# Social Media Marketing Report

**Kenya: Internet Governance Forum Conference 2018**

*"ICTs for Kenya's Development: Getting Everyone on Board"*

KICTAnet
KENYA ICT ACTION NETWORK

KICTAnet
KENYA ICT ACTION NETWORK
Catalysing ICT Reforms
KeIGF
HARNESSING THE INTERNET
KENYA INTERNET GOVERNANCE FORUM 2018
#KIGF2018
BRINGING EVERYONE ONBOARD
POWERED BY
KICTAnet
KENYA ICT ACTION NETWORK

# 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:**

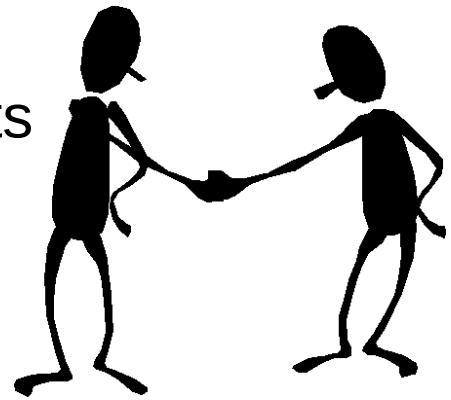
1. Enhancing Cybersecurity for development
2. Harnessing ICTs in Government
3. Safeguarding Privacy and data and the EU GDPR
4. Content Regulation on the Internet
5. Developments in Fintech and E-commerce
6. Emerging Technologies Trends

# Background

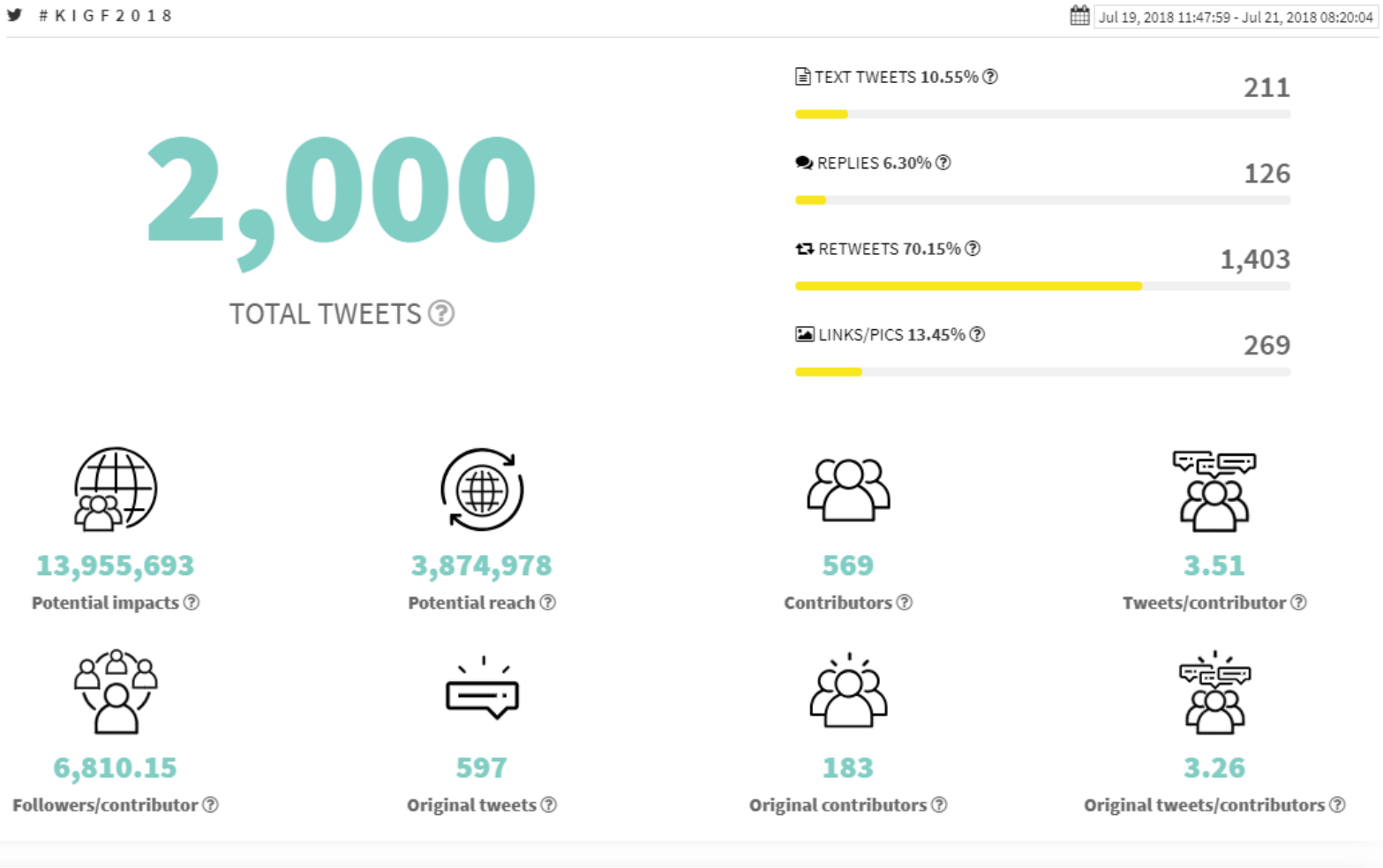
- IGF forums are localised and their outcomes feed into each other from country to the global level.
- The outcomes of the country level (Kenya IGF) feed into the regional level (East Africa IGF), continental level (Africa IGF) and ultimately at the global level (IGF).
- This year, the 13th Annual Global 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.

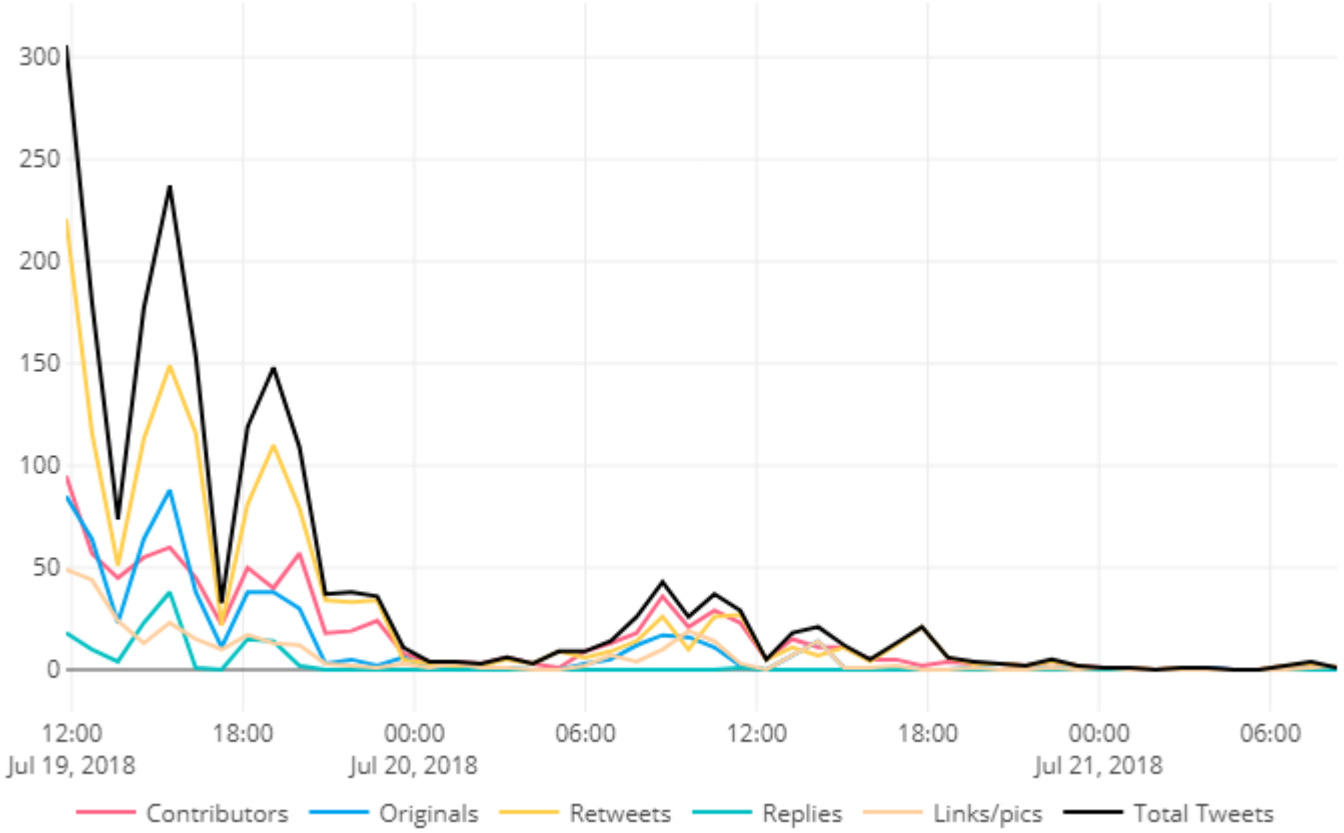


# Overview Of The #KIGF2018 Online Engagement



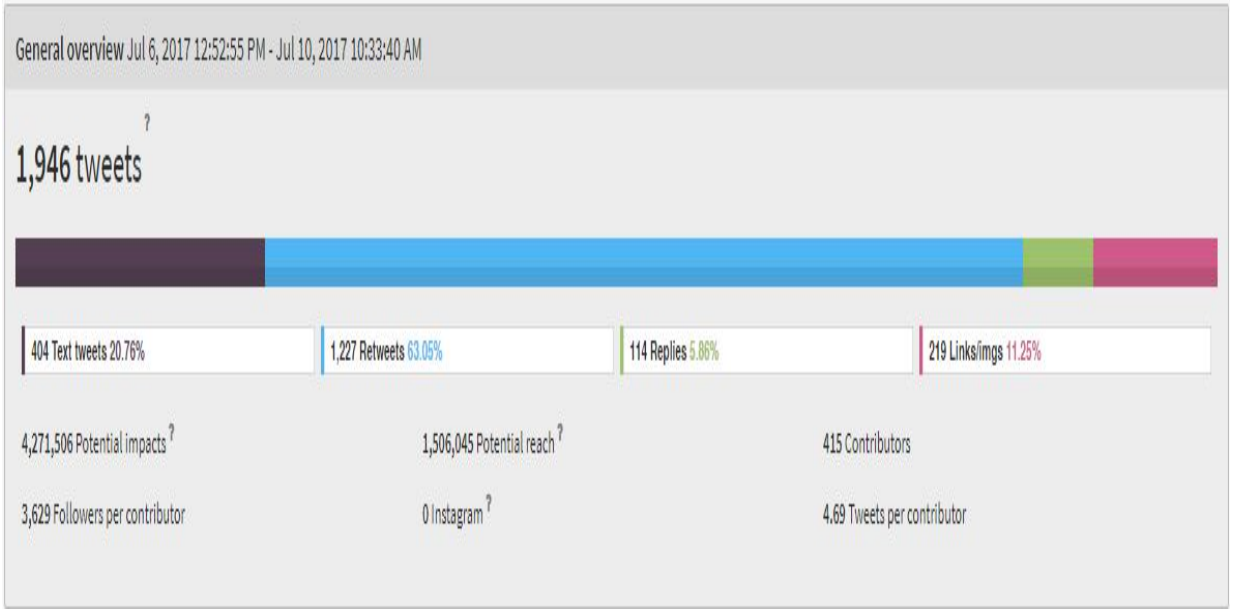
# Overview Of The #KIGF2018 Online Engagement

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



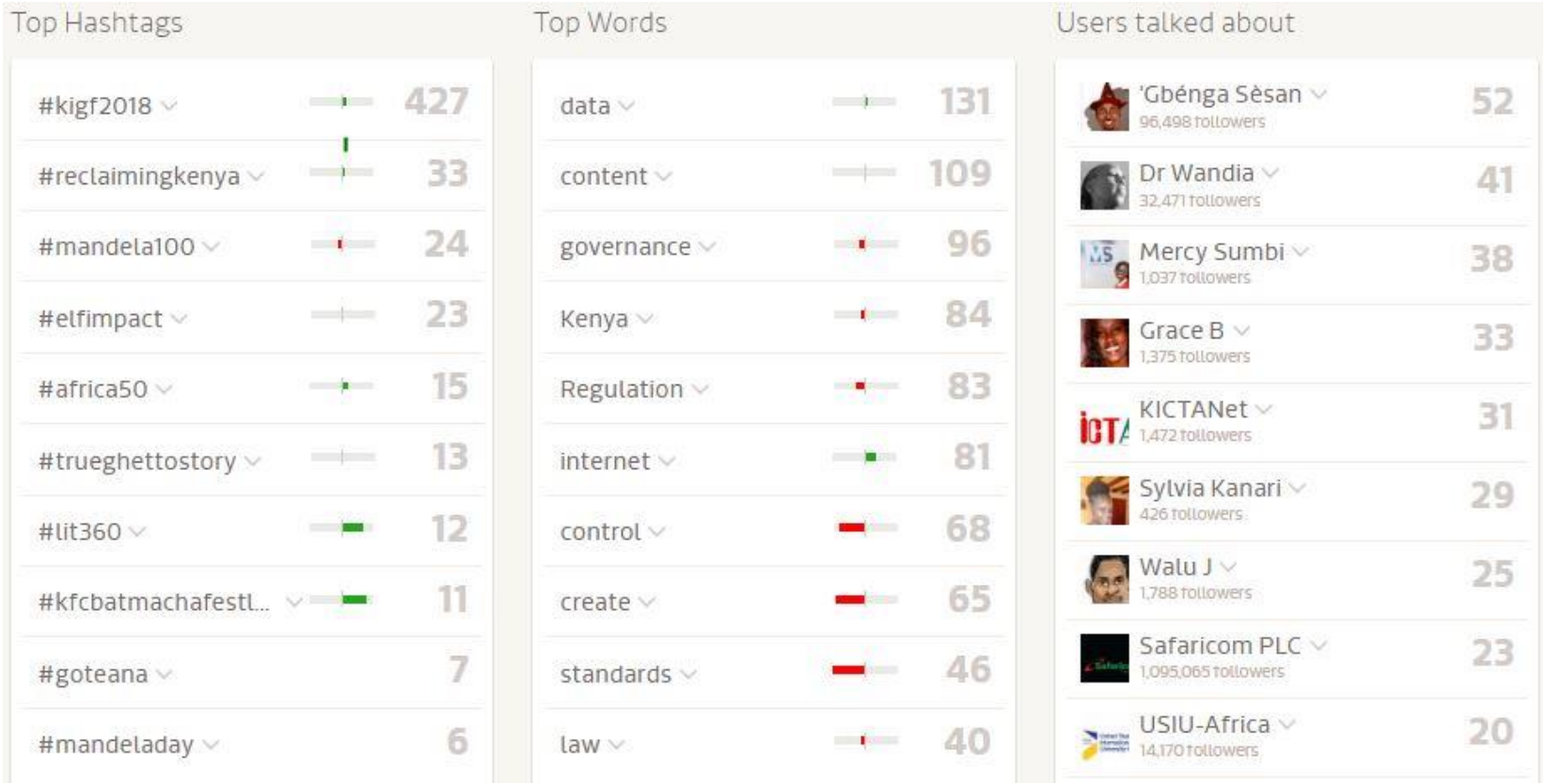
# Statistics

- 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.**



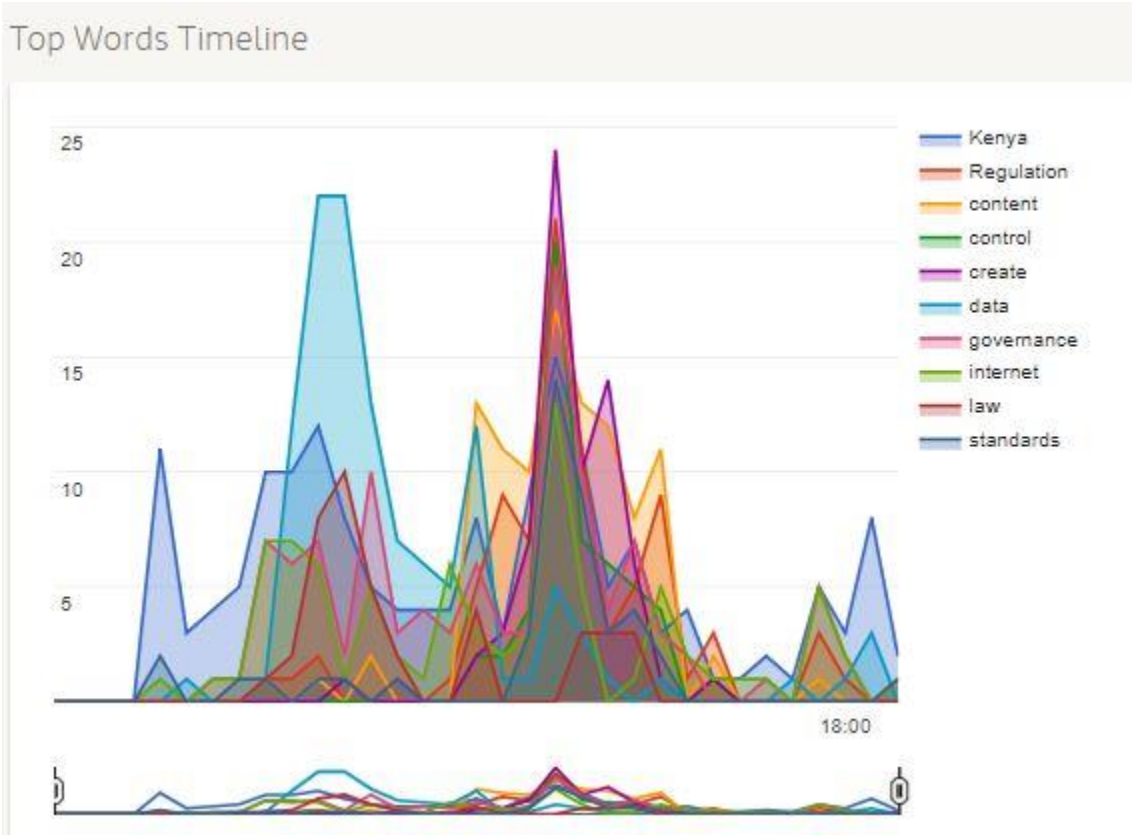
# #KIGF2018 Analysis…

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



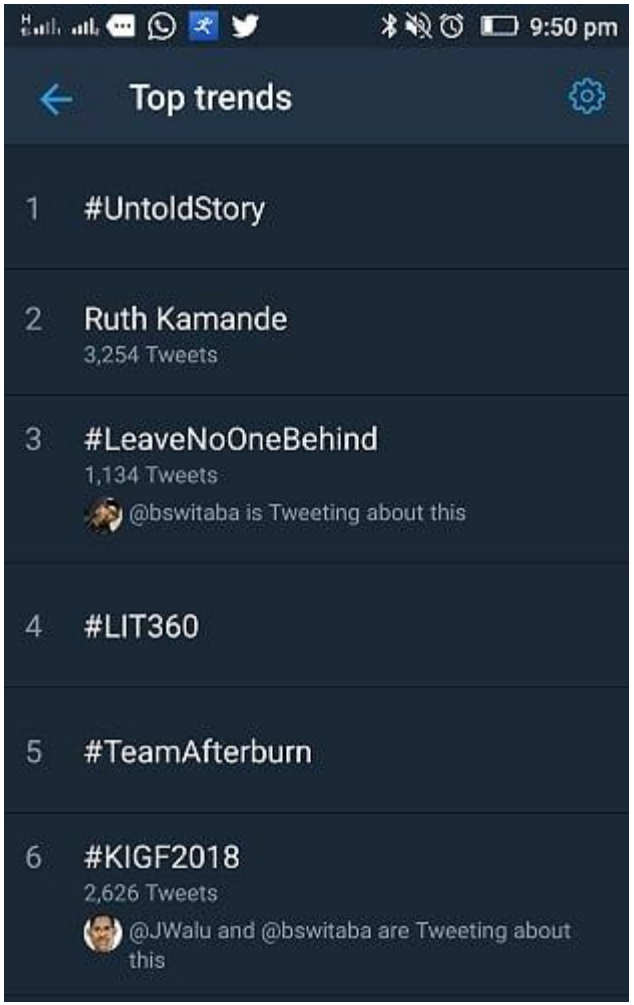
# #KIGF2018 Analysis…

Below are the top words that were used during the forum



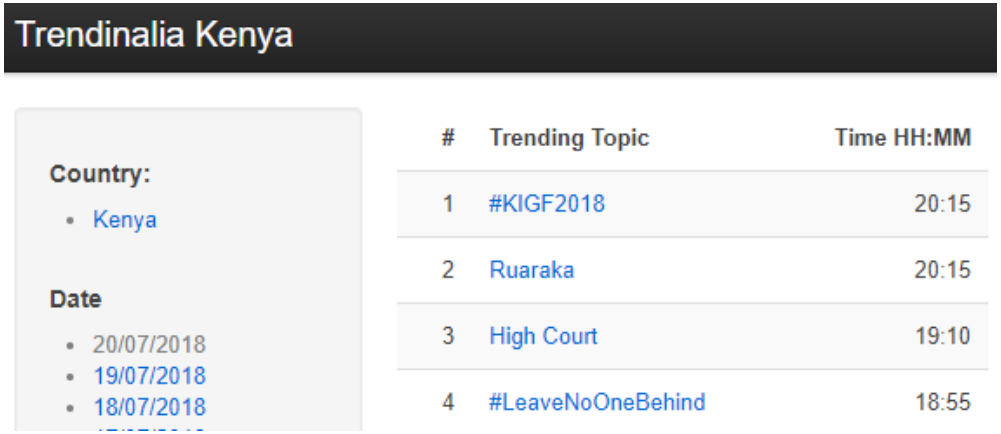
# #KIGF2018 Analysis…

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



# #KIGF2018 Analysis…

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



# Overview of the online engagement

| MOST ACTIVE | Total tweets |
|---|---|
| @kictanet KICTANet | 165 |
| @lucilleonyango NyarLoka KE | 79 |
| @martinmavenjina Martin Mavenjina | 70 |
| @wewe_mimi Nelly Nyadzua | 67 |
| @teacherkaris Kelvin Kariuki | 57 |
| @maskani254 Maskani Ya TaifaKE | 53 |
| @esther_nkinger Esther Nkinga | 41 |
| @johnpaulkarijo John Paul Karijo | 36 |
| @wathagindungu Wathagi Ndungu | 33 |
| @gbengasesan 'Gbénga Sèsan | 32 |

| RETWEETERS | Retweets |
|---|---|
| @lucilleonyango NyarLoka KE | 79 |
| @martinmavenjina Martin Mavenjina | 70 |
| @wewe_mimi Nelly Nyadzua | 67 |
| @teacherkaris Kelvin Kariuki | 51 |
| @kictanet KICTANet | 50 |
| @esther_nkinger Esther Nkinga | 38 |
| @gbengasesan 'Gbénga Sèsan | 32 |
| @otienobarrack Barrack Otieno | 30 |
| @maskani254 Maskani Ya TaifaKE | 24 |
| @internetyetu Internet Yetu | 22 |

| ORIGINAL TWEETS | tweets |
|---|---|
| @kictanet KICTANet | 115 |
| @maskani254 Maskani Ya TaifaKE | 29 |
| @finalfitswearke Final Fits Wear - Kenya | 20 |
| @johnpaulkarijo John Paul Karijo | 20 |
| @vkapiyo Victor Kapiyo | 17 |
| @sarulandi Marie S | 16 |
| @theurbanwear The Urban Wear | 14 |
| @ggithaiga Grace Githaiga | 12 |
| @wathagindungu Wathagi Ndungu | 12 |
| @bincoafrica 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/2bdgGoIsiz

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

Get started

| | |
|---|---|
| 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 |

# Overview Of The Online Engagement

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

# 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