

2022 Kenya Internet Governance Forum Social Media Report

Hybrid Forum: Sarova Panafric-Nairobi

Date: 30th June, 2022

Theme: "Resilient Internet for a shared sustainable and common future"



KENYA IGF 2022

KENYA'S PREMIER INTERNET POLICY FORUM

Hybrid Forum 🔠 30th June 2022



Theme: Resilient Internet for a shared sustainable & common future

Sponsors

www.kigf.or.ke #KelGF2022































Terminologies

- We used <u>Brand Moran</u> tool, Twitter analytics, Facebook Analytics and Linkedin Analytics to analyze #KelGF2022 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 rates: Any interaction users had with posts such as likes, shares, comments, replies, retweets, clicks

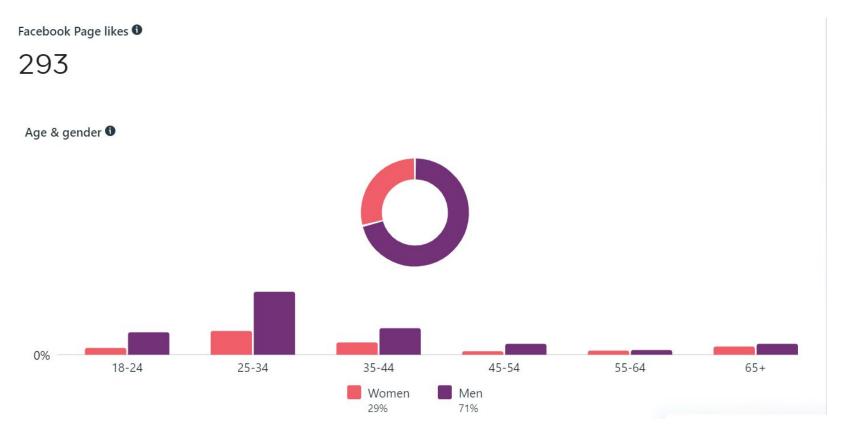
Terminology Used To Audit The Social Conversation

Description	Twitter Numbers
Potential Impact	80.7M
Potential Reach	11.03M
Contributors	117
Follower/ contributor	125.31k
Original Tweets	644
Engagement rate	4.4%
Replies	281
Reshares	1.3k
Links/ Images	57.8%

Facebook Report- KeiGF page

- Account name: Kenya IGF <u>@KenyaIGF</u>
- Followers then: 240 likes 249 follows
- Current Community: 302 likes 249 follows
- New Followers: 9 likes
- Page reach: 149
- Page visits: 28

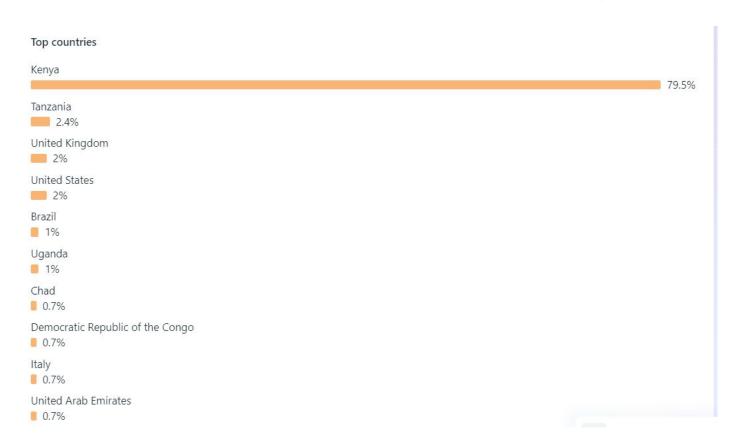
General Audience Overview



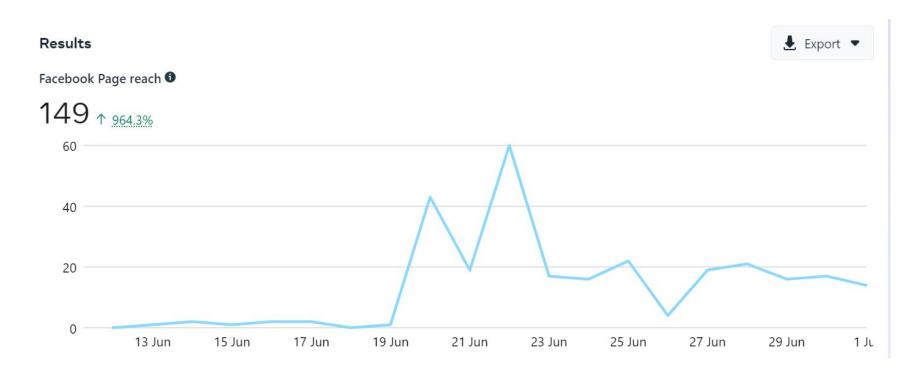
Facebook Audience per Town/Cities



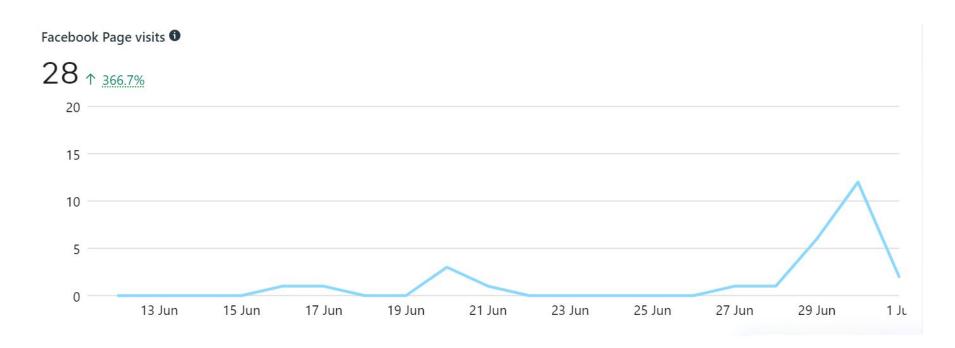
Facebook Audience Per Country



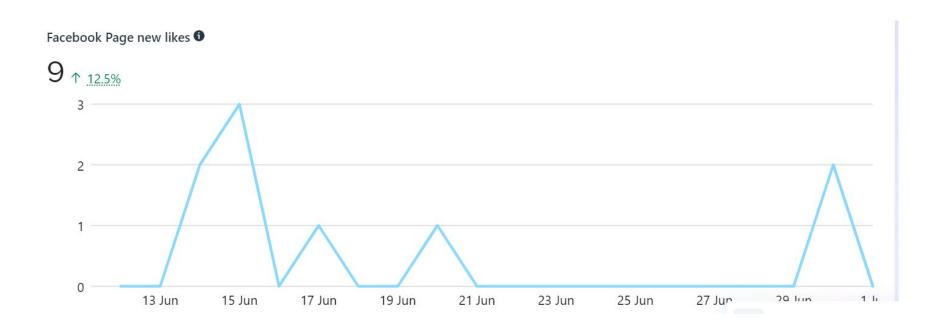
KelGF Facebook Page Reach



Facebook Page visits



Facebook Page New Likes



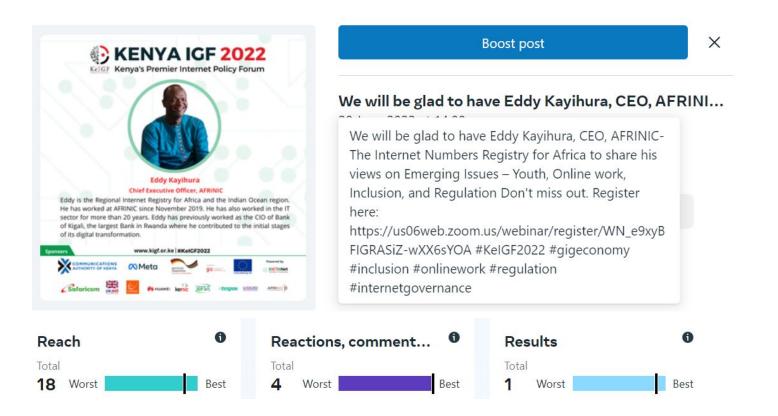
Top-Performing Organic Posts

This post reached 988% more people (87 people), 1 like, 1 share and 2 link clicks



Post with Highest Reactions

This post received 300% more reactions (4 reactions), 18 reach and 1 link click



Facebook Report- KICTANet page

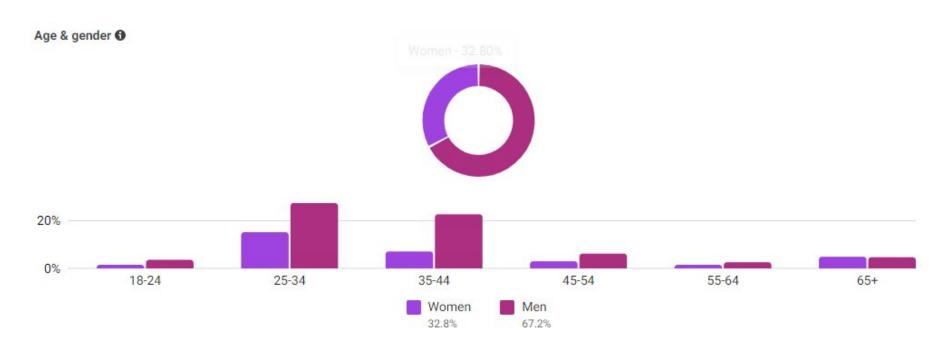
- Account name: KICTANet @KICTANet
- Followers then: 529 likes 544 follows
- New Followers: 15 likes
- Page reach: **2,373**
- Page visits: 131

(data taken between June 20-June 30, 2022)

Sponsors Mentions/Tag on KeiGF Facebook Page Posts

Sponsor	Number of Mentions
Communications Authority of Kenya	7
Meta	3
GIZ	3
Safaricom	3
UKAid	1
Huawei	2
KeNIC	2
Tespok	2
AFRINIC	2
IGFSA	1
Liquid Intelligent Technologies	2

General Audience Overview



Facebook Audience per Town/Cities

Top cities Nairobi, Kenya 64% Mombasa, Coast Province, Kenya 3.8% Kisumu, Nyanza Province, Kenya 1.8% Eldoret, Rift Valley Province, Kenya 1.6% Nakuru, Rift Valley Province, Kenya 1.4% Kiambu, Central Province, Kenya 1.1% Athi River, Eastern Province, Kenya 0.7% Kampala, Uganda 0.7%

Garissa, North Eastern Province, Kenya

0.5%

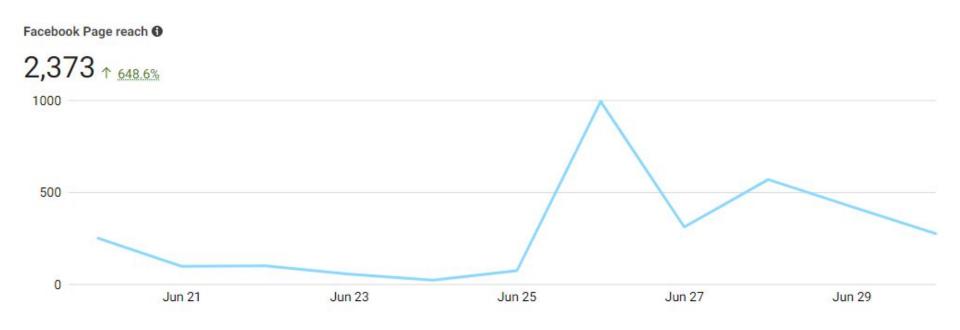
17

Facebook Audience Per Country

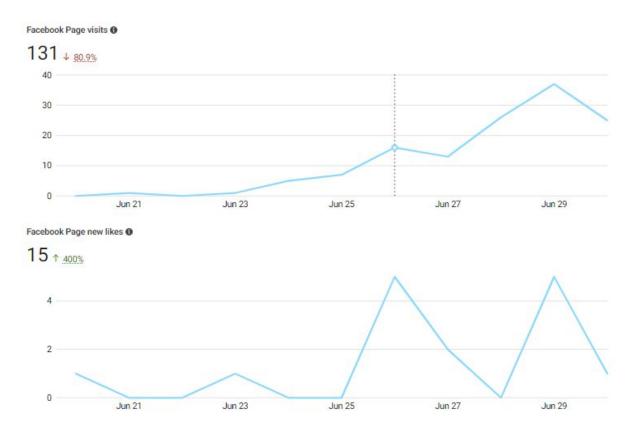
Kenya 82.5% United States 2.1% United Kingdom 1.1% Nigeria 0.9% Uganda 0.9% Tanzania 0.7% Zambia 0.7% Qatar 0.5% The Gambia 0.5% Cameroon

0.4%

KelGF Facebook Page Reach



Facebook Page Visits & Likes



Top-Performing Organic Posts



Sat Jun 25, 9:50pm

We concluded the 3-...



Reach 1,450



Mon Jun 20, 4:52am

Here is your chance t...

Post

Reach 287



Tue Jun 28, 9:49am

Mr Joel Karubiu, Chi...



Reach 693



Wed Jun 29, 1:21am

1 day left to this year'...

Post

Reach 269



Thu Jun 30, 2:44am

"Connectivity is a fun...

Post

Reach 310



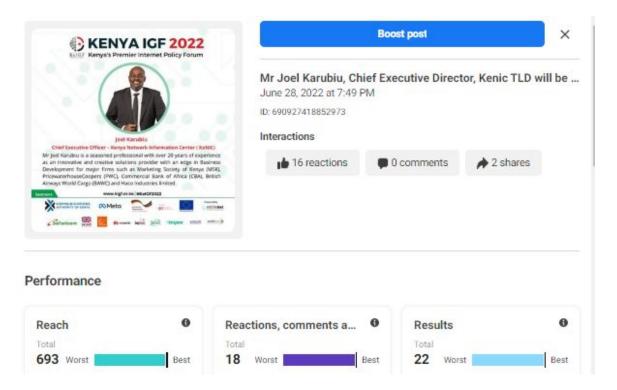
Wed Jun 22, 9:31pm

On Monday, in partne...

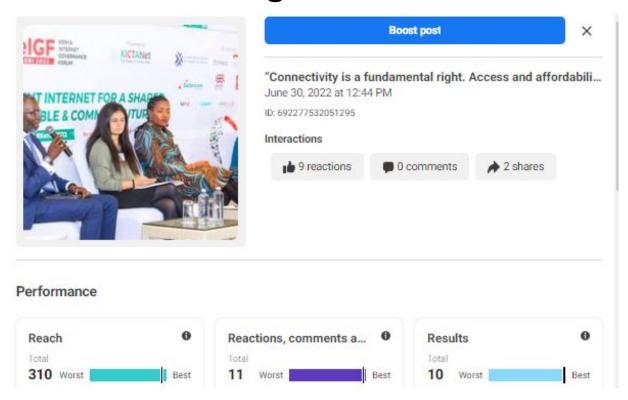
Post

Reach 160

Post with Highest Reactions



Post with Highest Reactions



Twitter Analytics Overview

- Tracked hashtag: #KeiGF2022 and #KelSG2022 between 19th June 2022 and 2nd July 2022.
- New followers: 124 (from 3,941 to 4,065)
- The #KeiGF2022 event attracted an impression of 80.7 Million compared to 63,192 in the #KeiGF2021



Sponsors Mentions/Tag on Kictanet Twitter Posts

Sponsor	Number of Mentions
Communications Authority of Kenya	12
Meta	22
GIZ	10
Safaricom	17
UKAid	3
Huawei	10
KeNIC	4
Tespok	9
AFRINIC	5
IGFSA	2
Liquid Intelligent Technologies	4

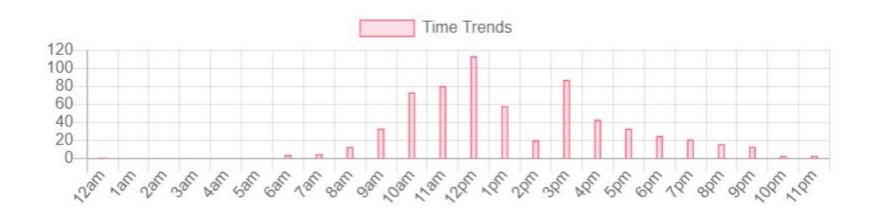
Twitter Mentions Popularity Per Day

Mentions Per Day

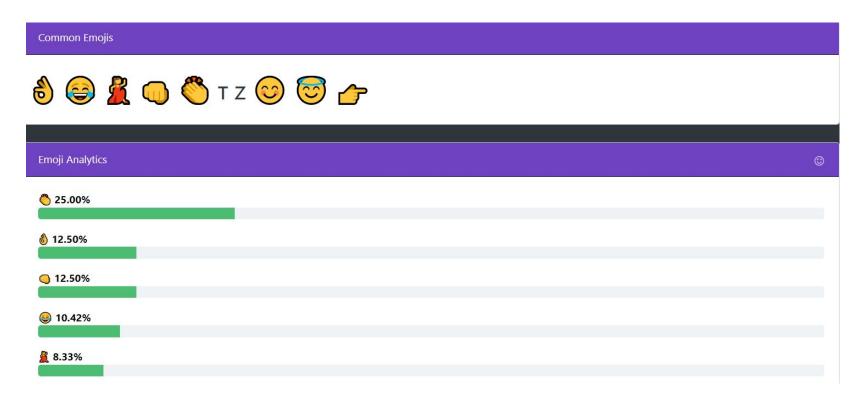


Twitter Mentions Per Hour

Mentions Per Hour



Twitter Emoji Analytics



Popular Hashtags

Popular Hashtags

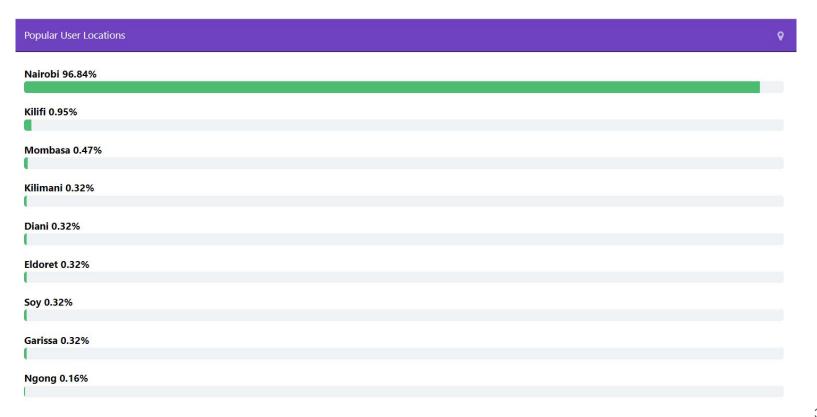
#KIGF2022 #killtheICTbill #LipaMdogoMdogo #DarSIG #KiGFWeek #GenderPerspective #DataGovernanceAndLiteracy #Meta #InternetGovernanceForum #CyberSecurity #Elections2022 #DataProtection #KelGF #InternetAccessability #digitaltransformation #InternetGovernance #KenyaYouthIGF #KICTANETLeadershipSeries #Disinformation #IGF #dataprotectionke #internetessentials #igf2022 #KeiGF2022 #DigitalAgendaTz #DisinformationPathways #ProudKeSIGAlumni #WomenSafetyOnlineKe #KeGIF #Metaverse #KICTANet #KeYouthIGF #KIGF #gigeconomy #LetsGo #Kenya #KenyaIGF2022 #eGovernment #eGovernance #KeSIG #KeSIG2022 #Grantee2 #DotKE #TukoCyberSmart #Resilient #ADRF #cipesa #DataPrivacy #Cyberhygiene

Popular Keywords

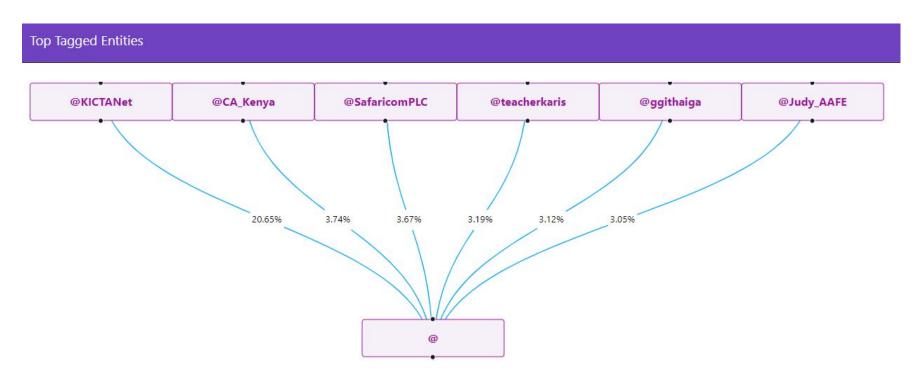
Popular Keywords

event Authority Privacy Mr election Customer Estonia Readiness Protection Joseph responsibility session security using gender Governance disinformation Policy accessibility training Forum year government transformation domain Affairs country Stephen Nairobi Africa Kenya community learning Inc Director awareness Ms Mercy dialogue hygiene Office IG data presentation Internet sessions discussion us information

Contributors Twitter Locations



Top tagged Entities/Users



Top Performing Tweets



Day 2 Kenya IGF Week, we are collaborating with @Meta to hold a #KICTANetLeadershipSeries roundtable for stakeholders in Kenya to highlight emerging concerns arising from the use of Meta's Platforms in Kenya. #KeIGF2022

KelGF	KENYA IGF 2 Kenya's Premier Internet Po Engagement in the Use of Met	licy Forum KelGF	KENYA'S P		F 2022 NET POLICY FORU
	Monday, 28th June 2022 8:00AM-2:00PM	Mode 3 TRAI	NING Internet Governar		REPORT L Data Governar Pathways
	Panafric Hotel and Zoom		BLE ON a Protection for Wo		KENYA YO
			BLE ON nity Standard on Pr		e 30 th KENYA IG Multistakehol
			www.kigf	or.ke #KelGF	2022
Mercy Nder Heta Pletform		ey Palicy. Strethmore CPF	eta proman	giz	Safar
∞M	www.kigf.or.kel #KelGF2022	Powered by	vei kenio	IGFSA	tespoк

Impressions	4,406
Total engagements	191
Media engagements	103
Detail expands	44
Likes	2′
Retweets	14
Replies	2
Hashtag clicks	2
Profile clicks	2
Link clicks	9

13 Retweets 1 Quote Tweet 21 Likes

Top Performing Tweets



Next is the High (C-Level) Panel to discuss resilient Internet for a Shared, Sustainable and common future #KeIGF2022 ^EJ



10:13 AM · Jun 30, 2022 · TweetDeck

Impressions	3,43
Total engagements	146
Media engagements	8
Likes	2
Retweets	1
Detail expands	1
Replies	9
Profile clicks	
Hashtag clicks	

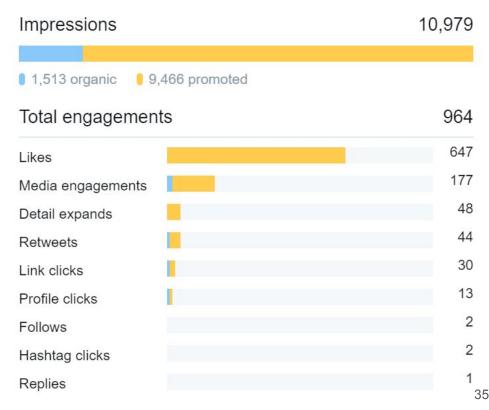
Sponsored Posts



The #KeIGF to be held on 30th June 2022, brings together stakeholders representing government, the private sector, civil society, technical and academic community. Register here for to participate kigf.or.ke/front-page-fea...

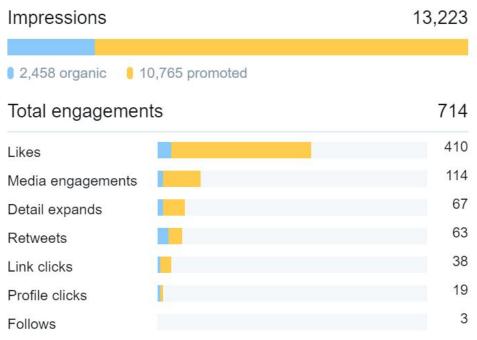
^MK





Sponsored Posts





#KelGF2022 Twitter Feedback





#KeiSG2022 Twitter Feedback





Linkedin Analytics Overview

- New followers: 202 (from 2034 to 2241)
- The #KeiGF2022 posts attracted an impression of 40,935 (993 reactions
 -17 comments and 46 shares)

Sponsors Mentions/Tag on Kictanet Twitter Posts

Sponsor	Number of Mentions
Communications Authority of Kenya	6
Meta	6
GIZ	8
Safaricom	10
UKAid	5
Huawei	4
KeNIC	5
Tespok	5
AFRINIC	4
IGFSA	4
Liquid Intelligent Technologies	3

Top Performing Linkedin Posts

 Day 1 of the Kenya IGF Week where we held a "Roundtable Meeting on Privacy and Data Protection for Women". https://bit.ly/3Rxagif

The post had 2849 impressions

The Kenya IGF Week officially begins today.
Our first activity is our roundtable meetin...
Posted by David Indeje
6/27/2022

Image All 2,849

The second, where we had Ms.Maureen Mwaniki, Vice Director of Programs
 Management- Huawei Technologies, Kenya https://bit.ly/3PvweAt





Mercy Ndegwa commented on your company's update

With pleasure! Thank you for the opportunity to work with you.



Asante sana **Meta** for being our event sponsor for the Kenya Internet Governance...



Makori VA commented on your company's update

KICTANet Thank you for putting together such a great session.



Mercy Ndegwa, Public Policy Director, East & Horn of Africa at Meta Platforms Inc will b...



Salomé Eggler • 2nd

Head of Digital Transformation Centre @GIZ Kenya 1w • Edited • 😯

Thank you Ali Hussein Kassim and KICTANet for being part of this effort. The GIZ Kenya Digital Transformation Centre together with Estonian Centre for International Development (ESTDEV) is looking forward to further accompany Kenya on its path towards e-government!

#egovernment #TeamEurope



Ali Hussein Kassim • 1st

Tech Executive, Advisor to Boards, operating at the intersection of Marketing & ...

1w • 🕲

Kenya's #Digital Readiness Report.



Dan Muniu mentioned your company in a comment

I was humbled to document this event in Photography... it was a success and a well organized one. Keep it up KICTANet



Last week marked Kenya's celebration of the 15th edition of Kenya Internet Governance...42



Grace Gatimu

Lawyer | Project Management | Research | Monitoring and Evaluation

View full profile

Grace Gatimu • 2nd
Lawyer | Project Management | Research | Monitoring and Evaluation

The one thing that is constant is change. And so does the internet keep changing in scale, scope and importance.

I recently watched "The Mitchel Vs. The Machines" and it was marvelling to see the humorous animation raising the conversation around AI and Data Privacy and Protection.

This got me thinking of the presentation by Paul Muchene on the Evolution of the internet during the KeSIG cohort 2022 training. The rise of AI and Robotics was one of the points raised as a possible outcome in the future and he went ahead to point out the need for human intervention.

It became clear to me that this human intervention can be achieved through a rational and inclusive regulatory framework of AI applications, that is capable of balancing the drive for innovation with ethical practices.

Currently, data is a strategic asset and our lives are now centered on data. The animation pointed out the invasion of privacy, the ethics of taking people's data without their knowledge or permission and this echoed why data protection laws are now important, as raised by Grace Mutung'u in her presentation on Data Protection in Kenya.

This animation provided a serious entry point to internet governance and policymaking. I wouldn't have been able to relate to the animation on this level had I not undertaken the enlightening course on Internet Governance offered Kenya School of Internet Governance together with KICTANet.

It was an amazing journey of learning and growing and I am glad to have graduated and achieved this milestone.

Thank you to Grace Githaiga, Rosemary Koech-Kimwatu, Barrack Otieno, Judy Okite, Kelvin Kariuki, John Walubengo, CISA, CDPSE, (OGW) and the rest of the KICTANet and KeSIG team for the chance to be a part of the KeSIG Fellowship Cohort of 2022. Link https://bit.ly/3P5a9Zr



Linda Gichohi

Lawyer | Certified Mediator|KeSIG Cohort 7|MOVHERS Fellow| Co-Founder- Advocacy and Awareness Centre (AAC-Kenya) initiative

View full profile



Linda Gichohi • 2nd

Lawyer | Certified Mediator|KeSIG Cohort 7|MOVHERS Fellow| Co-Founder- A... 1w • Edited • 🕦

It has been an incredible, knowledgeable and very informative week!!

First I got to Graduate as a KeSIG Fellow during the 2022 Kenya Internet Governance Forum on 30th #KeIGF2022. I got to learn so much at the Kenya School of Internet Governance #KeSIG2022 All Thanks to KICTANet.

Areas covered included:

- Internet governance, its concepts, processes and how to get involved.
 -Kenya's internet Governance policy /legal framework(s) eg; the Data Protection
 Act 2019, Data Protection General Regulations 2021 and Data Protection
 (Compliance & Enforcement) Regulations 2021.
- -Internet Governance Issues in Kenya as well as Digitization and digital rights in Kenya and Africa at large.

I was also fortunate to participate in the forum engagements leading to the 2022 Kenya Internet Governance Forum.

Day:

1: Round-table for Privacy and Data Protection For Women.

- Launch of Policy Brief of Data Protection and Privacy in Kenya from a Gender Perspective which included great panelists such as Mwenda Tevin (Data Protection Advisor) at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Dr. Ololade Shyllon (Head of Privacy Policy Africa, Middle East & Turkey) Meta, Victor Ndede Amnesty International Kenya, Riva Jalipa (Tax Justice Strategeist Oxfam), @Nerima Wahu (Exec. Siasa Place) and lastly Prof. Sylvia Kang'ara who presented the key Findings and Recommendations from the Policy Brief aimed at enhancing women's online participation and overcoming the biases that hinder optimal experiences, participation and cause harm. All thanks to the Agenda Setters and Panelist Elizabeth Orembo Angela Minayo KICTANet and most of all Grace Githaiga KICTANet for making these engagements possible.

Link https://bit.ly/3Rvbc6J



Meshack Kukubo Masibo

Award Winning Writer, Speaker, Lawyer and Data Protection Specialist working at the intersection of Tech, Law and Policy.

View full profile



Meshack Kukubo Masibo • Following

Award Winning Writer, Speaker, Lawyer and Data Protection Specialist worki...

This week I got a chance to be part of the Kenya Internet Governance Forum, #KIGF organized by KICTANet. It was an eventful week that started with me learning the unique privacy challenges that women face when navigating the internet through Angela Minayo's insightful project on women and privacy.

On Tuesday, I got to interact with officials from Meta and raised some of the critical concerns I had about how Meta/Facebook handles people's data. I was honored by the fact thatSarah Muyonga, who serves as Meta's Public Policy Manager for East Africa took the time to personally respond to some of my concerns on psychographic profiling/personality profiling and targeted ads marketing. Although we did not completely agree she greatly clarified on the steps and interventions Meta takes to safeguard its user's privacy and was open to hearing my future questions and concerns.

In addition to that, I had an insightful conversation with Mugambi Laibuta on how regulators handle personal data concerns and the challenges of having concerted efforts in handling data privacy concerns in the global south. As usual, his view was enriched with time-tested wisdom and understanding.

I finished the week with an enriching conversation with Adam Lane of Huawei who shared with me some deep insights on geopolitical hoops and challenges Huawei faces, their experiences in the African market, and how to grow a successful start-up in Kenya.

Not to mention the interesting side chatter with Mwenda Tevin and experiencing the wonderful moderation, planning, and convening power of Grace Githaiga Mwendwa Kivuva and Victor Kapiyo

It is also the week I graduated as a Kenya School of Internet Governance Fellow 2022, ready to champion the course of digital rights in Kenya and beyond! Link https://bit.ly/3nZRbaP

Thank you KICTANet for the wonderful experience!



Ochieng Ogango • 2nd

Advocate of the High Court of Kenya|Certified Proffessional Mediator (M.T.I)|Ke...

1w • 🕥

Resilient internet for a shared sustainable and common future. It has been a very insightful week, the climax being the Kenya Internet Governance Forum 2022.see more



Hybrid Forum 🗂 30th June 2022

Theme: Resilient Internet for a shared sustainable & common future

onsors

www.kigf.or.ke #KelGF2022



Cynthia Chepkemoi • 2nd

Legal & Data Protection Officer @South-End Tech Limited | Content Director ~ ... 1w • Edited • ♥

Have you ever been in a space where everything that excites you is being discussed? Talk of Data Protection, Privacy Rights, Online Gender Based Violence, Cybersecurity and the best practices to be adhered to.

I have been in an amazingly beautiful space for the last 4 days. I happen to be part of the team that tested the Pre-Beta version of Module 5 of the Digital Enquirer Kit on Online Gender Based Violence. We all deserve a safe Digital Space . It was an honour working with the entire team from KICTANet Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Angela Minayo Elizabeth Orembo. Grace Githaiga Megan Kathure #KIGF2022

THE END