Social Media Marketing Report

Kenya: Internet Governance Forum Conference 2018 "ICTs for Kenya's Development: Getting Everyone on Board"









KENYA INTERNET GOVERNANCE FORUM 2018

#KIGF2018 BRINGING EVERYONE ONBOARD

POWERED BY

KENYA SOHODLUS MIERET GOVERSIANO

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

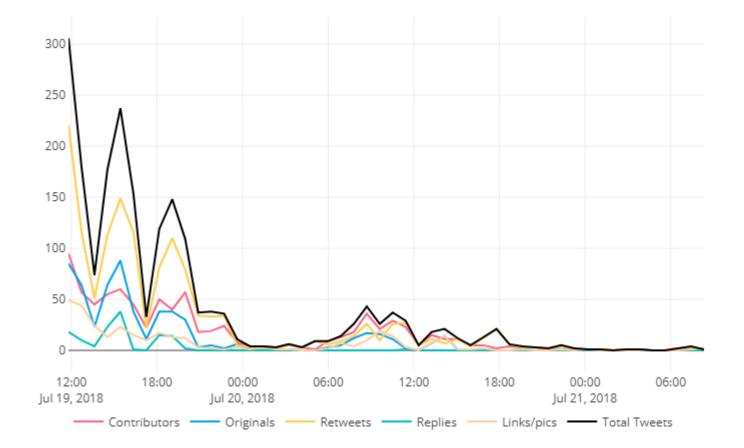
- We used *Tweetbinder* to analyse **#KIGF2018** conversation.
- Potential Impact- this is the number of times somebody might have seen the hashtag.
 Potential Reach- the number of unique users who might have seen the hashtag
 Followers per contributor- the average number of followers per contributor 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

		Jul 19, 2018 11:47:59 - Jul 21, 2018 08:2
	■ TEXT TWEETS 10.55% ⑦	211
)00	🗣 REPLIES 6.30% 🖗	126
	1 3 RETWEETS 70,15% ⑦	1,403
TWEETS 🕐	LINKS/PICS 13,45% ⑦	269
	<i>4</i> 33	
3,874,978 Potential reach [®]	569 Contributors ®	3.51 Tweets/contributor ⑦
	È	
597 Original tweets ⑦	183 Original contributors ⁽²⁾	3.26 Original tweets/contributors [®]
	(interview) 3,874,978 Potential reach ® 597	0000 • REPLIES 6.30% [●] • RETWEETS 70.15% [●] • RETWEETS 70.15% [●] ■ LINKS/PICS 13.45% [●] ■ LINKS/PICS 13.45% [●] 597 183

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.

eneral overview Jul 6, 2017 12:52:55 P ,946 tweets	и - Jul 10, 2017 10:33:40 АМ			
,940 LWEELS				
404 Text tweets 20.76%	1,227 Retweets 63.05%	114 Replies 5.86%	219 Linksfings 11.25%	
271,506 Potential impacts [?]	1,506,045 Potential reach ⁷	41	5 Contributors	
a da de la completa d				

• • • #KIGF2018 Analysis...

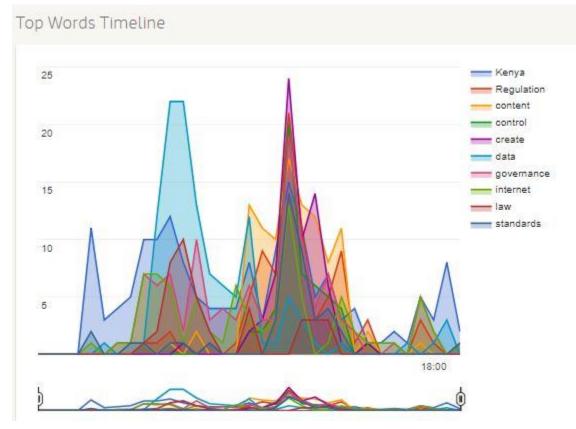
Below are Twitter infographics showing that during the period we trended online for the entire day alongside competing online conversations

Top Hashtags			Top Words			Users talked ab
#kigf2018 ~		427	data 🗸		131	Gbénga So 96,498 tollowe
#reclaimingkenya \vee		33	content ~		109	Dr Wandia 32,471 tollower
#mandela100 \vee	-(24	governance ~		96	Mercy Sun
#elfimpact ~		23	Kenya 🗸		84	Grace B 🗸
#africa50 \vee		15	Regulation \vee		83	KICTANet 1,472 tollowers
#trueghettostory \sim	i -	13	internet 🗸		81	1,472 tollowers
#lit360 ~	-	12	control ~	-	68	426 followers
#kfcbatmachafestl	~	11	create ~		65	Walu J V 1,788 followers
#goteana ∨		7	standards ~		46	Safaricom
#mandeladay \vee		6	law 🗸	(40	USIU-Afric

Users talked about	
Gbénga Sèsan ∨ 96,498 tollowers	52
Dr Wandia ~ 32,471 tollowers	41
Mercy Sumbi ~ 1.037 followers	38
Grace B V 1,375 followers	33
KICTANet ~ 1,472 tollowers	31
Sylvia Kanari 🗸 426 followers	29
Walu J V 1,788 followers	25
Safaricom PLC V 1,095,065 tollowers	23
USIU-Africa ~ 14,170 tollowers	20

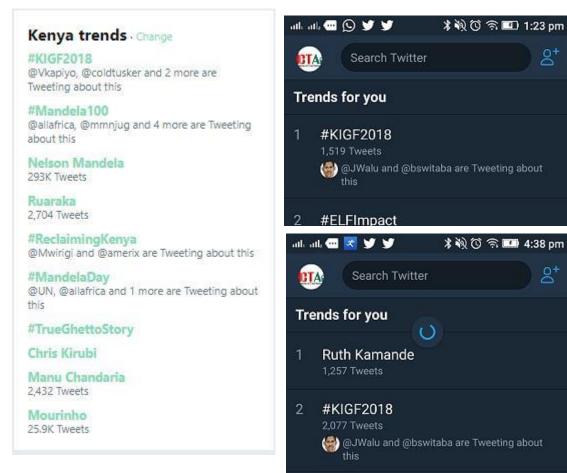
#KIGF2018 Analysis...

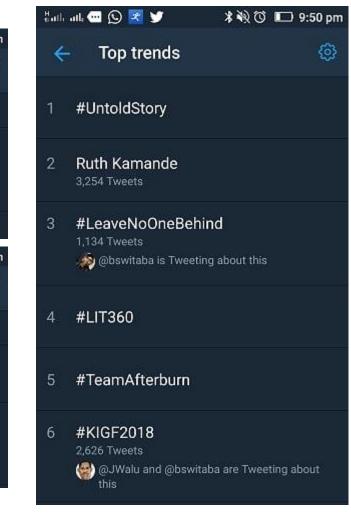
Below are the top words that were used during the forum



#KIGF2018 Analysis...

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



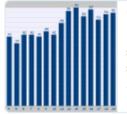


#KIGF2018 Analysis...

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



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... #trndnl



The 130 Kenya's Trends on Friday 20 Ruaraka #LeaveNoOneBehind #MashemejiDerby #Mandela100 Eritrea Lamba Lolo #KTNNewsDesk #ReclaimingKenya #JSHBR #hivisasaNews Liverpool #... trendinalia.com

Trendinalia Kenya

Kenya

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

Date

#	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

MOS	ST ACTIVE (2)	Total tweets	RET	WEETERS (?)	Retweets	ORI	GINAL TWEETS 🕐	tweets
OTA	@kictanet KICTANet	165	0	@lucilleonyango 📟 NyarLoka KE	79	OTA	@kictanet KICTANet	115
0	@lucilleonyango — NyarLoka KE	79	¢,	@martinmavenjina Martin Mavenjina	70	2	@maskani254 Maskani Ya TaifaKE	29
6	@martinmavenjina Martin Mavenjina	70		@wewe_mimi Nelly Nyadzua	67	<u>B</u>	@finalfitswearke Final Fits Wear - Kenya	20
-	@wewe_mimi Nelly Nyadzua	67		@teacherkaris Kelvin Kariuki	51		@johnpaulkarijo John Paul Karijo	20
	@ teacherkaris Kelvin Kariuki	57	OTA	@kictanet KICTANet	50	2	@vkapiyo Victor Kapiyo	17
@	@maskani254 Maskani Ya TaifaKE	53	۲	@esther_nkinger Esther Nkinga	38	P	@sarulandi Marie S	16
۲	@ esther_nkinger Esther Nkinga	41	1	@gbengasesan 'Gbénga Sèsan	32		@theurbanwear The Urban Wear	14
	@johnpaulkarijo John Paul Karijo	36	۶	@otienobarrack Barrack Otieno	30	C	@ggithaiga Grace Githaiga	12
	@wathagindungu Wathagi Ndungu	33	@	@maskani254 Maskani Ya TaifaKE	24		@wathagindungu Wathagi Ndungu	12
1	@gbengasesan 'Gbénga Sèsan	32	•	@internetyetu Internet Yetu	22		@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				
Niller	KICTANet @KICTANet	Impressions	6,892	
	We are marking the 11th Year since the first Internet Governance Forum in Kenya in 2007.	Total engagements	236	
	IGF is a multi-stakeholder platform that facilitate discussions of public policy issues	Media engagements	96	
	pertaining to internet in Kenya. #KIGF2018	Likes	48	
	pic.twitter.com/2bdgGoIsiz	Retweets	39	
		Link clicks	22	
	each a bigger audience	Hashtag clicks	14	
Get mo	re engagements by promoting this Tweet!	Profile clicks	9	
	Get started	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





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.)

