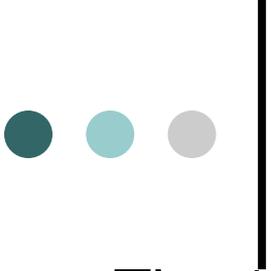




Social Media Marketing Report

Kenya: Internet Governance Forum Conference 2018
“ICTs for Kenya’s Development: Getting Everyone on Board”



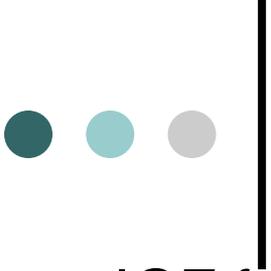


Background

- The 11th Kenya: Internet Governance Forum Conference 2018 themed “**ICTs for Kenya’s Development: Getting Everyone on Board**” aimed to serve as a platform for policy dialogue on issues of Internet governance in Kenya.

The theme revolved around:

1. Enhancing Cybersecurity for development
2. Harnessing ICTs in Government
3. Safeguarding Privacy and data and the EU GDPR
4. Content Regulation on the Internet
5. Developments in Fintech and E-commerce
6. Emerging Technologies Trends

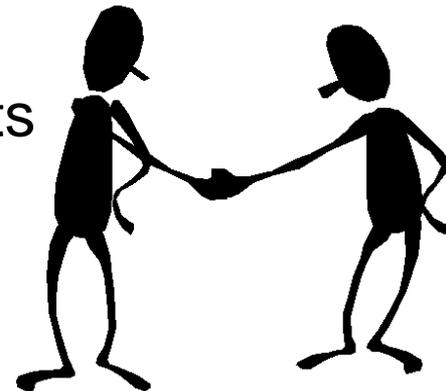


Background

- IGF forums are localised and their outcomes feed into each other from country to the global level.
- The outcomes of the country level (Kenya IGF) feed into the regional level (East Africa IGF), continental level (Africa IGF) and ultimately at the global level (IGF).
- This year, the 13th Annual Global IGF Meeting convened by the United Nations, will be hosted by the
- Government of France and is scheduled to take place on 12 - 14 November 2018 at the UNESCO Headquarters in Paris, France.
- The 2018 Kenyan IGF forum was also pushed online using **#KIGF2018**

Terminology Used to Audit the Social Conversation

- We used *Tweetbinder* to analyse **#KIGF2018** 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.
- **NB:**Basic Tweetbinder collects up to 2,000 tweets for a period of 7 days.



Overview Of The #KIGF2018 Online Engagement

#KIGF2018

Jul 19, 2018 11:47:59 - Jul 21, 2018 08:20:04

2,000

TOTAL TWEETS

TEXT TWEETS 10.55% 211

REPLIES 6.30% 126

RETWEETS 70.15% 1,403

LINKS/PICS 13.45% 269



13,955,693

Potential impacts



3,874,978

Potential reach



569

Contributors



3.51

Tweets/contributor



6,810.15

Followers/contributor



597

Original tweets



183

Original contributors

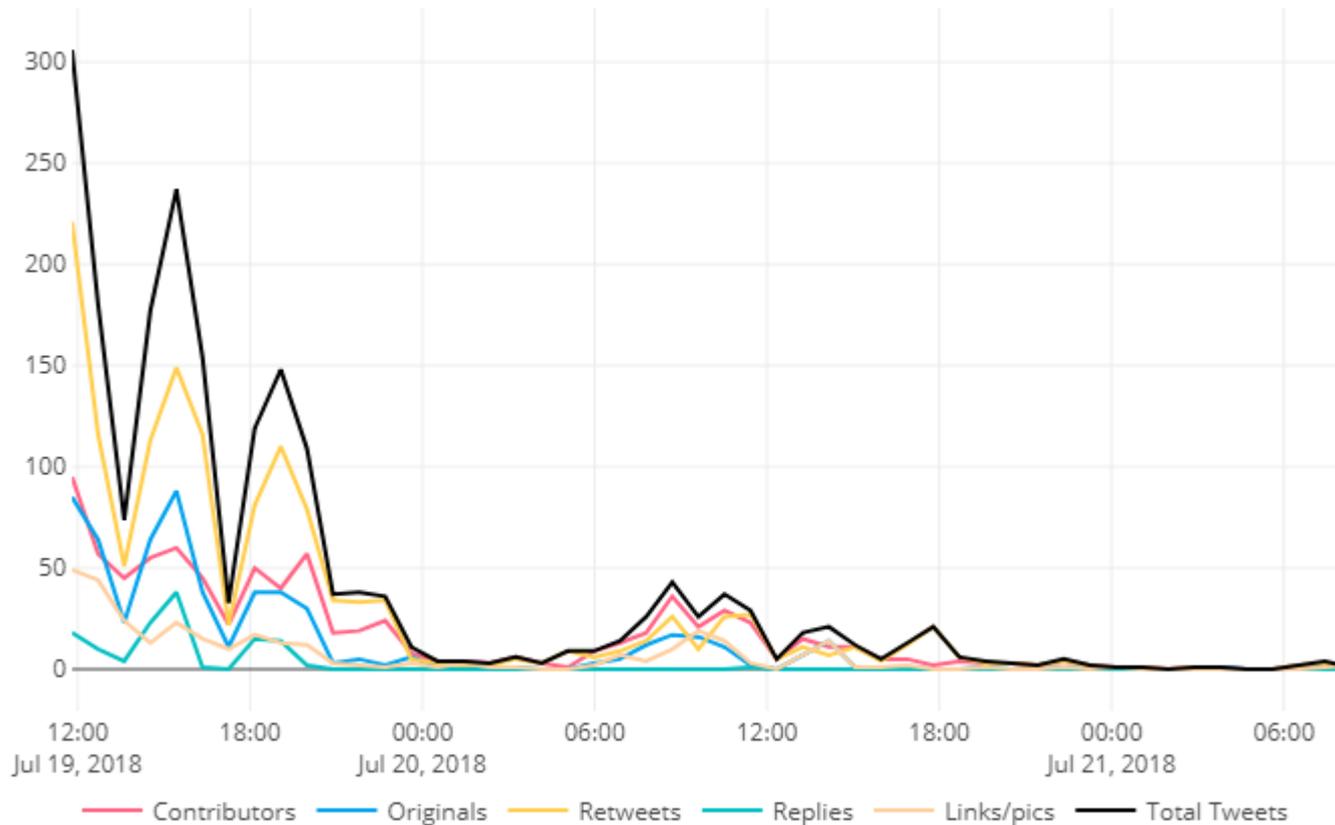


3.26

Original tweets/contributors

Overview Of The #KIGF2018 Online Engagement

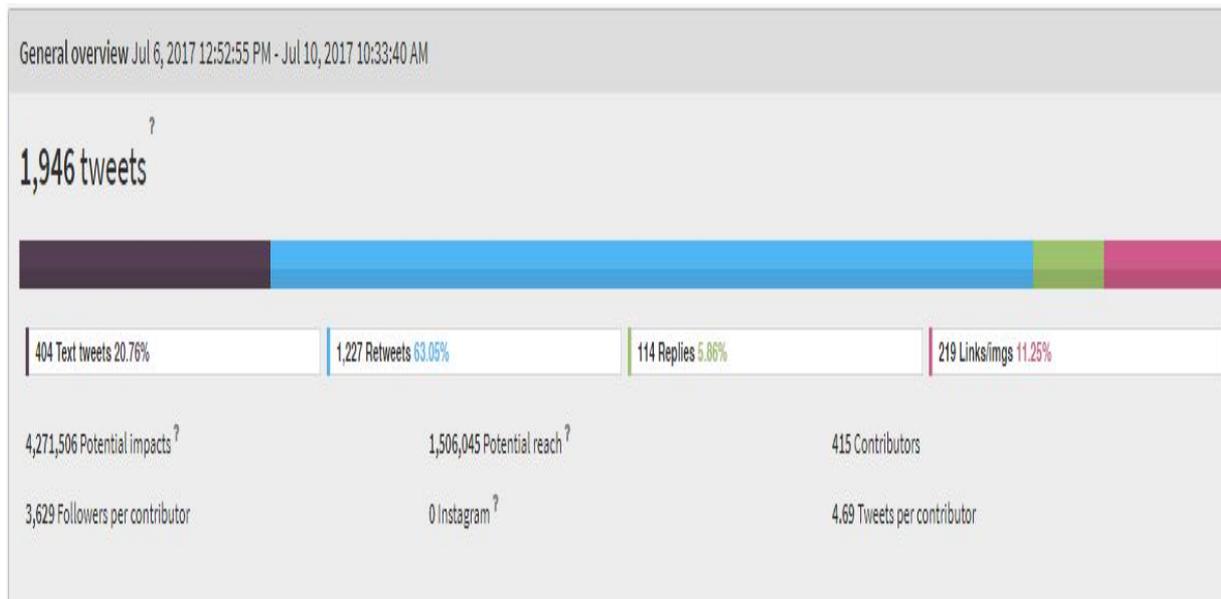
Graphical Representation of the online engagement Jul 19, 2018 11:47:59 - Jul 21, 2018 08:20:03



Statistics

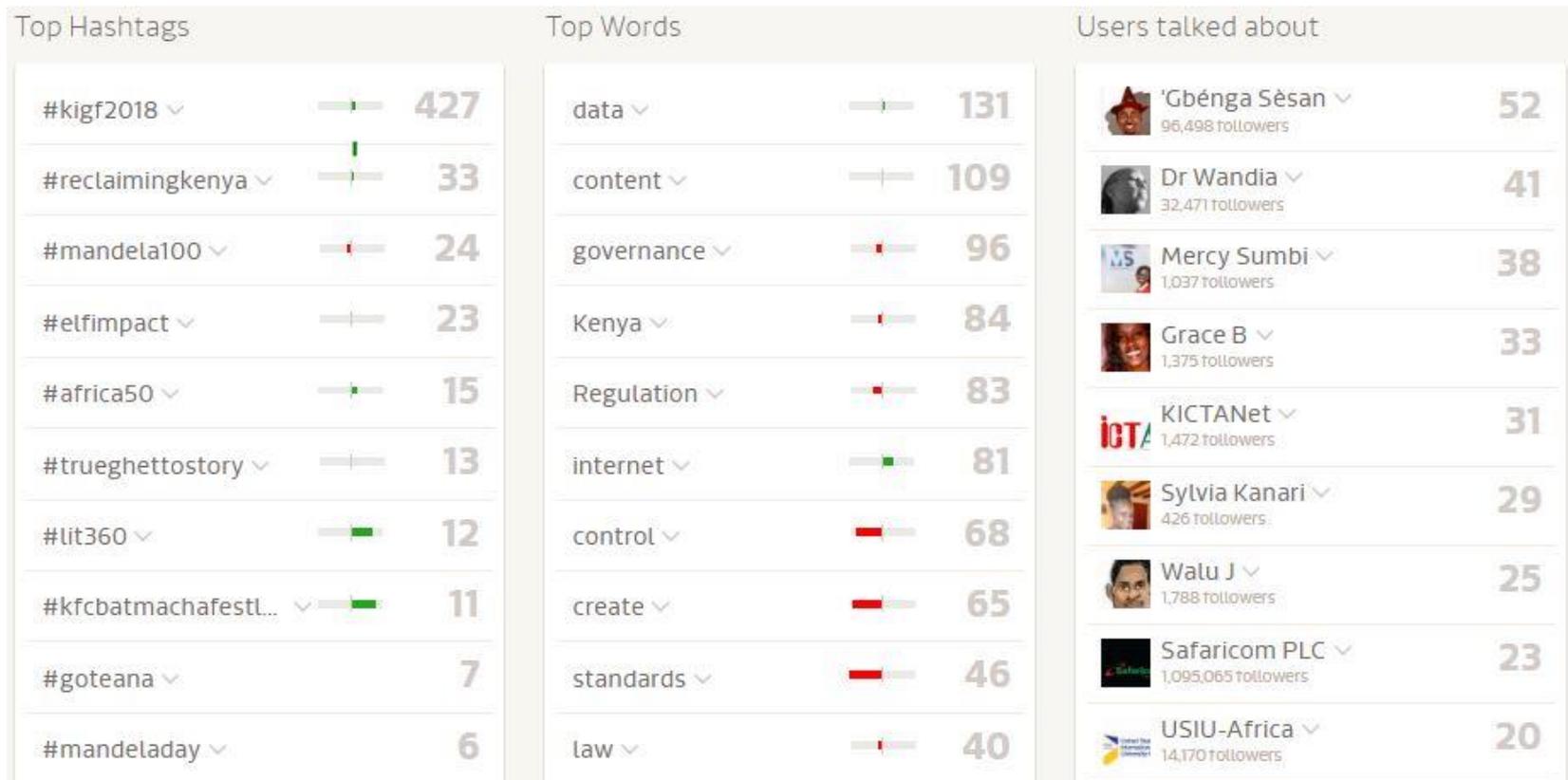


- From the info graphics above, there were over **2000 tweets** sent on **#KIGF2018** at the time of writing the report as captured on Tweetbinder.
569 contributors took part in the engagement creating an impression of **13,955,693** and a potential reach of **3,874,978**.
- **This is higher compared to #KIGF2017 as shown below.**



#KIGF2018 Analysis...

Below are Twitter infographics showing that during the period we trended online for the entire day alongside competing online conversations



#KIGF2018 Analysis...

Time-lapse on how the conversation maintained top among Kenyan trends

Kenya trends · Change

#KIGF2018

@Vkapiyo, @coldtusker and 2 more are Tweeting about this

#Mandela100

@allafrica, @mmnjug and 4 more are Tweeting about this

Nelson Mandela

293K Tweets

Ruaraka

2,704 Tweets

#ReclaimingKenya

@Mwirigij and @amerix are Tweeting about this

#MandelaDay

@UN, @allafrica and 1 more are Tweeting about this

#TrueGhettoStory

Chris Kirubi

Manu Chandaria

2,432 Tweets

Mourinho

25.9K Tweets



ETA Search Twitter

Trends for you

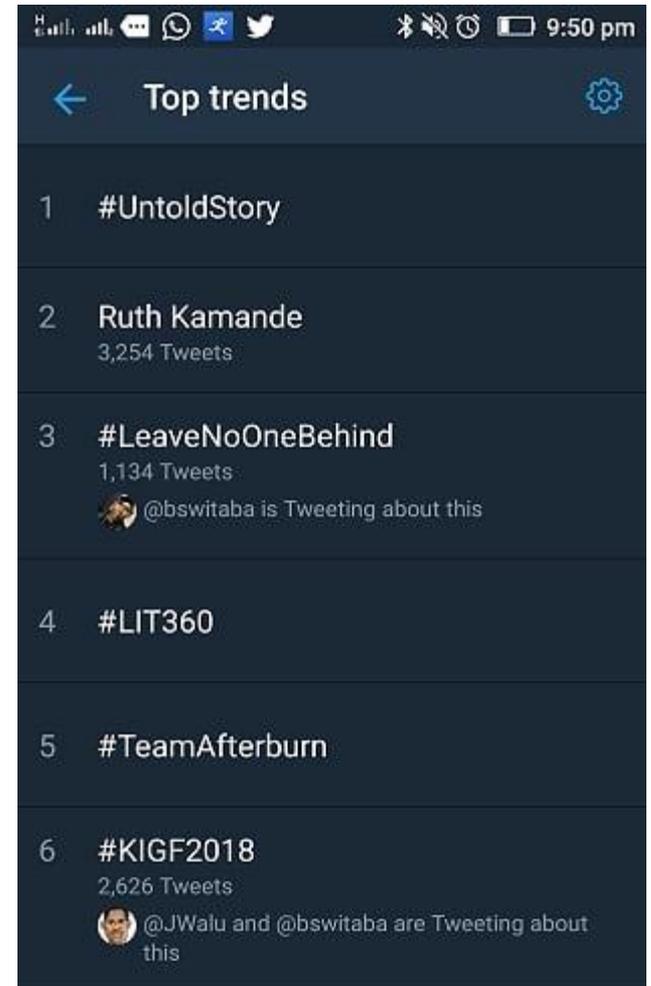
- 1 #KIGF2018
1,519 Tweets
@JWalu and @bswitaba are Tweeting about this
- 2 #ELFImpact



ETA Search Twitter

Trends for you

- 1 Ruth Kamande
1,257 Tweets
- 2 #KIGF2018
2,077 Tweets
@JWalu and @bswitaba are Tweeting about this



Top trends

- 1 #UntoldStory
- 2 Ruth Kamande
3,254 Tweets
- 3 #LeaveNoOneBehind
1,134 Tweets
@bswitaba is Tweeting about this
- 4 #LIT360
- 5 #TeamAfterburn
- 6 #KIGF2018
2,626 Tweets
@JWalu and @bswitaba are Tweeting about this

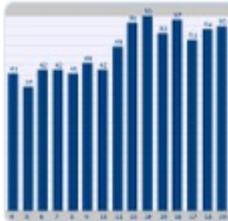
#KIGF2018 Analysis...

According to Trendanalia, on 20th July, #KIGF2018 was overall at 2 out of 130 Kenyan trending online conversations <http://bit.ly/2mzoNwM>



Trendinalia Kenya @trendinaliaKE · 12h

The hashtag #KIGF2018 took the 2nd place in the Top20 of Kenya's Trends for Friday 20: trendinalia.com/twitter-trendi... #trmdnl



The 130 Kenya's Trends on Friday 20

Ruaraka #LeaveNoOneBehind #MashemejiDerby
#Mandela100 Eritrea Lamba Lolo #KTNNewsDesk
#ReclaimingKenya #JSHBR #hivisasaNews Liverpool #...
trendinalia.com

Trendinalia Kenya

Country:

- Kenya

Date

- 20/07/2018
- 19/07/2018
- 18/07/2018

#	Trending Topic	Time HH:MM
1	#KIGF2018	20:15
2	Ruaraka	20:15
3	High Court	19:10
4	#LeaveNoOneBehind	18:55

Overview of the online engagement

MOST ACTIVE ?		Total tweets	RETWEETERS ?		Retweets	ORIGINAL TWEETS ?		tweets
	@kictanet KICTANet	165		@lucilleonyango NyarLoka KE	79		@kictanet KICTANet	115
	@lucilleonyango NyarLoka KE	79		@martinmavenjina Martin Mavenjina	70		@maskani254 Maskani Ya Taifake	29
	@martinmavenjina Martin Mavenjina	70		@wewe_mimi Nelly Nyadzua	67		@finalfitswearke Final Fits Wear - Kenya	20
	@wewe_mimi Nelly Nyadzua	67		@teacherkaris Kelvin Kariuki	51		@johnpaulkarijo John Paul Karijo	20
	@teacherkaris Kelvin Kariuki	57		@kictanet KICTANet	50		@vkapiyo Victor Kapiyo	17
	@maskani254 Maskani Ya Taifake	53		@esther_nkinger Esther Nkinga	38		@sarulandi Marie S	16
	@esther_nkinger Esther Nkinga	41		@gbengasesan 'Gbénga Sèsan	32		@theurbanwear The Urban Wear	14
	@johnpaulkarijo John Paul Karijo	36		@otienobarrack Barrack Otieno	30		@ggethaiga Grace Githaiga	12
	@wathagindungu Wathagi Ndungu	33		@maskani254 Maskani Ya Taifake	24		@wathagindungu Wathagi Ndungu	12
	@gbengasesan 'Gbénga Sèsan	32		@internetyetu Internet Yetu	22		@bincoafrika BincoAfrica	11

Overview Of The Online Engagement

During the forum the **@Twitter** Kictanet account tweets earned 102.1K impressions over this 3 day period. Below is the top tweet.

Tweet activity



KICTANet @KICTANet
We are marking the 11th Year since the first Internet Governance Forum in Kenya in 2007. IGF is a multi-stakeholder platform that facilitate discussions of public policy issues pertaining to internet in Kenya. #KIGF2018
pic.twitter.com/2bdgGolsiz

Impressions	6,892
Total engagements	236
Media engagements	96
Likes	48
Retweets	39
Link clicks	22
Hashtag clicks	14
Profile clicks	9
Detail expands	8



Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Overview Of The Online Engagement

During the forum the **@Twitter** Kictanet account managed to gain over 100 new followers as shown below

JUL 2018 SUMMARY	
Tweets	Tweet impressions
215	137K
Profile visits	Mentions
1,926	463
New followers	
212	



28 day summary with change over previous period



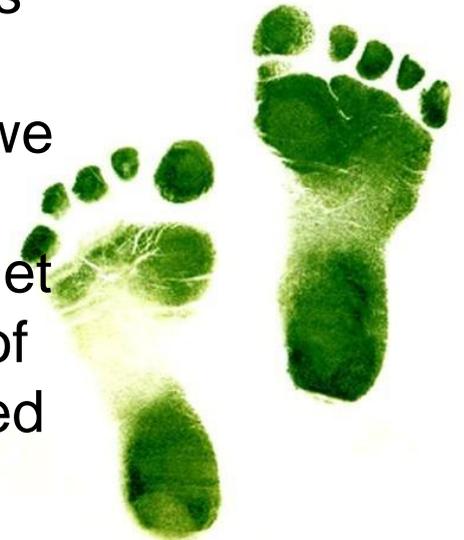
● ● ● |

Conclusion



#KIGF2018

- The social conversations were lively courtesy of the enthusiastic online community.
- There is need to continuously use social media through strategic online activities that show the positive initiatives KICTANET is doing to ensure their services are convenient to the customers.
- It was positive to have some of the participants embrace the use of LinkedIn and small video podcasts to push the conversation. In future, we can be able to do Facebook Live too.
- This will have a positive ripple effect on Kictanet as an authoritative voice riding on the quality of voices it has on its platform. (Below is proposed strategy that can be adopted.)



The AIDA Model

