307.
- Each contributor had an average of 130 people seeing their message from an average of 29 Tweets being send.

FEEDBACK



STATISTICS

- **#KeIGF2020** Tweets send via the @KICTANET account were 107 generating an impression of 36,823.

Your Tweets earned **36.8K impressions** over this **1 day** period



STATISTICS

- **#KeIGF2020** Tweets on Inclusion and Data had the most traction compared to the other thematic areas of the discussion. As seen below:



Sammy Njenga
@samsystem2018

...

Replying to @KICTANet @ggithaiga and @SylviaKangara

I really loved this panel. The panelist were clear and well informed also connected with the audience well. The illustration on how securing one's property has changed over time was very good

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions



KICTANet @KICTANet · Oct 29

11,498

Our official Hashtag as we begin our Kenya Internet Governance Forum 2020 is #KeIGF2020. Our theme is "Internet for Human Resilience and Solidarity" 29th October 8.00am- 3.00pm EAT. @APC_News @SafaricomPLC @thekhrc @CIOEastAfrica @thekhrc @KenicTLD pic.twitter.com/RkxY5srs9P

View Tweet activity



KICTANet @KICTANet · Oct 29

2,016

Our next panel will have a discussion on "Exercising rights for data" Mercy Ndegwa, @Facebook, Karimi Ruria @SafaricomPLC, @Bomu & Prof @SylviaKangara #KeIGF2020 pic.twitter.com/tBjl6cKMAL

View Tweet activity



KICTANet @KICTANet · Oct 29

1,736

Diana Gichengo, @thekhrc: The internet has brought in positive transformations but we remain concerned when it comes to digital identities that emanate from legal identities. "Legal identities include birth certificate etc)

#KeIGF2020 pic.twitter.com/Uz1fM30RFLE

View Tweet activity



KICTANet @KICTANet · Oct 29

1,686

Diana Gichengo, @thekhrc: In Kenya, as citizens get into the digital space, there is a need to address the issues around access to citizenship and legal identity. #KeIGF2020

View Tweet activity



Victor Gatei
@vickgigs

...

Grateful to be part of the 5th cohort of the @KICTANet Kenya School of Internet Governance, an exhaustive and informative seminar training that has blended us into up-and-coming Internet Governance champions. Proud to be graduating today at the #KeIGF2020 #KeSIG2020 #legaltech

KICTANet
Kenya School of Internet Governance - Program and Course Outline
Mon 26th - Wed 28th Oct 2020

Topic	Facilitator
Overall Introduction to the course	KICTANet
Moderator review questions for lesson 1,2	Erin Kasilo
Internet infrastructure design in Kenya	Industry experts Thabiti Mwangi - Computer Society of Kenya
Give the internet a voice	Paul Mbatia - ICANN
Moderator Review Questions for Lesson 3&4	Erin Kasilo
Role of internet in IG	Sabirina
Content regulation	Faithful
Moderator Review Questions for Lesson 5&6 Final Assessment	Erin Kasilo

KENYA INTERNET GOVERNANCE FORUM 2020
INTERNET FOR HUMAN RESILIENCE & SOLIDARITY
29th OCTOBER 2020 - 08:30 AM - 03:00 PM
VIRTUAL FORUM

WHY ATTEND?
Understand how human resilience and solidarity responded to the pandemic.

FINAN SPONSORS

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You Retweeted



Kelvin Kariuki @teacherkaris · Oct 29

...

Much obliged @BeckyWambui You now have the power to contribute to the internet governance conversation. #KeIGF2020



Rebecca Wambui @BeckyWambui · Oct 29

Congratulations fellow #KeSIG2020 graduates !!! Special recognition to @KICTANet for enabling this @lizorembo @teacherkaris @JWalu @TechWakili

The Awards

- The KESIG award ceremony today is in recognition of our students who have gone through the rigorous 3-day training.
- They have chosen to be the next generation of participants in IG.
- We as KICTANet are glad to have gotten the opportunity to foster the future of internet governance.

KICTANet
KENYA SCHOOL OF INTERNET GOVERNANCE

You Retweeted



Peter Mmbando @Petermmbando1 · Oct 29

Fantastic to have joined the Kenya School of Internet Governance
@KICTANet #KeIGF2020

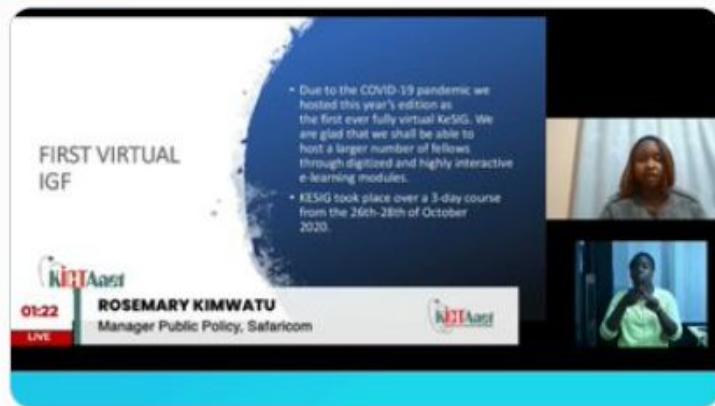
...



Catherine Muya @CatMuya · Oct 29

...

Rosemary, @TechWakili speaks on how different KeSIG was this year. Virtual course material on Internet governance. Secondly, this helped increase participants from many regions in Kenya and East Africa. @KICTANet #KeIGF2020





Rebecca Wambui @BeckyWambui · Oct 29

Congratulations fellow #KeSIG2020 graduates !!! Special recognition to @KICTANet for enabling this @lizorembo @teacherkaris @JWalu @TechWakili



You Retweeted



Kelvin Kariuki
@teacherkaris

Kabisa, the production quality is tops courtesy of @CIOEastAfrica #KeIGF2020 convened by @KICTANet



GraceM @Bomu · Oct 29

This is not a webinar. No, it is a virtual broadcast! TV manenos! Good job @KICTANet and all involved. twitter.com/teacherkaris/s...



You Retweeted



Lourdes Walusala @AkelloWalusala · Oct 29

I am proud to be part of #KESIG2020 My knowledge on Internet Governance issues has been upgraded. I loved the fact that it was both student and expert-led. Thanks @KICTANet and partners for making it possible. @CeciliaMaundu @ggithaiga @teacherkaris @lizorembo #KIG2020



You Retweeted



Yoga With Goga @GogaKelvin · Oct 29

That awkward moment I step back to my PC and find @IanMuiruri & the sign language interpreter dancing. I be like, did I get into the right webinar room? @KICTANet, #KeIGF2020 is lit!



You Retweeted



Megan Kathure
@Kathumeg

Hats off to @KICTANet for running an amazing virtual #KeIGF2020.



Miss Okal
@JuneOkal

Worra Wau @KICTANet the #KeIGF2020 platform!

Love it! Great conversations!



Michael Murimi @MurimiMn · Oct 29

I am enlivened to attend the 1st virtual Kenya Internet Governance Forum 2020 #KeIGF2020



Yoga With Goga

@GogaKelvin

Thanks and great job @KICTANet & @CIOEastAfrica and all the amazing people who organised this well executed virtual #KeIGF2020!



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