

KeIGF 2023 Social Media Report

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Egline Jeptoo
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KENYA IGF 2023

KENYA'S PREMIER INTERNET POLICY FORUM

THEME: THE INTERNET WE WANT –EMPOWERING ALL KENYAN PEOPLE



HYBRID FORUM



22nd JUNE 2023

#KeIGF2023

Sponsors & Partners



Report Outline For;



Facebook



Twitter



TikTok



LinkedIn



Media

- We used Twitter analytics, Facebook Analytics, TikTok Analytics and LinkedIn Analytics to analyze **#KeIGF2023** conversations.
- **Reach:** The number of people who saw any content from or about KICTANet Pages, including posts, stories, ads, social information from people who interact with the Page and more.
- **Impressions:** Multiple views of a posts by the same people.
- **Page visits:** The number of times the page was visited.
- **Potential Impact-** this is the number of times somebody 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.
- **Engagement:** Any interaction users had with posts such as likes, shares, comments, replies, retweets, clicks
- **Video Views:** The total number of times your account's videos were viewed over a given period.

Performance Overview



**Total Facebook
Reach**
2,038

**Total LinkedIn
Impressions**
55,341

**TikTok
Video views**
2,938

**Twitter
Impressions**
100.5 Million

**Media
Coverage**
7

Sponsors and Events Social Media Mentions

Organization	Social Media Mentions
Communications Authority of Kenya	30
Meta Platforms, Inc.	30
Safaricom	25
The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	27
The International Center for Not-for-Profit Law (ICNL)	13
HUAWEI	14
Paradigm Initiative	13
KENIC	13
UNESCO	16
Dimension Data	8

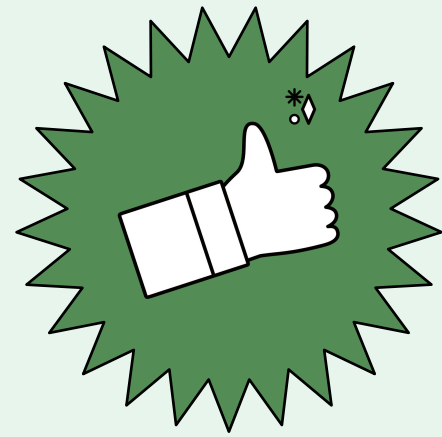


KICTANet
The Power of Communities

Performance Overview

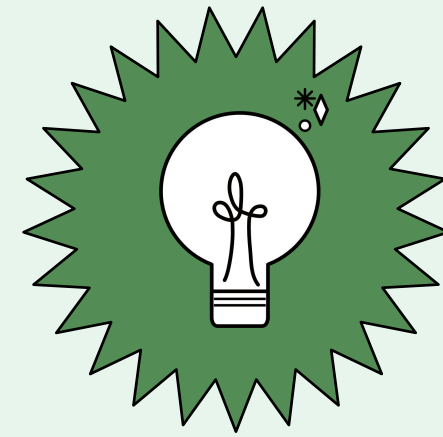


Facebook KeIGF Page Insights



New Page Likes

7



Reach

1784



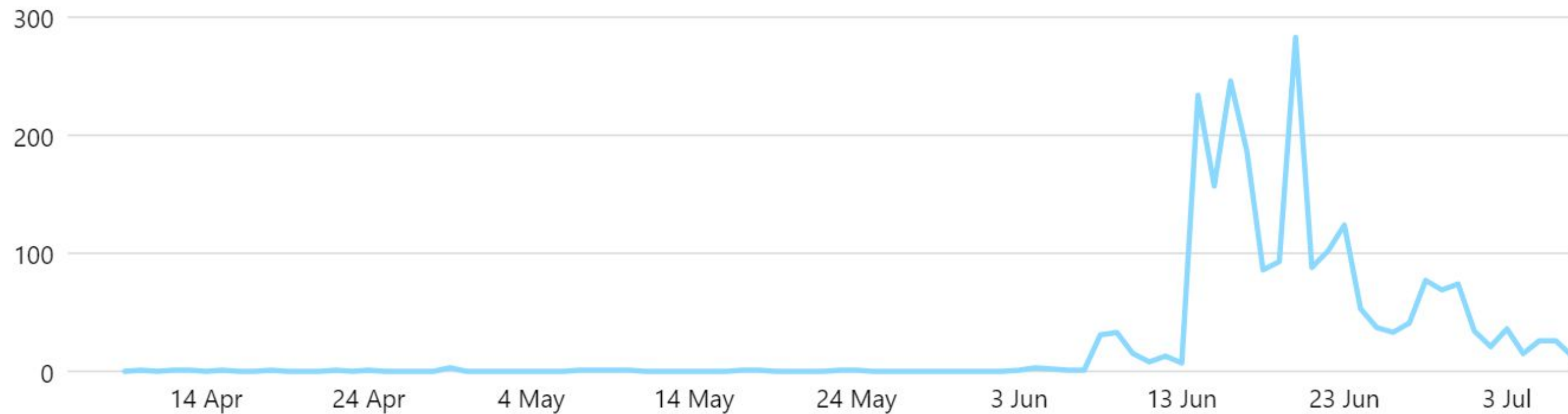
Page Visits

189

KeIGF Facebook Reach

Facebook reach ⓘ

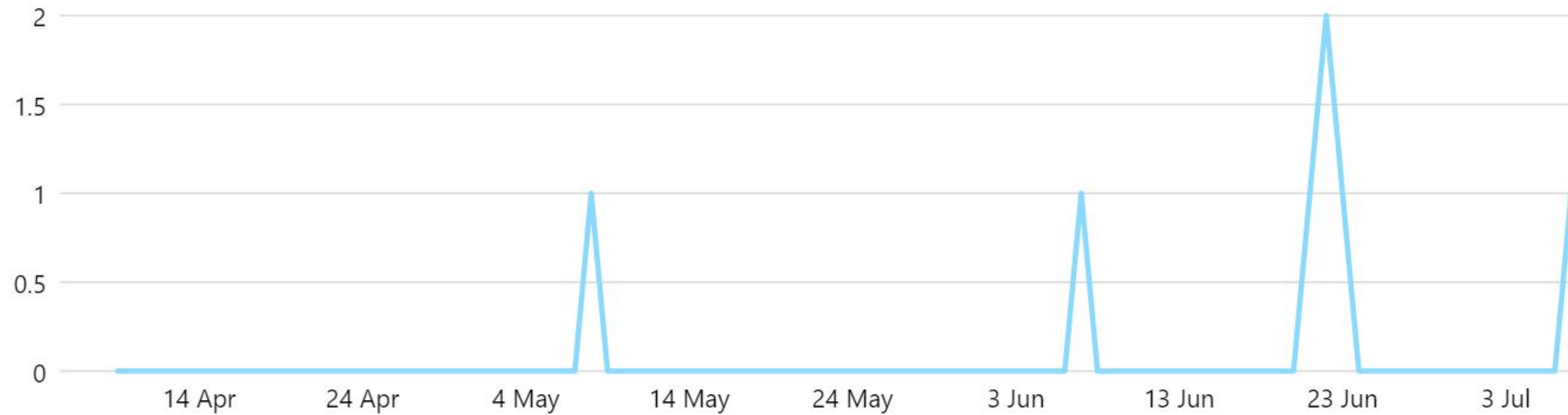
1,784 ↑ 4.4K%



KeIGF Facebook Page Likes

Facebook Page new likes ⓘ

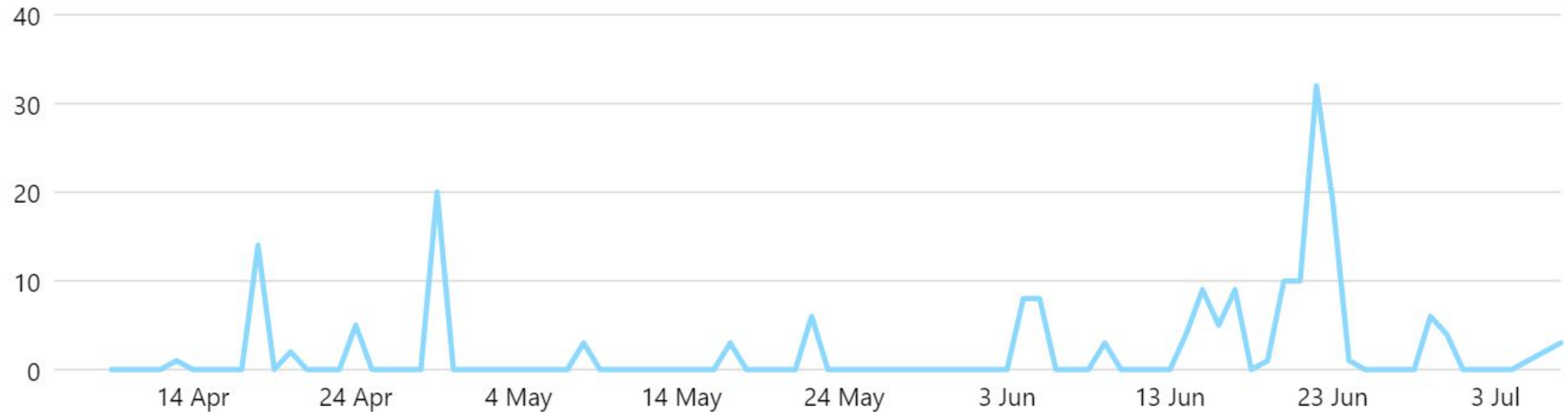
7 ↑ 75%



KeIGF Facebook Page Visits

Facebook visits ⓘ

189 ↑ 509.7%



Top Performing Post



Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓
Post	16 June 14:06	466 Accounts Centre accou...	9 Reactions

Link clicks ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
1 Link clicks	0 Comments	1 Shares

Top Performing Post

Kenya IGF
Published by Eglina J Samoei · 20 June at 14:04 · 🌐

David Omwoyo, CEO, of the [Media Council of Kenya](#) will be one of our panelists at Kenya IGF 2023 to discuss Human Rights and Freedoms. David has over 15 years of experience in journalism, media training and management, spanning the public, private, religious and non-governmental sectors.

We look forward to having him share his expertise in line with this year's theme "The Internet We Want – Empowering All Kenyan People"

Register here: <https://kigf.or.ke/kenya-igf-2023/>
#KeIGF2023 #HumanRights



Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓
Post	20 June 14:04	338 Accounts Centre accou...	16 Reactions

Link clicks ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
3 Link clicks	0 Comments	1 Shares



KICTANet
The Power of Communities

Top Performing Post

 **Kenya IGF**
Published by Egline J Samoei · 14 June at 11:01 · 🌐

A highlight of Kenya IGF 2023 Panel Sessions

We are just 8 days away from Kenya Internet Governance Forum 2023 (KIGF). Have you registered? We have a great lineup of speakers in all the panel sessions which are:

High (C-Level) Panel: The Internet We Want – Empowering All Kenyan People

Session 1: Cybersecurity, Cybercrime & Online Safety

Session 2: Data Governance & Trust

Session 3: Human Rights and Freedoms

Session 4: Digital Divides & Inclusion

Fireside Chat: AI & Emerging Technologies

Here is the registration link:
<https://us06web.zoom.us/j/92387596896>

Thanks to our sponsors [Communications Authority of Kenya](#), [Meta](#), [Deutsche Gesellschaft für Internationale Zusammenarbeit](#) [Safaricom PLC](#), [Huawei](#), [Kenic TLD](#), [Paradigm Initiative](#), [International Center for Not-for-Profit Law \(ICNL\)](#)

[#KeIGF2023](#) [#KeISG2023](#) [#Internet](#) [#Cybersecurity](#) [#OnlineSafety](#)
[#HumanRights](#) [#DigitalDivide](#) [#DigitalInclusion](#) [#AI](#) [#EmergingTech](#)

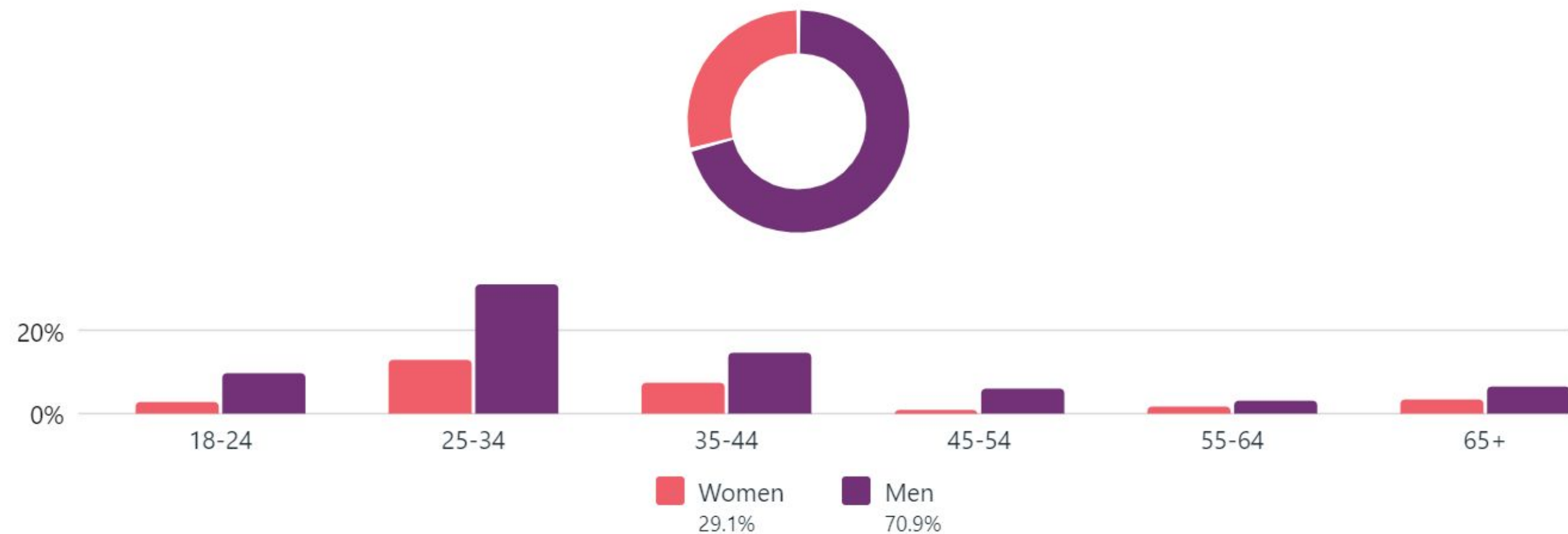
Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions
Post	14 June 11:01	264 <small>Accounts Centre accou...</small>	4 <small>Reactions</small>
Link clicks ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓	
2 <small>Link clicks</small>	0 <small>Comments</small>	1 <small>Shares</small>	

KeIGF Facebook Page Audience

Facebook followers ⓘ

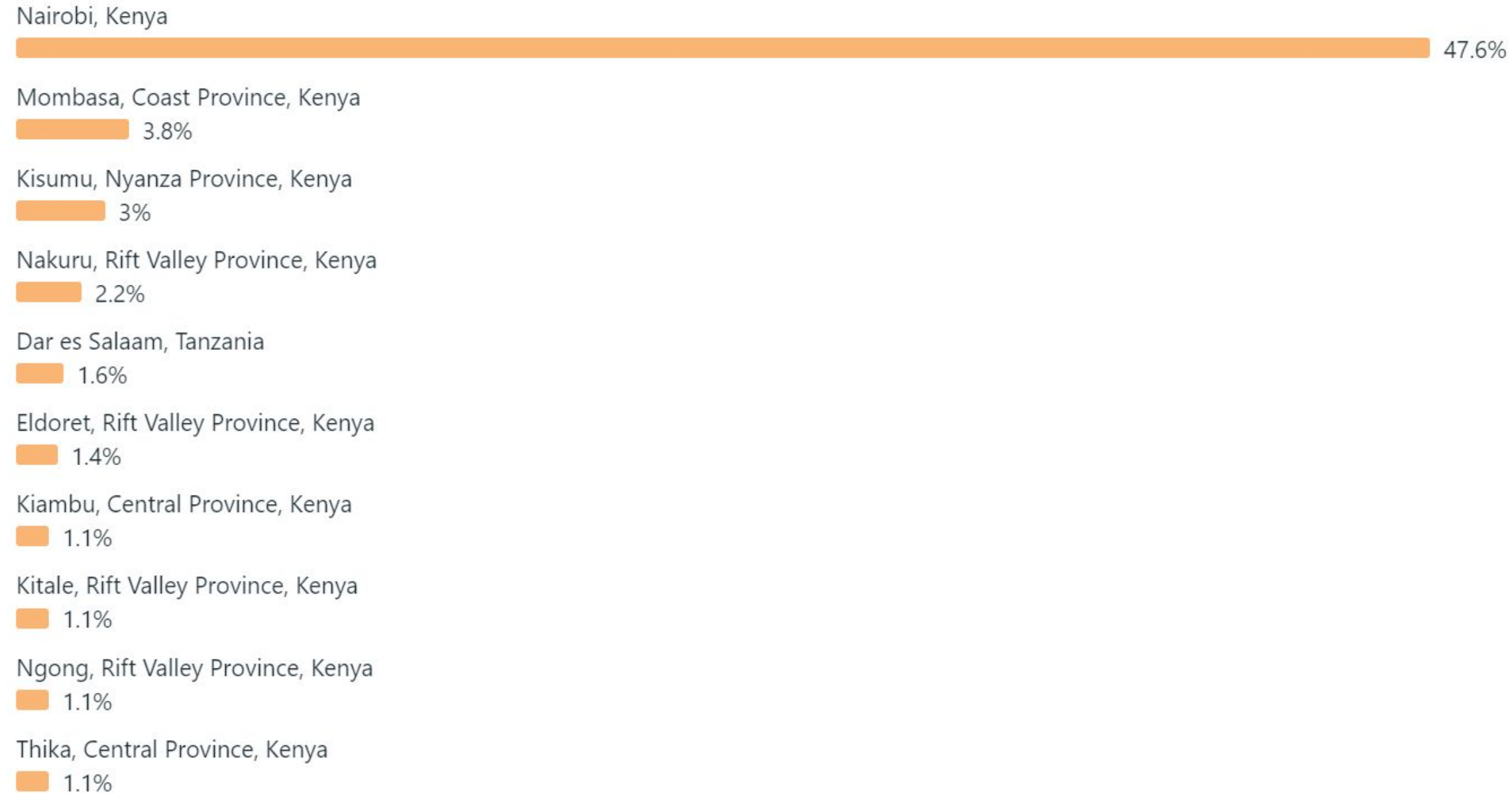
368

Age & gender ⓘ



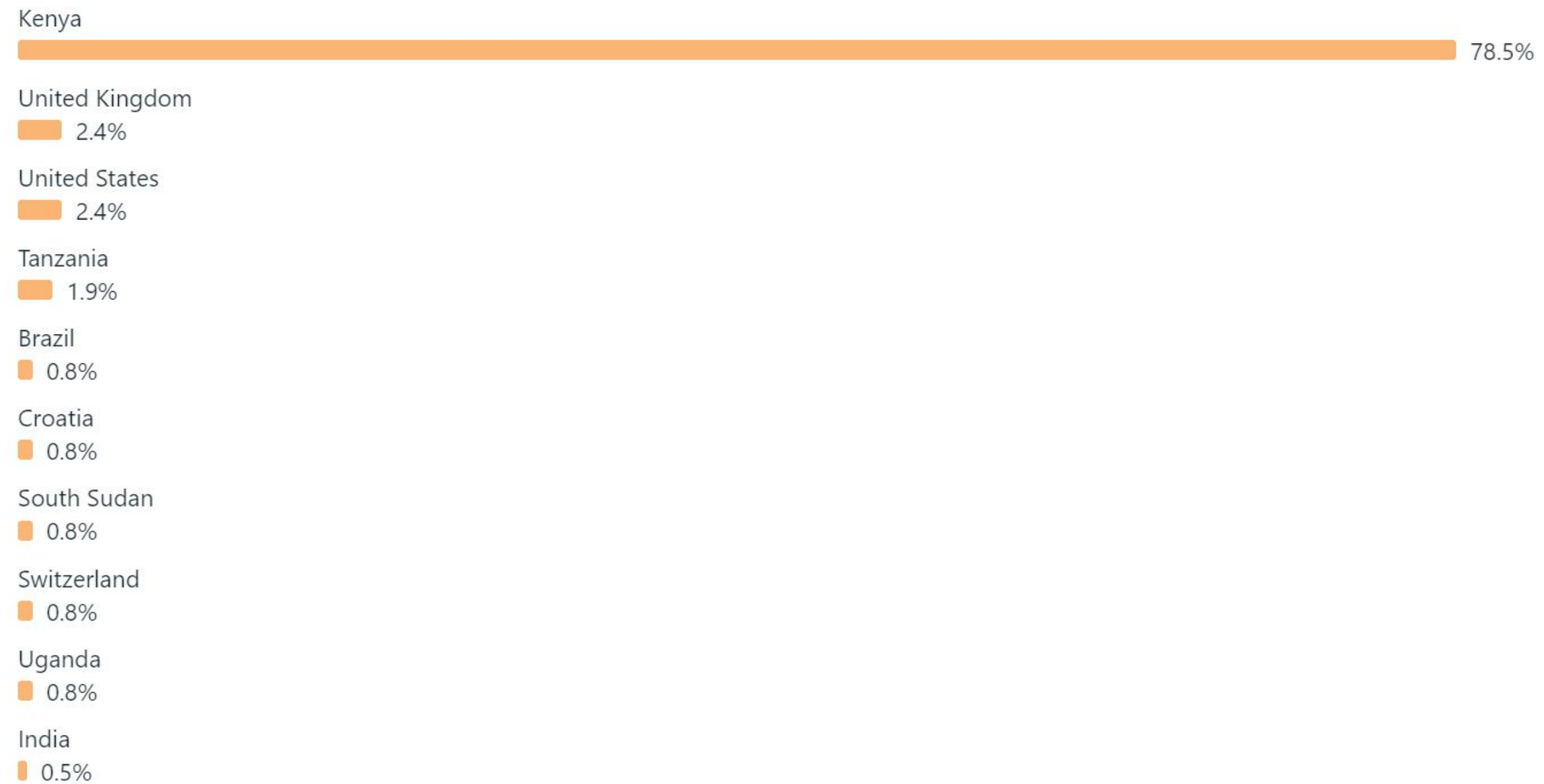
KeIGF Facebook Page Audience Location

Top towns/cities



KeIGF Facebook Page Audience Location

Top countries





KICTANet
The Power of Communities

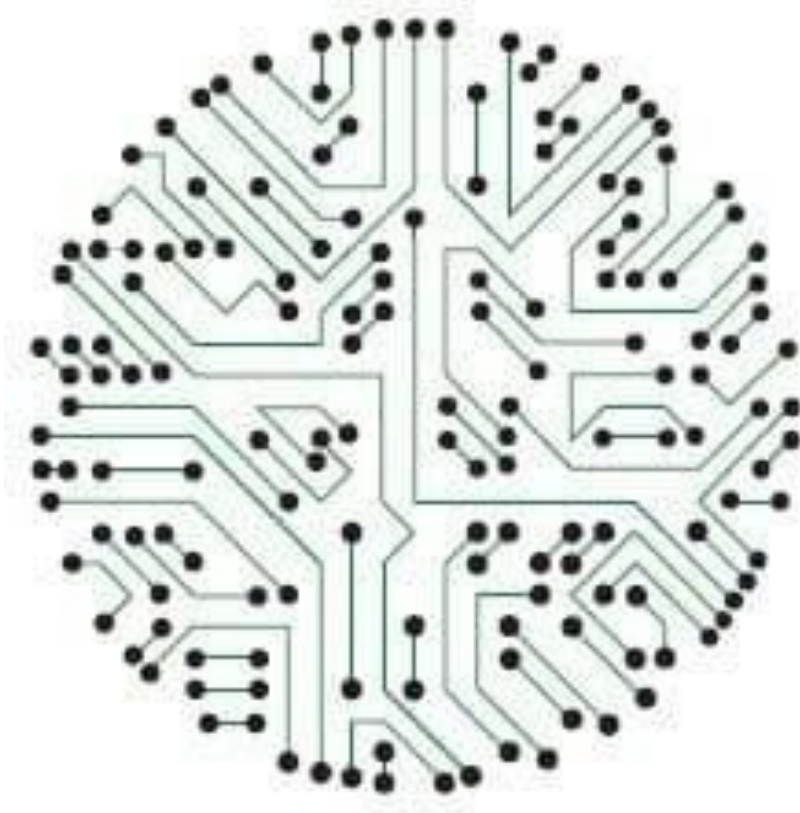
Comments

Isabella Jane Wairimu

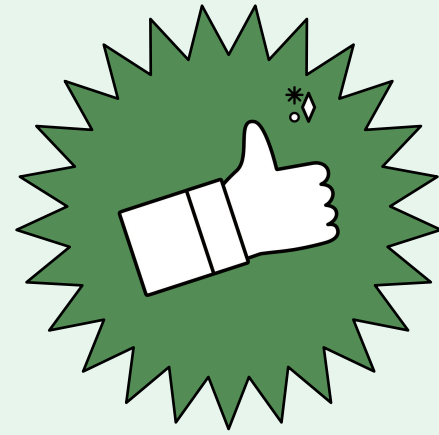


**Keep up the good
work!**

Performance Overview

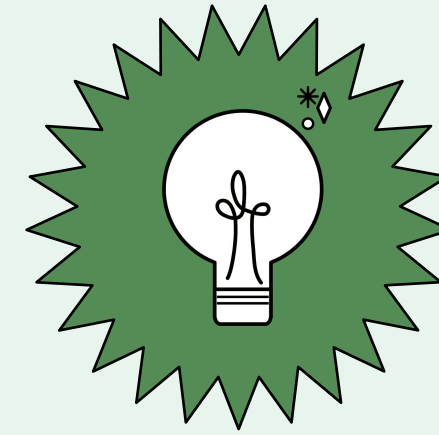


Facebook Page Insights



New Page Likes

22



Reach

1253



Page Visits

493

Facebook Reach

Facebook reach ⓘ

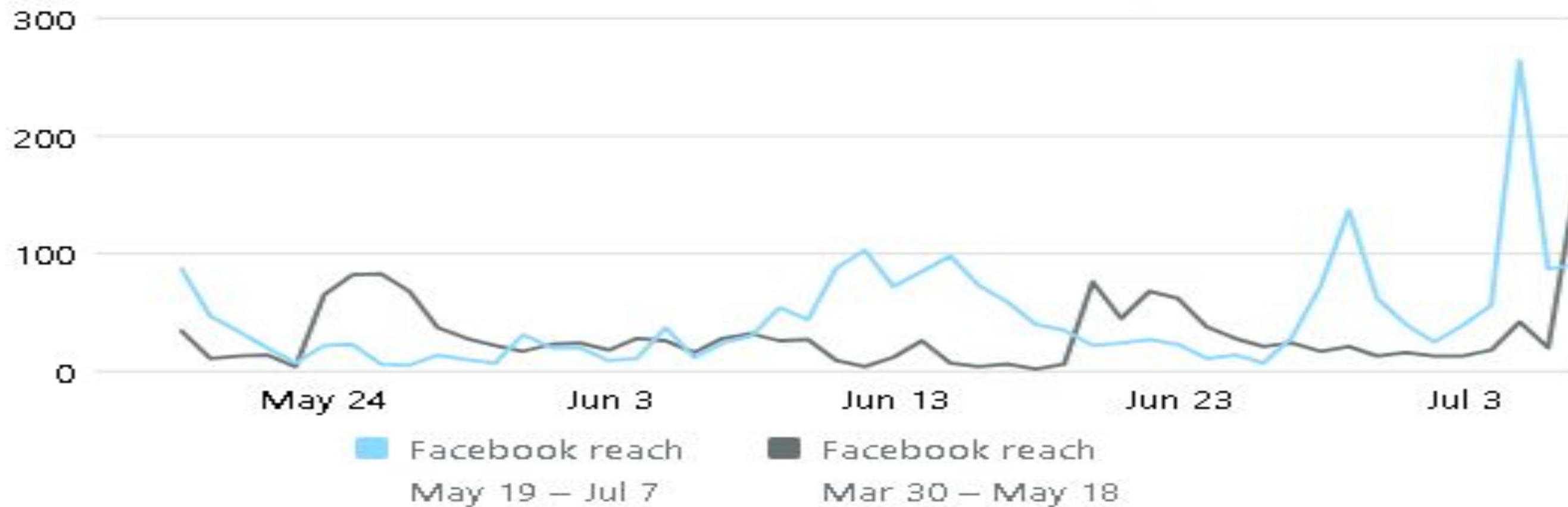
1,253 ↑ 65.5%

Paid reach ⓘ

0 0%

Daily

Cumulative



KeIGF Facebook Page Likes

Facebook Page new likes ⓘ

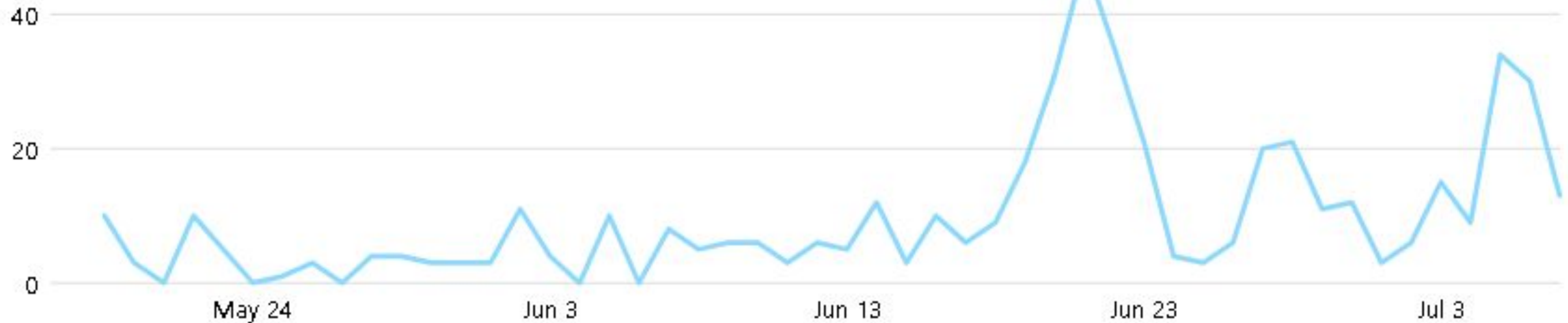
22 ↑ 214.3%



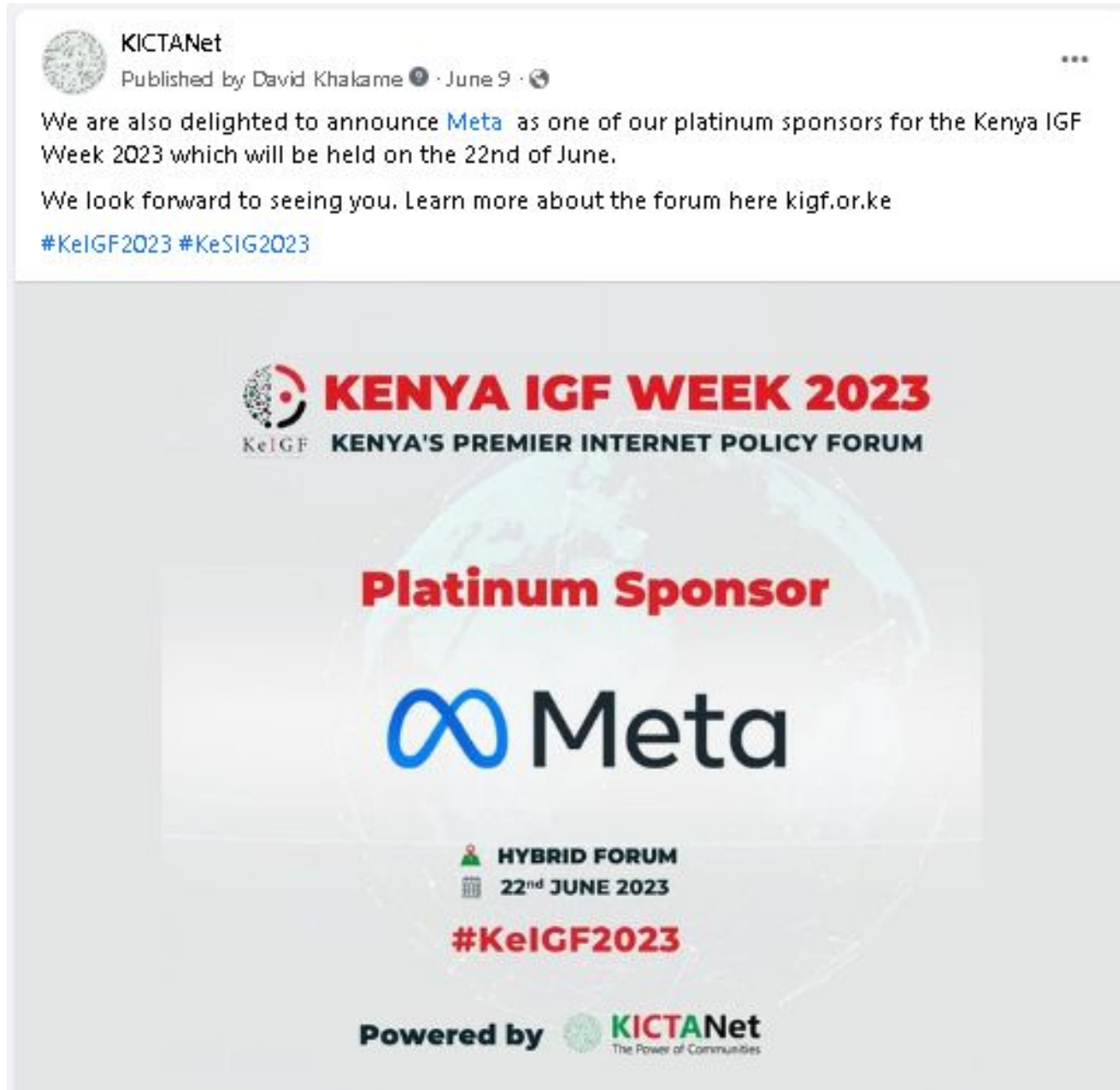
Facebook Page Visits

Facebook visits ⓘ

493 ↑ 117.2%



Top Performing Post



Facebook post reach ⓘ

250

Facebook post shares ⓘ

1

Facebook post reactions ⓘ

9

Top Performing Post

KICTANet
Published by Neema Globe · June 12

Are you planning to attend this year's #keigf2023 ?
 We believe that by working together we can harness potential of the internet in Kenya.
 Registrations are ongoing: <https://bit.ly/3Cr5qgd...>



Facebook post reach ⓘ

90

Link clicks ⓘ

3

Facebook post comments ⓘ

--

Facebook post shares ⓘ

1

Facebook post reactions ⓘ

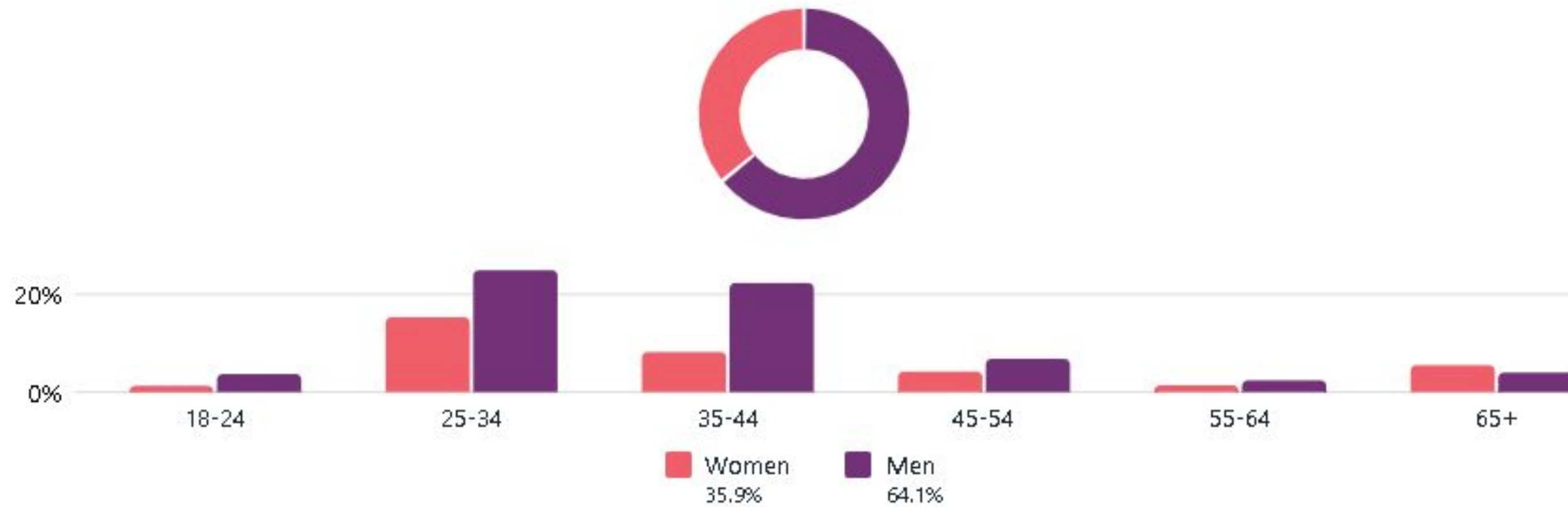
3

Facebook Page Audience

Facebook followers ⓘ

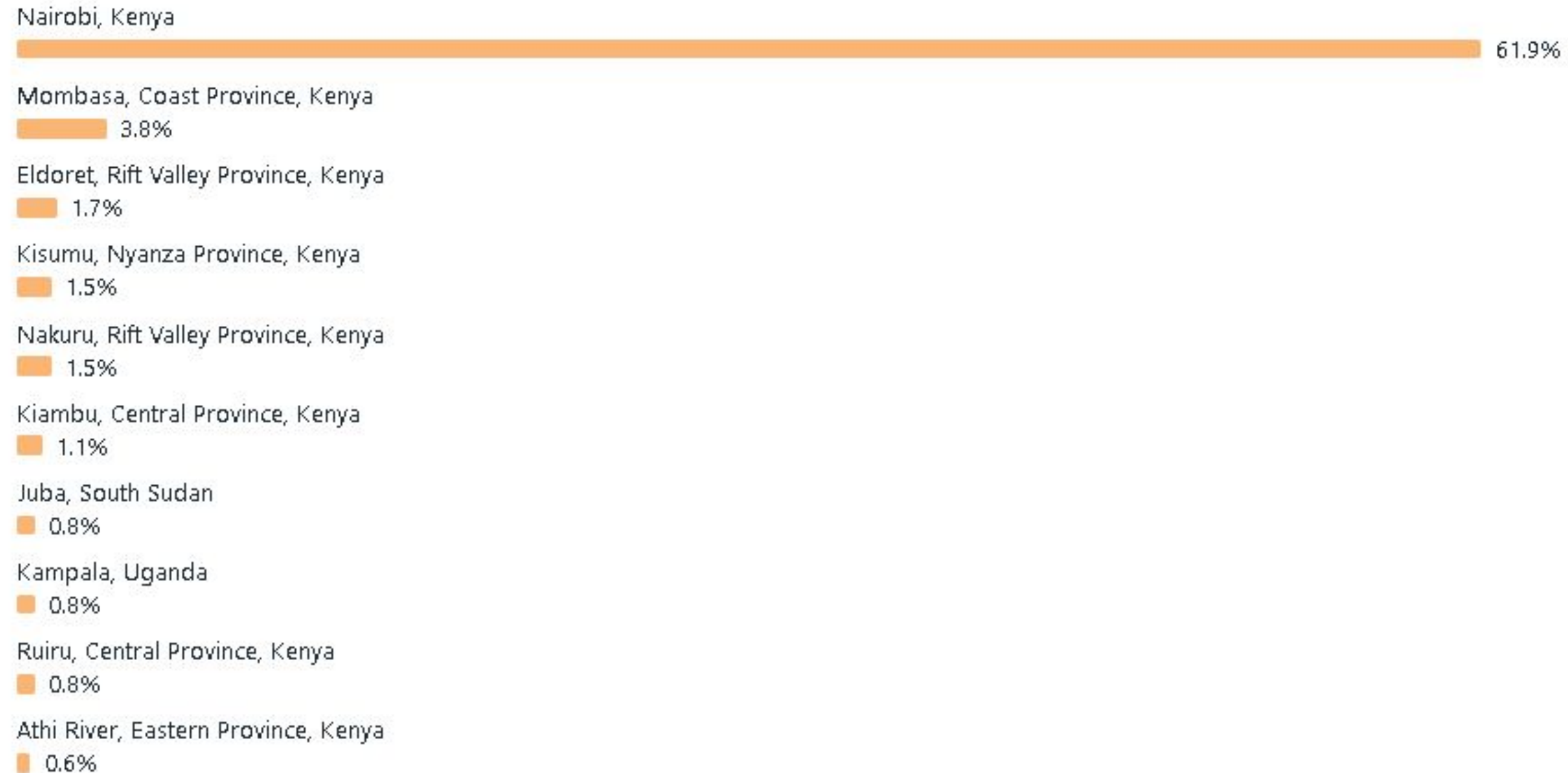
653

Age & gender ⓘ



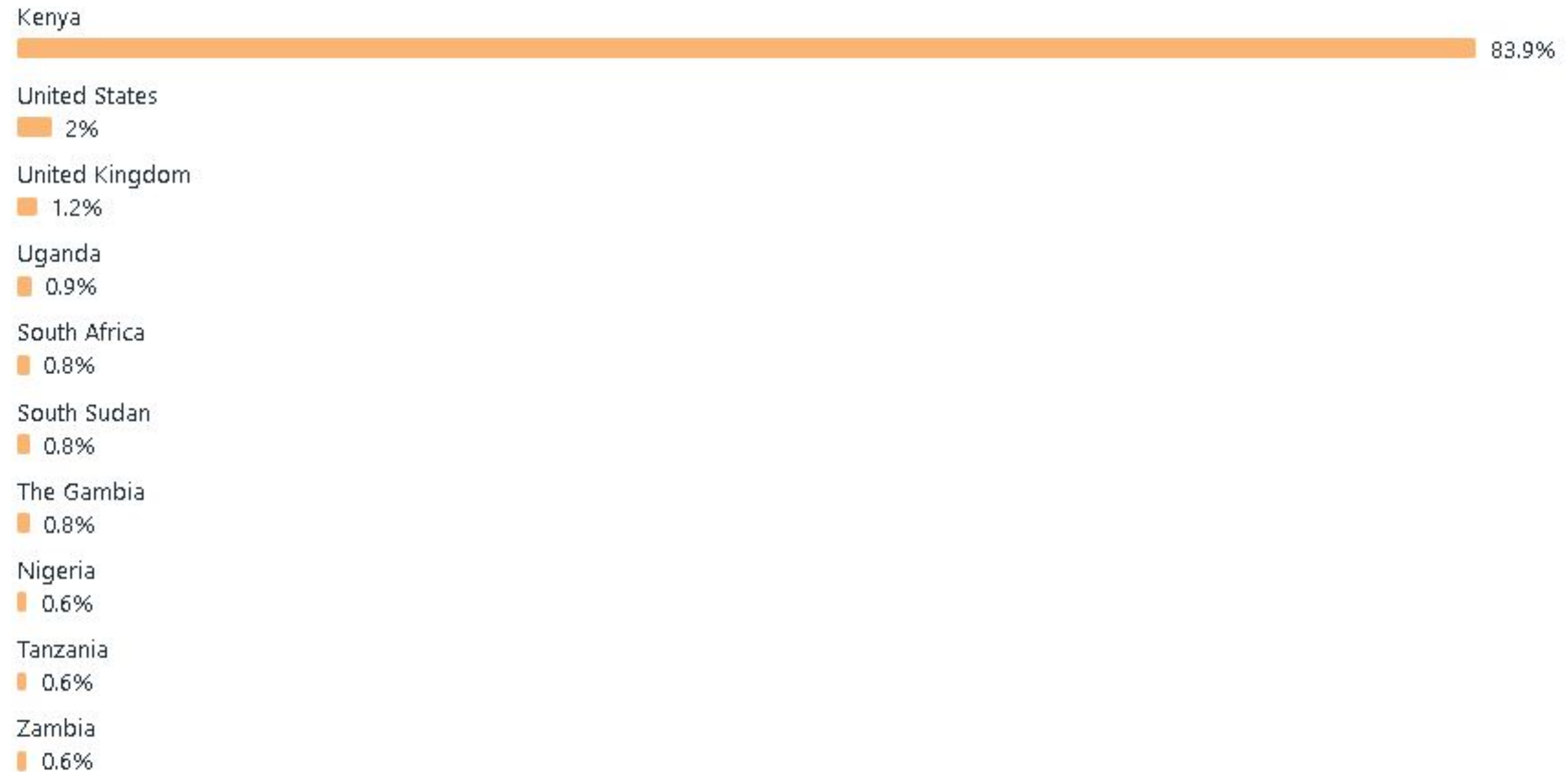
Facebook Page Audience Location

Top cities



Facebook Page Audience Location

Top countries



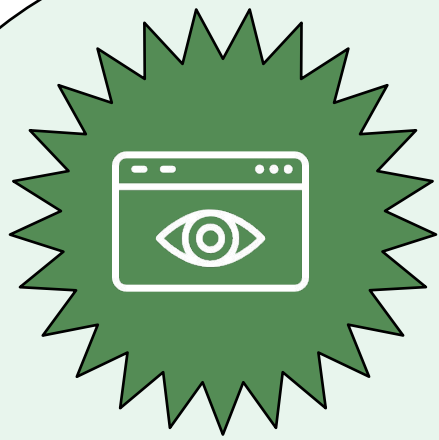


KICTANet
The Power of Communities

Performance Overview



LinkedIn Page Insights



Page views

1,726



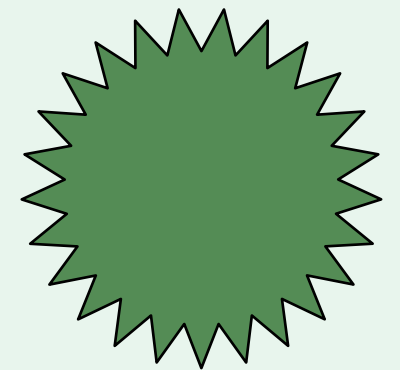
Unique visitors

467



New Followers

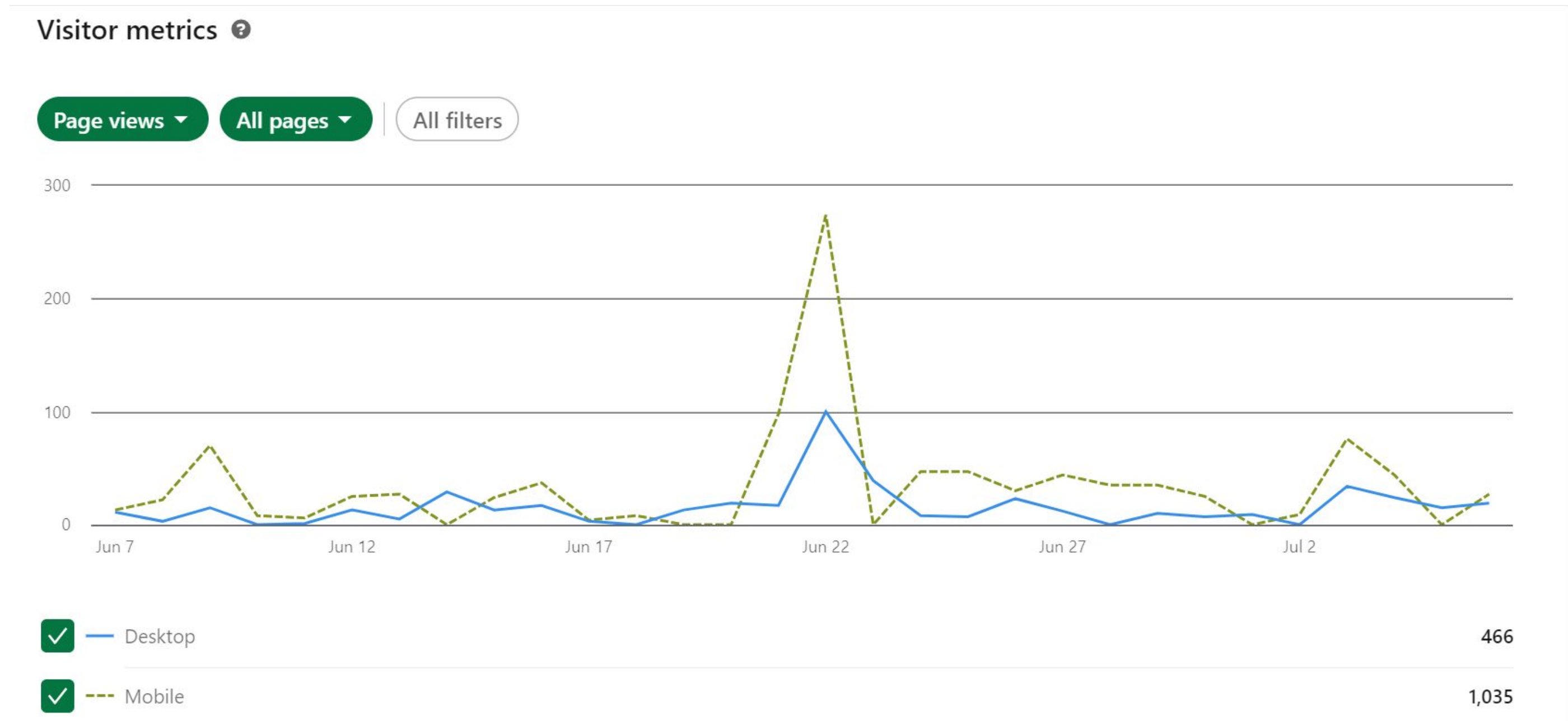
314



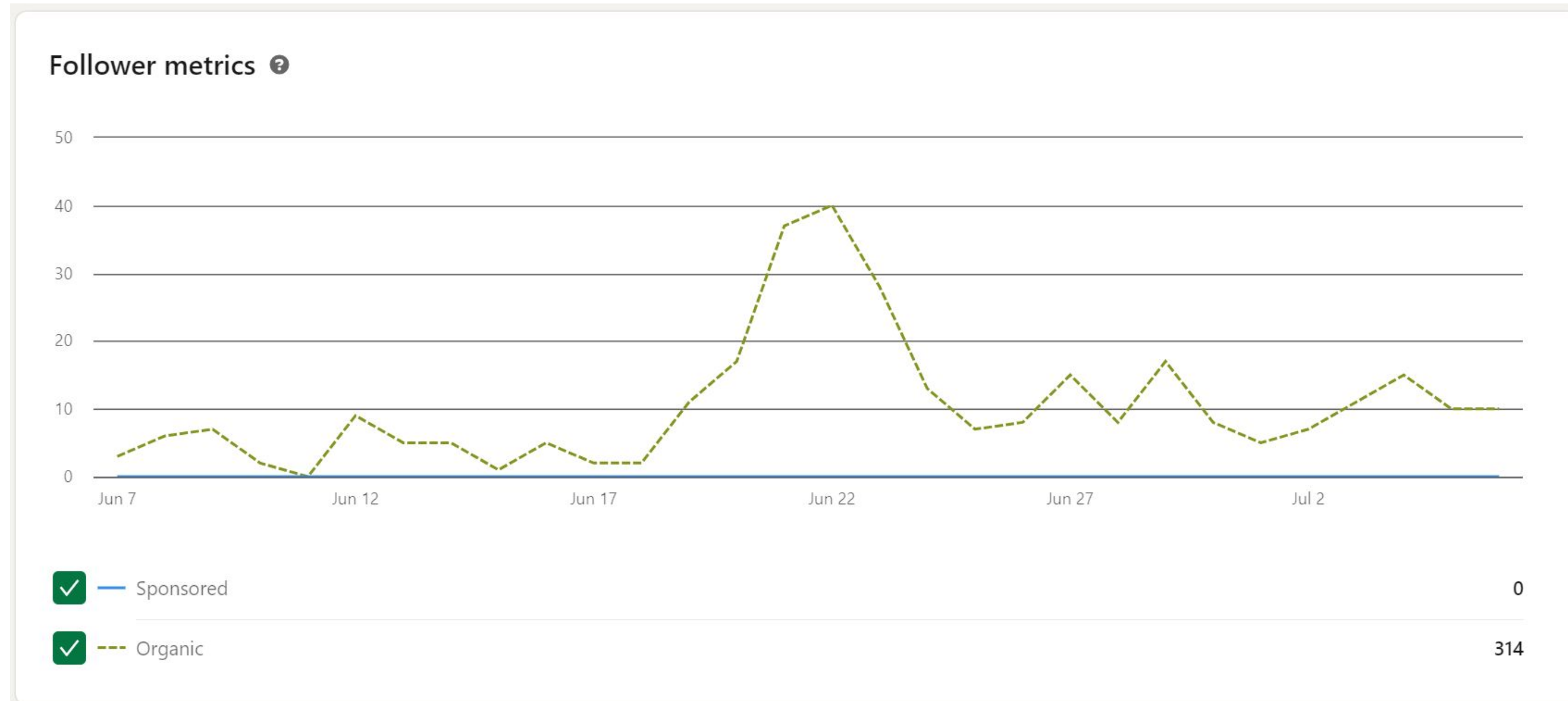
Impressions

55,341

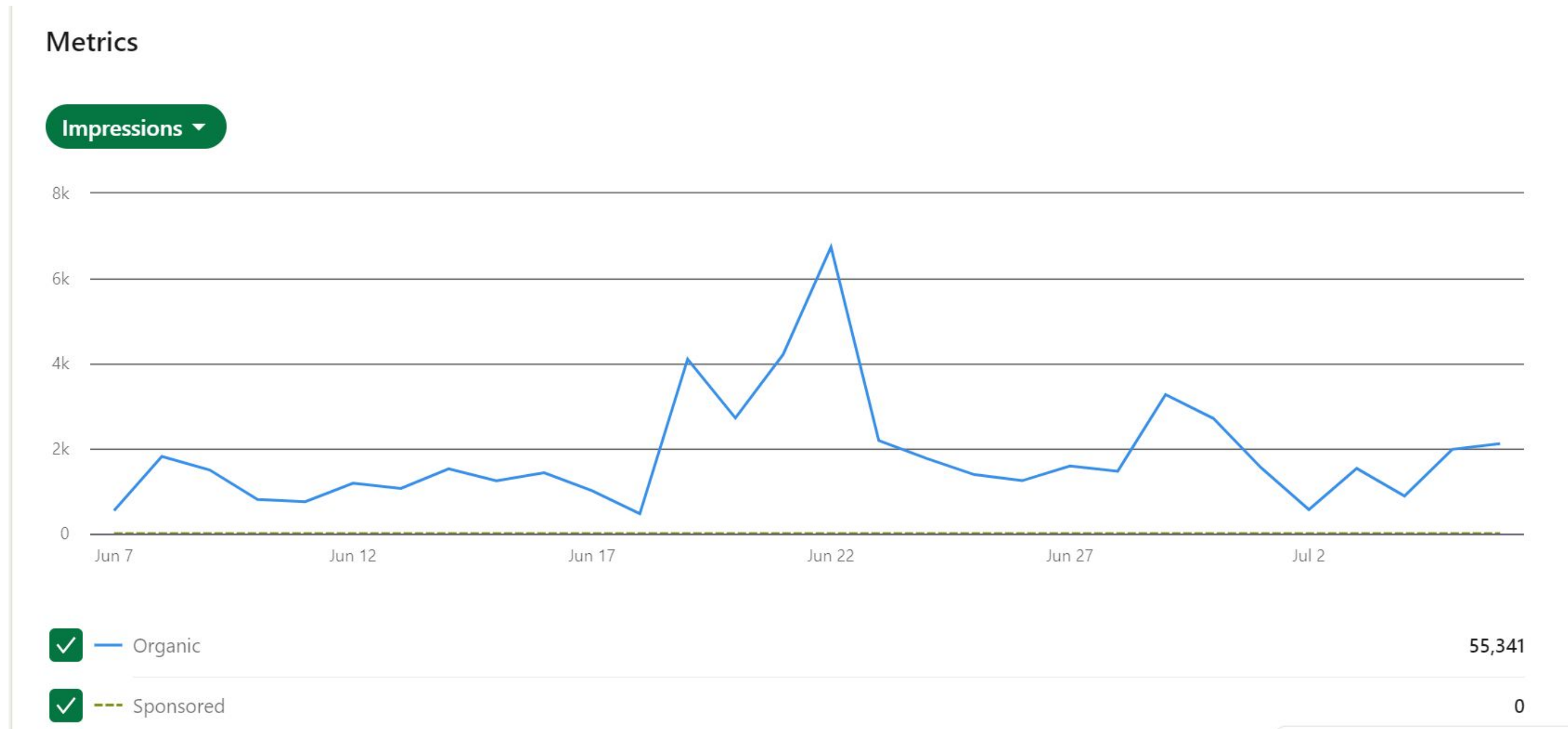
LinkedIn Page Views Mobile vs Desktop



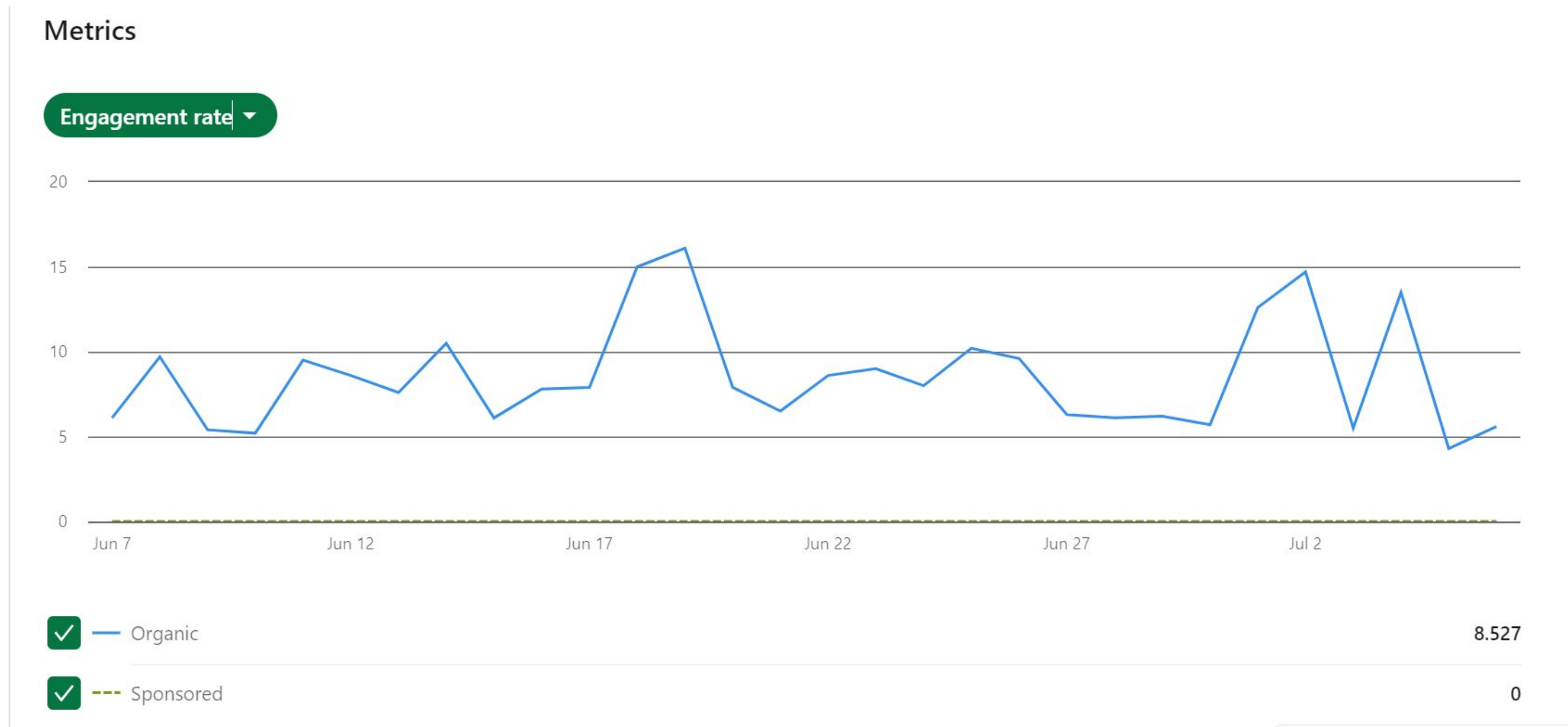
LinkedIn New Followers



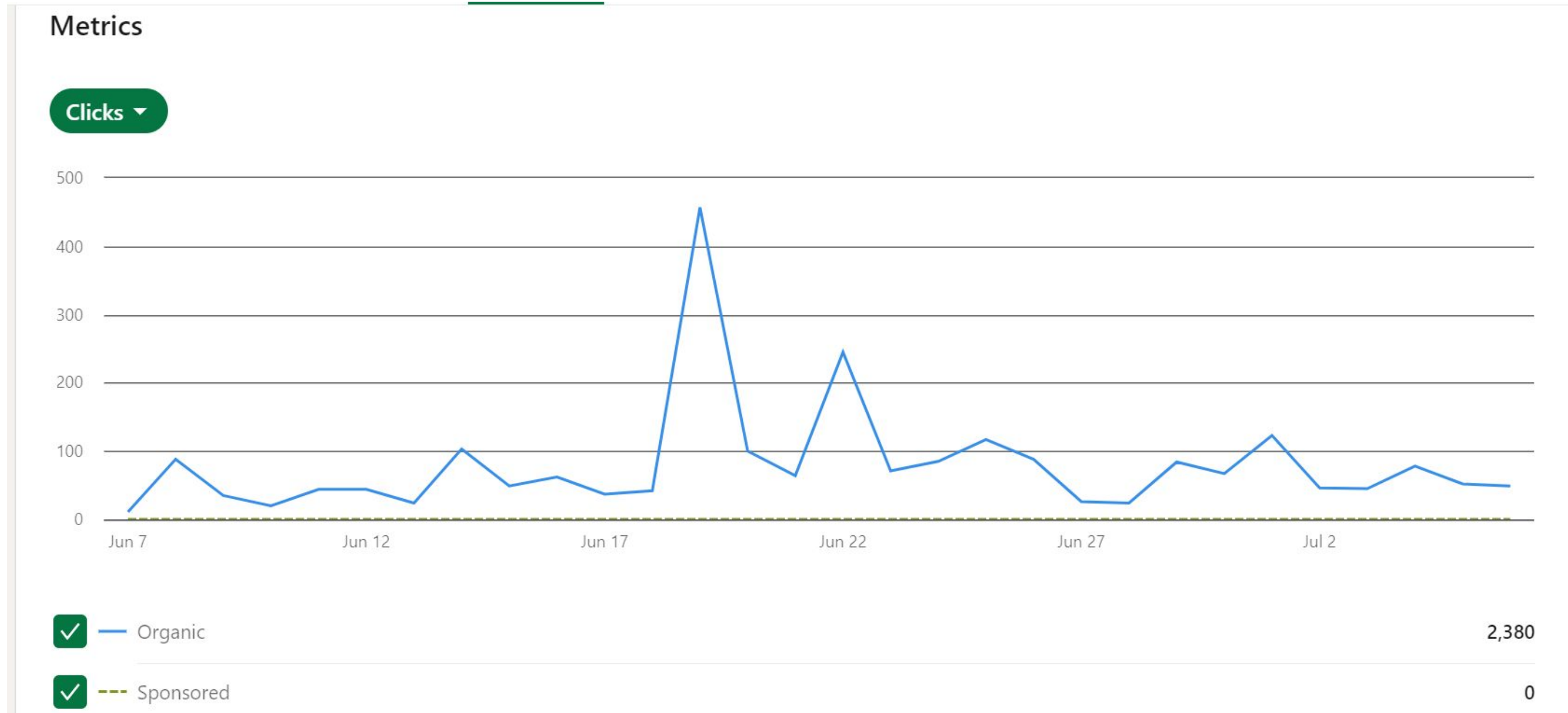
LinkedIn Page Impressions- 55,341



LinkedIn Page Engagement Rate- 8.5%



LinkedIn Page Link Clicks - 2,380





KICTANet
The Power of Communities

Top Performing Post

KICTANet
4,626 followers
2w • Edited •

The [#KeIGF2023](#) week is at its peak today, we are conducting a two-day session to enhance the skills of women and make their voice heard in the digital sphere through public participation.

On 23rd February 2023, in partnership with ([International Center for Not-for-Profit Law \(ICNL\)](#)) we held a consultative meeting with civil society organizations to discuss and raise awareness on the impact of public internet access on women's engagement in public participation.

One of the key findings from the meeting was that apart from internet access, civil society organizations need capacity building on the use of technology to enhance their public participation efforts.

This area, also referred to as civic tech, is vital for civil society organizations to find information on policy and legal developments and more efficient ways to submit comments to the government.

The meeting was held in Kenya where women continue to face gender-specific barriers to public life including decision-making processes.


Women hold 21.6% of seats at the national parliament and 33.5% of elected seats in deliberative bodies of local government.

The digital gender divide hinders women's ability to participate in the public sphere.

[Angela Minayo Grace Githaiga Ali Hussein Kassim Rosemary Koech-Kimwatu Mwendwa Kivuva Barrack Otieno Sylvia Katua Wambui Wamunyu](#)

Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
1,662	-	461	27.74%	60	0	9	-	31.89%

Top Performing Post



KICTANet

4,626 followers

2w • 🌐

⋮

[Grace Githaiga](#), our CEO in her remarks "What do we mean by the internet we want in Kenya".

What does this mean for us? The internet we is one that empowers every Kenyan regardless of location or socioeconomic status.

It is about ensuring that the benefits of taking the digital economy are accessible to all.

It also means breaking down barriers to digital access, bringing the digital divide and measuring changes.

It also means protecting human rights and freedoms. So getting the right to privacy and make sure you should show your online safety.

We must ensure our online spaces are free from speech disinformation, discrimination, and we must try to foster a digital environment that promotes most of us.

We cannot do all these if the image is not secure is not free from imagined cyber threats and existing identities as we embrace new and emerging technologies.

We must take cognizance of the potential for empowering our people while tackling new challenges.

More importantly, it means we must work collectively and collaboratively to shape the internet."

[#privacy](#) [#internetgovernance](#) [#KeIGF2023](#)

Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
3,625	-	64	1.77%	71	1	2	-	3.81%

Top Performing Post



KICTANet
 4,626 followers
 2w • 🌐

⋮

Sylvia Katua during her session on the Legal Framework for Public Participation, she emphasised on a proactive approach from the citizenry, through collaborations and following up. She also took time to explain various ways on how to participate. Follow us on our digital platforms for highlights via [#KeIGF2023](#) and [#WomenAndInternetAccess](#)
[Grace Githaiga Angela Minayo Mzalendo Trust International Center for Not-for-Profit Law \(ICNL\)](#) [Ali Hussein Kassim](#)




You and 103 others

1 comment • 3 reposts

Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
1,194	918	33	2.76%	104	1	3	-	11.81%

LinkedIn Comments

“

Looking forward to seeing this conversation trickling down to mashinani.

Jane Mwai-Kinyua

“

Grace Githaiga thanks for being a trailblazer for us women in tech, and for encouraging us all to keep chasing our dreams, as well as, kindly guiding us when we need it ... I appreciate you! 🌸 🌟

Mutheu Khimulu

“

Glad to be part of the discourse at the KENYA IGF 2023. (The Internet we want) The space for Data Protection & privacy is an area that still needs a lot of policy deliberations and developments.

Policap Ochieng

LinkedIn Comments



Thrilled to be back in Nairobi with KICTANet friends for this exciting convening during #KeIGF2023 week.

Irene Petras
@IrenePetras



It's important to have a responsible citizens consuming the internet. Freedom of expression has limitations. Your freedom ends where mine begins. #KEIGF2023

@CeciliaMaundu



"What an incredible conclusion to #KeIGF2023 with its theme 'the internet we want - empowering all Kenyan people.' The fireside chat on the power of #AI, #EmergingTechnologies, and their potential in the #DigitalEcosystem in Kenya was truly enlightening.

TRANSNZOIA ICT HUB
@Transnzoia_Hub




KICTANet
The Power of Communities



kictanet

KICTANet

 Edit profile

540 Following

725 Followers

593 Likes

TikTok Page Insights



Video views

2,938



Profile Views

151



Total Likes

134



Shares

12



New Followers

25

TikTok Dashboard



Search accounts and videos



Engagement

↓ Download data

Last 7 days

Last 28 days

Last 60 days

Jun 05 - Jul 01 ↓



Video views

117

-255 (-68.55%) ↓

Profile views

15

-2 (-11.76%) ↓

Likes

7

-8 (-53.33%) ↓

Comments

0

+0 (+0%)

Shares

0

-1 (-100%) ↓



Total followers

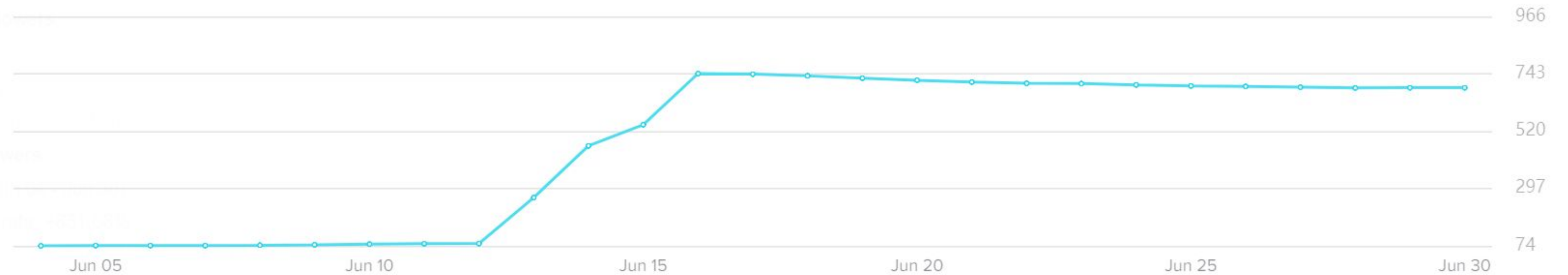
Download data

726 in total ⓘ

Net +689 (Jun 04 - Jun 30)

Growth rate +831.08% (vs. May 08 - Jun 03) ↑

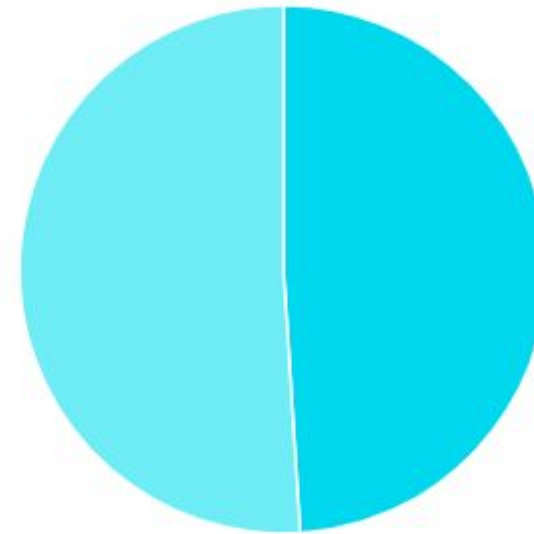
Jun 04 - Jun 30





Search accounts and videos

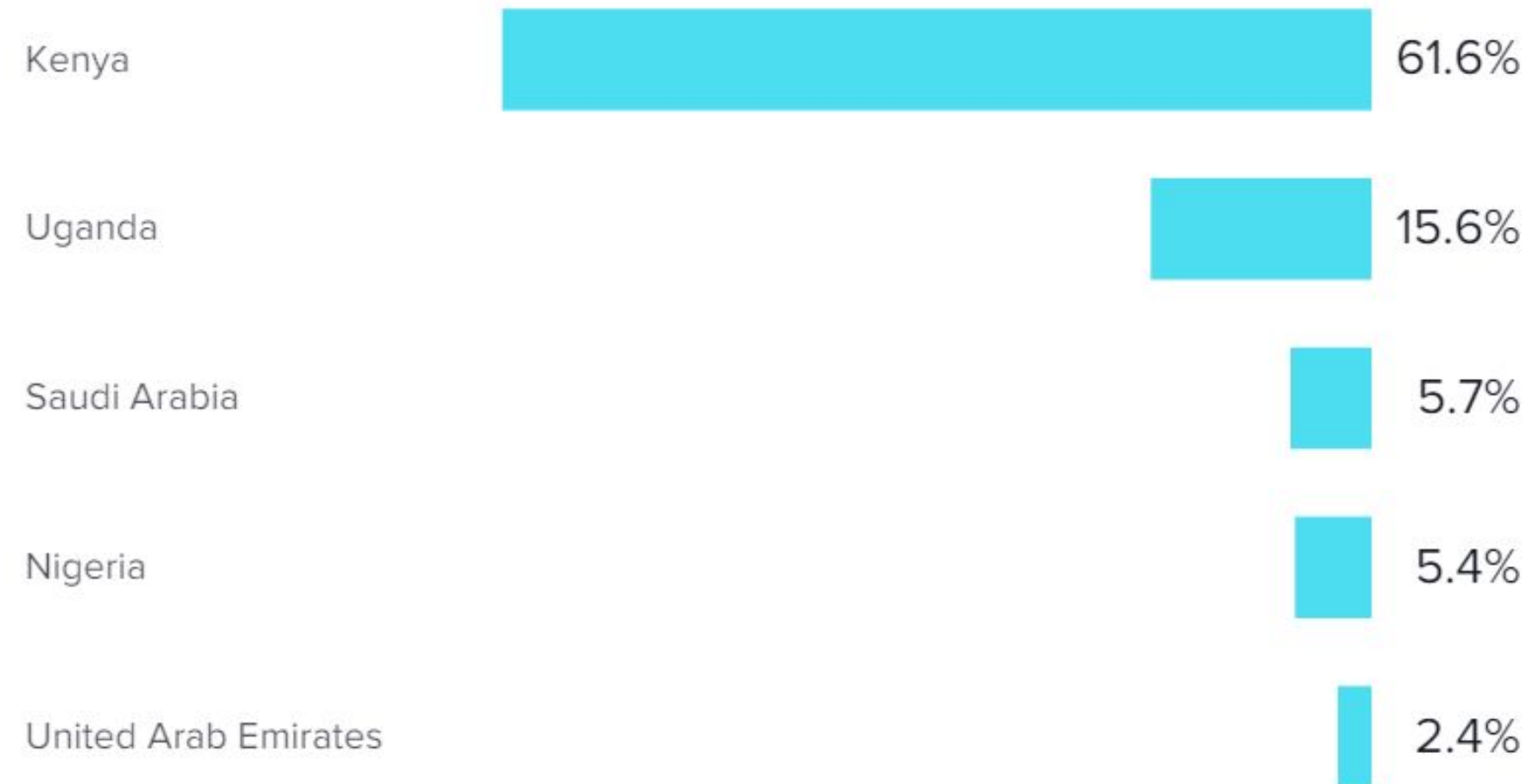
Gender ⓘ



51%
Female

49%
Male

Top territories ⁱ



Top Performing Post - 517 views



Search accounts and videos



+ Upload



The clock is ticking 🕒⌚📢 A Highlight of Kenya IGF 2023 Panel Sessions We are just 8 days away from Kenya Internet Governance Forum 2023 (KIGF). Have you registered? We have a great lineup of speakers and panel...

537 Views 6 Likes 0 Comments 0 Shares

Post time: 6/15/2023 12:00 PM ⓘ

Video performance

Total time watched

0h:50m:10s
+0.0s (vs 1d ago)

Average time watched

5.2s
+0.0s (vs 1d ago)

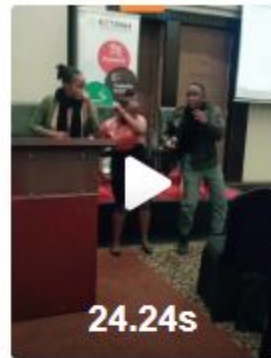
Watched full video

3.63%
+0% (vs 1d ago)

Reached Audience

517
+0 (vs 1d ago)

Top Performing Post - 238 views



Who got the moves? #KenyaYouthIGF #KeIGF2023 #KICTANet #Internet #Youth #CapCut

273 Views 20 Likes 1 Comment 0 Shares

Post time: 6/26/2023 7:32 PM ⓘ

Video performance

Total time watched

0h:52m:26s

↑ +26.0s (vs 1d ago)

Average time watched

11.3s

↑ +0.1s (vs 1d ago)

Watched full video

10.39%

↑ +0.32% (vs 1d ago)

Reached Audience

238

↑ +1 (vs 1d ago)



KICTANet
The Power of Communities

Top Performing Post - 210 views



#KeIGF2023 #KICTANet #Internet

223 Views 15 Likes 0 Comments 0 Shares

Post time: 6/20/2023 1:02 PM ⓘ

Video performance

Total time watched

0h:27m:38s

+0.0s (vs 1d ago)

Average time watched

7.0s

+0.0s (vs 1d ago)

Watched full video

4.24%

+0% (vs 1d ago)

Reached Audience

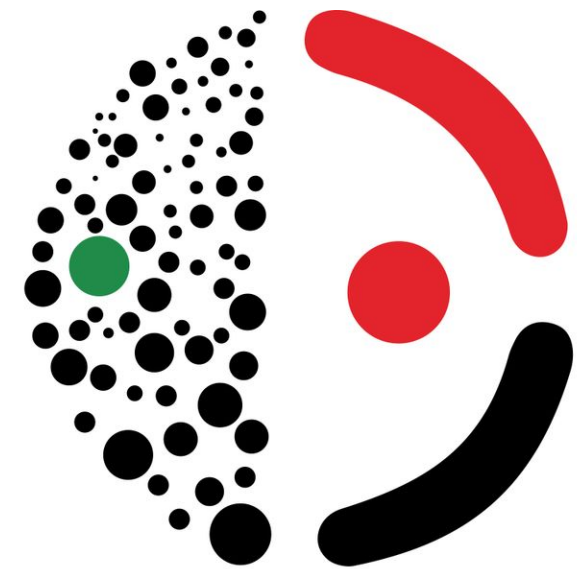
210

+0 (vs 1d ago)



KICTANet
The Power of Communities

Performance Overview



KeIGF
HERNESSING THE INTERNET



Twitter Analytics Overview

- **Tracked hashtag:** [#KeiGF2023](#) between 19th May 2022 and 7th July 2022.
- **New followers:**
- The #KeiGF2023 event attracted an impression of **100.5 million** compared to **80.7 Million** in the **#KeiGF2022**



KICTANet
The Power of Communities

Twitter Page Insights

NO. #KeIGF2023 TWEETS	IMPRESSIONS	ENGAGEMENTS	RETWEETS	REPLIES	LIKES	NEW FOLLOWERS
3480	100.5 million	214411	1200	500	3501	732



KICTANet
The Power of Communities

Popular Hashtags

#KeIGF2023

+ Compare

RELATED TOPICS

THEME TYPES # Hashtags -

#ICTAccess4all
#cybersecurity #HumanRights
#KeIGF2023
#KeSIG2023
#cybercrime

Top Performing Posts (sponsored)

Tweet activity



KICTANet @KICTANet

Register to virtually attend the Kenya IGF on 22 June 2023 via Zoom webinar

[https://us06web.zoom.us/webinar/register/WN_b7hjT_mCRgiLPJ3LjKQh_g ...](https://us06web.zoom.us/webinar/register/WN_b7hjT_mCRgiLPJ3LjKQh_g...)

#KeIGF2023

^MK pic.twitter.com/D9bGuDnWOL

Impressions

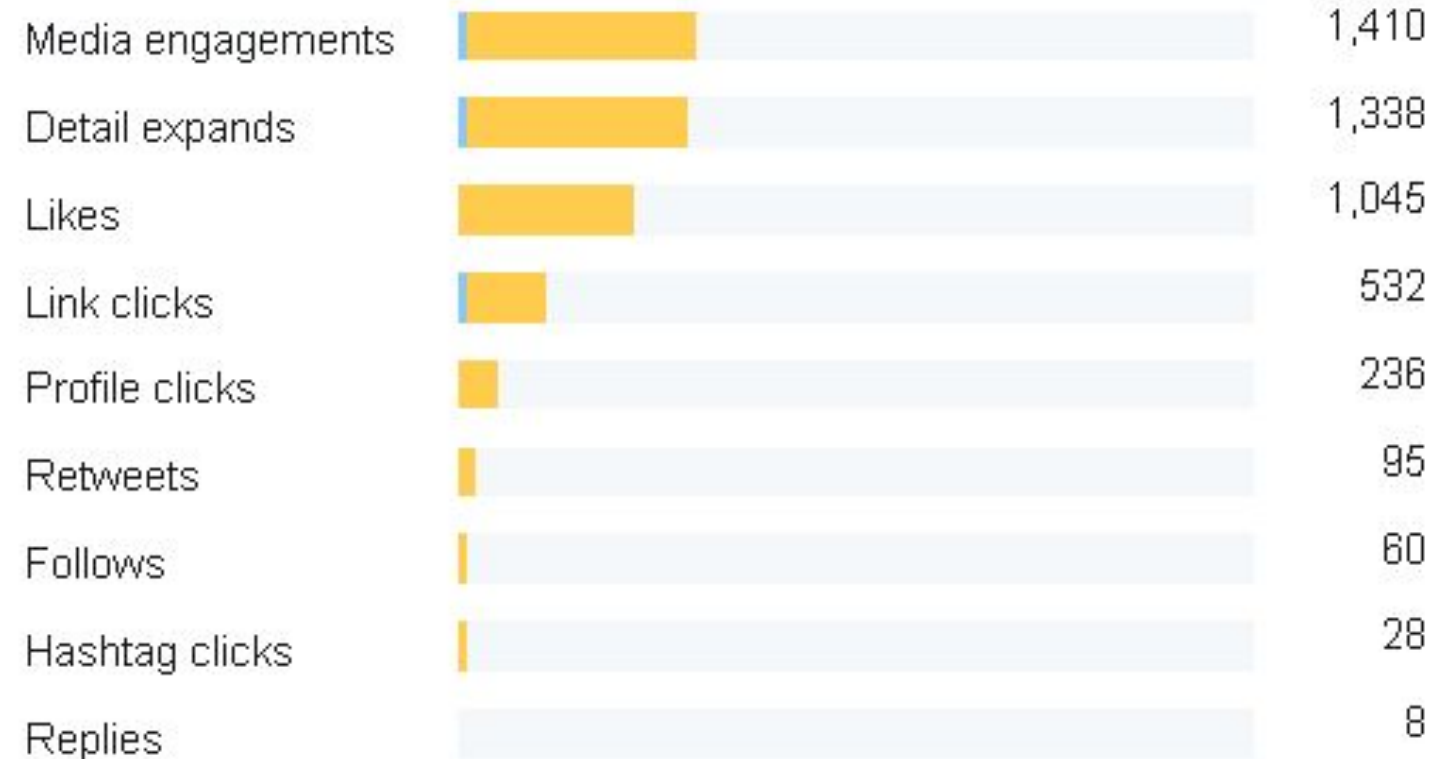
471,185



2,763 organic 468,422 promoted

Total engagements

4,752



Top Performing Posts



KICTANet @KICTANet

Thank you Mercy Ndegwa, Public Policy Director, East & Horn of Africa @Meta for sharing your knowledge and expertise with us during the Kenya Internet Governance Forum 2023.

KICTANet looks forward to future events where we can continue to learn from each other.

#KeIGF2023 ^EJ pic.twitter.com/gjq4LBIJ21

Impressions	4,759
Total engagements	114
Detail expands	47
Likes	23
Media engagements	19
Profile clicks	15
Retweets	7
Replies	2
Link clicks	1



KICTANet
The Power of Communities

Top Performing Posts

KICTANet @KICTANet
 Congratulations KeSIG class of 2023!
 @ggithaiga , @AliHKassim @otienobarrack @TechWakili
 @MwendwaKivuva @teacherkaris @JWalu @judyokite
 #KeIGF2023 ^EJ pic.twitter.com/v6bDYqCjnV

Impressions	3,866
Media views	519
Total engagements	167
Media engagements	62
Likes	32
Profile clicks	32
Detail expands	22
Retweets	18
Hashtag clicks	1

Twitter Comments



#KeIGF2023 themed "the internet we want - empowering all Kenyan people" ended on a high note with panelists & participants engaging in a fireside chat on the power of **#AI**, **#EmergingTechnologies** & the opportunities it presents in the **#DigitalEcosystem** in Kenya.

@DTC_Kenya



The 3rd Kenya Youth IGF, this was a very insightful session that focused on youth involvement in internet governance, social media and how it relates to mental health issues, and awareness and matters of youths in cybersecurity. **#KeIGF2023**

GRACE KARIMI

@Gracekaree77



Collaboration multistakeholderism is the key to creating the internet we want . We would especially like to see more **#collaboration** with academia to be guided on steps made so far v/s where we're headed **#KeIGF2023**

Becky

@BeckyWambui

Twitter Comments



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Irene Petras
@IrenePetras



It's important to have a responsible citizens consuming the internet. Freedom of expression has limitations. Your freedom ends where mine begins. #KEIGF2023

@CeciliaMaundu



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TRANSNZOIA ICT HUB
@Transnzoia_Hub

Media Coverage

MEETING	HEADLINE	DATE	OUTLET	LINK
KeIGF2023	KICTANet Gears Up for Internet Governance Forum 2023	May 24, 2023	techweez	https://techweez.com/2023/05/24/kenya-internet-governance-forum-2023/
	Tech stakeholders urged to collaborate to tackle challenges	29 June 2023	the star	https://www.the-star.co.ke/sasa/technology/2023-06-29-tech-stakeholders-urged-to-collaborate-to-tackle-challenges/
	Tech Industry Stakeholders Urged To Collaborate To Tackle Challenges	June 26, 2023	sokodirector	https://sokodirectory.com/2023/06/tech-industry-stakeholders-urged-to-collaborate-to-tackle-challenges/

Media Coverage

MEETING	HEADLINE	DATE	OUTLET	LINK
KeIGF2023	Tech Stakeholders Urged to Collaborate on Challenges	June, 2023	techfolio	https://techfolio.co.ke/tech-stakeholders-urged-to-collaborate-on-challenges/
	ICT experts root for internet hygiene among youth and children	June 22, 2023	https://www.kbc.co.ke/	https://www.kbc.co.ke/ict-experts-root-for-internet-hygiene-among-youth-and-children/
	Need For Government To Step Up Cybersecurity To Combat Online Child Abuse	June 16, 2023	https://www.kenyanews.go.ke/	https://www.kenyanews.go.ke/need-for-government-to-step-up-cybersecurity-to-combat-online-child-abuse/

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MEETING	HEADLINE	DATE	OUTLET	LINK
KeIGF2023	Kenya's Internet Governance Journey: Navigating Challenges and Driving Digital Transformation.	June, 2023	KICTANet	https://www.kictanet.or.ke/kenyas-internet-governance-journey-navigating-challenges-and-driving-digital-transformation/
	What the Internet We Want Looks Like			https://www.kictanet.or.ke/what-the-internet-we-want-looks-like/
	2023 Kenya Internet Governance Forum Takes Place in Nairobi			https://www.kictanet.or.ke/2023-kenya-internet-governance-forum-takes-place-in-nairobi/
	Kenya IGF Week: The Voice of the Youth on Data Privacy			https://www.kictanet.or.ke/kenya-igf-week-the-voice-of-the-youth-on-data-privacy/

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MEETING	HEADLINE	DATE	OUTLET	LINK
KeIGF2023	The Road to the 16th Kenya Internet Governance Forum	June, 2023	KICTANet	https://www.kictanet.or.ke/the-road-to-the-16th-kenya-internet-governance-forum/
	Civic Tech for Women: A New Avenue of Inclusive Public Participation			https://www.kictanet.or.ke/civic-tech-for-women-a-new-avenue-of-inclusive-public-participation/
	KeIGF 2023 Takeaways: Harnessing the Power of AI & Emerging Technologies			KeIGF 2023 Takeaways: Harnessing the Power of AI & Emerging Technologies KICTANet Think Tank