

# Media Monitoring Report on Governance Issues

1<sup>st</sup> to 31<sup>st</sup> October 2019



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**Executive Summary**  
**Mainstream Media (TV, Radio & Print) Report**  
Period: 1<sup>st</sup> to 31<sup>st</sup> October 2019

# Background Information

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□ This report provides a summary of conversations monitored on mainstream media (Radio stations, newspapers and TV channels) to establish the direction and tonality that issues around cohesion are taking in Kenya.

□ This report covers the period 1<sup>st</sup> to 31<sup>st</sup> October 2019.

# Traditional Media Analyzed

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Media reviewed

- ❑ **TV channels:** NTV, KTN News, K24, Citizen TV, KTN News, Kameme TV and KBC
- ❑ **Radio stations:** Citizen FM, KBC English Service, Classic 105 FM, Hot 96 FM, Hope FM, Ramogi FM, Inooro FM, Mulembe FM, Muuga FM, Kass FM, Egesa FM, Musyi FM, and Capital FM
- ❑ **Newspapers:** Daily Nation, The Standard, People Daily, The Star and The East African



Key words in analysis

“Building Bridges Initiative” , “Handshake”, “Kieleweke”, “Tangatanga”, “2022”, “Ethnicity”, “Ukabila”, “Tribalism”, “Corruption”, “Ufisadi”, “Uhuru Kenyatta”, “Raila Odinga”, “William Ruto”, “Referendum”, “The Big Four Agenda”, “Universal Health Coverage”, “Affordable Housing”, “Manufacturing”, “Food Security”, “Unemployment”, “Youth Unemployment”, “Jobs”, “Elections” “Uchaguzi”, “Devolution”, “Ugatuzi”

# Analysis Structure

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The analysis has been done as follows;

- ❑ **Thematic analysis:** number of stories under each theme
- ❑ **Tonality:** whether the article is positive or negative
- ❑ **Channel:** number of articles per channel

# Summary Findings: Personalities



446

# of stories



182

# of stories



158

# of stories

Personality	Mentions	Positive	Neutral	Negative
Uhuru Kenyatta	447	55.0%	30.0%	15.0%
William Ruto	182	37.4%	47.8%	14.8%
Raila Odinga	158	21.7%	57.3%	21.0%

# Summary: Key Words



Keyword	Mentions	Positive	Neutral	Negative
Building Bridges	269	25.7%	57.6%	16.7%
Referendum	116	19.8%	41.4%	38.8%
2022	39	23.1%	71.8%	5.13%
Tangatanga	4	0.0%	50.0%	50.0%
Kieleweke	0	–	–	–
Elections	305	22.4%	54.8%	22.8%
Devolution	6	66.7%	33.3%	0.0%
Corruption	245	60.0%	17.1%	22.4%
Youth Unemployment	30	50.0%	13.3%	36.7%
Jobs	29	34.5%	3.45%	62.1%
Tribalism/Ethnicity	49	18.8%	0.0%	81.3%
Food Security	30	40.0%	13.3%	46.7%
Big Four Agenda	37	81.1%	16.2%	2.70%
Affordable Housing	13	69.2%	23.1%	7.69%
Manufacturing	8	62.5%	37.5%	0.0%
Universal Health coverage	13	100%	0.0%	0.0%

# Summary: Traditional and Social Media Sentiment Ratios

	Traditional Media		
Kew Word/Personality	Positive	Neutral	Negative
Uhuru Kenyatta	55.0%	30.0%	15.0%
William Ruto	37.4%	47.8%	14.8%
Raila Odinga	21.7%	57.3%	21.0%
Building Bridges/Handshake	25.7%	57.6%	16.7%
Referendum	19.8%	41.4%	38.8%
2022	23.1%	71.8%	5.13%
Tangataंगा	0.0%	50.0%	50.0%
Kieleweke	–	–	–
Elections	22.4%	54.8%	22.8%
Devolution	66.7%	33.3%	0.0%
Corruption	60.0%	17.1%	22.4%
Youth Unemployment	50.0%	13.3%	36.7%
Unemployment	–	–	–
Jobs	34.5%	3.45%	62.1%
Ethnicity/Tribalism	18.8%	0.0%	81.3%
Food Security	40.0%	13.3%	46.7%
Big Four Agenda	81.1%	16.2%	2.70%
Affordable Housing	69.2%	23.1%	7.69%
Manufacturing	62.5%	37.5%	0.0%
Universal Health Coverage	100%	0.0%	0.0%

	Social Media		
Kew Word/Personality	Positive	Neutral	Negative
Uhuru Kenyatta	56.2%		43.8%
William Ruto	46.8%		53.2%
Raila Odinga	45.9%		54.1%
Building Bridges	46.1%		53.9%
Referendum	42.1%		57.9%
2022	31.3%		68.7%
Tangataंगा	48.9%		51.1%
Kieleweke	43.7%		56.3%
Elections	39.5%		60.5%
Devolution	54.9%		45.1%
Corruption	30.1%		69.9%
Youth Unemployment	8.3%		91.7%
Unemployment	7.3%		92.7%
Jobs	63.7%		36.3%
Ethnicity	44.3%		55.7%
Food Security	73.4%		26.6%
Big Four Agenda	87.6%		12.4%
Affordable Housing	82.0%		18.0%
Manufacturing	80.0%		20.0%
Universal Health Coverage	81.6%		18.4%

**Executive Summary**  
**Social Media & Websites Report**  
1<sup>st</sup> to 30<sup>th</sup> October 2019

# Background Information

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□ This report provides a summary of conversations monitored on Social Media (Facebook and Twitter) and websites to establish the direction and tonality that issues around cohesion are taking in Kenya.



□ This report covers the period 1<sup>st</sup> to 31<sup>st</sup> October 2019

# Social Media Sites Analyzed

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Social media sites  
reviewed

□ Facebook, Twitter, Instagram, YouTube, Websites and comments on all sites



Key words in analysis

“Building Bridges Initiative” , “Handshake”, “Kieleweke”, “Tangatanga”, “2022”, “Ethnicity”, “Ukabila”, “Tribalism”, “Corruption”, “Ufisadi”, “Uhuru Kenyatta”, “Raila Odinga”, “William Ruto”, “Referendum”, “The Big Four Agenda”, “Universal Health Coverage”, “Affordable Housing”, “Manufacturing”, “Food Security”, “Unemployment”, “Youth Unemployment”, “Jobs”, “Elections” “Uchaguzi”, “Devolution”, “Ugatuzi”

# Analysis Structure

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The analysis has been done as follows;

- ❑ **Thematic analysis** – number of stories under each theme
- ❑ **Tonality** – whether the article is positive or negative
- ❑ **Channel** – number of articles per channel
- ❑ **Influencers** - Individuals or organizations are driving them.

# Terminologies in the Report

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- ❑ **Reach** - The aggregated number of users who saw the content
- ❑ **Impressions/Impact** - The number of times the content was shared
- ❑ **Interactions/Engagement** - The number of clicks to engage with the content through a retweet or like
- ❑ **Mentions** - The number of posts with the keyword

# Summary: Personalities and Key Thematic Areas



Keyword	Mentions	Impressions	Positive	Negative
Uhuru Kenyatta	10,915	78,039,544	56.2%	43.8%
William Ruto	5,319	22,851,712	46.8%	53.2%
Raila Odinga	5,311	27,826,018	45.9%	54.1%
Building Bridges Initiative	1,205	9,594,604	46.1%	53.9%
Handshake	1,817	16,850,971	48.3%	51.7%
Referendum	449	3,630,783	42.1%	57.9%
2022	522	1,480,560	31.3%	68.7%
Tangatanga	2,970	1,576,056	48.9%	51.1%
Kieleweke	2,364	2,445,417	43.7%	56.3%
Elections	2,422	16,189,794	39.5%	60.5%
Devolution	716	2,199,706	54.9%	45.1%

# Summary: Other Key Words



Keyword	Mentions	Impressions	Positive	Negative
Corruption	4,422	16,136,657	30.1%	69.9%
Youth Unemployment	350	1,192,145	8.3%	91.7%
Unemployment	1,653	5,382,027	7.3%	92.7%
Jobs	6,893	19,633,267	63.7%	36.3%
Ethnicity/ Tribalism	824	3,079,338	44.3%	55.7%
Food Security	855	2,003,875	73.4%	26.6%
Big four agenda	1,079	2,862,982	87.6%	12.4%
Affordable housing	212	518,499	82.0%	18.0%
Manufacturing	1,174	2,884,671	80.0%	20.0%
Universal Health Coverage	265	1,174,268	81.6%	18.4%

# Summary: Traditional vs Social Media Sentiment Ratios

	Traditional Media				Social Media		
Kew Word/Personality	Positive	Neutral	Negative	Kew Word/Personality	Positive	Neutral	Negative
Uhuru Kenyatta	55.0%	30.0%	15.0%	Uhuru Kenyatta	56.2%		43.8%
William Ruto	37.4%	47.8%	14.8%	William Ruto	46.8%		53.2%
Raila Odinga	21.7%	57.3%	21.0%	Raila Odinga	45.9%		54.1%
Building Bridges/Handshake	25.7%	57.6%	16.7%	Building Bridges	46.1%		53.9%
Referendum	19.8%	41.4%	38.8%	Referendum	42.1%		57.9%
2022	23.1%	71.8%	5.13%	2022	31.3%		68.7%
Tangatanga	0.0%	50.0%	50.0%	Tangatanga	48.9%		51.1%
Kieleweke	–	–	–	Kieleweke	43.7%		56.3%
Elections	22.4%	54.8%	22.8%	Elections	39.5%		60.5%
Devolution	66.7%	33.3%	0.0%	Devolution	54.9%		45.1%
Corruption	60.0%	17.1%	22.4%	Corruption	30.1%		69.9%
Youth Unemployment	50.0%	13.3%	36.7%	Youth Unemployment	8.3%		91.7%
Unemployment	–	–	–	Unemployment	7.3%		92.7%
Jobs	34.5%	3.45%	62.1%	Jobs	63.7%		36.3%
Ethnicity/Tribalism	18.8%	0.0%	81.3%	Ethnicity	44.3%		55.7%
Food Security	40.0%	13.3%	46.7%	Food Security	73.4%		26.6%
Big Four Agenda	81.1%	16.2%	2.70%	Big Four Agenda	87.6%		12.4%
Affordable Housing	69.2%	23.1%	7.69%	Affordable Housing	82.0%		18.0%
Manufacturing	62.5%	37.5%	0.0%	Manufacturing	80.0%		20.0%
Universal Health Coverage	100%	0.0%	0.0%	Universal Health Coverage	81.6%		18.4%

# Annexes: Traditional Media

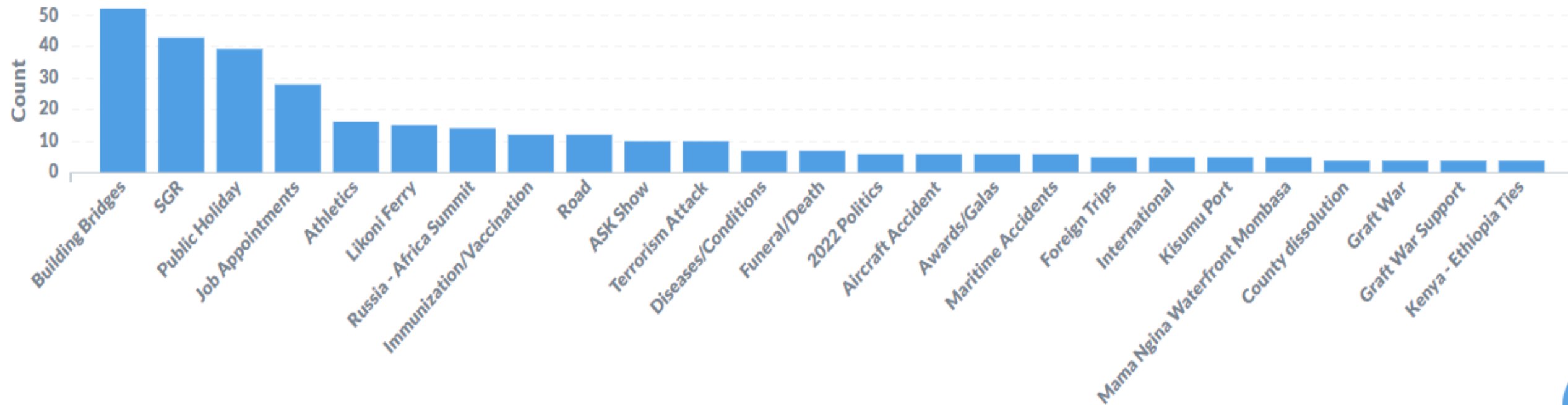
# Personality Analysis

# Sub-theme Analysis: Uhuru Kenyatta



447  
# of stories

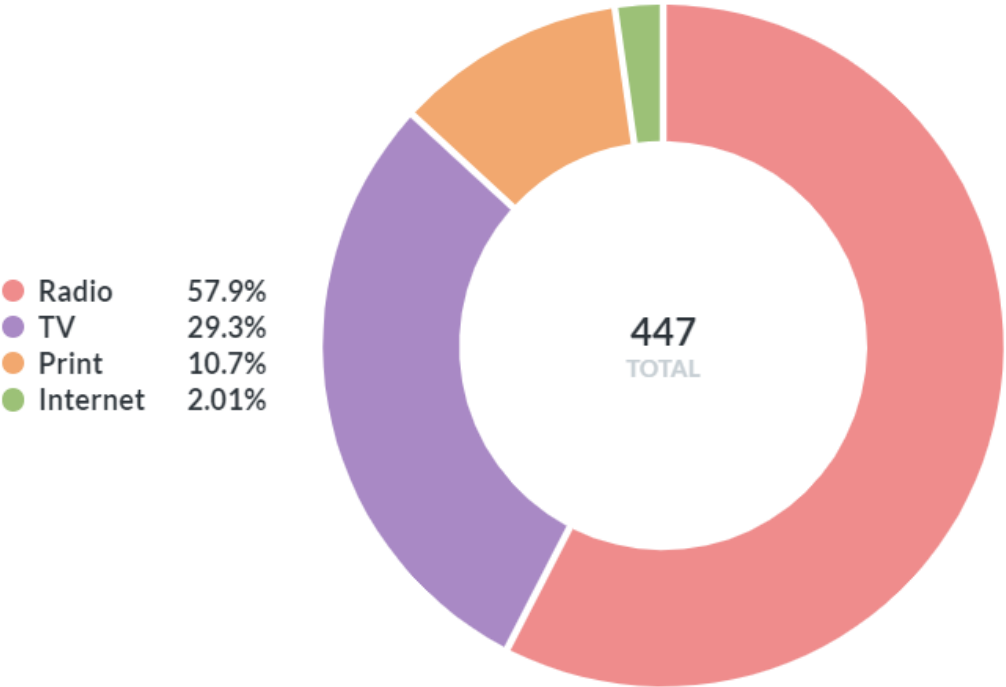
Most of the stories about Uhuru Kenyatta were surrounding Building Bridges Initiative, SGR, and Mashujaa day holidays.



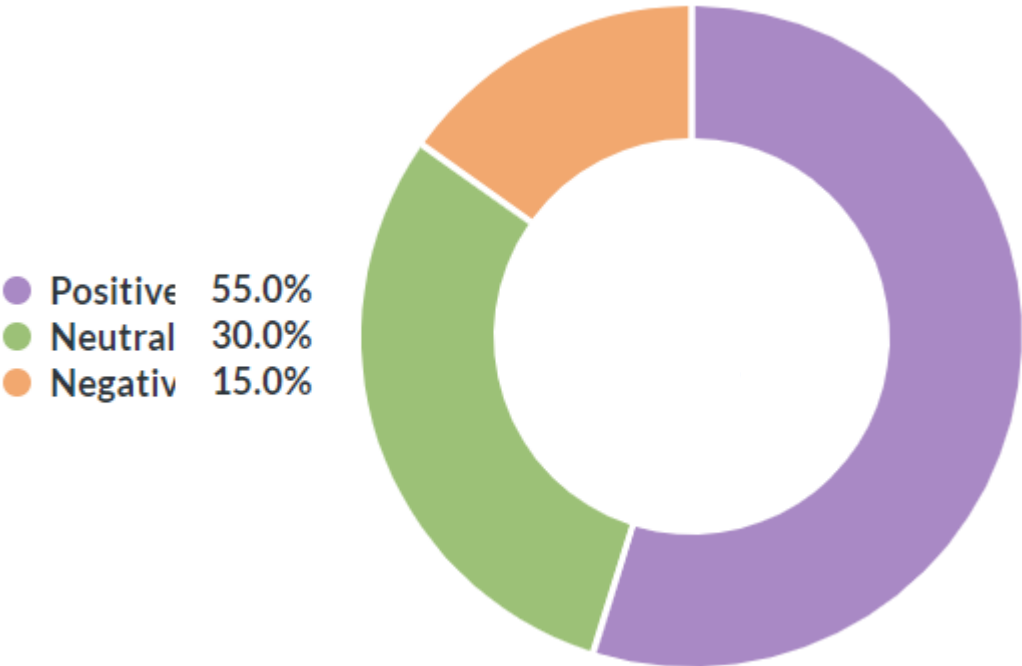
# Key Personalities Coverage: Uhuru Kenyatta

- Most of the coverage for Uhuru Kenyatta was positive
- Majority of the stories were from radio stations

## Media Share



## Tonality

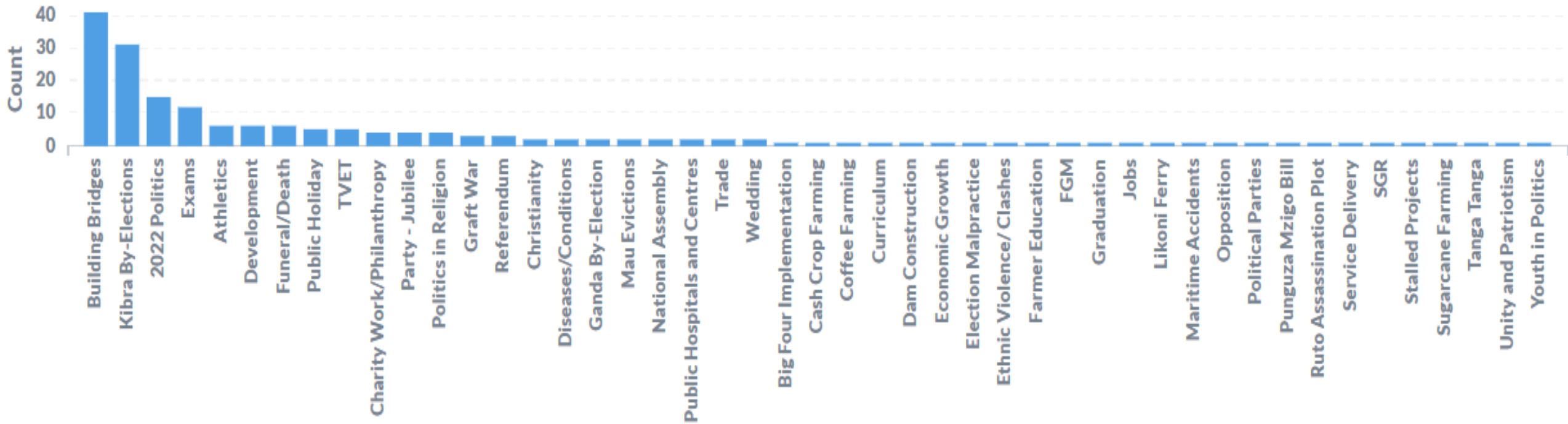


# Sub-theme Analysis: William Ruto



182  
# of stories

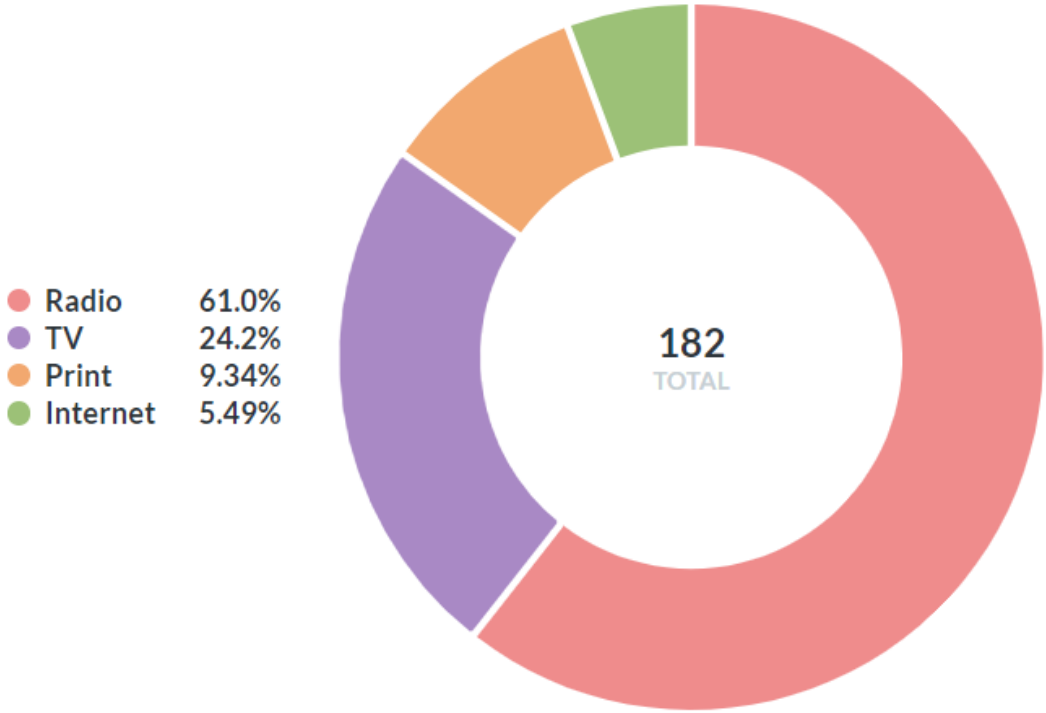
Most of the stories about William Ruto were surrounding Building Bridges Initiative.



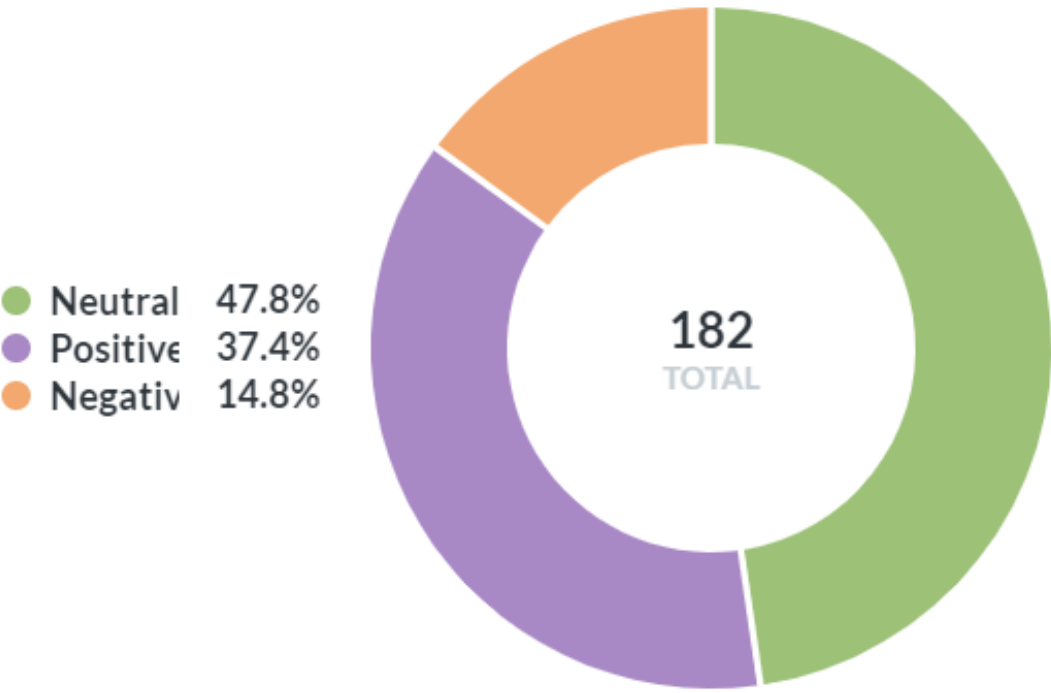
# Key Personalities Coverage: William Ruto

- Majority of the stories for William Ruto were neutral
- Most of the stories were from Radio stations

## Media Share



## Tonality

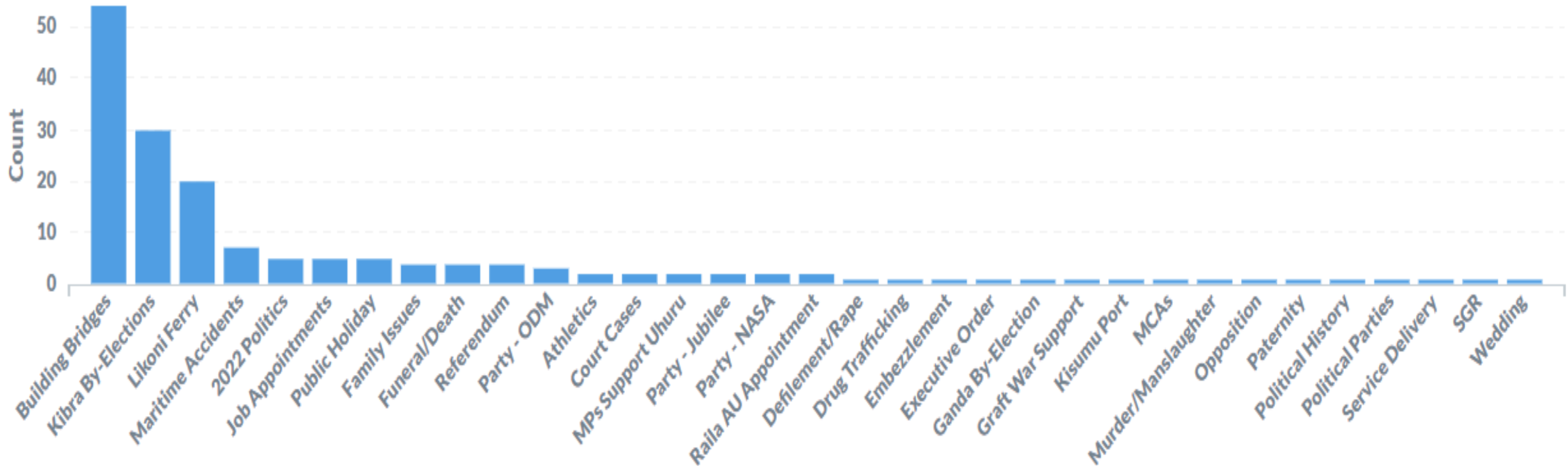


# Sub-theme Analysis: **Raila Odinga**



**158**  
# of stories

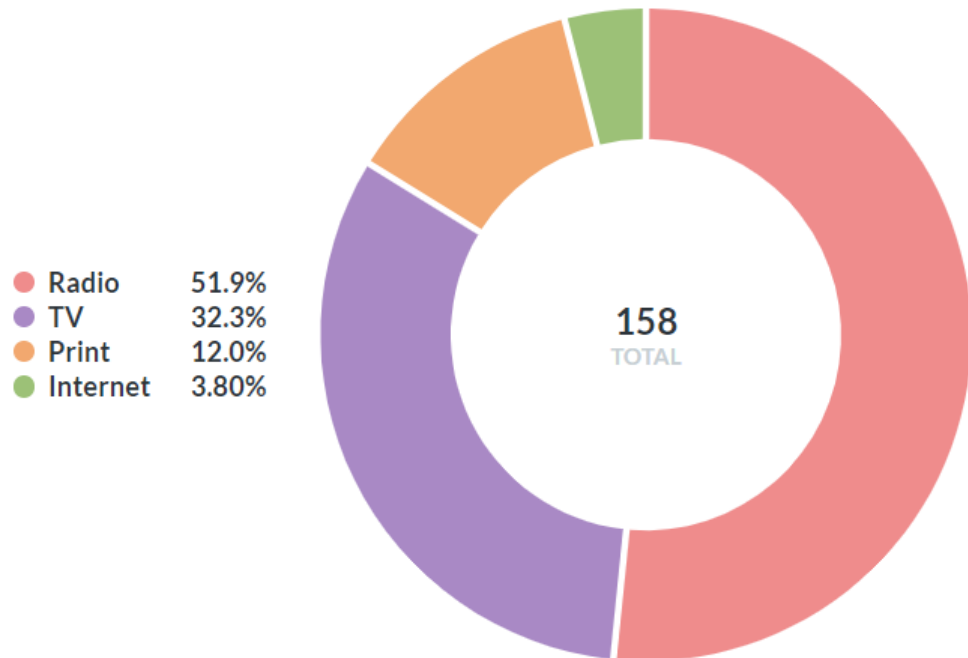
Most of the stories about Raila Odinga were surrounding Building Bridges report and Kibra by-elections



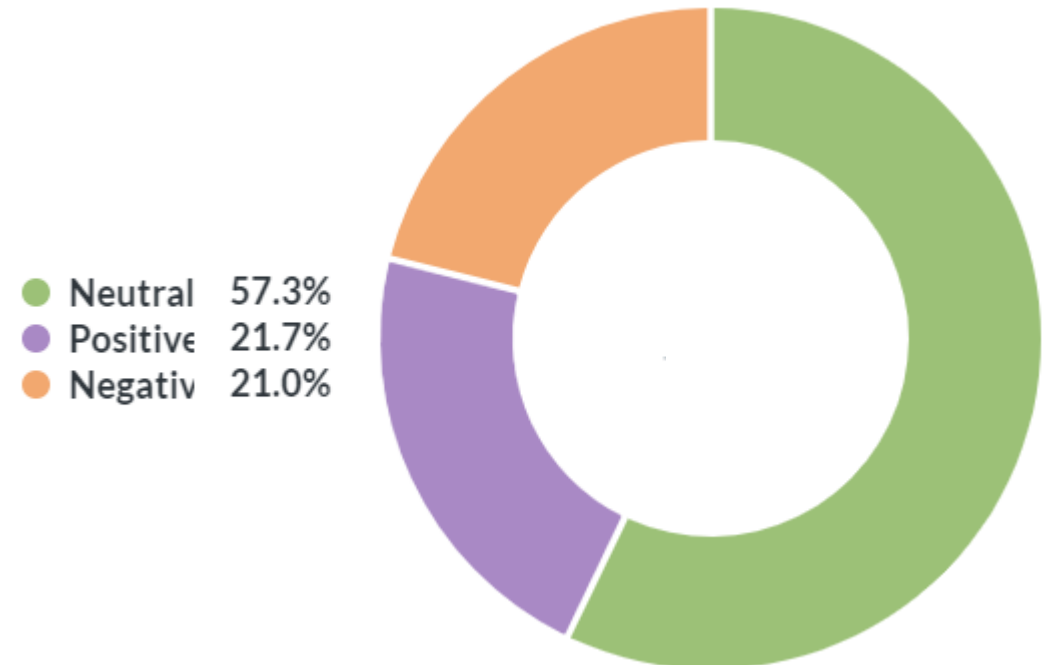
# Key Personalities Coverage: **Raila Odinga**

- ❑ Most of the coverage on Raila Odinga was neutral.
- ❑ Majority of the coverage was from radio stations

## Media Share



## Tonality



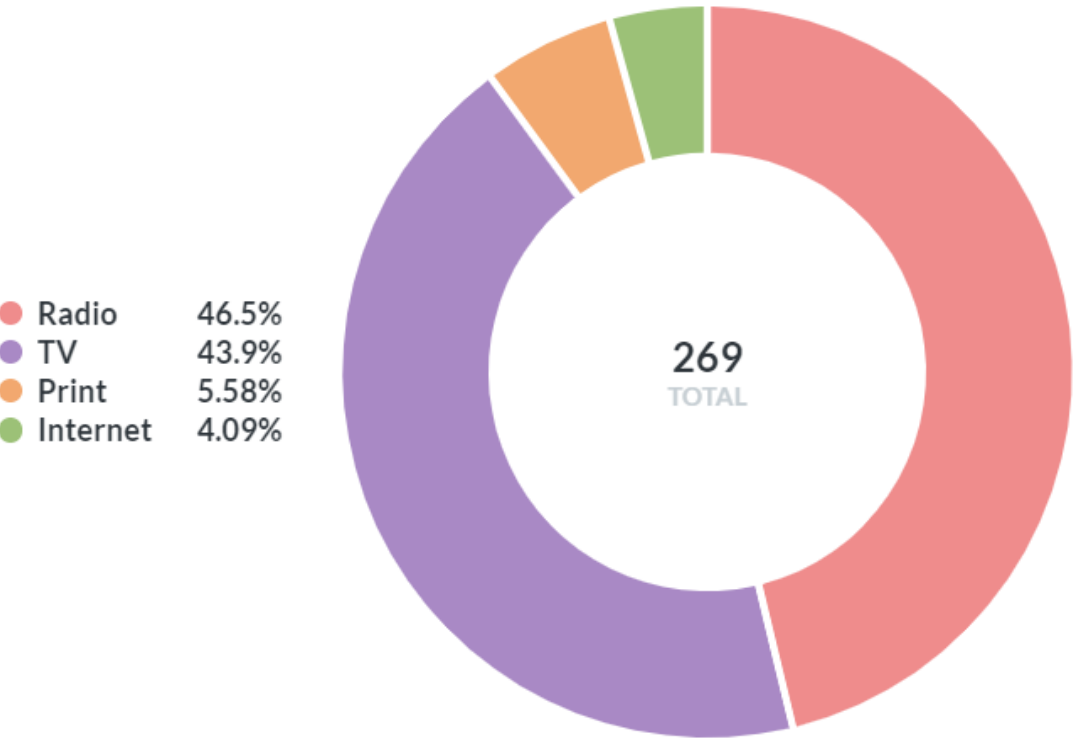
# Thematic Analysis

# Building Bridges/Handshake

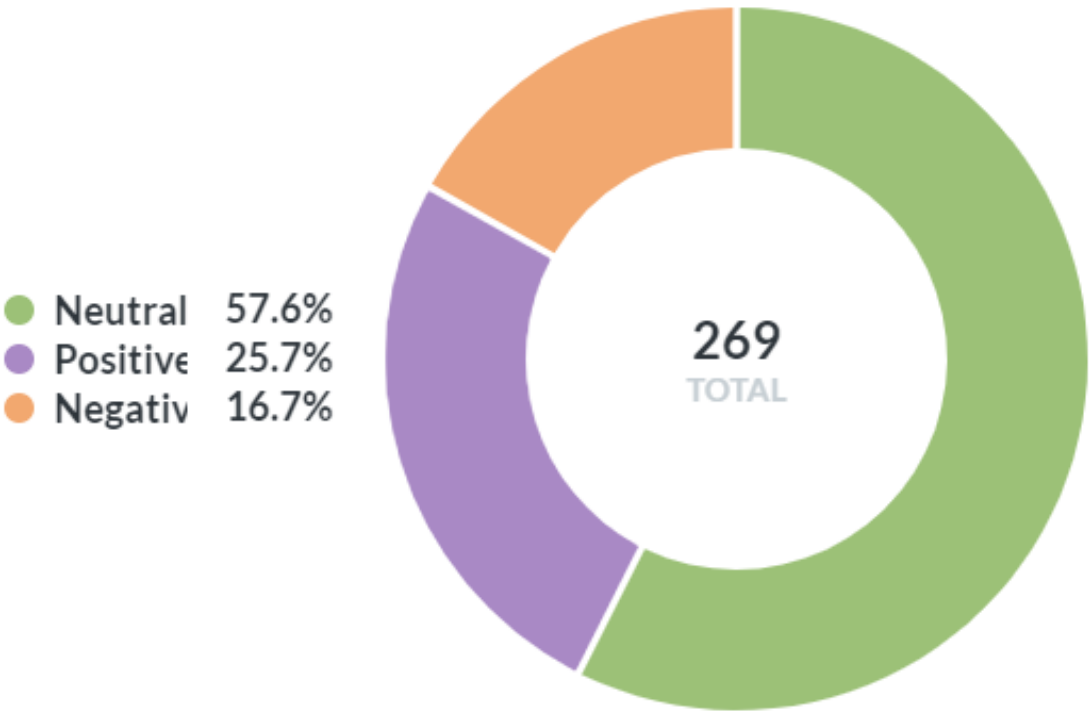
269  
# of stories

- ☐ Most of the coverage on building bridges was neutral.
- ☐ Majority of the stories were from radio stations

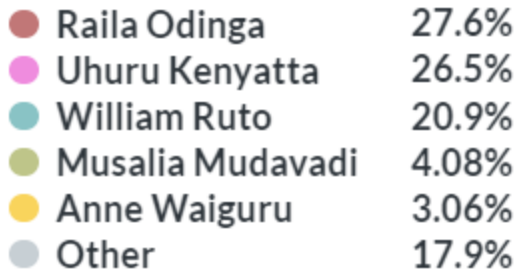
## Media Share



## Tonality



# Key Personalities Covered: **Building Bridges/Handshake**



- ❑ Kenyans to wait longer for BBI report handover
- ❑ BBI REPORT: ODM legislators urge for patience ahead of the release of BBI
- ❑ Section of Garissa leaders vow to support the report
- ❑ Viongozi wasema wanataka nafasi ya mwakilishi wa kike katika BBI
- ❑ Ruto says Kenya says the country doesn't need a referendum
- ❑ More than 10 Jubilee vows to rally Kenyans to reject the out come of the BB
- ❑ Ruto Urged to support handshake pact
- ❑ Raila Odinga terms debate on final report on BBI premature
- ❑ BBI REPORT: ODM legistlators urge for patience ahead of the release of BBI report
- ❑ ODM leaders urge Mt. Kenya MPs to support the report
- ❑ Ruto allied supporters express discontent with the BBI report before it's formal opening
- ❑ Kamanda warns politicians against inciting kenyans to reject BBI report
- ❑ Kenyans to wait longer for handover of BBI proposals
- ❑ Publish BBI report to reduce speculations - Governor Kimemia
- ❑ Dr. Alutalala: BBI is a tragic waste of our good lord's time, we don't need it | The Big Story
- ❑ BBI: Magavana kutoka mlima Kenya wazungumzia ripoti ya BBI
- ❑ Governor Waiguru slams Mt Kenya MPs opposing the BBI
- ❑ Governors from Central ask Uhuru and Raila Odinga to shed more light on BBI
- ❑ Political battle lines up ahead of building Bridges Initiative report

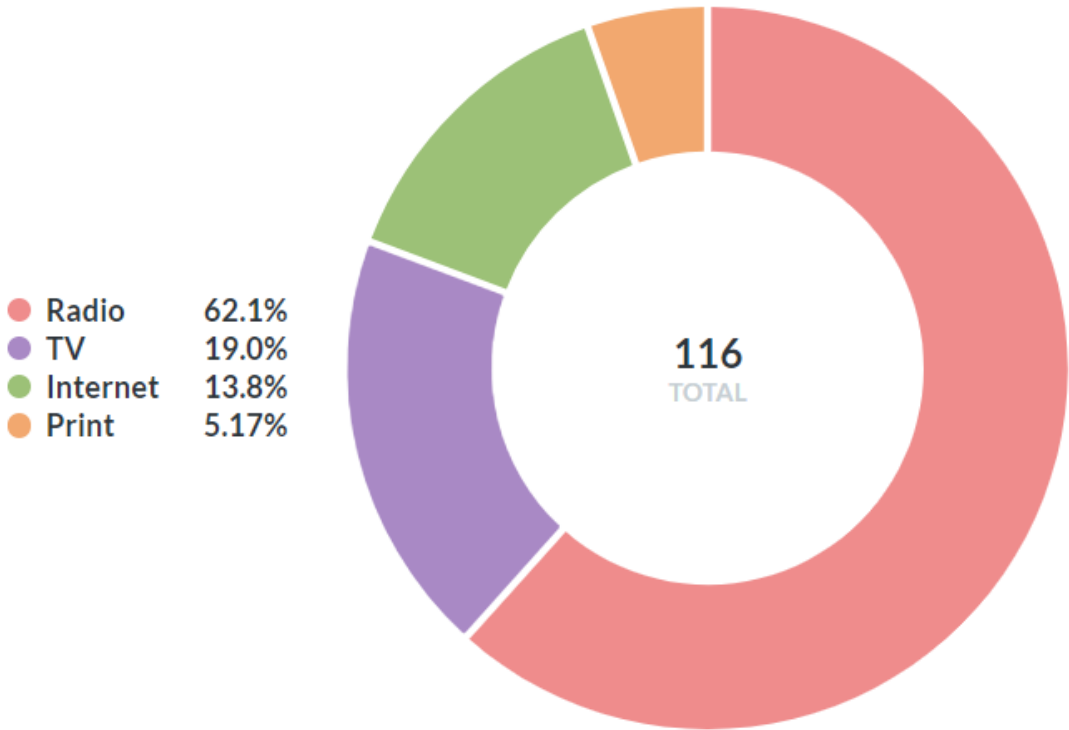
# Referendum

116

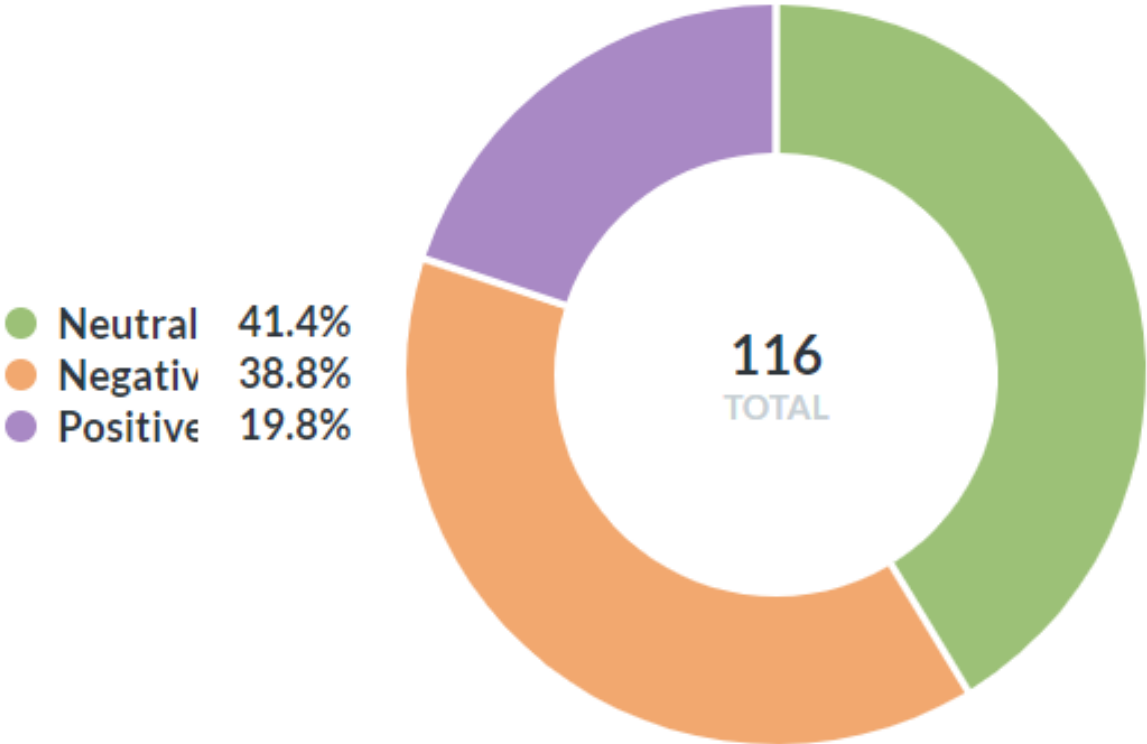
# of stories

- ☐ Most of the coverage on referendum was neutral.
- ☐ Radio stations had the most number of stories

## Media Share



## Tonality



# Key Personalities Covered: Referendum

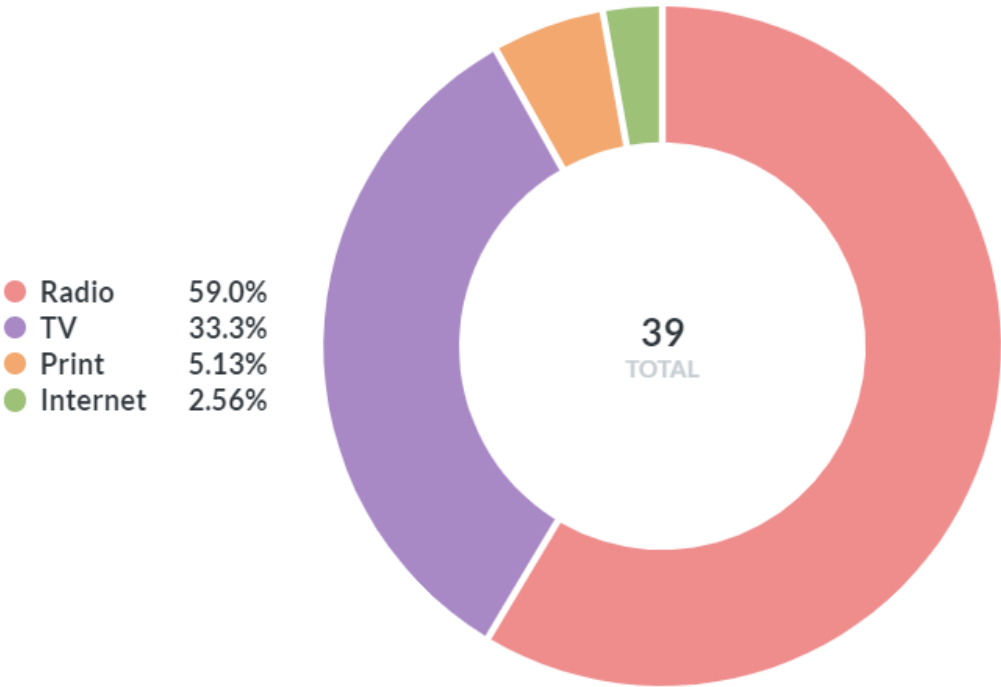
Ekuru Aukot	58.6%
Aden Duale	6.90%
Raila Odinga	6.90%
Uhuru Kenyatta	5.17%
William Ruto	5.17%
Kiraitu Murungi	3.45%
Speaker Justin Muturi	3.45%
Wycliffe Oparanya	3.45%
Other	6.90%

- ❑ Aukot: Punguza Mizigo is a movement, not an event | NEWSNIGHT |
- ❑ The Punguza Mizigo referendum Bill has collapsed after 24 county assemblies rejected it, dealing a blow to Third Way Alliance leader Ekuru
- ❑ Mombasa MCAs reject Punguza Mizigo Bill
- ❑ More counties reject Punguza Mizigo bill
- ❑ Narok MCAS Rejects Punguza Mizigo
- ❑ Former AG Muigai wants some commissions abolished
- ❑ Punguza mizigo Kilifi
- ❑ Punguza Mizigo Bill downed in Machakos
- ❑ Bomet County Assembly shoot down Punguza Mizigo Bill
- ❑ County Assembly of Turkana voted unanimously to endorse the Punguza Mizigo bill
- ❑ MP Eseli claims underhand dealings in deciding system of govt
- ❑ Ekuru accepts defeat of his Punguza Mizigo referendum push
- ❑ Wabunge wataka mfumo wa uongozi ubadilishwe
- ❑ Duale backs referendum to run alongside 2022 general election
- ❑ Murkomen: I want to stick to the point that there will be no referendum | NEWSNIGHT
- ❑ Aden Duale explains his stand on BBI and parliamentary system of governance
- ❑ Deadline for County Assemblies to debate 'Punguza Mizigo' debate bill lapses
- ❑ Thirdway Alliance led Punguza Mizigo bill rejected in Trans Nzoia, Meru
- ❑ Mombasa MCAs reject Punguza Mizigo Bill
- ❑ Punguza Mizigo Bill stands declined as 13 more Counties vote to reject it
- ❑ Turkana county approves Punguza Mizigo Bill

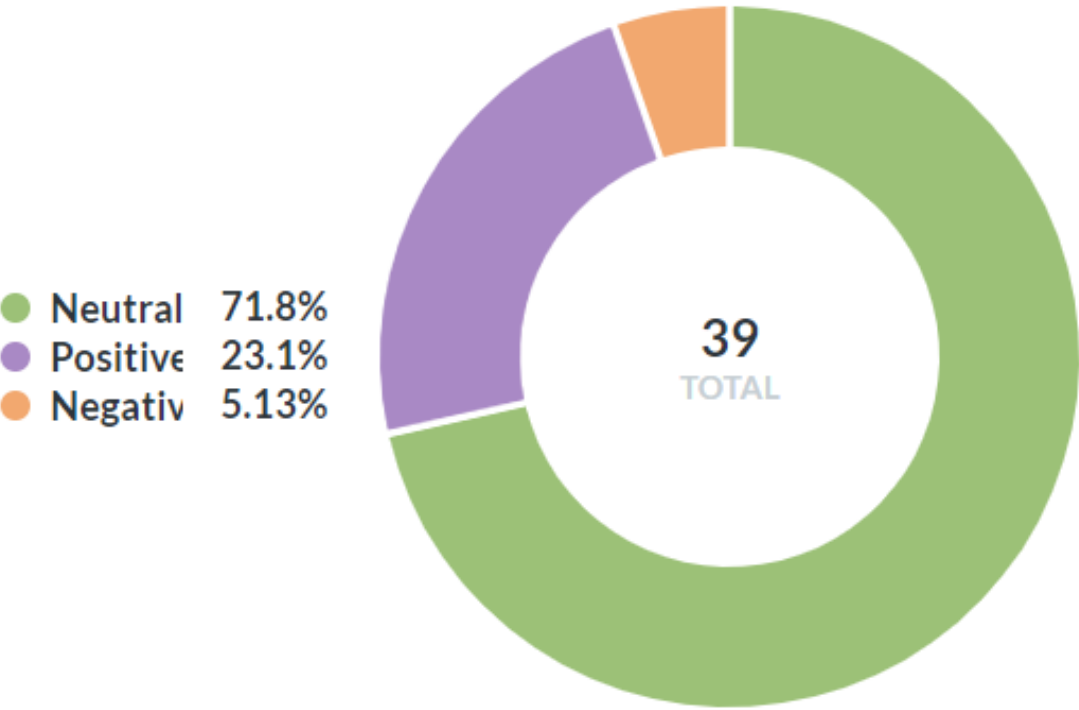
39  
# of stories

- ❑ The coverage on 2022 was predominantly neutral.
- ❑ Radio stations had the most coverage for 2022.

Media Share



Tonality



# Key Personalities Covered: 2022

● William Ruto	34.9%
● Uhuru Kenyatta	14.0%
● Musalia Mudavadi	11.6%
● Raila Odinga	11.6%
● Aaron Kipkirui Cheruiyot	6.98%
● Fred Matiang'i	4.65%
● Mike Sonko	4.65%
● Other	11.6%

- ❑ Raila is among top 10 rich Kenyans, DP Ruto is not one of them - Boni Khalwale
- ❑ Inua mama Murang'a
- ❑ Inside Politics: Musalia Mudavadi woos Kenyans in the diaspora
- ❑ PNU revamps ahead of 2022 general election
- ❑ Deputy President William Ruto argues the political leaders to do good as they will reap from the good deeds in the future
- ❑ Women politicians in the country are arguing their fellow women to stand with them in the general election of 2022
- ❑ Mudavadi insists that he must be on the 2022 presidential elections
- ❑ Mudavadi says he will be in the ballot in 2022
- ❑ DP Ruto says there will be no automatic candidate in the Jubilee party come 2022
- ❑ Tangatanga, Kieleweke politics hurting Mt Kenya unity, clergy says
- ❑ The Chairman of Lake Basin Development Authority Odoyo Owidi said that all contestants in 2022 gubernatorial race should be given equal opportunities
- ❑ Some of the youth leaders in Migori County has initiated campaigns to train youths to go for leadership in 2022 elections
- ❑ We are creating votes for Sonko presidency - Prof. Manyora
- ❑ We are creating a Trump and Sonko presidency in Kenya - Prof.
- ❑ Mombasa politicians drum up support for Governor Joho's quest for presidency in 2022
- ❑ President Uhuru says he has no desire to continue ruling as president after his term end in 2022
- ❑ Ruto will be Kenya's 5th president - Bahati MP Kimani Ngunjiri

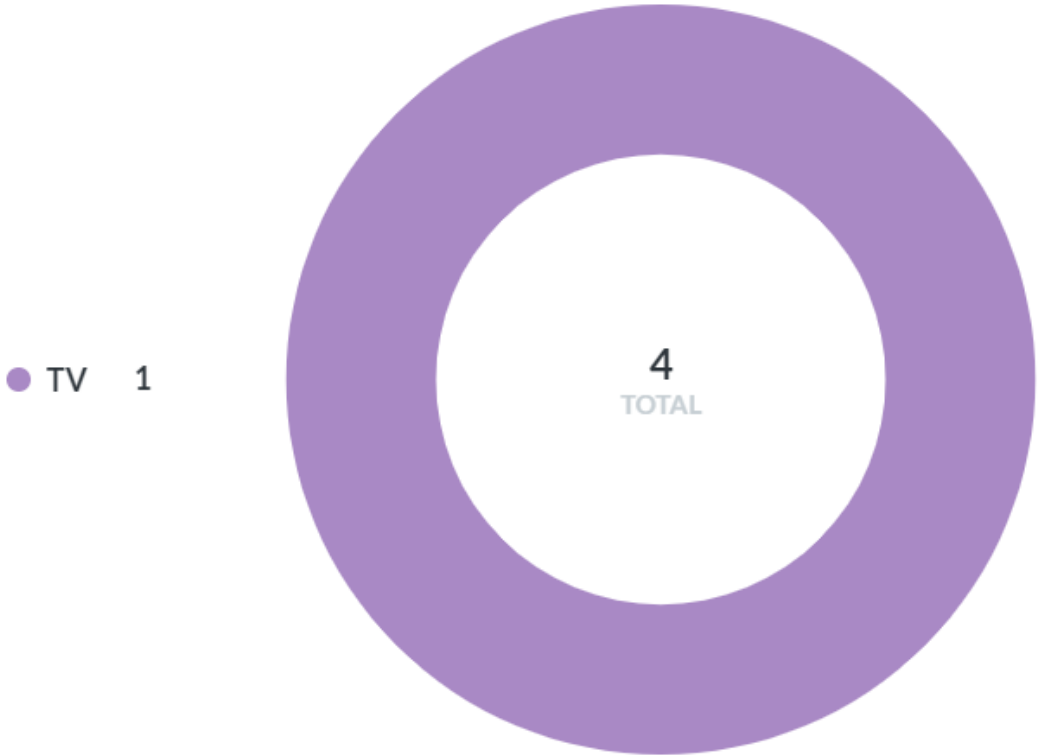
# Tangatanga

4

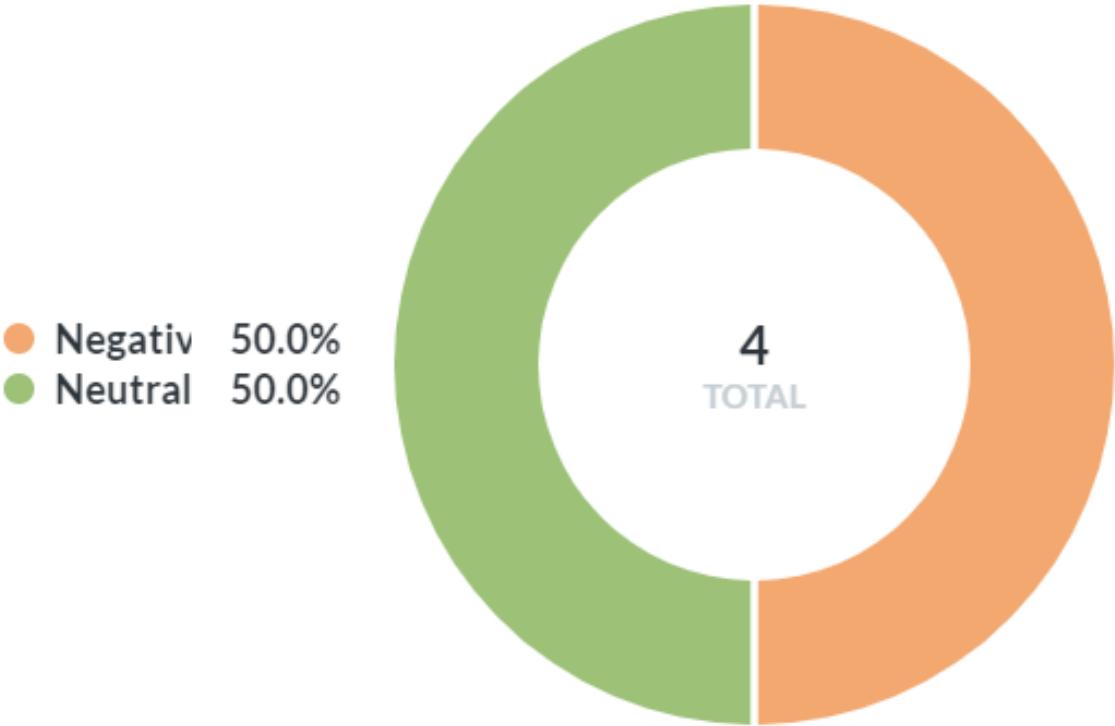
# of stories

- ☐ The stories on Tangatanga were neutral and positive
- ☐ The stories were from TV stations

## Media Share



## Tonality



# Key Personalities Covered: **Tangatanga**

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● Aisha Jumwa 66.7%  
● William Ruto 33.3%

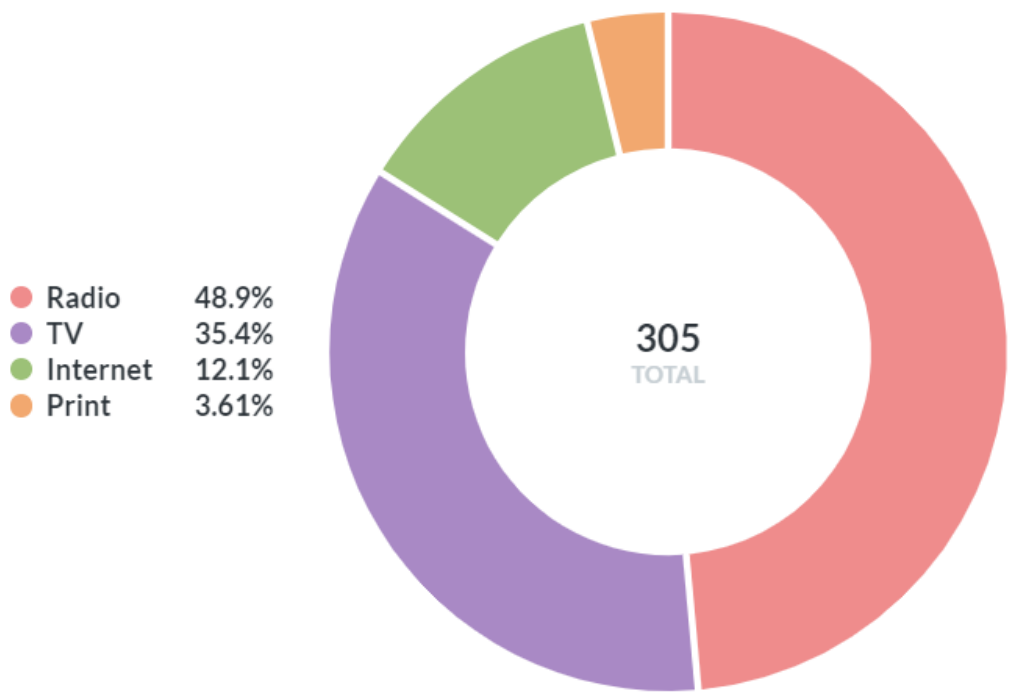
- ❑ Wabunge wamkosoa mkurezi wa mashtaka ya umma kwa kulenga wanaounga mkono mreno wa tangatanga
- ❑ 'It is selective justice': Women MPs say Aisha Jumwa's arrest is political
- ❑ Wabunge wafika mahakamani kumuunga mokono Aisha Jumwa
- ❑ DP Ruto renews his rivalry with Raila in Mumias

# Elections

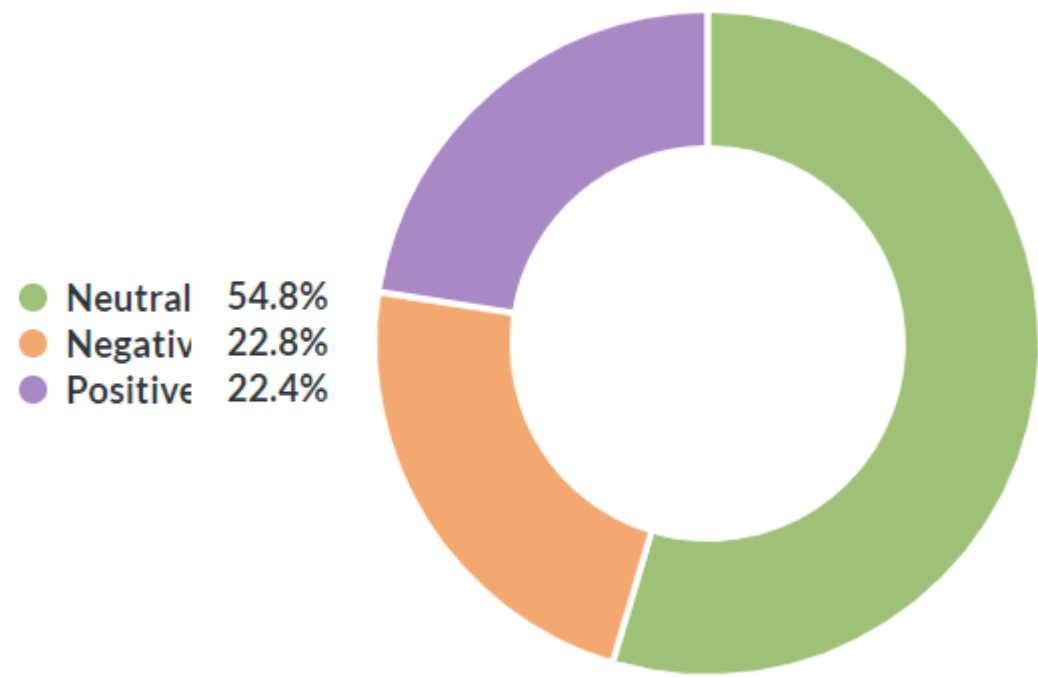
305  
# of stories

- Majority of the stories on elections were neutral
- Most coverage on elections was from radio stations

## Media Share



## Tonality



# Key Personalities Covered: Elections

● McDonald Mariga	22.3%
● Imran Okoth	13.6%
● Musalia Mudavadi	12.1%
● William Ruto	12.1%
● Raila Odinga	11.4%
● Aisha Jumwa	6.82%
● Wafula Chebukati	5.30%
● Wycliffe Oparanya	3.41%
● Other	12.9%

- ❑ IEBC yazungumzia maandalizi katika uchaguzi mdogo wa Kibra
- ❑ The Kikuyu Factor in Kibra by-elections
- ❑ IEBC said that they are ready for the Kibra By election on the 7th November
- ❑ IEB creates 3 polling stations as Kibra by - election nears
- ❑ Mbadi accuses DP Ruto of misusing State resources for Kibra campaign
- ❑ 6 polling stations in Kibra by-election have been moved due to KSCE exams
- ❑ IEBC summons ODM, Jubilee, ANC and FORD-K over Kibra campaign chaos
- ❑ MP Kamanda asks Kikuyu community to vote for Imran
- ❑ There are 118,658 registered voters in Kibra constituency, Nairobi
- ❑ We'll dump Nasa after Kibra poll, says Sifuna
- ❑ IEBC creates 3 polling stations as Kibra by - election nears
- ❑ Uchaguzi Mdogo Kibra: Maandalizi yaendelea uku uchaguzi wa Kibwa ukiwadia
- ❑ Uchaguzi Mdogo Kibra: IEBC inazungumzia maandalizi
- ❑ Iebc finishing up on kibra election preparations
- ❑ Kibra By-election: IEBC makes final touches, avails material required
- ❑ IEBC will rely on the hard copy for result and not electronic transmission in the Kibra by-election
- ❑ IEBC says Kibra voters register will be pinned in all polling station by tomorrow
- ❑ Kibra by election enters home stretch where Jubilee candidates supports ODM candidate
- ❑ IEBC summons ODM, Jubilee, ANC and FORD-K over Kibra campaign chaos
- ❑ Mariga still campaigning for Kibras seat

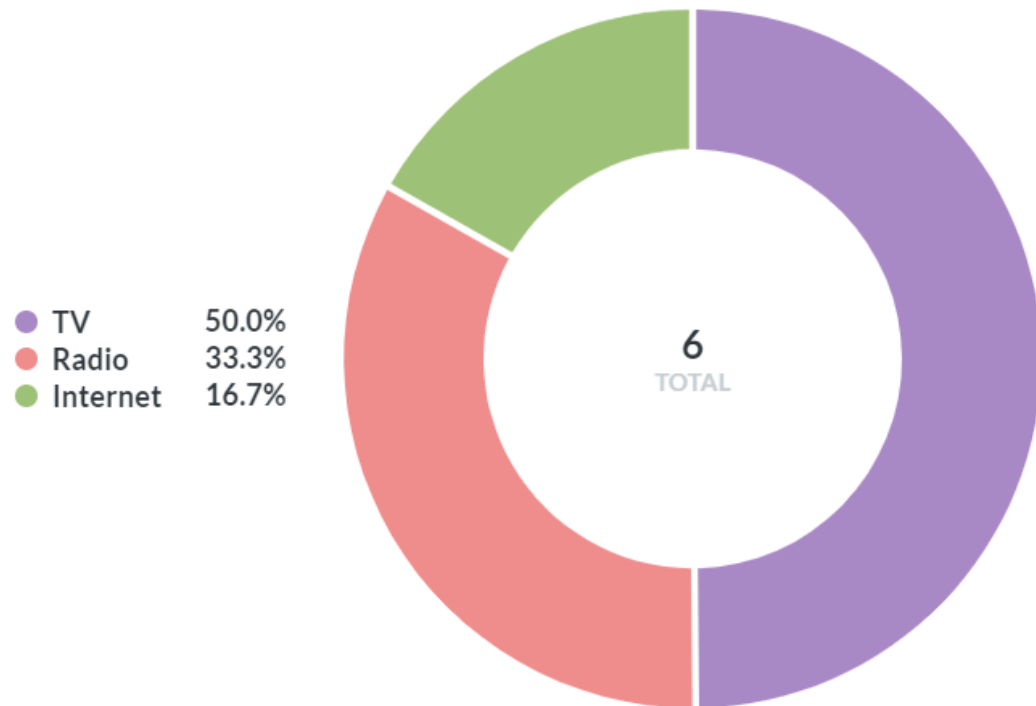
# Devolution

6

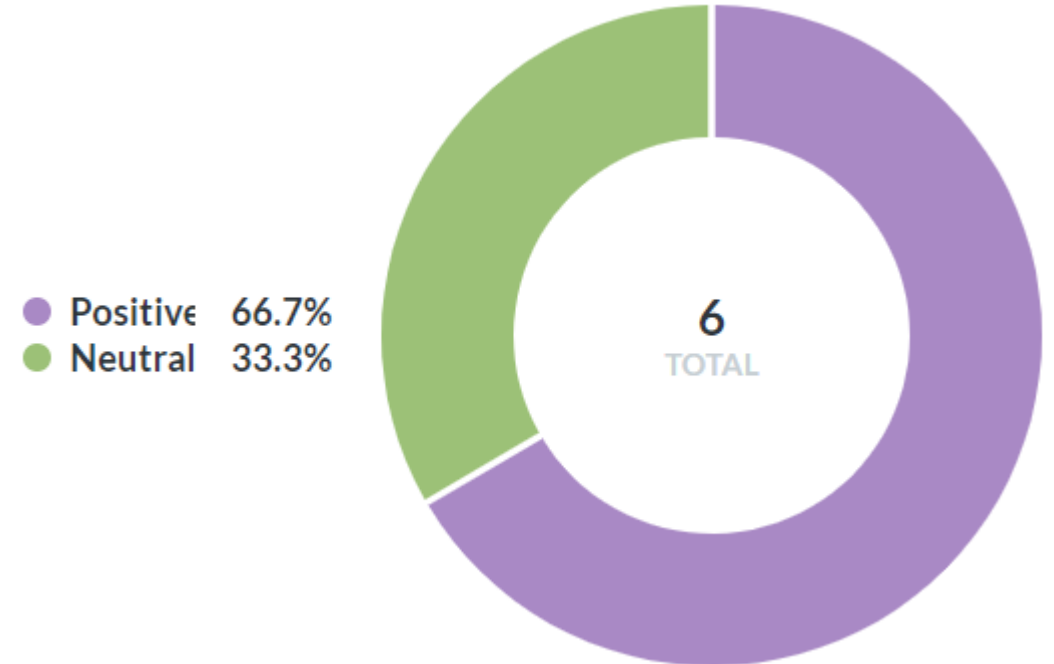
# of stories

- ☐ Majority of the stories on devolution were positive
- ☐ Most coverage on devolution was from TV stations

## Media Share



## Tonality



# Key Personalities Covered: **Devolution**

---

- ❑ Former Councilors' demands
- ❑ Nurses want devolved health sector reverted back to the national government
- ❑ Kongamano kuhusu maswala ya ugatuzi yaanza jijini Nairobi
- ❑ Senate speaker opens devolution conference in Nairobi that seek to chart the state of devolution
- ❑ Leaders push for an audit to determine the effectiveness of devolution

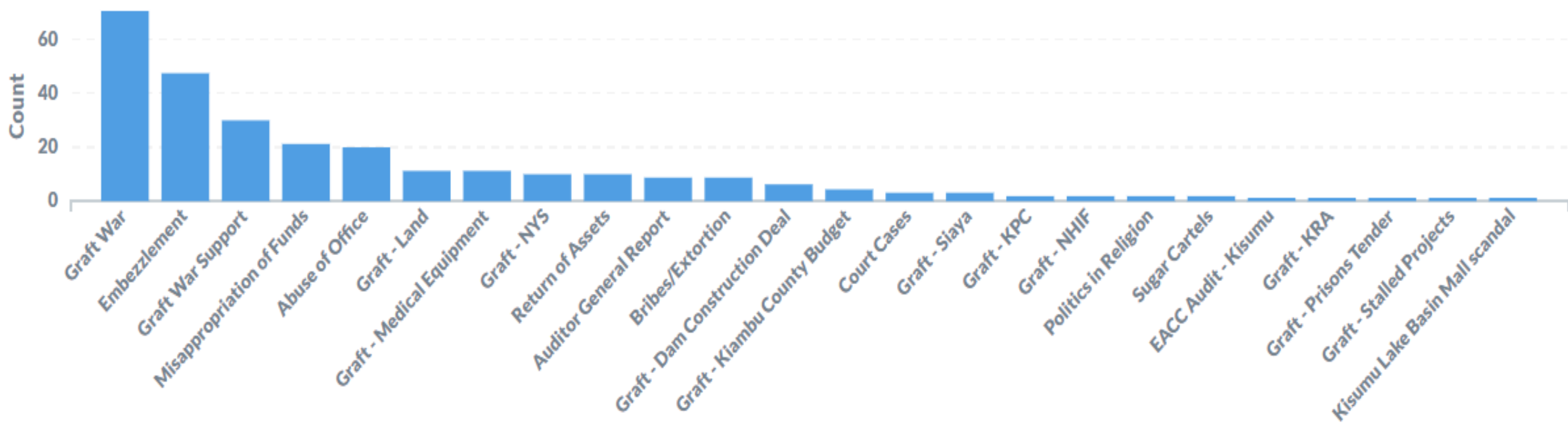
● Kenneth Lusaka 1

# Sub-theme Analysis: Corruption

245

# of stories

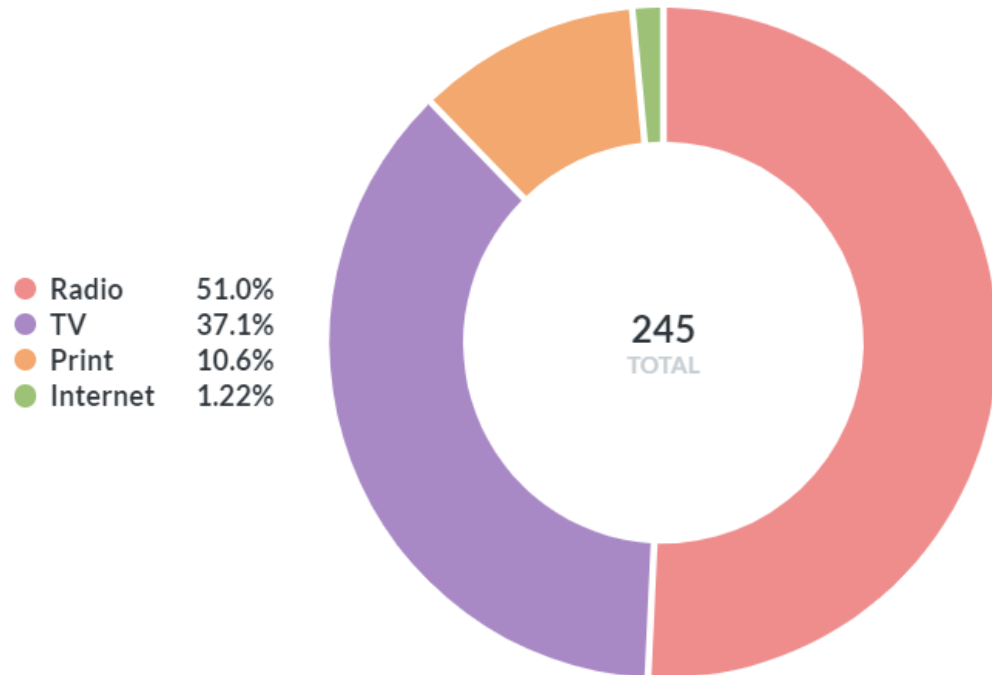
Most of the stories on corruption were surrounding graft war efforts.



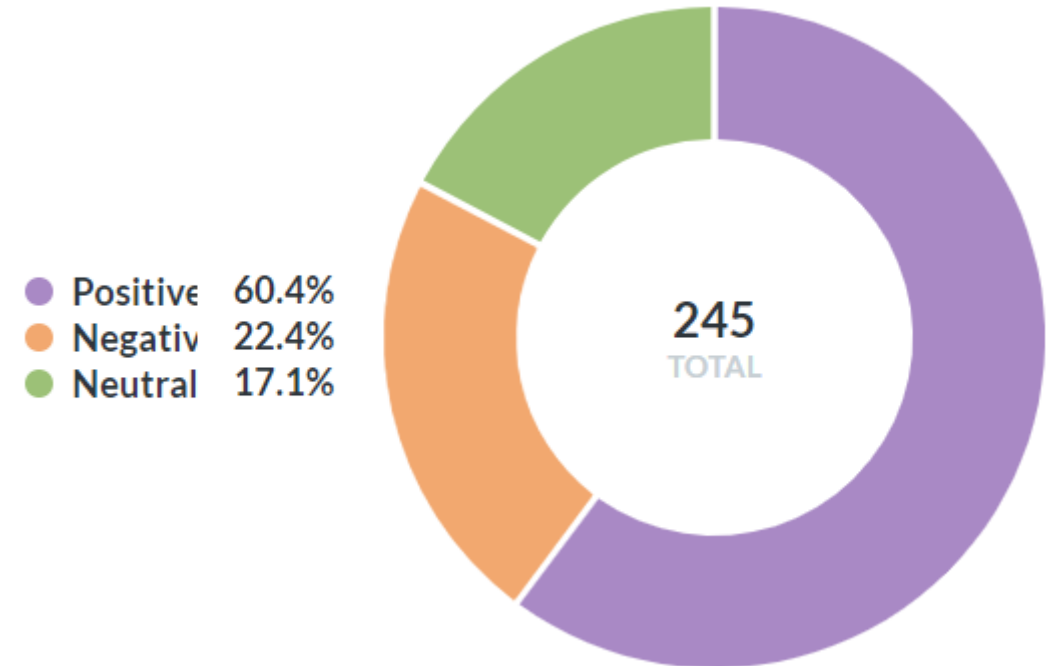
# Corruption

- ❑ Majority of the stories on corruption were positive.
- ❑ Most of the coverage was from radio stations

## Media Share



## Tonality



# Key Personalities Covered: Corruption

DPP Noordin Haji	15.5%
Uhuru Kenyatta	11.3%
Twalib Mbarak	8.25%
Ferdinand Waititu	7.22%
Wycliffe Oparanya	4.12%
Evans Kidero	3.09%
Fred Matiang'i	3.09%
William Ruto	3.09%
Other	44.3%

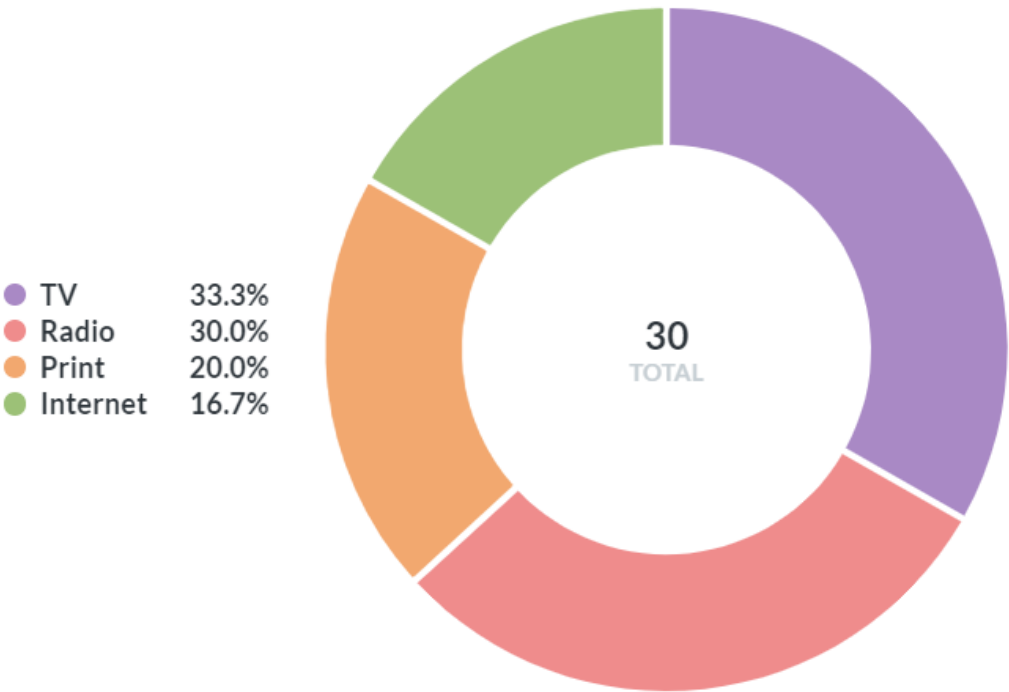
- ❑ Ex-Mp Elizabeth Ongoro arraigned in court today in Nairobi
- ❑ Several governors in EACC's radar over graft
- ❑ EACC and DCI have launched leadership and integrity conference in Naivasha focusing in fight against graft
- ❑ IMF director for Africa department commends President Uhuru Kenyatta for spear heading war on corruption
- ❑ Elizabeth Ongoro fails to appear before court in graft
- ❑ Elizabeth Ongoro aliyekuwa mbunge wa Kasarani, afikishwa
- ❑ Kesi ya ufisadi yaskizwa mahakamani
- ❑ Former Kasarani MP Elizabeth Ongoro and others have been charged over CDF fund embezzlement
- ❑ Scales of Justice : EACC summons former kasarani MP Elizabeth
- ❑ Danish embassy fingers 27 counties over suspected plunder
- ❑ IMF hails Kenya's effort in fighting graft
- ❑ Court orders ex-MP Ongoro to appear before EACC on Friday regarding the disappearance of sh. 48 million
- ❑ Laikipia Woman Rep Catherine Waruguru gives her take on corruption
- ❑ Elizabeth Ongoro ajisalimisha katika makao makuu ya tume ya kupambana na ufisadi
- ❑ Speaker Muturi defends MPs against allegations of corruption
- ❑ Misappropriation of public funds linked to the Likoni ferry accident
- ❑ Former MP Elizabeth Ongoro says graft charges is a political witch-hunt

# Youth Unemployment

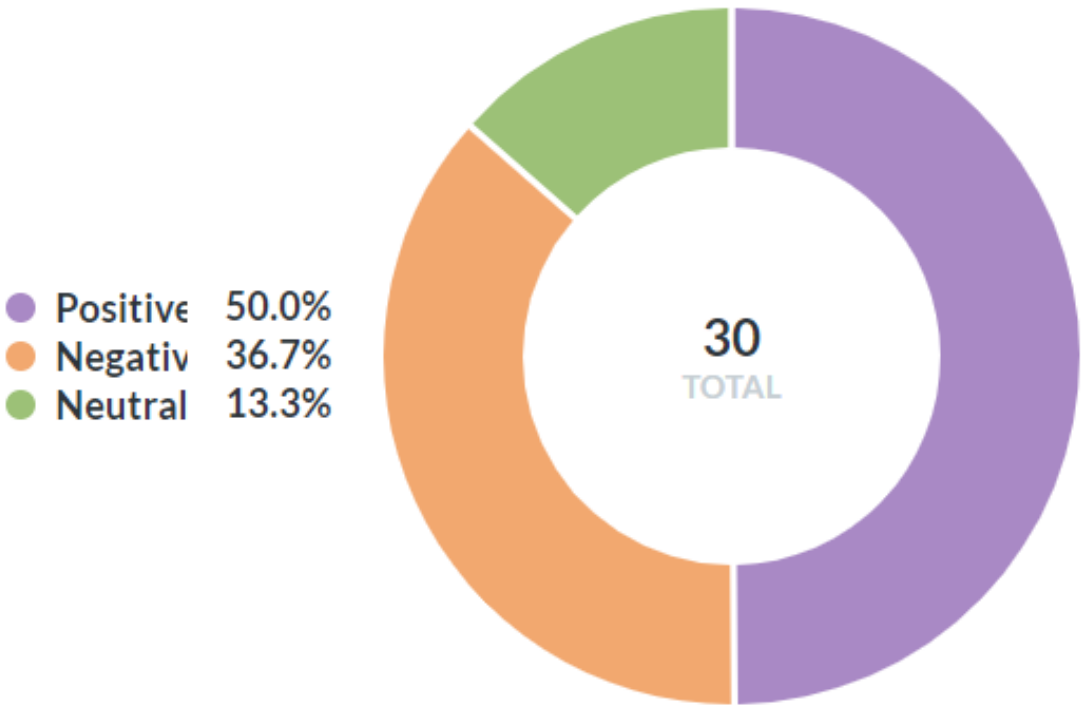
30  
# of stories

- ☐ Majority of the stories on unemployment were positive.
- ☐ Radio stations had the most coverage of unemployment.

## Media Share



## Tonality



# Key Personalities Covered: Youth Unemployment

---

- ❑ Ukosefu wa ajira unachangia ukosefu wa usalama
- ❑ Msomi kijana ajichumia riziki kwa kufuga mbwa Eldoret
- ❑ Youth key in solving Kenya's unemployment challenge
- ❑ Kenyans worried over companies laying off some employees
- ❑ Kenyans cry out over massive job losses
- ❑ Youth in Tigania encouraged to embrace blue collar jobs, self employment and use of technical skills as a way to empower themselves and generate an income
- ❑ Youth from Kitui are asking their governor to pay them their dues from last month
- ❑ Tijara ya waajiri nchini Kenya | | NTV Sasa
- ❑ Digital Innovation Hubs Open their Doors For Youth in Rongo.
- ❑ Police disperse hundreds of youths demonstrating in the CBD
- ❑ Hundreds of youth turned away from prisons recruitment
- ❑ Youth protest over the unemployment in the country and retrenchment from private companies
- ❑ Government initiates measures to address unemployment
- ❑ Perspective: Dr.Kiprop Mishra on youth unemployment
- ❑ NEWS REVIEW | Tackling youth unemployment in Kenya ( Part 1)
- ❑ KCB Foundation, GIZ equips 582 youth in Sh 20 million job creation drive
- ❑ Residents of Nanyuki Laikipia county protest against the sacking of their children from fairmount hotel
- ❑ Senators launch probe into rampant mass layoffs

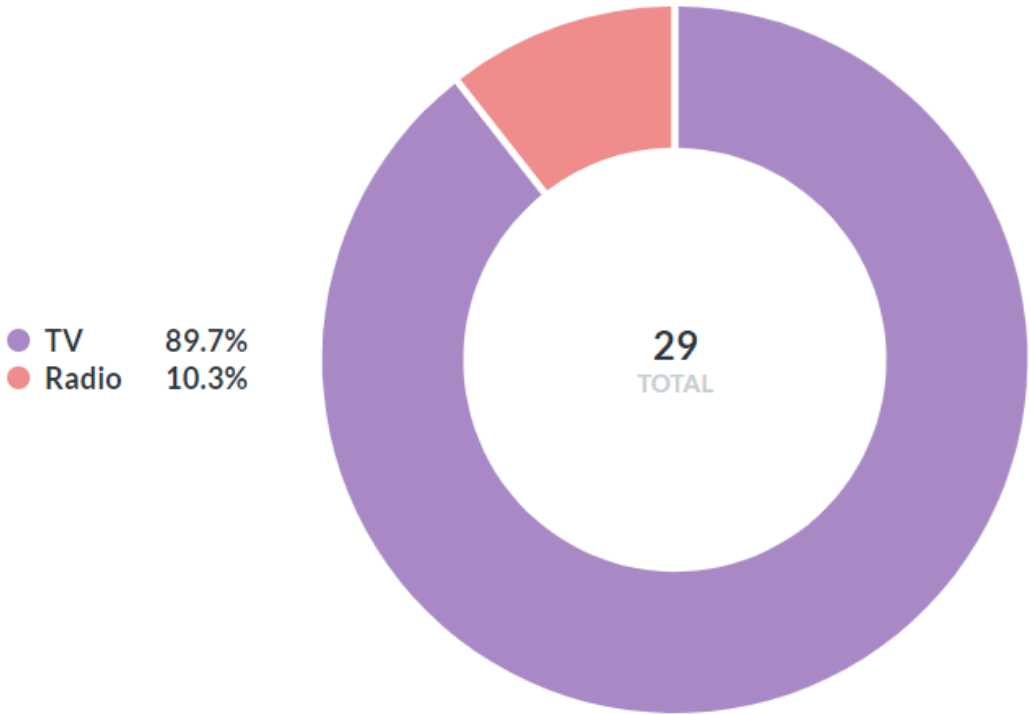
● Amina Mohammed 50.0%  
● Margaret Kobia 50.0%

# Jobs

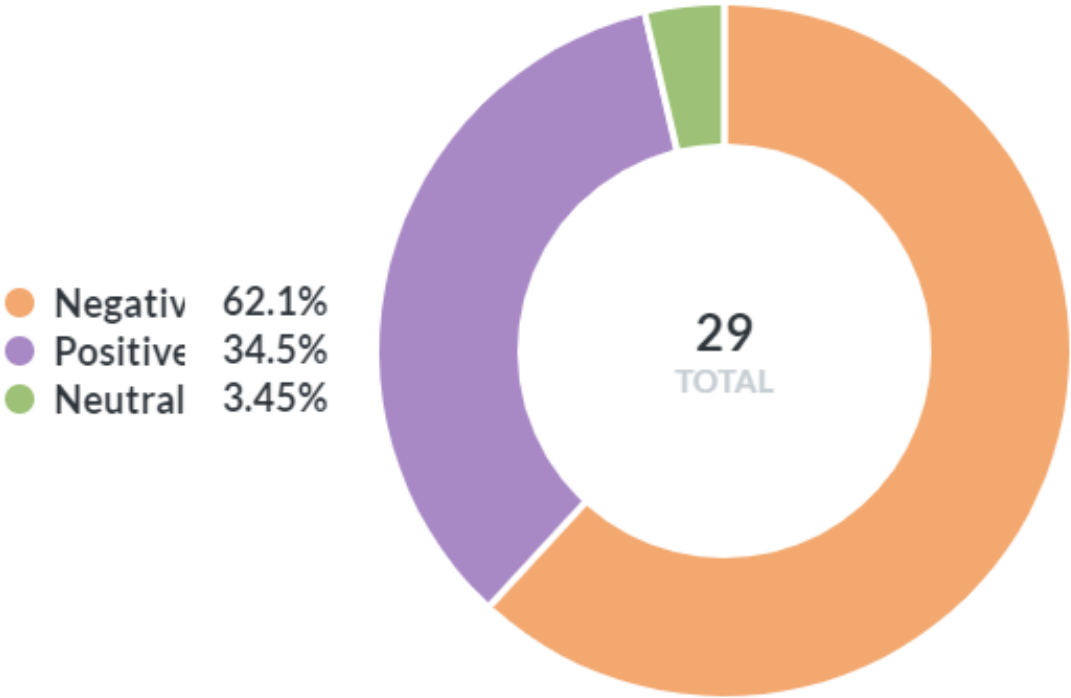
29  
# of stories

- ❑ The tonality for these stories was predominantly negative
- ❑ The stories were from TV.

## Media Share



## Tonality



# Key Personalities Covered: **Jobs**

● Francis Atwoli	28.6%
● Peter Ndegwa	28.6%
● Ali Ibrahim Roba	14.3%
● Johnson Sakaja	14.3%
● William Ruto	14.3%

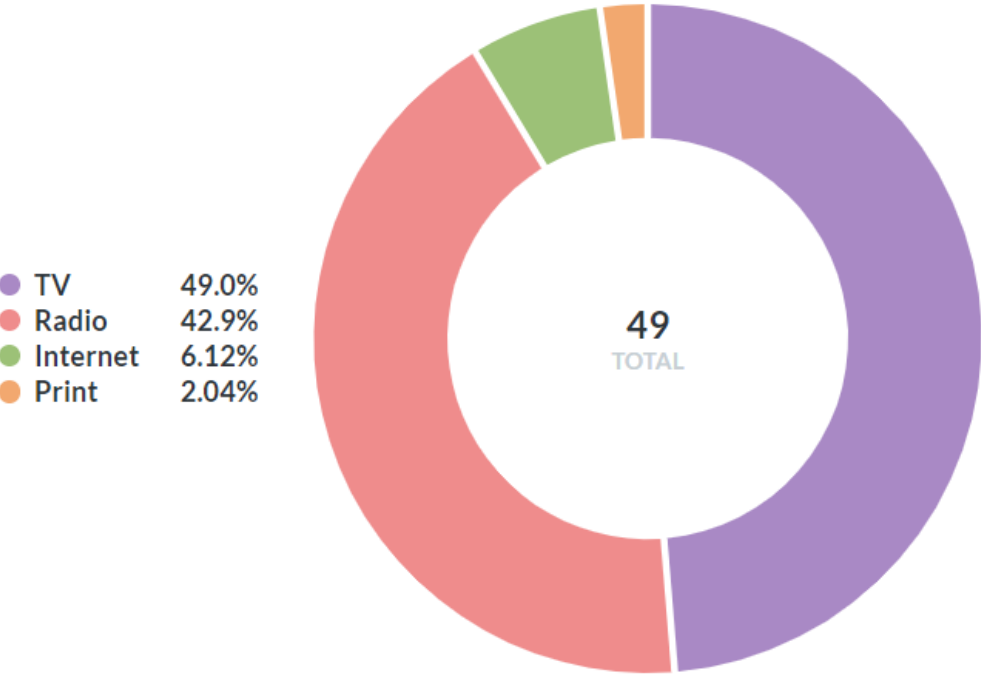
- ❑ Kaunti ya Nyeri kuwapa mafunzo vijana 200 kabla kuwaajiriwa
- ❑ | DAY BREAK | The Future of Employment
- ❑ Tough times as Companies sack staffs
- ❑ The Way It Is: Kenyans in agony with over 2,000 job losses since July 2019
- ❑ Suala Nyeti: Ukosefu wa ajira baada ya kapuni nyingi kufungwa
- ❑ Oracle to hire 2,000 employees worldwide
- ❑ From banks to farms, economy bleeding jobs | PRESS REVIEW
- ❑ No jobs for the youths | The Big Story
- ❑ IHRM: The issue of job loss and unemployment in the country might lead to crime and suicidal cases
- ❑ Sakaja opposes Wambui's appointment as her appointment ruffle feathers with Kenyans |
- ❑ Ruto assures the youth of employment while addressing graduands at Gusii National Polytechnic
- ❑ Bomachoge Chache MP Alpha Miruka calls for employment of the youth
- ❑ Its has been reported that the technical students do not get opportunities in different companies
- ❑ JOB LOSSES: Finlays set to fire 1,000 employees in December
- ❑ Wenyeji wa Konza wakufa matumaini kuhusu mradi uliozinduliwa na Rais Kibaki
- ❑ Francis Atwoli threatens to sue Finlay after announcing layoff of over 1000 employees
- ❑ Atwoli azungumzia hali ya wafanyikazi watakaopoteza ajira Finlay

# Tribalism/Ethnicity

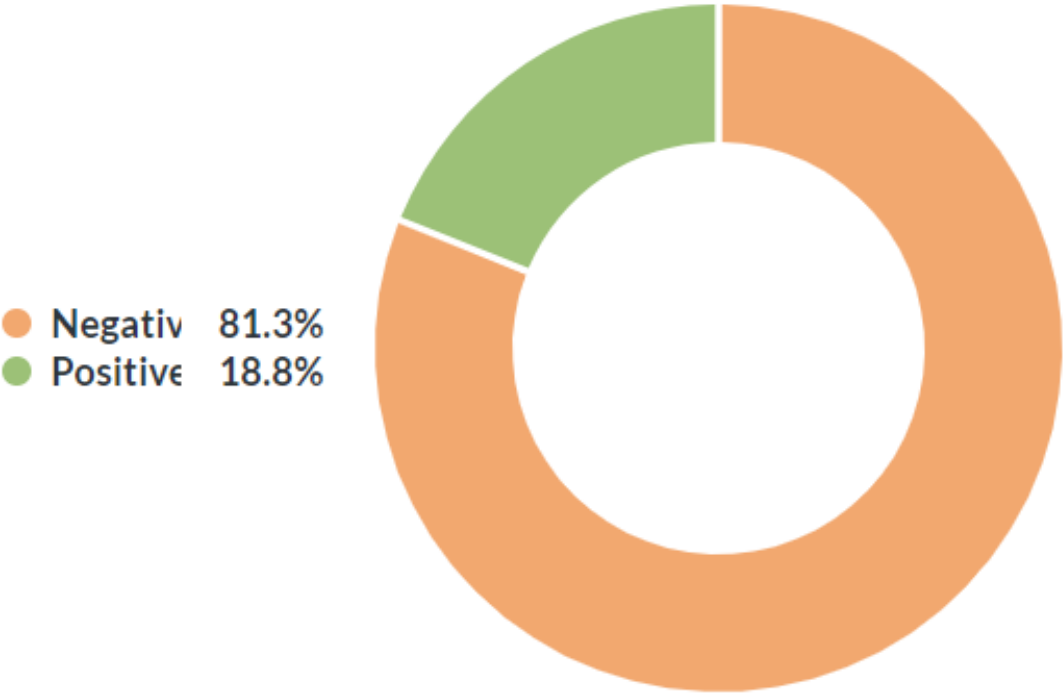
49  
# of stories

- ❑ The tonality for these stories was predominantly negative
- ❑ TV stations had the most coverage for this theme.

## Media Share



## Tonality



# Key Personalities Covered: Tribalism/Ethnicity

Charity Ngilu	33.3%
Ali Ibrahim Roba	16.7%
Eliud Kipchoge	16.7%
Musalia Mudavadi	16.7%
William Ruto	16.7%

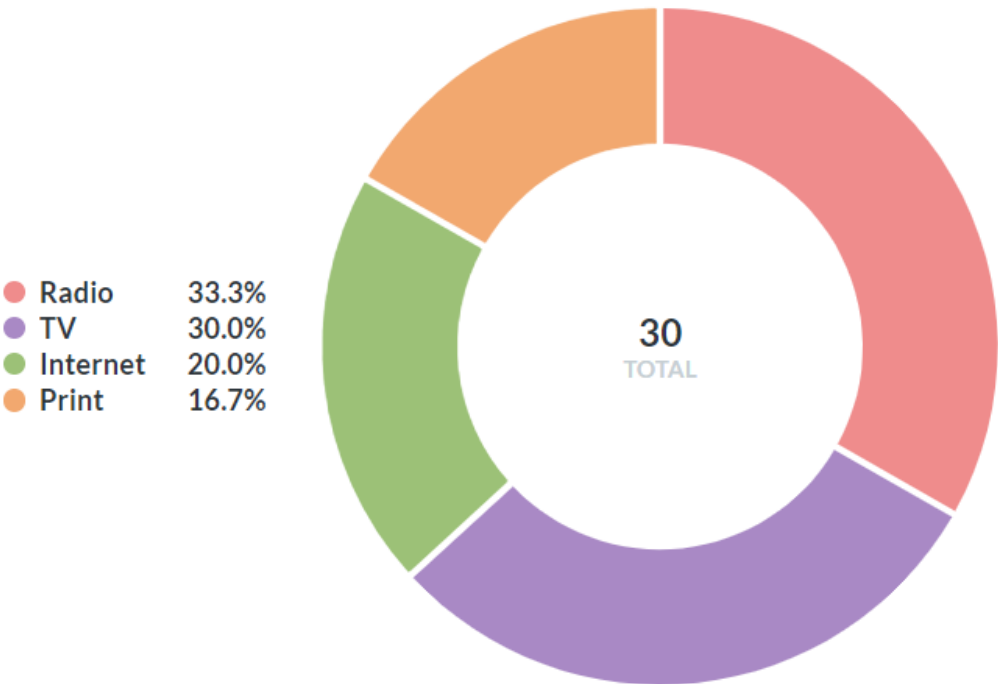
- ❑ Serikali yabuni mikakati ya kudumisha usalama Transmara
- ❑ 8 people killed in interclan fighting in Banisa,Mandera
- ❑ 10 killed as fresh inter-clan fighting erupts in Mandera
- ❑ Four more people killed in retaliatory attacks in Mandera
- ❑ Government moves fast to contain Mandera inter-ethnic tension
- ❑ Leaders call for calm amid Mandera inter-ethnic tension
- ❑ Residents of Baragoi are calling for the government to restore peace in the region
- ❑ Five arrested over Banisa killings as Government calls for calm
- ❑ 14 people die in Mandera following clashes
- ❑ Tension is high at Lomelok, Baragoi
- ❑ Hundreds left homeless as homes destroyed in Chepturo, Nandi
- ❑ Elders from Meru and Samburu Counties broke up the long terror between the communities
- ❑ usalia Mudavadi wants the government to hasten the process of stopping the clashes in Chemsumei, Nandi
- ❑ Luha leaders want DP Ruto to intervene in the ongoing clashes in Chepturo, Nandi
- ❑ Visa vya mashambulio vyakithiri Ol-Moran , Laikipia

# Food Security

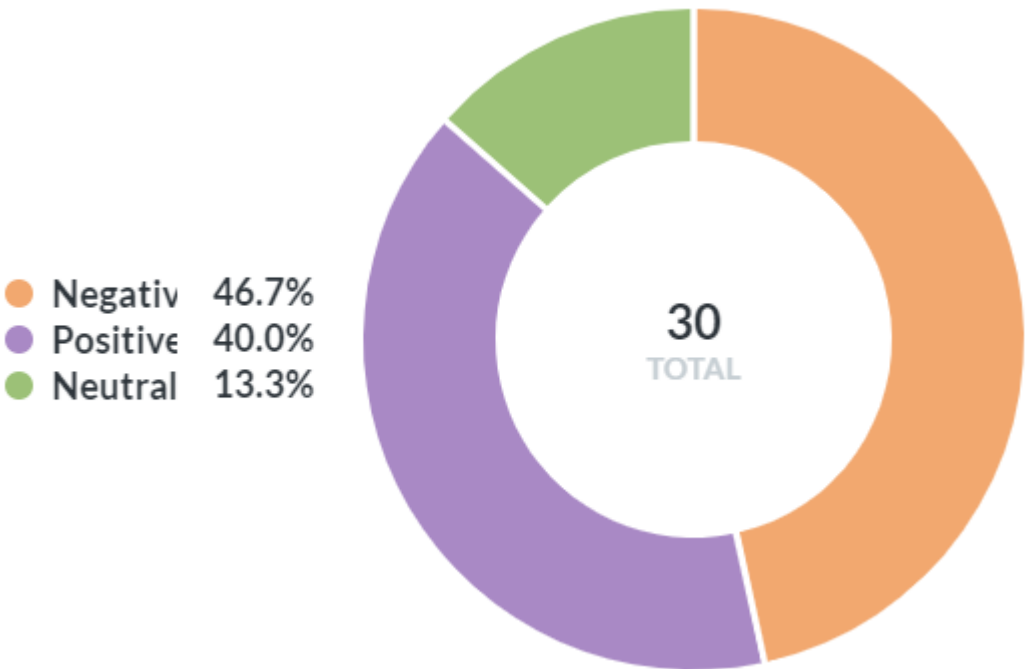
30  
# of stories

- ☐ The tonality for these stories was predominantly positive
- ☐ Radio stations had the most coverage for this theme.

## Media Share



## Tonality



# Key Personalities Covered: Food Security

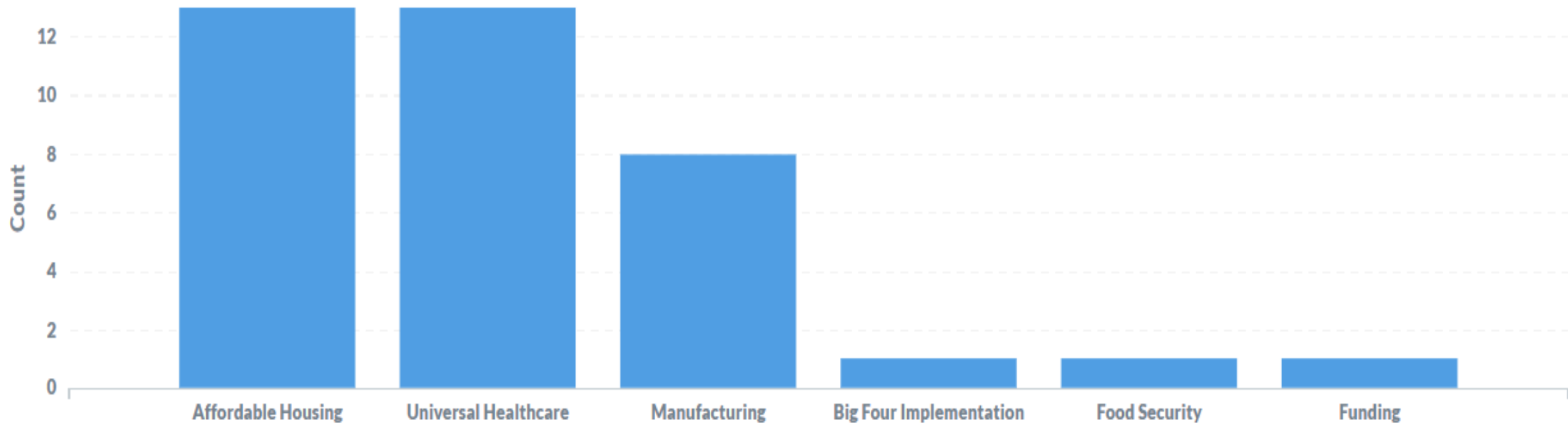
● Ali Bunow Korane	33.3%
● Kiraitu Murungi	33.3%
● Kivutha Kibwana	33.3%

- ❑ Drought Watch: Several counties including Garissa on the spot
- ❑ EU to spend over Sh 15 million to mitigate drought in Makueni
- ❑ Residents of Kibiro Isiolo county ask for food aid from the county government and seeds for planting
- ❑ Nchuri Ncheke ask Meru and Tharaka Nithi county to join forces with the national govt to provide food aid to all the areas affected by the drought and famine
- ❑ Chile's drought killing thousands of farm animals
- ❑ Over 10,000 families in Isiolo county have been forced to shift to another area due to drought
- ❑ Agricultural productivity to strengthen food security
- ❑ 33 percent of pesticides registered in Kenya threaten food security-report
- ❑ Farmers in Nyamira advised to plant short term crops to be food secure
- ❑ Isiolo North MP ask government to in place of food aid give cash transfer in the region
- ❑ 33 percent of pesticides registered in Kenya threaten food security-report
- ❑ World Bank partners with Counties to mitigate floods and drought
- ❑ Farmers advised to embrace technological advancement to boost food security
- ❑ The food security status in Kenya has worsened over the years
- ❑ Farmers expected to have huge post harvest losses due to heavy rains
- ❑ National govt through the ministry of agriculture to champion the farming of drought resistant crops as way to revive agriculture in the region
- ❑ Meru to have enough food in three years – Kiraitu
- ❑ Turkana's Loima residents now food secure after help from UN agencies
- ❑ Kenyan farmers ride on real-time insurance to ease of pain of drought

# Sub-theme Analysis: Big Four Agenda

37  
# of stories

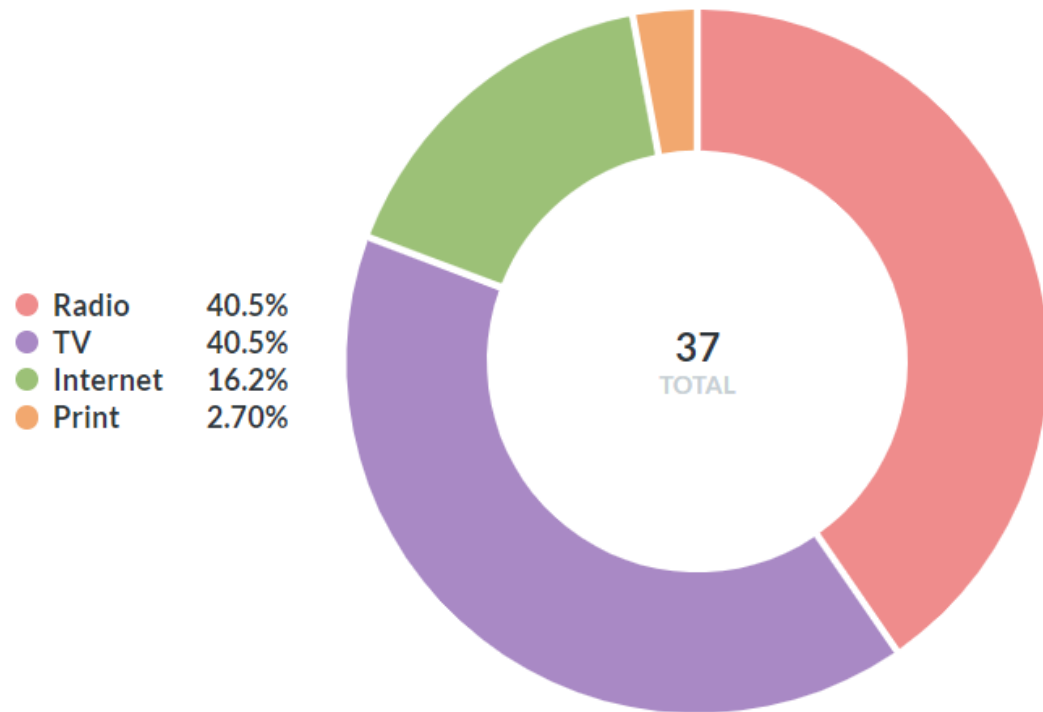
Most of the coverage on big four agenda was concerning affordable housing.



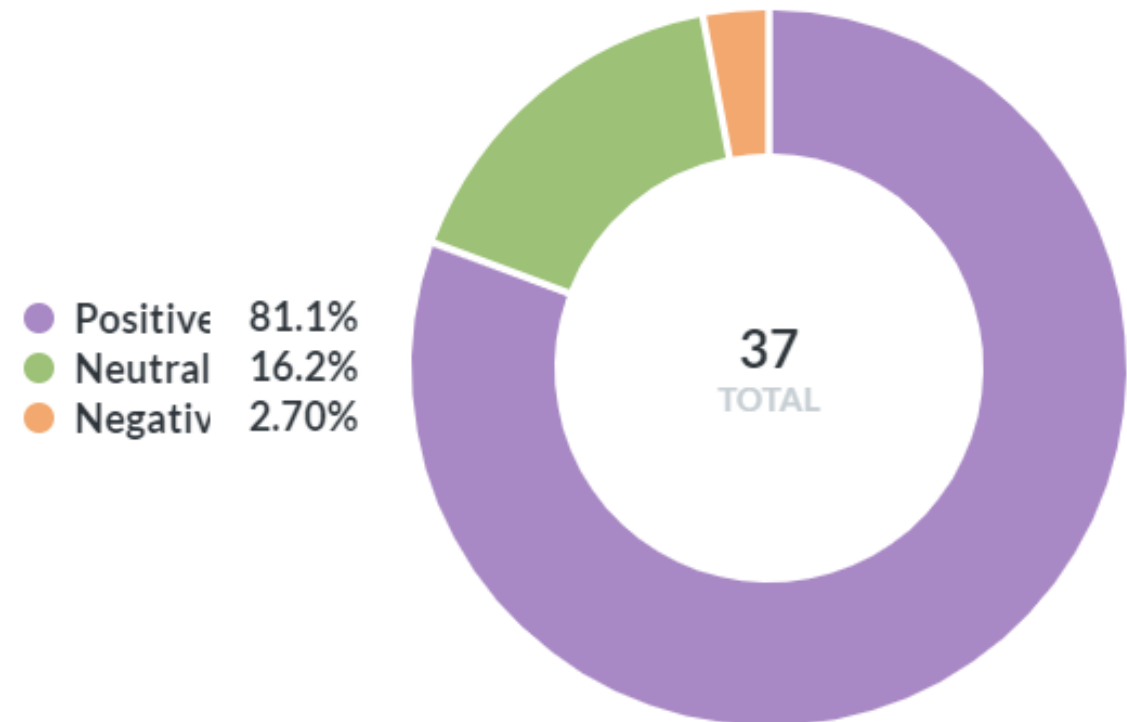
# Big Four Agenda

- ❑ The tonality for the big four agenda was predominantly positive.
- ❑ Radio stations had the biggest share of stories.

## Media Share



## Tonality



# Key Personalities Covered: **Big Four Agenda**

● Sicily Kariuki	50.0%
● Uhuru Kenyatta	25.0%
● Anyang' Nyong'o	12.5%
● William Ruto	12.5%

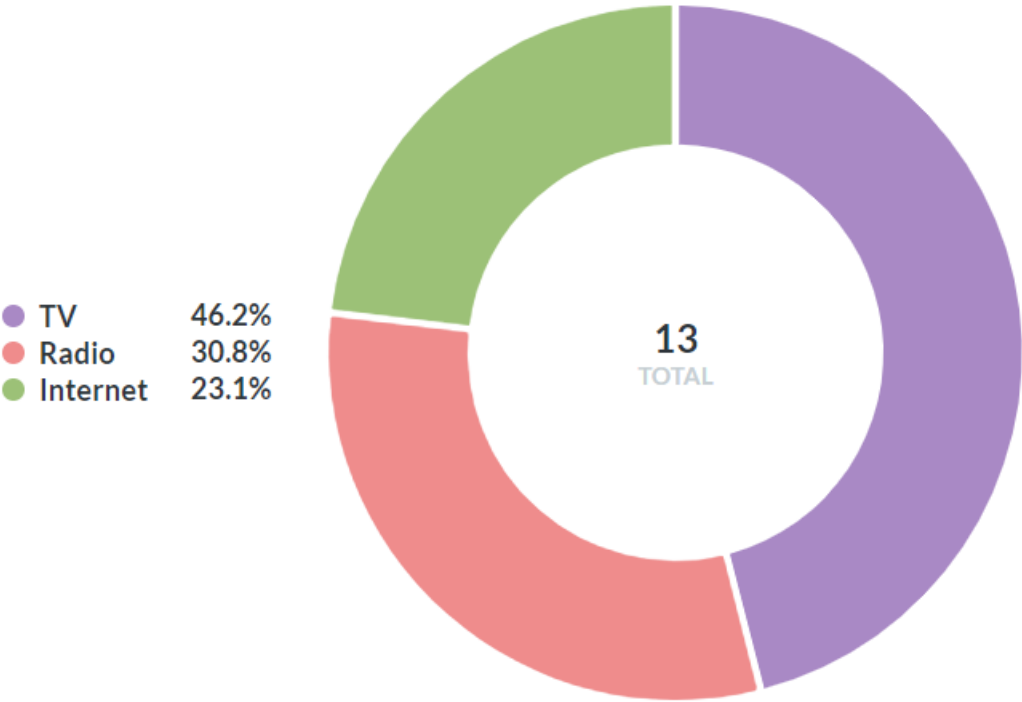
- ❑ Kilifi CDICC urges business class in the area to invest in housing at Weru
- ❑ Kenyans urged to take advantage of incentives to own homes
- ❑ UN-Habitat Day in Mombasa focusing on adequate housing
- ❑ New health training programs rolled out
- ❑ Kisumu will hire an additional 100 nurses in a drive expected to bolster the piloting of the Universal Health Coverage (UHC) in the county.
- ❑ About 2000 Murangá residence from poor background to benefit from affordable house unit
- ❑ Developers urged to invest in low income houses
- ❑ Board allocates Sh 326 million to expand KMTC
- ❑ County to construct 2,000 affordable houses for rural poor
- ❑ Govt called upon to invest in community health workers to achieve UHC
- ❑ Nurses termed as key players on implementation of universal health care
- ❑ State to train 20,000 community health volunteers by next year
- ❑ DP Ruto says that the frame work of the big 4 agenda forms the framework that will tackle unemployment in the youth by equipping them with the necessary skills to drive the agenda
- ❑ Kenya unveils locally assembled laptops
- ❑ County government challenged to setup affordable housing
- ❑ Government is in the process to introduce another health financing scheme to carter for unemployed population in the country
- ❑ Environmental tribunal blocks Ksh 2.4B housing project
- ❑ Rais Uhuru Kenyatta awataka Wakenya kununua bidhaa za humu nchini.

# Affordable Housing

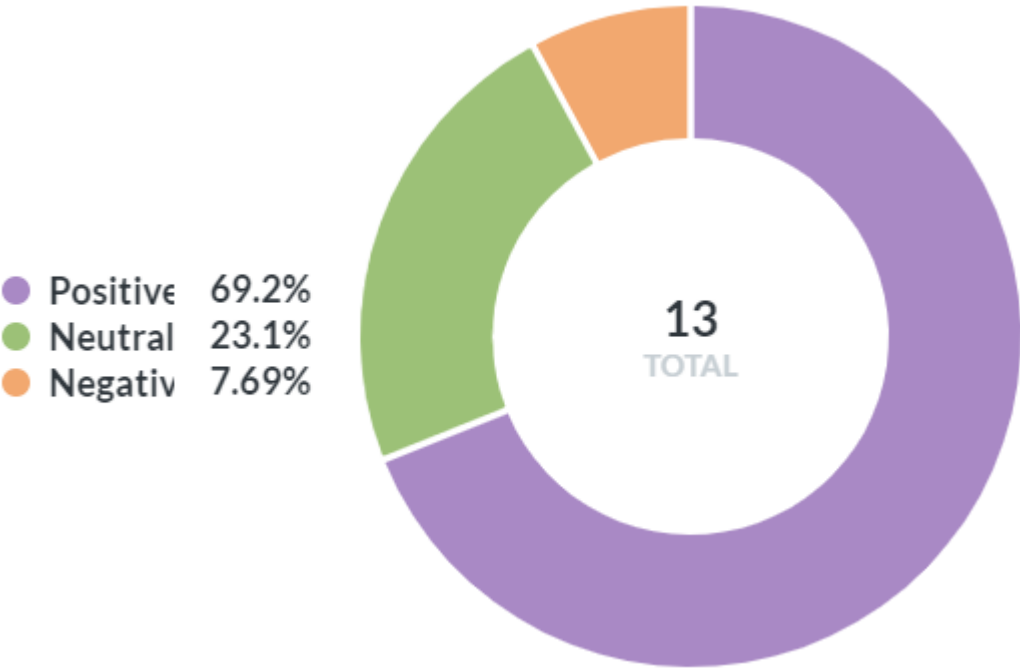
13  
# of stories

- The tonality surrounding affordable housing was predominantly positive.
- TV stations had the most coverage for this theme.

## Media Share



## Tonality



## Key Personalities Covered: **Affordable Housing**

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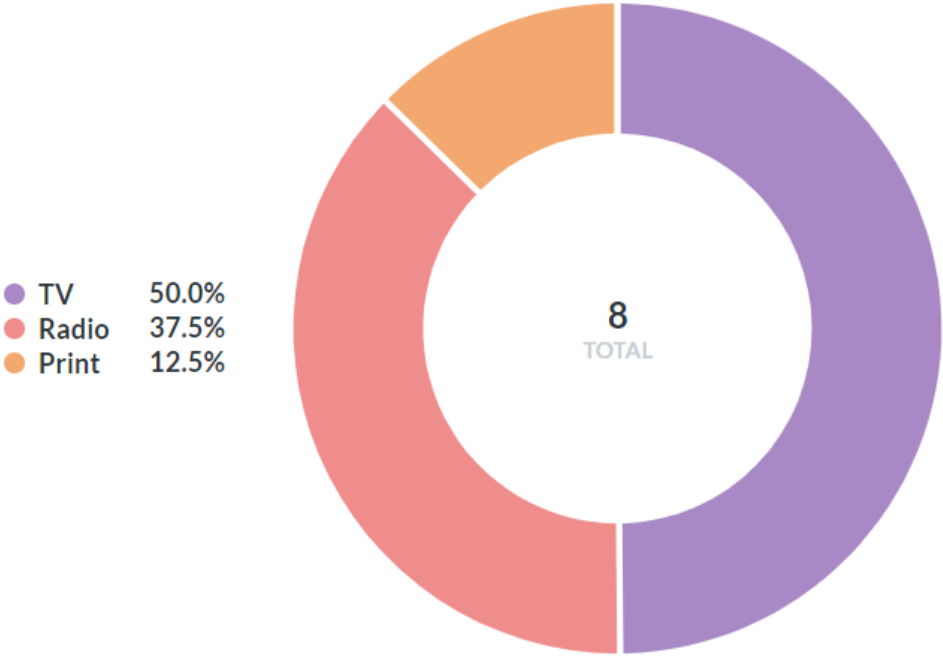
- ❑ Kilifi CDICC urges business class in the area to invest in housing at Weru
- ❑ Kenyans urged to take advantage of incentives to own homes
- ❑ Siku ya makazi yaadhimishwa duniani
- ❑ UN-Habitat Day in Mombasa focusing on adequate housing
- ❑ About 2000 Murang'a residents from poor background to benefit from affordable house unit
- ❑ Developers urged to invest in low income houses
- ❑ County to construct 2,000 affordable houses for rural poor
- ❑ County government challenged to setup affordable housing
- ❑ Environmental tribunal blocks Ksh 2.4B housing project
- ❑ Kenya projects to build 500,000 affordable housing units
- ❑ Environmental tribunal blocks Ksh 2.4B housing project
- ❑ Naivasha resident to benefit from affordable houses in partnership between county government and UK government
- ❑ Naivasha residents to benefit from 2,400 affordable housing units under a private-public partnership

# Manufacturing

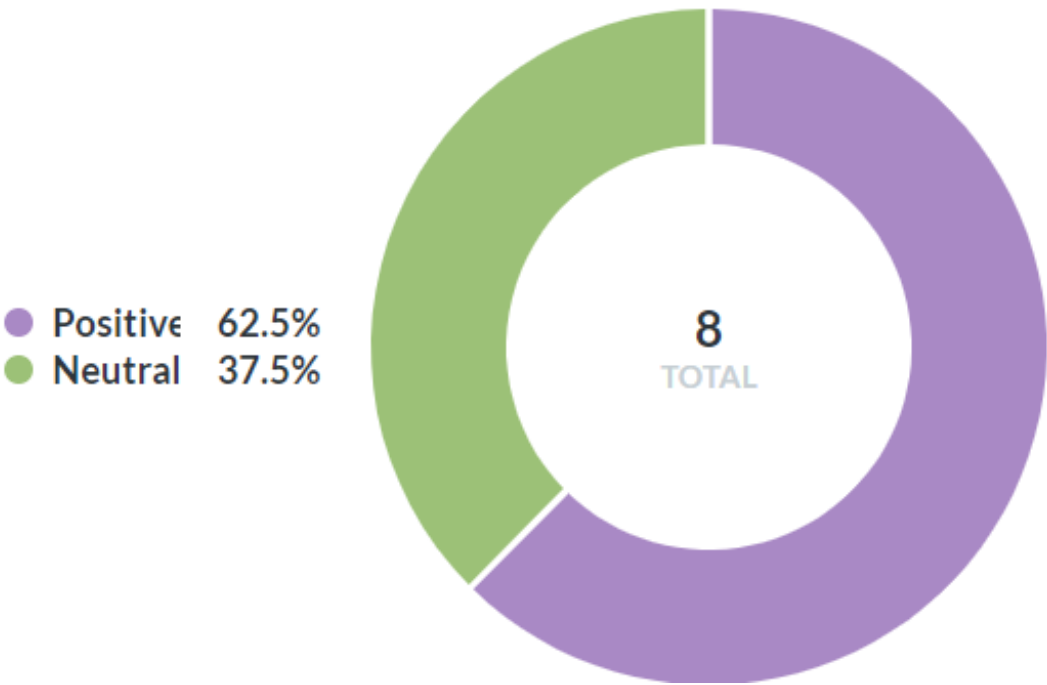
8  
# of stories

- ☐ The tonality surrounding manufacturing was predominantly positive.
- ☐ Most of the coverage was from TV stations.

## Media Share



## Tonality



# Key Personalities Covered: **Manufacturing**

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## ● Uhuru Kenyatta 1

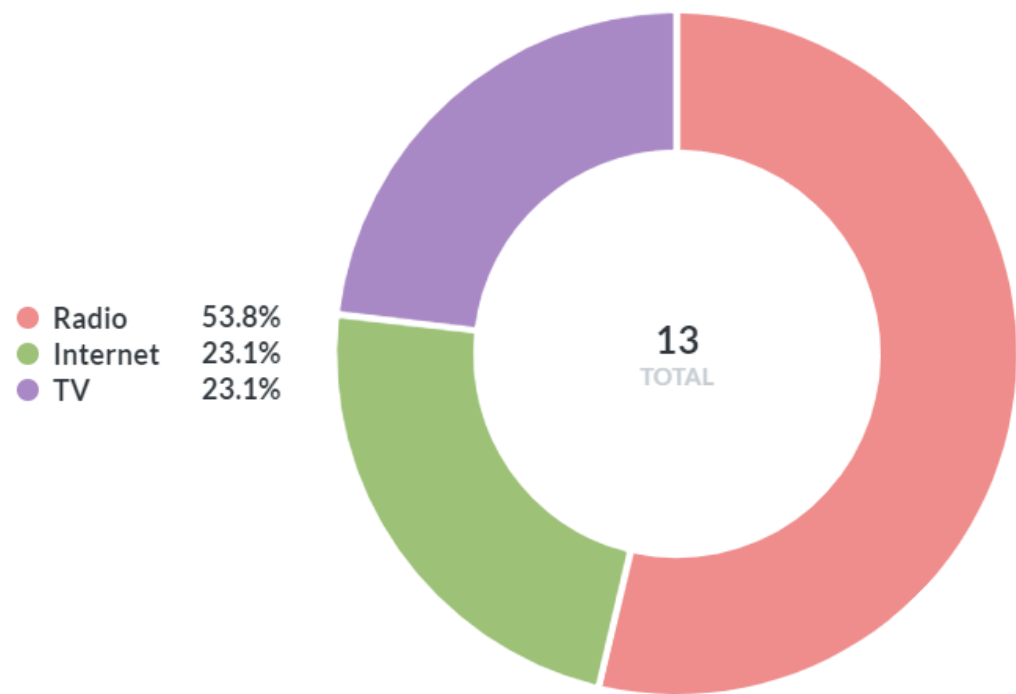
- ❑ Kenya unveils locally assembled laptops
- ❑ Rais Uhuru Kenyatta awataka Wakenya kununua bidhaa za humu nchini.
- ❑ Civil servants to wear 'Made in Kenya' clothes to work every Friday
- ❑ Public servants directed to wear Kenyan made clothes to work on Fridays
- ❑ Moi University launch locally assembled computers
- ❑ Civil servants ordered to wear Made in Kenya outfits on Fridays

# Universal Health Coverage

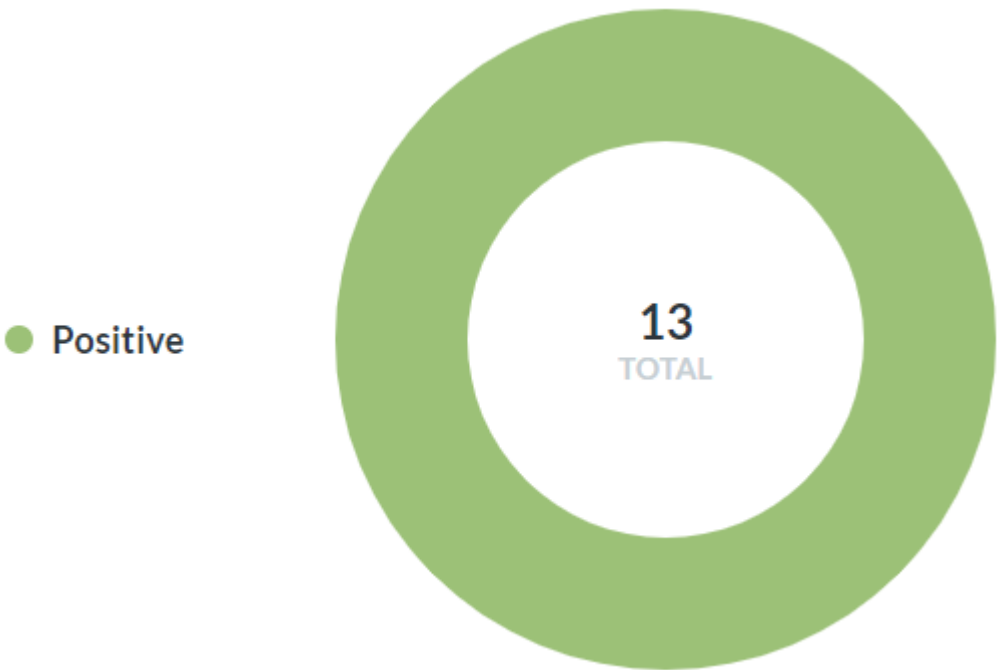
13  
# of stories

- ☐ The tonality for these stories was predominantly positive
- ☐ Radio stations had the most coverage for this theme.

## Media Share



## Tonality



# Key Personalities Covered: Universal Health Coverage



- ❑ New health training programs rolled out
- ❑ Kisumu will hire an additional 100 nurses in a drive expected to bolster the piloting of the Universal Health Coverage (UHC) in the county.
- ❑ Board allocates Sh 326 million to expand KMTC
- ❑ Govt called upon to invest in community health workers to achieve UHC
- ❑ Nurses termed as key players on implementation of universal health care
- ❑ State to train 20,000 community health volunteers by next year
- ❑ Government is in the process to introduce another health financing scheme to cater for unemployed population in the country
- ❑ Moi referral hospital, Eldoret has improved its services to realize Universal Health Care
- ❑ UHC, currently being implemented at a pilot stage in four counties has seen a drastic increase in the number of people seeking health services from 20% to 58%.
- ❑ CS Kariuki launch NHIF reforms in a bid to achieve the universal healthcare

Annexes: Social Media

# Personality Analysis

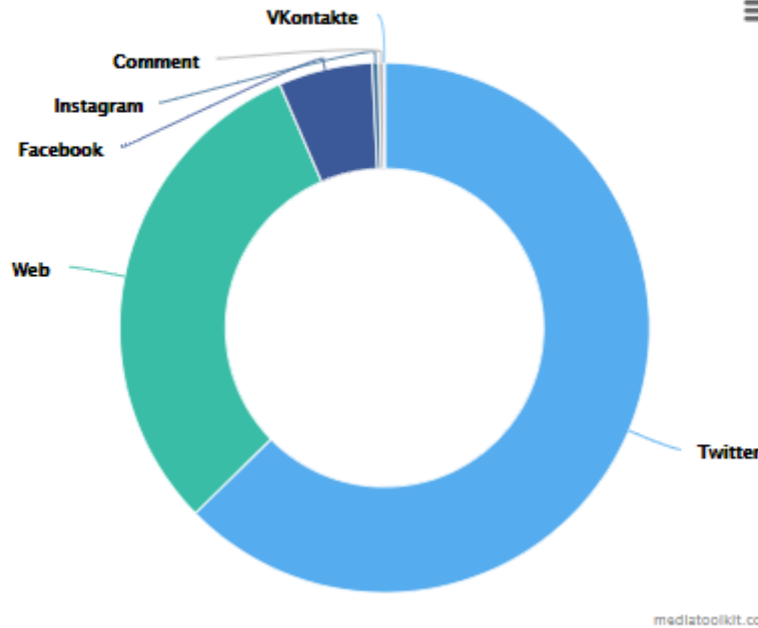
# Uhuru Kenyatta: Mentions

- ❑ There are total number of 10,915 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 78m.

NUMBER OF MENTIONS

Uhuru Kenyatta  
**10,915**  
^ 13.88%

ALL SOURCES



TOTAL IMPRESSIONS

Uhuru Kenyatta  
**78,039,544**  
^ 81.6%

# Uhuru Kenyatta: Top Influencers

- ❑ The top influencers for this content were mainly leading media news websites.
- ❑ The top influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS

HIVISASA.COM	481
KENYANDIGEST.COM	393
STANDARDMEDIA.CO.KE	332
KENYANS.CO.KE	284
HIVISASA.COM	258
TUKO.CO.KE	237
THE-STAR.CO.KE	227
ALLAFRICA.COM	184
NATION.CO.KE	162
KENYAMOJA.COM	92

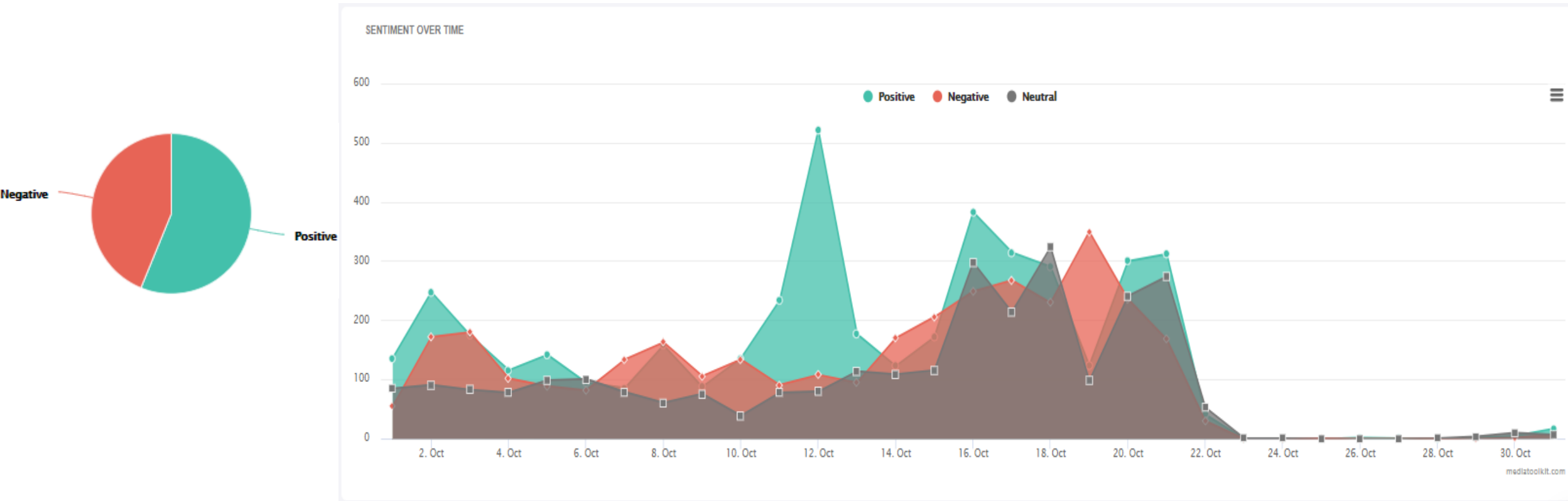
TOP INFLUENCERS BY SOURCE

Web	Facebook	Twitter	Instagram
HIVISASA.COM	479	HIVISASA.COM	258
KENYANDIGEST.COM	393	CITIZEN TV KENYA	92
STANDARDMEDIA.CO.KE	320	TUKO.CO.KE	88
KENYANS.CO.KE	266	KBC CHANNEL1 NEWS	54
TUKO.CO.KE	243	NTV KENYA	42
THE-STAR.CO.KE	227	KDRTV	34
ALLAFRICA.COM	185	KBC ENGLISH SERVICE	23
NATION.CO.KE	162	PULSE LIVE KENYA	20
PD.CO.KE	119	ALLAFRICA.COM	19
KENYA24NEWS.COM	113	CAPITAL FM KENYA	18

@STATEHOUSEKENYA	68	KENYA.NEWS.MEDIA	10
@KENYANS	54	KASHY_MELOH	3
@ONEJACOBKELLY	49	STANDARDKENYA	3
@SOLO_AMBUKU	41	AFRICALYTICS	2
@MIGUNAMIGUNA	39	BALANCETHEBALLOT	2
@AHMEDAH94060586	35	HAMAD_BIN_SIWA	2
@ALLEN_ARNOLD	33	KIJANA_YA_UHURU_KENYATTA	2
@JULIUSMAITHYA2	32	LOOKIEZAFRICA	2
@KENYANEWSMEDIA	31	NAWEINFOS	2
@MBAITUFM	29	SH.AI.B	2

# Uhuru Kenyatta: **Sentiment Ratio**

- ❑ The sentiments on Uhuru Kenyatta were mostly positive.



# Uhuru Kenyatta: Sentiment Ratio

## Sample positive posts



RT @ItsDavidMaina: President **Uhuru Kenyatta** speaking at the Future Investment Initiative in Riyadh, Saudi Arabia. The President encouraged Gulf countries to invest in #Kenya's expanding economy. #FII2019 #KenyaEconomicUpdate <https://t.co/a5t95n2EUC>

code 96 5 days ago

REACH: 25 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @DMuthaa\_: #KTNPointblank President **Uhuru Kenyatta** and ODM leader Raila Odinga will hold public rallies to build consensus upon the release of the Building Bridges Initiative (BBI) report. It will be the new dawn for Kenya. <https://t.co/wOLTnDBRvt>

Ms Virginia 6 days ago

REACH: 26 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



#Riyadh | @KingSalman received President of #Kenya, **Uhuru Kenyatta**. During the meeting, they discussed bilateral relations and aspects of cooperation between the two countries in various fields <https://t.co/8aOqnOZ0kr>

Foreign Ministry SA 7 days ago

REACH: 3,843 INTERACTIONS: 72 ENGAGEMENT RATE: 1.87% INFLUENCE: 6/10



Caleb Kositany MP Soy: The nine points of the BBI are very good points; the issue is how they are framed. The way President **Uhuru Kenyatta** is pushing for BBI...

Citizen TV Kenya 15 days ago

The way President **Uhuru Kenyatta** is pushing for BBI is good, however Raila Odinga is pushing for BBI by saying there is a tsunami and that BBI is a must #DayBreak

REACH: 203,857 INTERACTIONS: 216 ENGAGEMENT RATE: 0.11% INFLUENCE: 9/10

## Sample negative posts



1. If a man or a woman arose early in the morning to vote in **Uhuru Kenyatta** and William Ruto in 2013, that man should be reprimanded by caning. It doesn't matter if he is my father. 2. If a man... [https://www.facebook.com/story.php?story\\_fbid=10220642931282721&id=1218442806](https://www.facebook.com/story.php?story_fbid=10220642931282721&id=1218442806)

Lui 6 days ago

REACH: 57 INTERACTIONS: 3 ENGAGEMENT RATE: 5.31% INFLUENCE: 1/10



RT @allen\_arnold: I know a guy who promised Kenyans: 1 million jobs per year Laptops for class 1 6 stadiums Free education and Universal health. He didn't deliver any but he's promising Kibera residents to transform the ghetto into heaven if they elect Mariga Cc: President **Uhuru Kenyatta** Dp Ruto

nkirote 15 days ago

REACH: 30 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



Dear, @NziokaWaita - Hope this letter finds you well. This honorable citizen from Bungoma has spoken on behalf of all Kenyans and it's upon you to bring this message to the attention of the President. Kenyans are tired of **Uhuru Kenyatta**, and you need to let him know as much. <https://t.co/PTIxNE6rIU>

Gabriel Oguda 7 days ago

REACH: 22,502 INTERACTIONS: 1,100 ENGAGEMENT RATE: 4.89% INFLUENCE: 6/10



Parliament has agreed with President **Uhuru Kenyatta** to remove the interest cap law in the new finance bill. The same President who want it removed is the same President who signed it into law. In mature democracies, Government could have resigned. But sorry, we are in Kenya.

Lord Abraham Mutai 7 days ago

REACH: 22,625 INTERACTIONS: 400 ENGAGEMENT RATE: 1.77% INFLUENCE: 7/10

# William Ruto: Mentions

- ❑ There are total number of 5,319 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 22.8m.

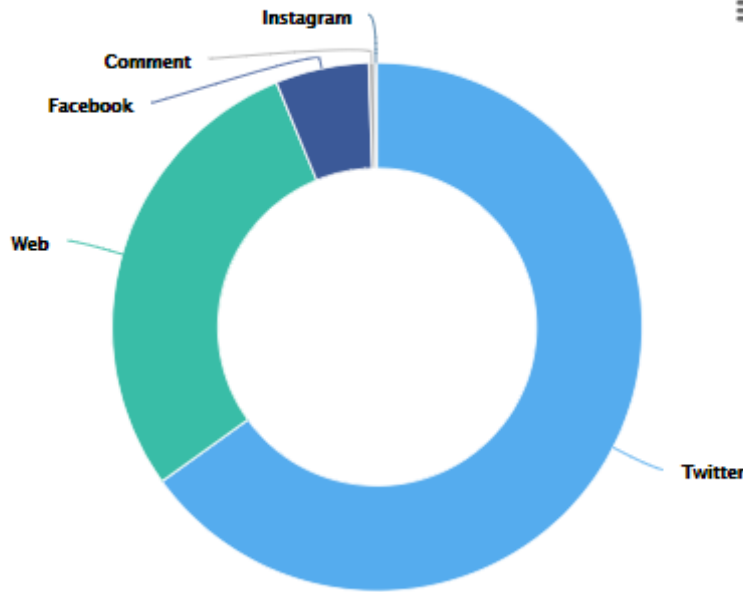
NUMBER OF MENTIONS

William Ruto

5,319

^ 23.04%

ALL SOURCES



TOTAL IMPRESSIONS

William Ruto

22,851,712

▼ -12.19%

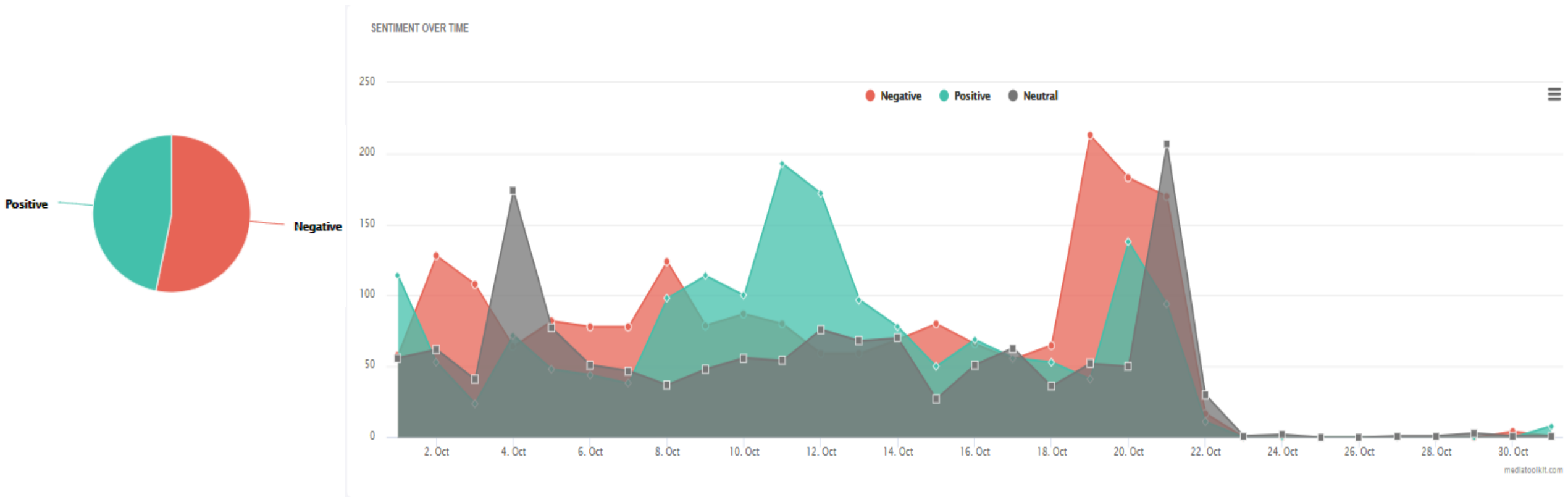
# William Ruto: Top Influencers

- ❑ The top influencers for this content were mainly leading media news websites.
- ❑ The top influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE					
		Web	Facebook	Twitter		Comment	
HIVISASA.COM	301	HIVISASA.COM	303	HIVISASA.COM	162	@ONEJACOBKELLY	47
KENYANDIGEST.COM	219	KENYANDIGEST.COM	219	TUKO.CO.KE	50	@KENYANS	38
TUKO.CO.KE	168	TUKO.CO.KE	168	KDRTV	38	@OWENABONG	28
HIVISASA.COM	162	KENYANS.CO.KE	149	CITIZEN TV KENYA	27	@ITSMUTAI	26
KENYANS.CO.KE	158	STANDARDMEDIA.CO.KE	103	CORD EFFECT	22	@TUKO_CO_KE	22
STANDARDMEDIA.CO.KE	109	THE-STAR.CO.KE	90	KBC CHANNEL1 NEWS	19	@KINGFREDASIRA	17
THE-STAR.CO.KE	90	KDRTV.CO.KE	80	THE STAR, KENYA	19	@MUTHUIMKENYA	17
ALLAFRICA.COM	71	ALLAFRICA.COM	71	NTV KENYA	12	@KENYANEWSMEDIA	16
KDRTV.CO.KE	67	KENYA24NEWS.COM	65	DAIRY FARMERS FORUM - DFF	11	@KBCCHANNEL1	14
KENYAN-POST.COM	63	KENYAN-POST.COM	63	UNKNOWN USER	7	@KIBRAFINEST	14

# William Ruto: Sentiment Ratio

- ❑ Most of the sentiments on William Ruto were negative.



# William Ruto: Sentiment Ratio

## Sample positive posts



Excited to be at Rift Valley Technical Training Institute garage and see this 1970 VW pickup made by students. They will be holding their 9th graduation ceremony tomorrow presided over by H. E the Deputy President **William Ruto** <https://t.co/KOjBbovSS2>

Kiptoo 5 days ago

REACH: 28 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



Anti-RUTO social media brigade leader. @TonyGachoka you can't stop an idea whose time has come. Our humble and God fearing Deputy President Dr. **William Ruto** will one day be the President of this country. Just a matter of time. #WSR22 <https://t.co/mdLw3ledfw>

Josephine Kuluo 15 days ago

REACH: 145 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



Dr. **William Ruto** Team 2022 Movement. We are already in the ground. We are Dr. **William Ruto** diehard supporters. We sacrifices our Resources for our Doyen Dr. **William Ruto**. <https://t.co/WxbewSo2Zq>

Mutuma Muroki 15 days ago

REACH: 54 INTERACTIONS: 5 ENGAGEMENT RATE: 9.21% INFLUENCE: 1/10



RT @hills\_prince: FACTS : **William Ruto** his the Deputy President as per the constitution, when the President I mean Uhuru Kenyatta, is away Wsr, takes the leadership of the country, as much as we disagree with him we must respect the authority he holds. #happyMashujaaDay

Kastoneke 16 days ago

REACH: 358 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10

## Sample negative posts



RT @o\_abuga: **William Ruto** messed up with this boy Mariga. They think Kibra voters are such gullible. Whatever this guy launched should have been done a decade ago when he played professional football in Europe. Political conmanship being practiced by Ruto has no place in modern societies. <https://t.co/gPXP80YqGu>

#FreeStellaNyanzi 15 days ago

REACH: 189 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @nahashon87: They're people who've fought for wananchi/sufferers/hustlers for the longest time. They've held demos at Uhuru Park. **William Ruto** & Raila have been in govt. Yet the problem never goes away. With each fight, these people become richer & the poorer become poorer. Why? #Socialism. <https://t.co/X6yIBzHCWV>

Axmed Cabdi 15 days ago

REACH: 3 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @Osobw: The worst thing that can happen to you early Monday morning is to find DP **William Ruto**, Miguna, Jomo, China Road and Bridges Company+Uhuru Park trending! You have to check your title deed, reputation, teargas canisters and our ports both at JKIA and Mombasa. It's a cocktail 😏😏.

Owen Abong'o 16 days ago

REACH: 75 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



I don't know whether I would travel abroad — especially in Europe or North America — if my name and title where Deputy President **William Ruto**. Secret arrest warrants can't be second guessed. Travel at your peril. If I was your lawyer, I would tell you NYET!

Owen Abong'o 16 days ago

REACH: 75 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

# Raila Odinga: Mentions

- ❑ There are total number of 5,311 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 27.8m.

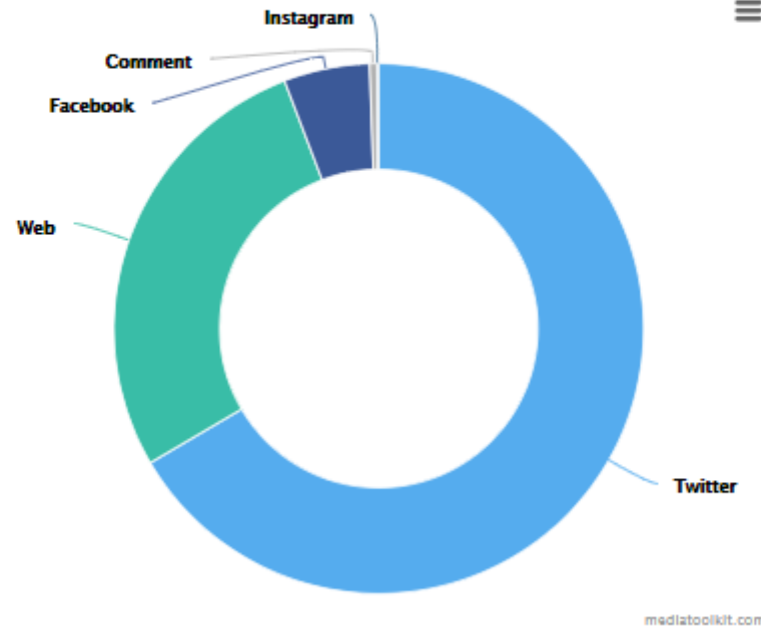
NUMBER OF MENTIONS

Raila Odinga

5,311

▲ 32.78%

ALL SOURCES



TOTAL IMPRESSIONS

Raila Odinga

27,826,018

▲ 4.79%

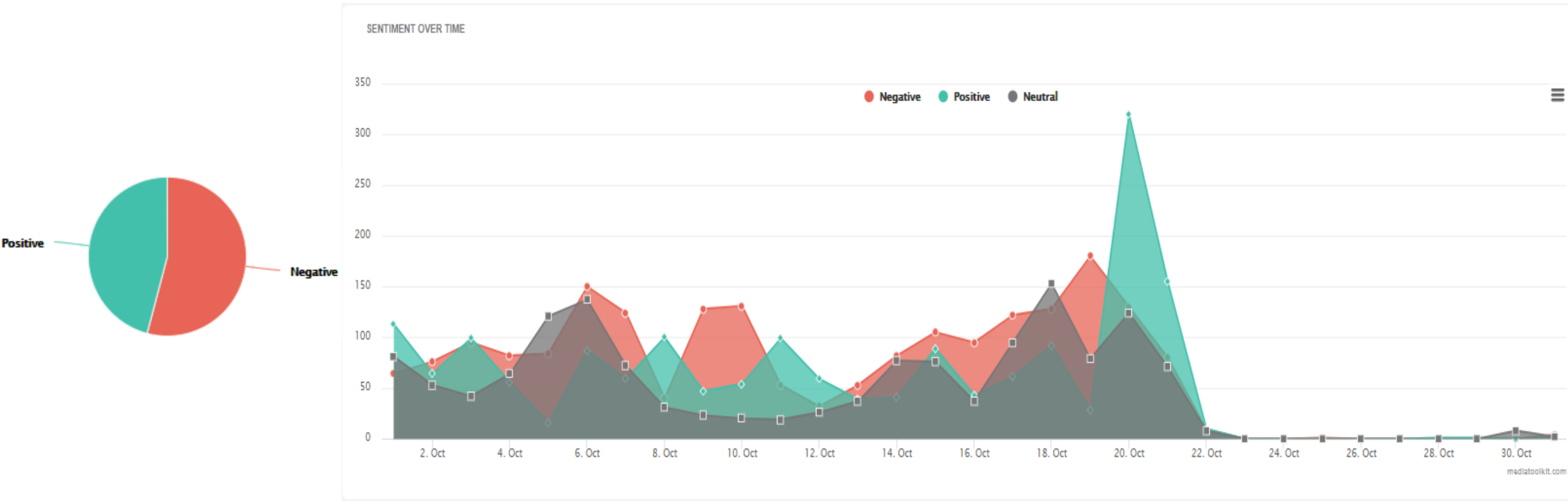
# Raila Odinga: Top Influencers

- ❑ The top influencers for this content were mainly leading media news sites.
- ❑ Majority of the influencers on Twitter were individuals

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web	Facebook	Twitter	Comment				
HIVISASA.COM	325	HIVISASA.COM	325	HIVISASA.COM	150	@WACHODHOLUO	51	STANDARDMEDIA.CO.KE	14
KENYANDIGEST.COM	212	KENYANDIGEST.COM	212	KDRTV	42	@PMRAOBOT	48	KENYANS.CO.KE	10
HIVISASA.COM	150	STANDARDMEDIA.CO.KE	134	CITIZEN TV KENYA	29	@KENYANS	37		
STANDARDMEDIA.CO.KE	144	TUKO.CO.KE	130	TUKO.CO.KE	29	@DJKIRIMINO	30		
KENYANS.CO.KE	134	KENYANS.CO.KE	125	ODM RELOADED	25	@ONEJACOBKELLY	29		
TUKO.CO.KE	130	THE-STAR.CO.KE	88	NTV KENYA	21	@THEEDDIE24FUL	29		
THE-STAR.CO.KE	88	KENYAMOJA.COM	86	THE ODM PARTY	14	@MIGUNAMIGUNA	22		
KENYAMOJA.COM	86	KDRTV.CO.KE	83	UNKNOWN USER	14	@PHILEMONANTONY	22		
NATION.CO.KE	80	NATION.CO.KE	80	CORD EFFECT	11	@THEKENYANPOST	20		
ALLAFRICA.COM	66	KENYA24NEWS.COM	67	ALLAFRICA.COM	11	@CITIZENTVKENYA	18		

# Raila Odinga: **Sentiment Ratio**

❑ Most of the sentiments on Raila Odinga were negative.



# Raila Odinga: Sentiment Ratio

## Sample positive posts



**Raila Odinga** met a delegation of representatives from the Kikuyu community who reside in Kibra. They expressed support for Benard Okoth Imran. They claimed Uhuru was aware of this meeting and sent his well wishes to Imran and 🍌 #Okoth4kibra #MbelePamoja <https://t.co/0D8kn6ek9d>

Amakanji Thomas 🇰🇪 8 days ago

REACH: 1,809 INTERACTIONS: 101 ENGAGEMENT RATE: 5.58% INFLUENCE: 4/10



RT @o\_abuga: Wonderful speech by **Raila Odinga**, the man who loves Kenya very much. He may have not been in protocol, thanks to Joho, he has once again demonstrated patriotism. I know Ruto won't have invited Raila at all. BBI report must be implemented. <https://t.co/TjzLst0zRm> ✈

Edwin Ogoma 🇺🇸 16 days ago

REACH: 21 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @MusaliaMudavadi: I would like to congratulate my brother (& colleague) Hon **Raila Odinga** on his appointment as African Union High Representative For Infrastructure Development. I wish you only the very best as you lend your wealth of experience to Africa. Hongera.

Saida Atieno 🇰🇪 16 days ago

REACH: 170 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @eyderp: My big question is: if all of these things @MigunaMiguna is tweeting are true, then why was he willing to swear in **Raila Odinga** as president? Why was he willing to overlook these transgressions then? <https://t.co/KoKtGB9Wap>

Isaac Kwizera 🇺🇸 16 days ago

REACH: 3 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

## Sample negative posts



RT @MigunaMiguna: What **Raila Odinga** and Ida have done are ACTIONABLE CRIMES; not mistakes. Killing their maid was cold-blooded murder. Stealing public funds is PLANNED and DELIBERATE CRIME. Sleeping with Rachel Shebbesh - a married woman- as her husband sat in the office, was abuse of power. <https://t.co/Ww5P39ZK9S>

ErratiX TREMISTPOET™ 🇰🇪 16 days ago

REACH: 101 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



**Raila Odinga** Should Choose Between Kibra And BBI. Mtaka Yote Hukosa Yote. It's Not About Political Correctness some Leaders Should Sacrifice their Pride. Raila Lost His Political Muscles through The Handshake. If BBI Is That Important Uhuru Can Cancel His Trips to Address it. <https://t.co/ZZ2ZV1bY1V>

Captain Dominic 🇰🇪 6 days ago

REACH: 1,432 INTERACTIONS: 64 ENGAGEMENT RATE: 4.47% INFLUENCE: 4/10



RT @MigunaMiguna: @kingsman\_254 You are proving my point: That **Raila Odinga** is a murderer just like Jomo Kenyatta, Daniel Moi and Uhuru Kenyatta. Fortunately for me, I don't fear anyone. I'm not scared of death, either. So, let them bring it on. If you thought that death threats can stop me, YOU ARE MISTAKEN.

Prof. Emmanuel Wekesa 🇰🇪 15 days ago

REACH: 8 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



I was at Uhuru Park at 10 a.m. and was ready to swear Raila in before 12 p.m. Even 3 year olds saw me there with one million NRMKe youth. **Raila Odinga**, Orengo, Joho and others were hiding at the Sankara Hotel and refused to come to Uhuru Park until after 3 p.m. #DespotsMustFall <https://twitter.com/OchiengChryspi2/status/1185906089440792576>

Ndegwa 🇰🇪 15 days ago

REACH: 22 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

# Thematic Analysis: Social Media

# Building Bridges: **Mentions**

- ❑ There are total number of 1,205 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 9.5m.

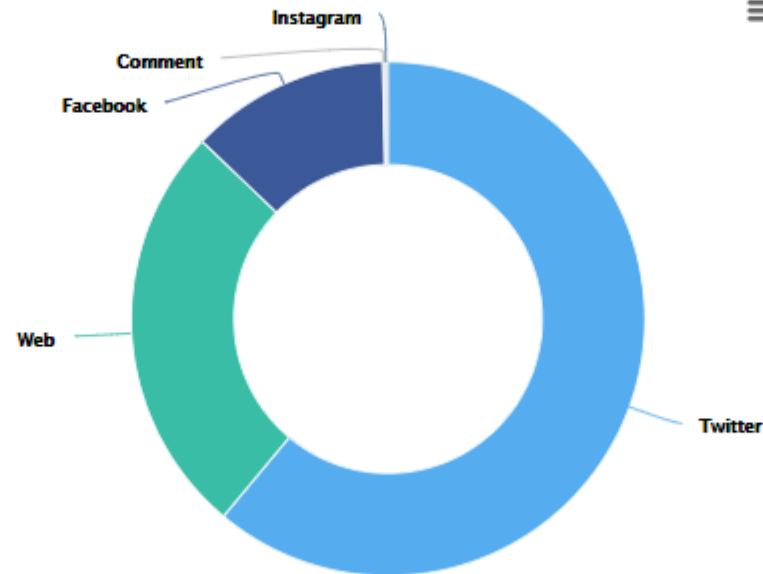
NUMBER OF MENTIONS

Building bridges initiative

**1,205**

^ 101.17%

ALL SOURCES



mediatoolkit.com

TOTAL IMPRESSIONS

Building bridges initiative

**9,594,604**

▼ -3642.71%

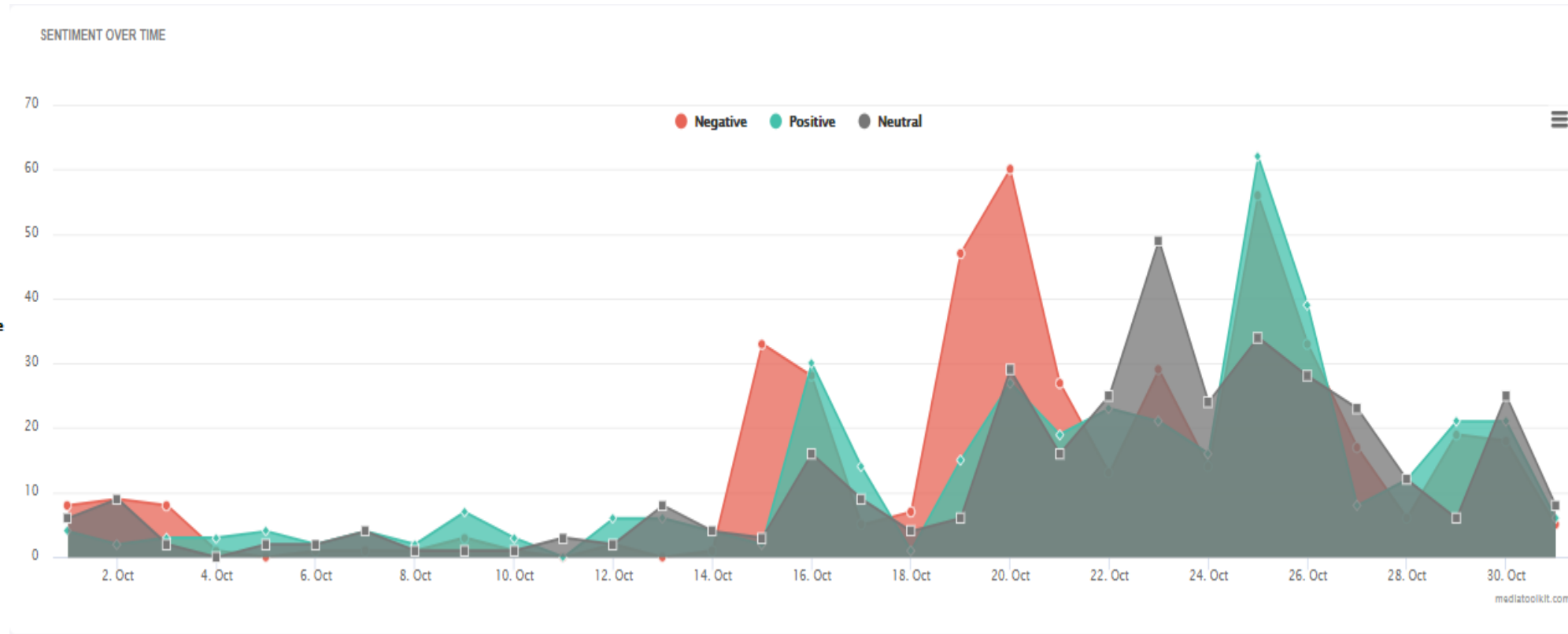
# Building Bridges: Top Influencers

- ❑ The top influencers for this content were mainly leading media news websites.
- ❑ Most of the top influencers on Twitter were media sources.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web		Facebook		Twitter		Comment	
HIVISASA.COM	91	THE-STAR.CO.KE	52	HIVISASA.COM	91	@KENYANS	27	KENYANS.CO.KE	1
STANDARDMEDIA.CO.KE	52	STANDARDMEDIA.CO.KE	51	CITIZEN TV KENYA	18	@MZEESIRAJ	9	STANDARDMEDIA.CO.KE	1
THE-STAR.CO.KE	52	KENYANS.CO.KE	39	TUKO.CO.KE	16	@NTVKENYA	7		
KENYANS.CO.KE	40	NATION.CO.KE	30	THE STAR, KENYA	7	@KBCCHANNEL1	6		
NATION.CO.KE	30	PD.CO.KE	23	CAPITAL FM KENYA	6	@NEWS_KENYA	6		
@KENYANS	27	TUKO.CO.KE	23	DAILY NATION	3	@TUKO_CO_KE	6		
PD.CO.KE	23	ALLAFRICA.COM	22	KBC CHANNEL1 NEWS	3	@IFTIINFM	5		
TUKO.CO.KE	23	KENYAMOJA.COM	14	CORD EFFECT	2	@KENYANEWSMEDIA	5		
ALLAFRICA.COM	22	KENYAN-POST.COM	11	KDRTV	2	@CITIZENTVKENYA	5		
CITIZEN TV KENYA	18	KBC.CO.KE	8	KTN KENYA	2	@NGARUMAN	5		

# Building Bridges: **Sentiment Ratio**

- ❑ Most of the sentiments on building bridges were negative.



# Building Bridges: Sentiment Ratio

## Sample positive posts



RT @RICHIESTORN: #KTNPointblank The **Building Bridges Initiative** (BBI) team has made proposals that could change the political terrain and address the problems facing the country. <https://t.co/agx406nyqs>

🐦 Tony Gachoka 🇰🇪 7 days ago

REACH: 3,055 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 6/10



The **Building Bridges Initiative** is the next big thing in politics. Some are already criticizing it even before the report is out. In your own ways, what do you understand about BBI? #KTNPointblank

🐦 Charles Wahinya™🇰🇪 7 days ago

REACH: 1,585 INTERACTIONS: 11 ENGAGEMENT RATE: 0.69% INFLUENCE: 5/10



Deputy President William Ruto on Saturday, October 26, revealed that he was willing to stand with President Uhuru Kenyatta on matters regarding the **Building Bridges Initiative** (BBI). <http://bit.ly/2JpHiIN>

🐦 Kenyans.co.ke 🇰🇪 11 days ago

REACH: 9,998 INTERACTIONS: 5 ENGAGEMENT RATE: 0.05% INFLUENCE: 7/10



RT @citizentvkenya: On his final show, @HusseinMohamedg hosts Leader of Majority in the Senate, Kipchumba Murkomen and Leader of Minority in NA, John Mbadi as they debate on the best system of governance that has rocked The **Building Bridges Initiative**. #NewsNight <https://t.co/jp3YUqrBUR>

🐦 Gerald Ngao 🇰🇪 7 days ago

REACH: 467 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



#BBIChecks AN ARGUMENT IN SUPPORT OF BBI When President Uhuru Kenyatta decided to come down, shake hands with Raila Odinga and kickstart the **Building Bridges Initiative**, his intention was crystal clear.... <https://www.facebook.com/100001205014135/posts/2772367432813397>

🐦 Alvan Kinyua, CGP 🇰🇪 11 days ago

REACH: 605 INTERACTIONS: 2 ENGAGEMENT RATE: 0.33% INFLUENCE: 4/10

## Sample negative posts



More than 10 MPs accompanying William Ruto to Nyeri on Sunday said they will reject the **Building Bridges Initiative**. In that case #WeRejectRutoLies

🐦 Ronoh Kipchumba Cornely 🇰🇪 7 days ago

REACH: 970 INTERACTIONS: 3 ENGAGEMENT RATE: 0.31% INFLUENCE: 4/10



BBI taskforce warned ahead of report presentation to Uhuru

f Hivisasa.com 🇰🇪 8 days ago

BBI taskforce warned ahead of report presentation to Uhuru The **Building Bridges Initiative** (BBI) taskforce has been warned against coming up with faulty proposals in its report set to be presented to President Uhuru Kenyatta. The 14-member team has

REACH: 24,067 INTERACTIONS: 28 ENGAGEMENT RATE: 0.12% INFLUENCE: 7/10



What if we start bbi **Building Bridges Initiative** with death and diseases and we make peace, we domesticate them? #ThursdayThoughts <https://t.co/TAYt1zEhTu>

🐦 Enock njau 🇰🇪 6 days ago

REACH: 129 INTERACTIONS: 2 ENGAGEMENT RATE: 1.55% INFLUENCE: 2/10



The **building bridges initiative** is a waste of time to Kenyans let us focus on meaningful activities like the big 4 agenda. #senator2022uasingishu <https://t.co/hCab8RoM9R>

🐦 Senator Bonvic Kiptoo 🇰🇪 7 days ago

REACH: 22 INTERACTIONS: 2 ENGAGEMENT RATE: 8.99% INFLUENCE: 1/10



RT @citizentvkenya: John Mbadi on the 'warning' they are giving Kipchumba Murkomen and others who are opposing the **Building Bridges Initiative**. #ThankYouHussein <https://t.co/8Fzpgz8CZ8>

🐦 Nahashon Msagha 🇰🇪 7 days ago

REACH: 23 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

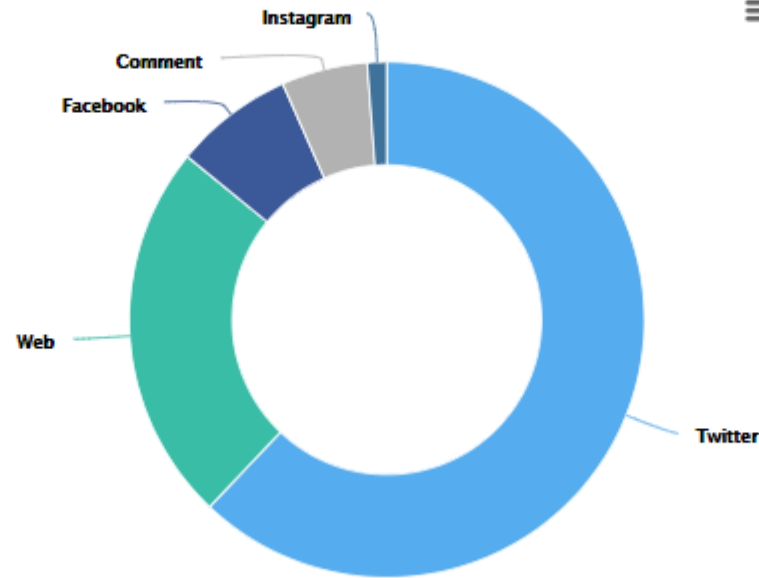
# Handshake: Mentions

- ❑ There are total number of 1,817 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 916.8m.

NUMBER OF MENTIONS

Handshake  
**1,817**  
^ 11%

ALL SOURCES



TOTAL IMPRESSIONS

Handshake  
**16,850,971**  
^ 40.45%

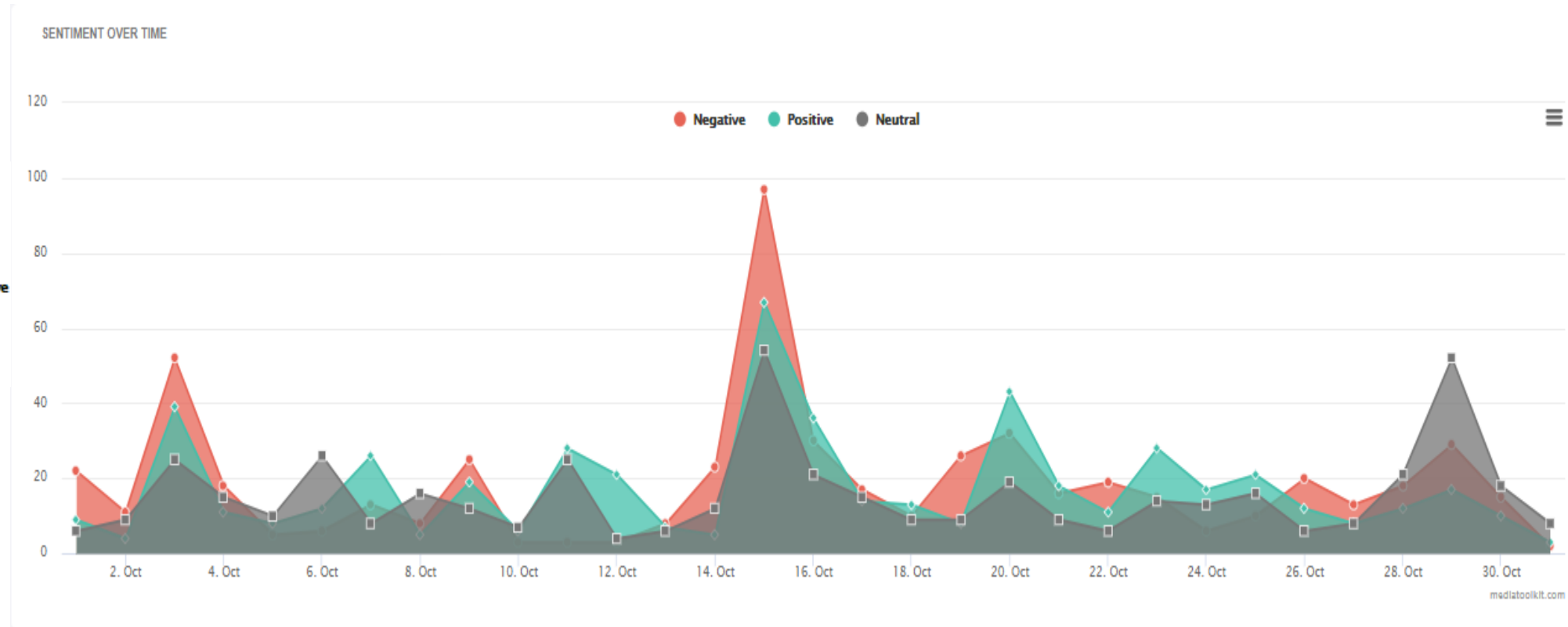
# Handshake: Top Influencers

- ❑ The top influencers for this content were mainly leading media news websites.
- ❑ Most of the top influencers on Twitter were media sources.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web		Facebook		Comment		Twitter	
KENYANS.CO.KE	115	STANDARDMEDIA.CO.KE	66	HIVISASA.COM	36	KENYANS.CO.KE	69	@ASAMOH_	10
STANDARDMEDIA.CO.KE	95	THE-STAR.CO.KE	61	CITIZEN TV KENYA	32	STANDARDMEDIA.CO.KE	29	@MWANGP01	8
THE-STAR.CO.KE	61	KENYAMOJA.COM	48	THE STAR, KENYA	19			@VITALIS_OMBOYI	8
KENYAMOJA.COM	48	KENYANS.CO.KE	46	KTN KENYA	8			@MZEESIRAJ	8
HIVISASA.COM	36	NATION.CO.KE	36	TUKO.CO.KE	8			@CITIZENTVKENYA	7
NATION.CO.KE	36	TUKO.CO.KE	33	KDRTV	6			@PHILEMONANTONY	6
TUKO.CO.KE	33	KDRTV.CO.KE	27	KTN NEWS KENYA	6			@KIBANGA_EBOOKS	5
CITIZEN TV KENYA	32	ALLAFRICA.COM	24	DAILY NATION	4			@MICHEALWANGA	5
KDRTV.CO.KE	25	PD.CO.KE	18	CORD EFFECT	3			@THESTARKENYA	5
ALLAFRICA.COM	24	CITIZENTV.CO.KE	9	KBC ENGLISH SERVICE	3			@SPEAKKAM	5

# Handshake: **Sentiment Ratio**

- ❑ Most of the sentiments on building bridges were negative.



# Handshake: Sentiment Ratio



@ItsKhakame @ItsKemey @Kakamega\_pundit @ItsMadokaa @ItsKayN @ItsKiprotich1 @itskaris254 @ahindapat @WaruhiuFranklin Happy birthday to you our president and may you live to see many more... SGR and the **handshake** were the most remarkable for me..

Leila Sharon 11 days ago

REACH: 22 INTERACTIONS: 2 ENGAGEMENT RATE: 9.13% INFLUENCE: 1/10



RT @AmakanjiThomas: #HappyBirthdayMrPresident today! Receiving and Signing that #BBIRreport would be the best gift you can give kenians after **Handshake** which has created an enabling peaceful environment for me to thrive in whatever i do best! Sir, i am eagerly waiting for that REFERENDUM~blessed <https://t.co/xNgroa7H89>

KAYKE 11 days ago

REACH: 2,123 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 5/10



Abdikadir Mohamed: Kenyans of goodwill must have been relieved when the **Handshake** took place. The BBI report must speak to prosperity and reform, not to...

Citizen TV Kenya 9 days ago

Abdikadir Mohamed: Kenyans of goodwill must have been relieved when the **Handshake** took place. The BBI report must speak to prosperity and reform, not to political agendas #DayBreak @SamGituku Timeline Photos

REACH: 193,642 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 9/10



RT @Dmarigiri\_: #KTNPointblank Peace and unity remain strong pillars for development .There are those who see and those who don't see the Raila & UHURU **handshake** as very historical for Kenya. Have you seen any fruits of the **handshake** in kenya?

RICHARD STORNCHATT 7 days ago

REACH: 740 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



I believe that Kenya can go much ahead in terms of development if we live in peace. The society needs us all to live more of brothers than based on ethnicity that has encroached most political minds. Can we say that **handshake** was made to unite Kenyans? #KTNPointblank

Nduta 7 days ago

REACH: 795 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10

## Sample negative posts



RT @mwaimu\_dida: The way this govt(HE Uhuru and Rt Hon Raila) is treating minority tribes in this country, DP Ruto's team is likely to defeat the BBI initiative. Unless they cook the figures. It is now clear that the **handshake** ha(d/s) nothing to do with Kenyans unity. It is making things worse!

Simo Tembo 7 days ago

REACH: 53 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @GlobalyouthKe: #Newsgang we have a gambling government which have no clue of what to do... by the way we are still on **handshake** manenos.

Jamila Mohamed 6 days ago

REACH: 15,882 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 7/10



RT @Shali254: Effects of **handshake** from political sycophancy. Now coastal leaders, led by JOHO will blame DP RUTO for this menace... #WeRejectRutoLies <https://t.co/wTejCya9Ux>

Murenwa98 7 days ago

REACH: 428 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



@RailaOdinga I personally, don't think your **handshake** with Uhuru is building the bridges. Instead, it is widening the rift. From the latest appointments and how the initiative report is being handled, it clearly depicts disharmony. Watch out coz will blame U.

Kennedy Ollilo 7 days ago

REACH: 27 INTERACTIONS: 1 ENGAGEMENT RATE: 3.75% INFLUENCE: 1/10



The Lord of Corruption n Land grabbing had no clue about the **Handshake**. Infact Ruto was beaten below the belt by @RailaOdinga n President Uhuru. Ruto saw the **Handshake** on TV n he only employs asslickers like Itumbi n Khalwale #WeRejectRutoLies <https://t.co/XYIiCJL7SD>

Shisia Bennie 7 days ago

REACH: 837 INTERACTIONS: 31 ENGAGEMENT RATE: 3.70% INFLUENCE: 3/10

# Referendum: **Mentions**

- ❑ There are total number of 449 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 3.6m.

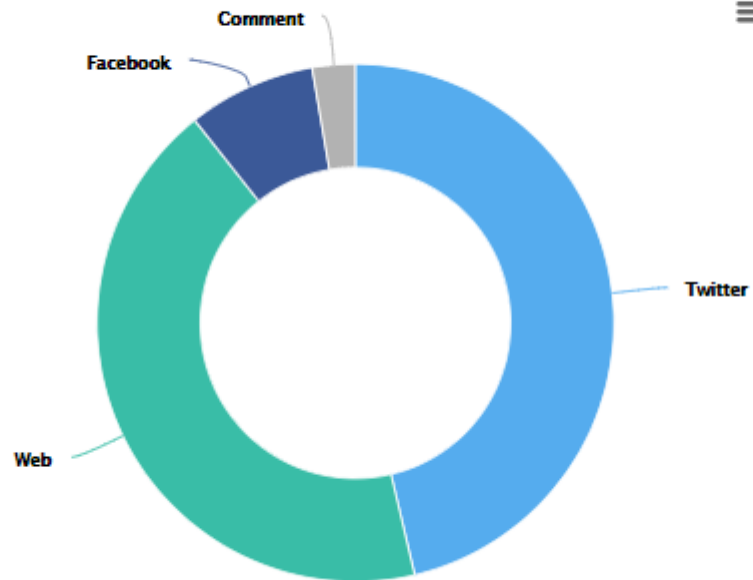
NUMBER OF MENTIONS

Referendum

**449**

▼ -29.95%

ALL SOURCES



mediatoolkit.com

TOTAL IMPRESSIONS

Referendum

**3,630,783**

▼ -47.07%

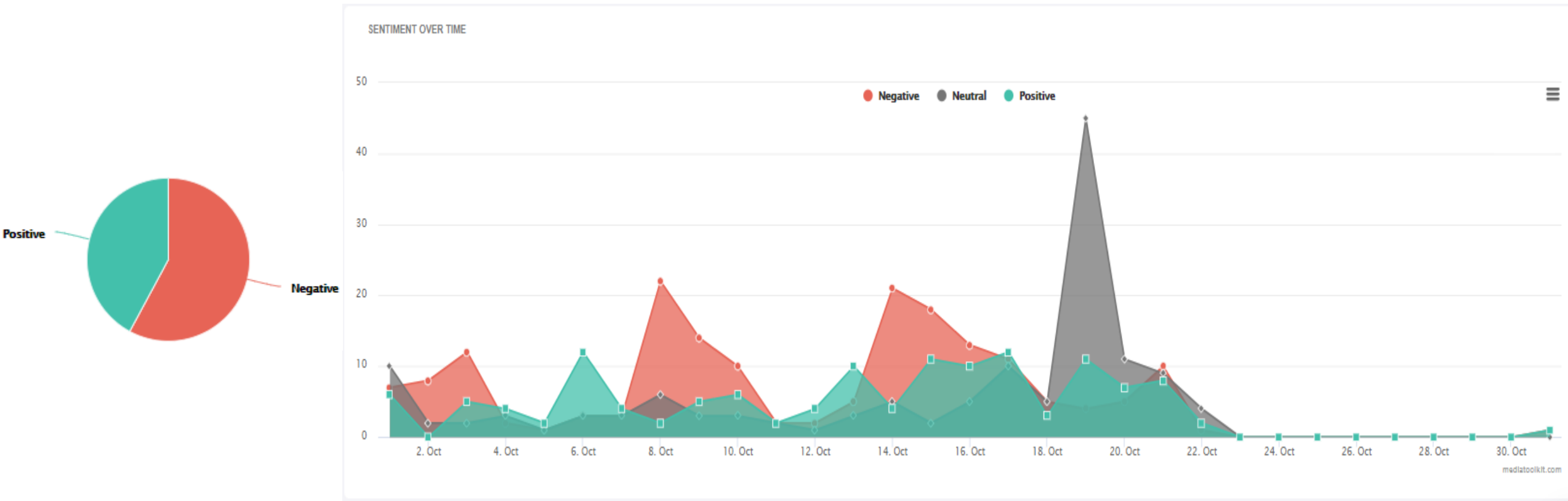
# Referendum: Top Influencers

- ❑ The top influencers for this content were media news sources.
- ❑ Most of the influencers on twitter were media sources.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web	Facebook		Twitter		Comment		
STANDARDMEDIA.CO.KE	43	NATION.CO.KE	38	HIVISASA.COM	10	@VINYAVERDA	8	KENYANS.CO.KE	6
NATION.CO.KE	38	STANDARDMEDIA.CO.KE	37	DAILY NATION	8	@GREGALACH	6	STANDARDMEDIA.CO.KE	6
ALLAFRICA.COM	31	ALLAFRICA.COM	31	CITIZEN TV KENYA	5	@PHILEMONANTONY	3		
THE-STAR.CO.KE	26	THE-STAR.CO.KE	26	KBC CHANNEL1 NEWS	2	@BILLYMIJUNGU	2		
KENYAMOJA.COM	13	KENYAMOJA.COM	13	THE STAR, KENYA	2	@MUMBIKAPTERE	2		
HIVISASA.COM	10	PD.CO.KE	8	UNKNOWN USER	2	@AHMEDWARDIGLEY	2		
@VINYAVERDA	8	KBC.CO.KE	6	CAPITAL FM KENYA	1	@BILLOW_JR	2		
DAILY NATION	8	CITIZENTV.CO.KE	5	INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION(IEBC)	1	@CITIZENTVKENYA	2		
KENYANS.CO.KE	8	TUKO.CO.KE	5			@CORNELIUSACHIRA	2		
PD.CO.KE	8	THEEASTAFRICAN.CO.KE	4	KDRTV	1	@MBAKAST	2		
				NDUNGATA YA NGAI MUTURI WA MIHIDI, BLESSED AND	1				

# Referendum: **Sentiment Ratio**

❑ The content on referendum was mostly negative.



# Referendum: Sentiment Ratio

## Sample positive posts



@AMLiveNTV #FreeKenya popular Initiative is the only genuine people driven popular **referendum** Initiative for of and by the people. It is the only **referendum** with proposals that touch on taxes and the economy.@OAmollo @HonJakoyomidiwo @Aaroncheruiyot @oyookraft

BOB MICHENI NJAGI 15 days ago

REACH: 46 INTERACTIONS: 2 ENGAGEMENT RATE: 4.38% INFLUENCE: 1/10



RT @BenjaminWafula: @BarackMkenya I think we're already witnessing a shift in how Kenyans view politics and politicians. The next vote, be it the **referendum** or 2022 elections, will be like none seen before.

Barack Mkenya 22 days ago

REACH: 19 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



CS Munya backs BBI **referendum**, slams critics Trade Cabinet Secretary Peter Munya has said thrown his weight behind the Building Bridges Initiative (BBI), saying it will unite the country. Read more here => <https://www.mafans.com/news/cs-munya-backs-bbi-referendum-slams-critics/> <https://t.co/A3Sq514MCW>

Mafans Kenya 16 days ago

REACH: 2 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

## Sample negative posts



Fatuma Gedi Wajir Woman Rep: We have county governments that do not prioritize or uplift issues that will empower the people and that calls for a **referendum**....

Citizen TV Kenya 15 days ago

Fatuma Gedi Wajir Woman Rep: We have county governments that do not prioritize or uplift issues that will empower the people and that calls for a **referendum**. It is also wrong to have leaders that disrespect the president, loot funds and

REACH: 194,040 INTERACTIONS: 16 ENGAGEMENT RATE: 0.01% INFLUENCE: 9/10



This country has got serious issues which need to be tackled,unemployment,health care etc.And from where I stand as a rational kenyan I dont think we need to spend billions in mumbo jumbo **referendum** to sort such.

Joseph Muinde Muia 16 days ago

REACH: 201 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



@hotelshotels254 @yohanapattick94 @JerotichSeii Even that is not happening. #PunguzaMizigoBill2019 was rejected and Kenyans rode along, now watch the same Kenyans go to a **referendum** out of BBI...a thing they can't tell its head or tail. My friend it will take 100 years for us to see real change

Son of a Teacher 16 days ago

REACH: 98 INTERACTIONS: 4 ENGAGEMENT RATE: 4.08% INFLUENCE: 1/10



@EAukot keep holding on, no human is limited. Nyandarua County Assembly becomes 23rd to shoot down Punguza Mzigo **Referendum** Bill.

Naftal Obwocha 21 days ago

REACH: 134 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

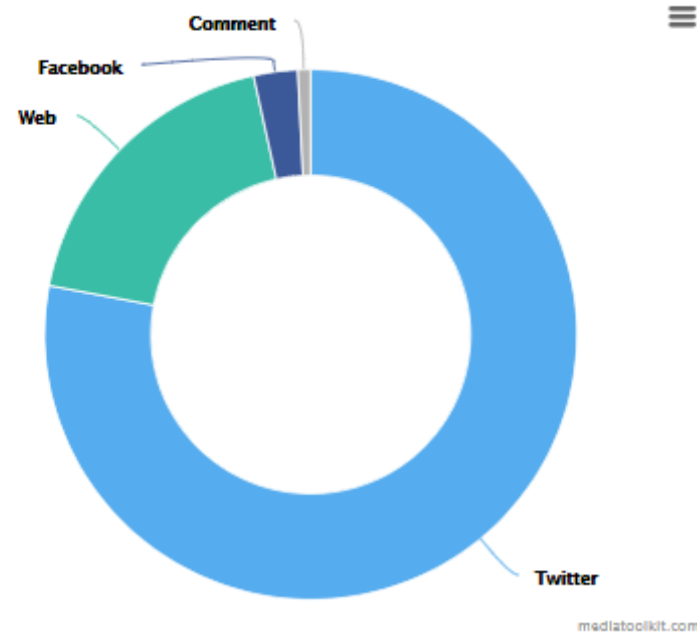
# 2022: Mentions

- ❑ There are total number of 522 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.4 million.

NUMBER OF MENTIONS

2022  
**522**  
▼ -12.27%

ALL SOURCES



TOTAL IMPRESSIONS

2022  
**1,480,560**  
▼ -32.73%

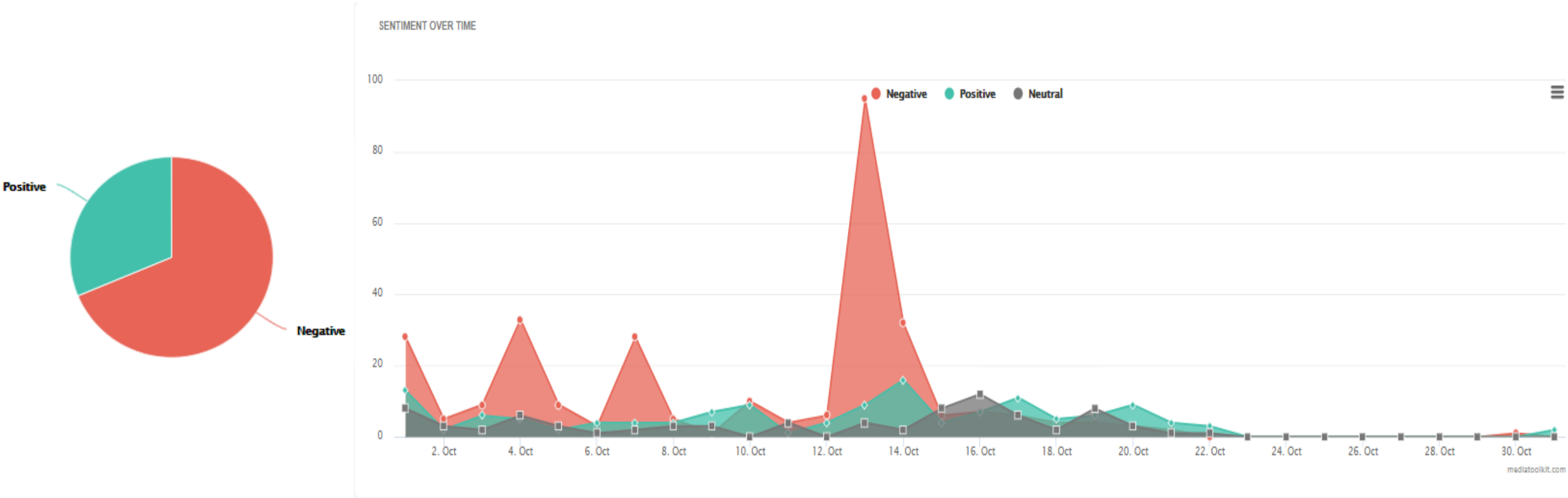
# 2022: Top Influencers

- ❑ The top influencers for this content were media news websites.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE					
		Web		Twitter		Facebook	Comment
STANDARDMEDIA.CO.KE	20	STANDARDMEDIA.CO.KE	19	@JOEASALI	3	HIVISASA.COM	6
THE-STAR.CO.KE	17	THE-STAR.CO.KE	17	@MWANGP01	3	THE STAR, KENYA	4
NATION.CO.KE	11	NATION.CO.KE	11	@PHILEMONANTONY	3	TUKO.CO.KE	3
TUKO.CO.KE	10	TUKO.CO.KE	10	@RICHIESTORN	3	KDRTV	1
KDRTV.CO.KE	8	KDRTV.CO.KE	8	@SOLOMONKARORI2	3		
KENYANS.CO.KE	7	PULSELIVE.CO.KE	7	@_JEREMIAHVICTOR	3		
HIVISASA.COM	6	PD.CO.KE	6	@DARLINGTON_E	3		
PD.CO.KE	6	ALLAFRICA.COM	4	@MICAHMULA	2		
PULSELIVE.CO.KE	6	KENYANS.CO.KE	4	@NJOROGEMAINA8	2		
ALLAFRICA.COM	4	CITIZENTV.CO.KE	1	@OBAMA_TOM	2		

# 2022: Sentiment Ratio

❑ The content was predominantly negative.



# 2022: Sentiment Ratio

## Sample positive posts



I campaigned and voted for jubilee 2013/2017 because of @WilliamsRuto strengths,good politics,good support and motivation,2022 @WilliamsRuto has not moved from my heart,for real he is a good leader and his quality resembles a good Kenyan president that we need.

@patrick Makokha 🇰🇪 20 days ago

REACH: 0 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@Ochere\_ Did you hear DP Ruto today in Mombasa say we should avoid politics of deceit. We know those who thrive on deceit and in 2022 we will put all of them in political dustbin

Clement Police 🇰🇪 17 days ago

REACH: 108 INTERACTIONS: 1 ENGAGEMENT RATE: 0.95% INFLUENCE: 2/10



RT @MOSEMBEHESBON: @tinaokore @mwabilimwagodi @KlaireBrandBoss Guys,we were all MM people,some fell off,some kept going.We can still regroup in 2022 to support MM again,personally I feel he's the leader Nairobi needs.Mwabili na Klaire,mmemchokora Tina to be <https://t.co/Pewx9GfsBr> it.Don't make politics personal.

Yells 🇰🇪 20 days ago

REACH: 458 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



Kanu to support ODM candidate in Kibra poll : The Standard

standardmedia.co.ke 🇰🇪 19 days ago

The party's youths asked Gideon to announce his candidature for 2022 presidential election. They said they were already campaigning for him, even as he continues to reach out to like-minded political leaders.

REACH: 910 INTERACTIONS: 24 ENGAGEMENT RATE: 2.64% INFLUENCE: 9/10

## Sample negative posts



Reject Uhuru with Ruto both. The hashtag should be #RejectUhurutoLies. This sideline is just but 2022 politics .infact mkisema Ruto lies then Uhuru acts.Did they not promised youth massive employment?,now see how Uhuru appoints the old..this team 530 thou 🤔 #WeRejectRutoLies <https://t.co/HQRkAgjJz4>

Chilibae 🇰🇪 7 days ago

REACH: 1,999 INTERACTIONS: 80 ENGAGEMENT RATE: 4.00% INFLUENCE: 4/10



If BBI won't bring parliamentary system of govt,expect a monumental betrayal by 2022 in which Raila Odinga or DP Ruto will be victim. Would Uhuru choose a man who for years has caused him sleepless nights over the one who stood by him through rough tides of politics & elections?

Philemon ANTHONY 🇰🇪 16 days ago

REACH: 223 INTERACTIONS: 4 ENGAGEMENT RATE: 1.80% INFLUENCE: 2/10



@MigunaMiguna In an environment free from bribery,deceit & Tribal Politics @MigunaMiguna would be a national treasure. Instead U make him an odd character, But the kenyan situation is changing, people R tired of Raila, Ruto & uhuru.Rigging 2022 in favour of despots will be hard. #MIGUNAMIGUNA

Moses Njuguna 🇰🇪 16 days ago

REACH: 115 INTERACTIONS: 9 ENGAGEMENT RATE: 7.84% INFLUENCE: 1/10



RT @ItsMasisah: Politicians are busy attacking and peddling narratives about the BBI and engaging in 2022 Politics instead of having a conversation on how to make cancer treatment affordable and accessible (Primary Care) @YvonneOkwara @CitizenTvKenya #NewsGang

Jamila Mohamed 🇰🇪 6 days ago

REACH: 15,858 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 7/10

# Tangatanga: **Mentions**

- ❑ There are total number of 2,970 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.57 million

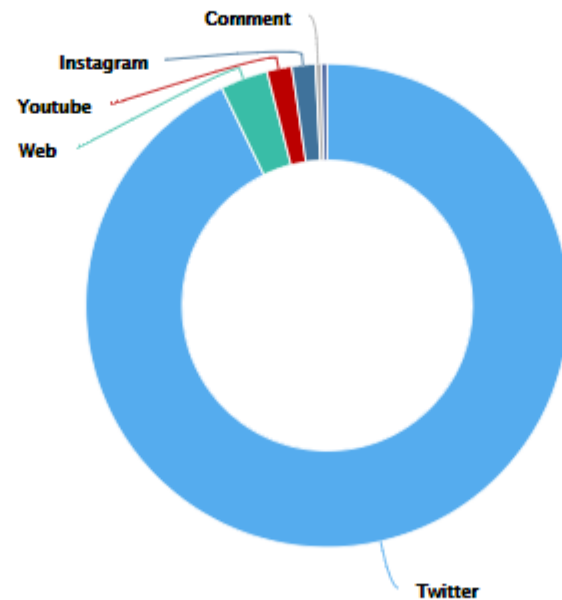
NUMBER OF MENTIONS

Tangatanga

**2,970**

↗ 33.72%

ALL SOURCES



TOTAL IMPRESSIONS

Tangatanga

**1,576,056**

↘ -60.36%

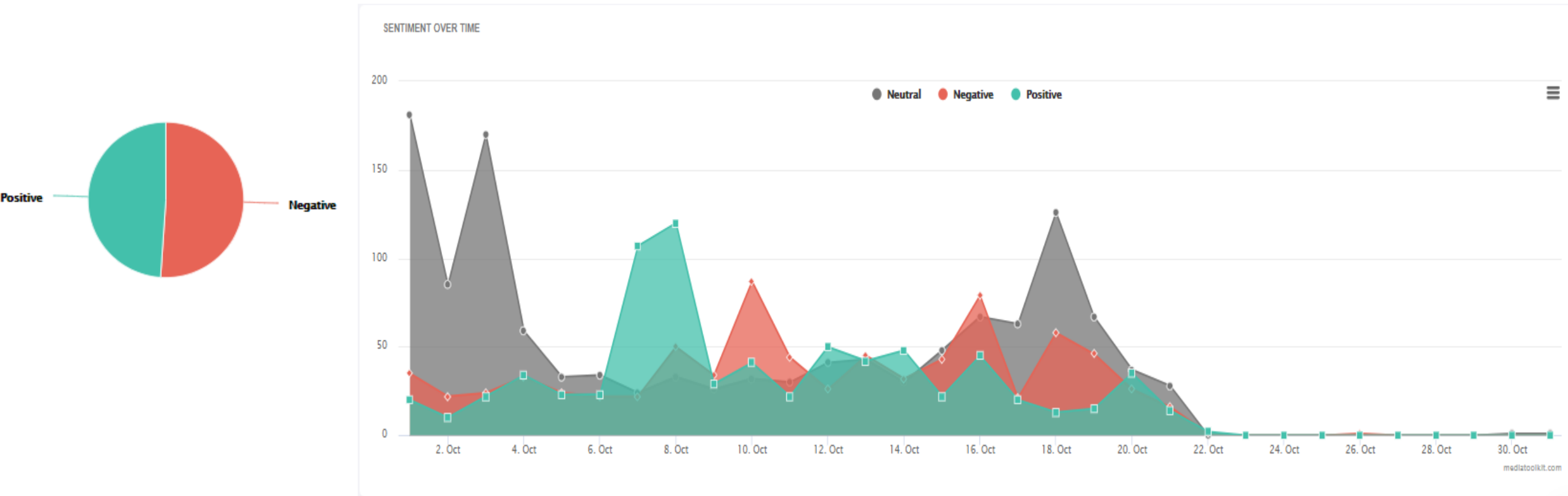
# Tangatanga: Top Influencers

- ❑ The top influencers for this content were from Twitter.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
_L_O_U_		Twitter		Web		Instagram		Youtube	
@ELVISKORIR87	21	@ELVISKORIR87	22	THE-STAR.CO.KE	20	_L_O_U_	37	AJAABU TV	4
@ONEJACOBKELLY	20	@ONEJACOBKELLY	20	HIVISASA.COM	18	KENYA.NEWS.MEDIA	10	LATEST NEWS NETWORK KE	4
THE-STAR.CO.KE	20	@ARUNDALLOYD	19	STANDARDMEDIA.CO.KE	14	JONATHANGOLZIO	2	AFRICA POLITICS PUNCHLINE	3
@ARUNDALLOYD	19	@KINGFREDASIRA	14	KENYANDIGEST.COM	9	PURPLEHEART_TURNERY	2	JARUNDA TV	3
HIVISASA.COM	18	@ENGNRDAN	11	NATION.CO.KE	8	ALFREDLANGAT54	1	NEWS FLASH	3
STANDARDMEDIA.CO.KE	15	@DRATEMO	10	TUKO.CO.KE	8	JOSKY_NJELI254	1	DOPE BOY KE	2
@KINGFREDASIRA	14	@THEEDDIE24FUL	10	KDRTV.CO.KE	7	NEBULAZZKENYA	1	MY EAST AFRICA	2
@ENGNRDAN	11	@DARLINGTON_E	10	KENYA24NEWS.COM	7	STANDARDKENYA	1	MOUNT KENYA TV	2
@MATESOBILACHUKI	10	@MICHEALWANGA	9	PULSELIVE.CO.KE	5			RAMANI TV	2
		@BENJABALI	9	KENYALIVEFEED.COM	3			SINGA ENTERTAINMENT	2

# Tangatanga: **Sentiment Ratio**

❑ The content was predominantly negative.



# Tangatanga: Sentiment Ratio

## Sample positive posts



RT @TheStarKenya: **Tangatanga** legislators have planned a series of countrywide prayer rallies to "pray for the full implementation of the 2013 political pact" between President Uhuru Kenyatta and his deputy, William Ruto <https://t.co/r4qCLInCmz>

🐦 Owen Abong'o 🇰🇪 16 days ago

REACH: 75 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



Lately, it seems Kenya is on a free fall. It is like we have a vacuum of leadership. If only the **Tangatanga** and Kielieweke brigades would have spent their energies fighting about the best approach to handle such issues then we would be years ahead. <https://twitter.com/LinusKaikai/status/1185095607997882368>

🐦 Arnold S Makumba 🇰🇪 17 days ago

REACH: 17 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@DonaldBKipkorir 'Only excites **TangaTanga**...', rather an unfortunate generalisation. @WilliamsRuto supporters we're legion here, but we don't condone insults in the name of politics directed at anyone. Like you sir, we would like to engage at an intellectual and ideological level in our politics.

🐦 Mark Mwangi 🇰🇪 20 days ago

REACH: 32 INTERACTIONS: 3 ENGAGEMENT RATE: 9.24% INFLUENCE: 1/10



RT @MuthuiMkenya: "Mimi sitaki Kazi" @UKenyatta declares as he publicly supports BBI and adds that the initiative is to end bloodshed in Kenya. Team **Tangatanga** Sasa watambia watu Nini? #WednesdayWisdom #WednesdayMotivation

🐦 Updates 🇺🇸 20 days ago

REACH: 5 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

## Sample negative posts



RT @DonaldBKipkorir: Miguna Miguna, who suffers from delusional disorder ought to know that his manic abuses of Raila Odinga everyday only excites **TangaTanga** members .. Miguna who was nothing was given helping hand by Baba & when his employment ended, went back to nothing ... Bure kabisa wazimu!

🐦 dan nabbz 🇺🇸 16 days ago

REACH: 13 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@Kakamega\_pundit That is what they said in Ganda where **tangatanga** "invested 100 million with the woman of Kiuno at the forefront. Got 599 votes. Mariga will fall like Ruto's project in Malindi

🐦 Lloyd Arunda 🇺🇸 16 days ago

REACH: 1 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@RobertAlai @DCI\_Kenya The fact is the @DCI\_Kenya is overworking ,you have been paid to discredit them by **tangatanga** right?

🐦 Eng zephaniah MOKOGOTI 🇰🇪 16 days ago

REACH: 135 INTERACTIONS: 2 ENGAGEMENT RATE: 1.48% INFLUENCE: 2/10



@TingweJunior @ba\_baraza @JoeKenya\_ Mariga is a Ruto candidate or rather a candidate for the **tangatanga** side of jubilee. He will fall like Rutos punguza mizigo

🐦 Lloyd Arunda 🇺🇸 16 days ago

REACH: 11 INTERACTIONS: 1 ENGAGEMENT RATE: 9.28% INFLUENCE: 1/10



RT @Vynnielsaac: Sportpesa out. Betin Out. Choppies out. Coffee & Tea Sector Dead But Our Leaders continues to champion for Kieleweke and **Tangatanga** politics. Who will #SaveMyJob ? Or we will call back into the village and inform them how #ILostMyJob like this lady? <https://t.co/Gmkpsl9tez>

🐦 mimo 🇺🇸 16 days ago

REACH: 69 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

# Kieleweke: Mentions

- ❑ There are a total number of 2,364 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 2.4million.

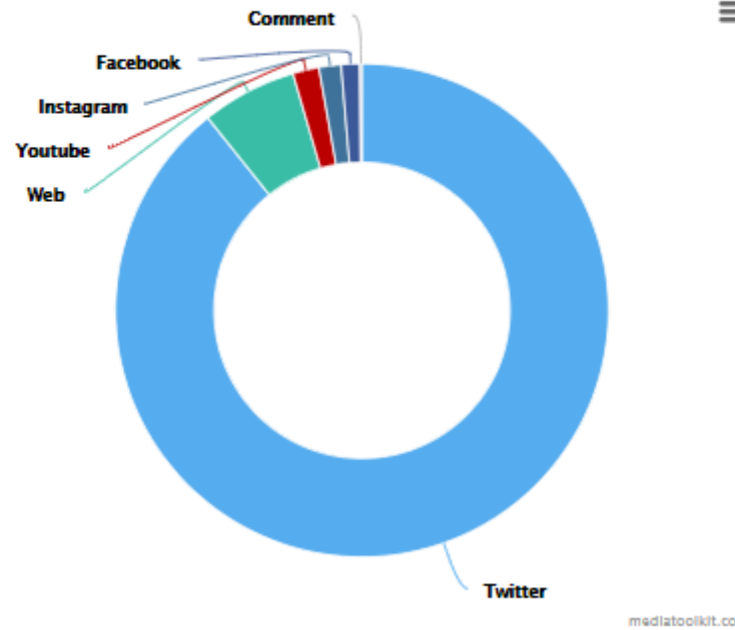
## NUMBER OF MENTIONS

Kieleweke

**2,364**

▲ 17.15%

## ALL SOURCES



## TOTAL IMPRESSIONS

Kieleweke

**2,445,417**

▼ -48.9%

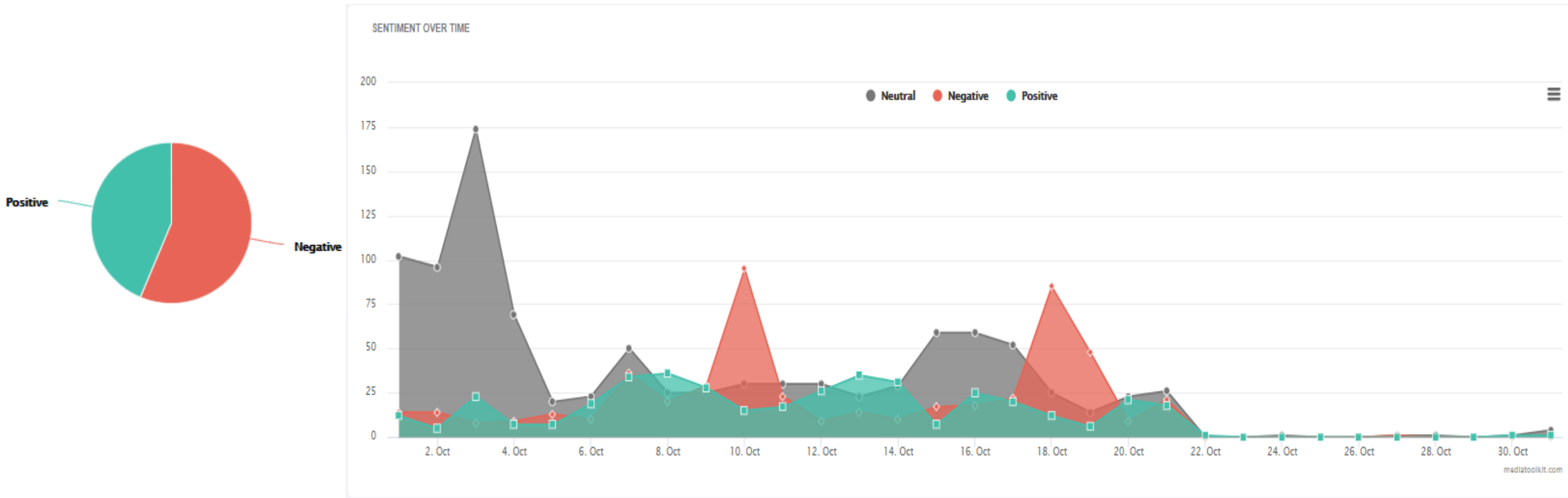
# Kieleweke: Top Influencers

- ❑ The top influencers for this content were from media sources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web		Twitter		Instagram		Youtube	
@FUMBLE_HUMBLE	23	KENYANDIGEST.COM	26	@FUMBLE_HUMBLE	22	___KENYAN_BERRY	5	DEBRUIN KIELEWEKE	3
TUKO.CO.KE	21	TUKO.CO.KE	21	@LABANKAPTEL	14	KENYA.NEWS.MEDIA	4	JARUNDA TV	2
HIVISASA.COM	20	HIVISASA.COM	20	@KAPEDOSHEM	13	BONGO_INSPIRATION	3	KENYA NEWS MEDIA	2
KENYANDIGEST.COM	17	THE-STAR.CO.KE	14	@BONNIEMUSAMBI	13	CLIFF_NIC_MC	3	KANDESH TV	2
THE-STAR.CO.KE	14	STANDARDMEDIA.CO.KE	12	@IAMDJHEADBWOY	9	CANDIDCLIX	2	KENYA NEWS ALERTS TV	2
@KAPEDOSHEM	13	NATION.CO.KE	11	@KEVINMATONGO365	8	LOWLIFE.DON	2	KEVINSKI ICEMAN	2
@BONNIEMUSAMBI	13	KENYA24NEWS.COM	10	@VITALIS_OMBOYI	8	UNISPORTS_TZ	2	KUMEKUCHA CHRIS	2
STANDARDMEDIA.CO.KE	12	PD.CO.KE	7	@RADIOCITIZENFM	7	___CHUKS___	1	MASTAR RAY	2
NATION.CO.KE	11	KENYALIVEFEED.COM	6	@RAPHARL_MUSN	7	C_REIGN_OFFICIAL___	1	MOUNT KENYA TV	2
@LABANKAPTEL	10	KENYANS.CO.KE	6	@UNTILTEDCROWN	7	MCBABALAO	1	KIDWILLY	1

# Kieleweke: Sentiment Ratio

❑ The content was mostly negative.



# Kieleweke: Sentiment Ratio

## Sample positive posts



RT @DonaldBKipkorir: @ahmednasirlaw @JunetMohamed @WehliyeMohamed Which faction of Jubilee? I doubt ODM will accept to be swallowed by Jubilee TangaTanga .. But my friend @JunetMohamed tells me ODM & Jubilee **Kieleweke** are in merger talks ...

Twitter Oscar Osumba 16 days ago

REACH: 5 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@EstherPassaris Kuna wengine huko tangatanga koso inua skirt wako 30's but wanakaa wanyanye.... Big up mama Assembly eer soree Mama county, we are happy to be associated with u in ODM,BBI,Embrace and **Kieleweke**.. Happy Earthday

Twitter Bigtyme Job 16 days ago

REACH: 1 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@BuzekiKiprop This is proving that **Kieleweke** is more popular than Tangatanga.

Twitter Henry.M.Mwambela 19 days ago

REACH: 3 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

## Sample negative posts



RT @surambaya: @coldtusk People are not yet tired. Not by a far cry. As a matter of fact, we enjoy getting robbed by our politicians, methinks. We are out here singing Punguza mzigo, tanga tanga, **kieleweke** and other nonsensical slogans even as we get mugged by the very same people we are supporting.

Twitter Captain Kirk 16 days ago

REACH: 41 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @Vynnielsaac: Sportpesa out. Betin Out. Choppies out. Coffee & Tea Sector Dead But Our Leaders continues to champion for **Kieleweke** and Tangatanga politics. Who will #SaveMyJob ? Or we will call back into the village and inform them how #ILostMyJob like this lady? <https://t.co/Gmkpsl9tez>

Twitter Muiru kamau 16 days ago

REACH: 105 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



What happened to a clueless **kieleweke** team? So @Wakabando is talking of a super alliance next year? Why not this year? Bring it on man, nobody fears that and be reminded you still be rejected by residents of Mukurweni come 2022 meanwhile carry-on with your bitterness.

Twitter Hillary Ngasurah 16 days ago

REACH: 312 INTERACTIONS: 1 ENGAGEMENT RATE: 0.32% INFLUENCE: 3/10



@bob\_kaugi @EngnrDan @MohaJichoPevu Then why aren't you against jubilee and the president, you are just fighting tanga tanga, au **kieleweke** ni odm and tanga tanga ni jubilee

Twitter GhostBusters 16 days ago

REACH: 33 INTERACTIONS: 1 ENGAGEMENT RATE: 3.08% INFLUENCE: 1/10

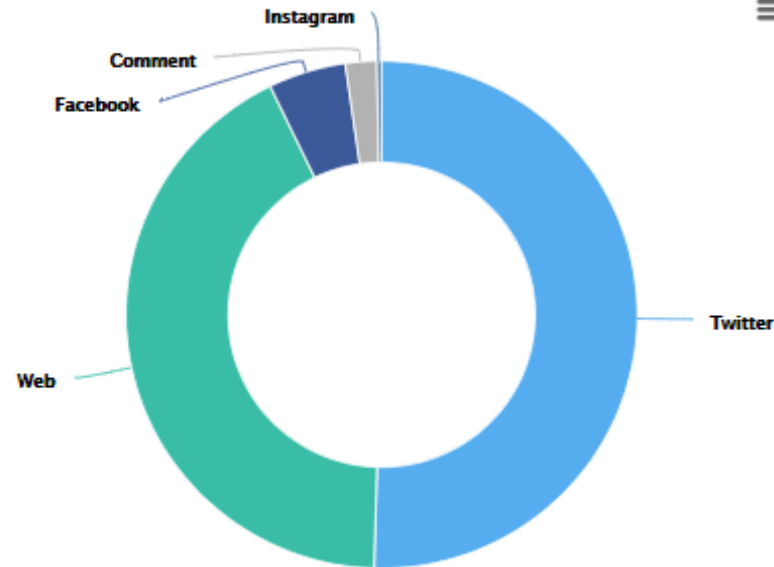
# Elections: **Mentions**

- ❑ There are total number of 2,422 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 16.1 million.

NUMBER OF MENTIONS

Elections  
**2,422**  
▼ -3.66%

ALL SOURCES



TOTAL IMPRESSIONS

Elections  
**16,189,794**  
▲ 12.57%

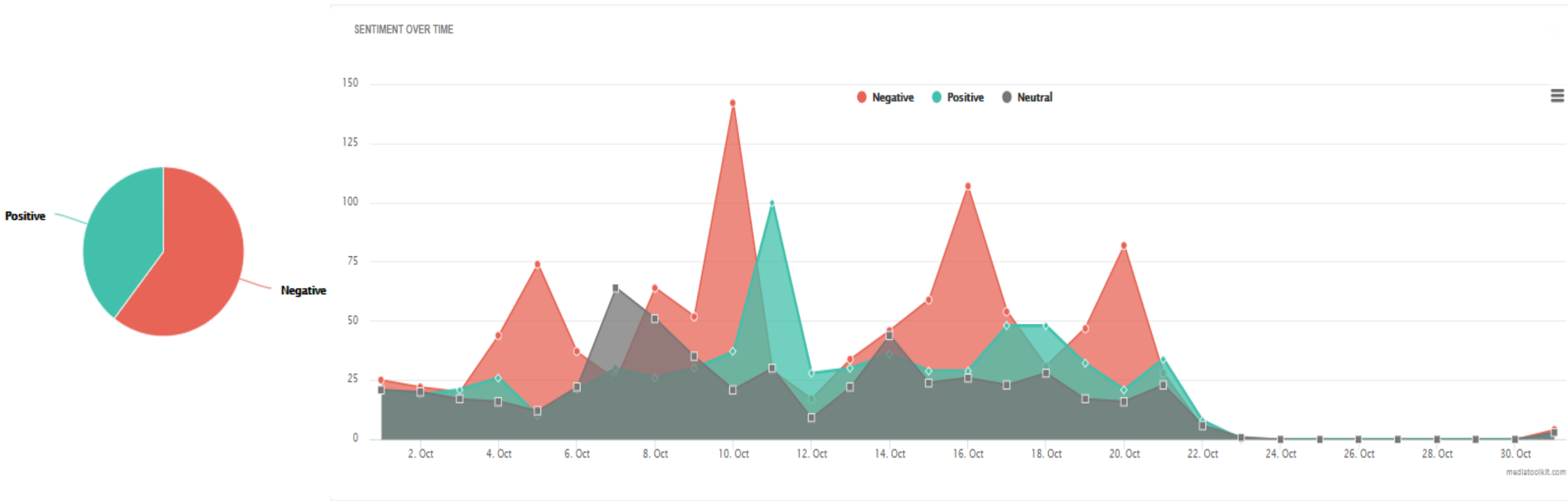
# Elections: Top Influencers

- ❑ The top influencers for this content were from media sources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web	Facebook	Twitter		Comment			
ALLAFRICA.COM	396	ALLAFRICA.COM	396	CITIZEN TV KENYA	19	@RADIOCITIZENFM	12	KENYANS.CO.KE	31
STANDARDMEDIA.CO.KE	114	STANDARDMEDIA.CO.KE	97	HIVISASA.COM	17	@ASAMOH_	9	STANDARDMEDIA.CO.KE	17
TUKO.CO.KE	96	TUKO.CO.KE	96	TUKO.CO.KE	17	@SOLOMONKARORI2	9		
KENYANS.CO.KE	81	NATION.CO.KE	77	KDRTV	14	@GERALDNGAOPK	9		
NATION.CO.KE	77	THE-STAR.CO.KE	70	CGTN AFRICA	13	@JAMIIFORUMS	8		
THE-STAR.CO.KE	70	KENYAMOJA.COM	60	THE STAR, KENYA	7	@NTVKENYA	8		
KENYAMOJA.COM	60	KENYANS.CO.KE	52	DAILY NATION	6	@PAPARICHARD5	8		
THEEASTAFRICAN.CO.KE	43	THEEASTAFRICAN.CO.KE	43	CORD EFFECT	5	@KTNNEWSKE	7		
KDRTV.CO.KE	33	KDRTV.CO.KE	35	PWANI FM	5	@MWANGP01	7		
PD.CO.KE	30	PD.CO.KE	33	KBC CHANNEL1 NEWS	4	@THE_ORGANIC_GUY	7		

# Elections: Sentiment Ratio

❑ The content was mostly negative.



# Elections: Sentiment Ratio

## Sample positive posts



@ItsDavidMaina @ImranOkoth @TheODMparty The issue of handouts is coming to an end. Kibra will be a little example of 2022 **elections**. Kenyans are tired of leaders who are just greed. Instead of making laws to empower youths and future generations they are thinking of how they can block social media.

David Maina Ndung'u 16 days ago

REACH: 884 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



My Shujaa is that IEBC Commissioner @DrRoselynAkombe who said no to corruption of rigging **elections**. We need more of Dr. Akombe in every sector of economy for Kenya to prosper #MashujaaDay #HappyMashujaaDay #KenyansTAKEOVER #KOTLoyals @amugira @RailaOdinga <https://t.co/CpCf4SamQw>

Khadija Abdullahi 17 days ago

REACH: 3,453 INTERACTIONS: 243 ENGAGEMENT RATE: 7.04% INFLUENCE: 2/10



RT @CMDKenya: **Elections** come and go but the lives of the people can either change for the better or retrogress to the worst depending on the choices we make at the ballot. #EndElectoralViolence <https://t.co/vfdVTR2Utm>

Kibet Kigen 18 days ago

REACH: 1,718 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 5/10

## Sample negative posts



RT @BBI\_KE: The building bridges initiative has 9 point agenda namely: 1. Ethnic antagonism 2. Lack of a national ethos 3. Inclusivity 4. Devolution 5. Divisive **elections** 6. Security 7. Corruption 8. Shared prosperity 9. Responsibility

Kiptanui Bett 16 days ago

REACH: 47 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @thuogithuku: @Ibn\_Dubow Only one Gentleman has his **elections** stolen. There is a story of a boy in my vernacular who used to make comical cries that a leopard wanted to eat him. We can't take his suggestions of being rigged seriously.

Semper Fi 16 days ago

REACH: 41 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



Okiyah Omtatah lost six teeth in one blow to the face in 2012. Attacker hit him with a rungu. He'd filed a petition questioning the purchase of BVR kits that IEBC planned to use in the 2013 **elections**. It happened at 8.30pm near I&M Bank. Okiyah Omtatah ni Shujaa. #MashujaaDay2019

DERRICK'S KITCHEN ZA 16 days ago

REACH: 28 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



Bwana DP could you pls tell us where the historic kamariny is? Where you are or west pokot as you lied to us during the **elections**? <https://twitter.com/WilliamsRuto/status/1185520878379044865>

Joseph Odanga - Wud Usiandha 18 days ago

REACH: 248 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

# Devolution: mentions

- ❑ There are total number of 716 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 2.1 million.

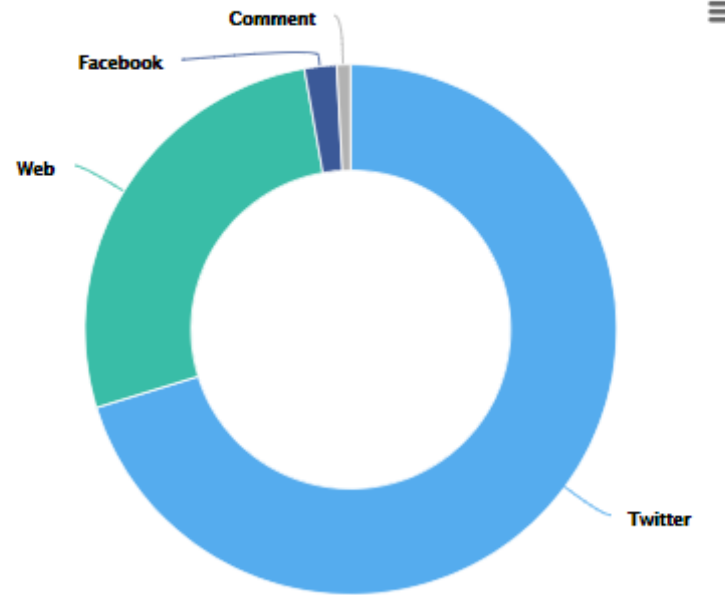
## NUMBER OF MENTIONS

Devolution

716

▼ -38.8%

## ALL SOURCES



## TOTAL IMPRESSIONS

Devolution

2,199,706

▼ -70.18%

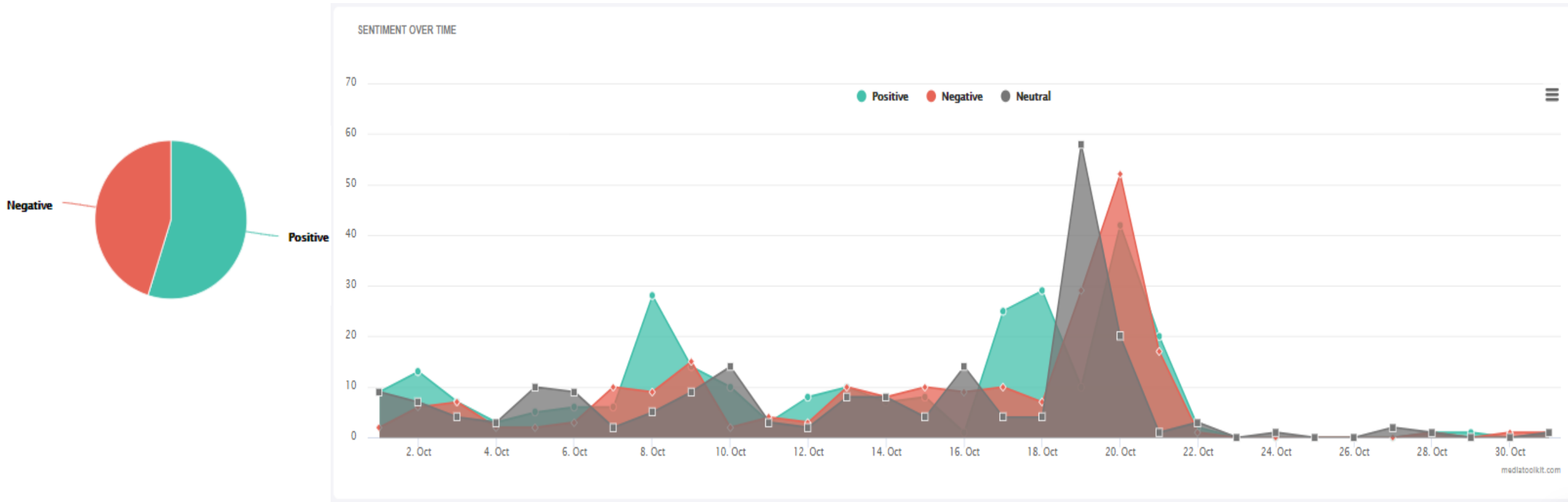
# Devolution: Top Influencers

- ❑ The top influencers for this content were websources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE					
		Web		Twitter		Facebook	Comment
THE-STAR.CO.KE	43	THE-STAR.CO.KE	43	@UGATUZIKE	15	THE STAR, KENYA	4
STANDARDMEDIA.CO.KE	34	STANDARDMEDIA.CO.KE	32	@EUGENELWAMALWA	6	GOVERNOR SALIM MVURYA	2
NATION.CO.KE	22	NATION.CO.KE	22	@BUNGOMADIGITAL	4	HIVISASA.COM	2
KENYANS.CO.KE	20	KENYANS.CO.KE	16	@CPA_KEMBOI	4	RIFT VALLEY BUSINESS CIRCUIT-RVBC	2
@UGATUZIKE	15	KENYAMOJA.COM	12	@PAUKIROBI	4	CITIZEN TV KENYA	1
KENYAMOJA.COM	12	ALLAFRICA.COM	11	@DENMARKINKENYA	4	DAILY NATION	1
ALLAFRICA.COM	11	PD.CO.KE	11	@NAHASHON87	4	GOVERNOR PATRICK KHAEMBA	1
PD.CO.KE	11	BUSINESSDAILYAFRICA.COM	8	@NORWAYINKENYA	3	UNKNOWN USER	1
BUSINESSDAILYAFRICA.COM	8	TUKO.CO.KE	8	@TWaweza_KE	3		
TUKO.CO.KE	8	CAREERPOINTKENYA.CO.KE	4	@TWaweza_NISISI	3		

# Devolution: **Sentiment Ratio**

❑ The content was predominantly positive.



# Devolution: Sentiment Ratio

## Sample positive posts



On my 3rd day working tour of the Lake Basin Region, was very impressed with progress of **Devolution** in @KisumuCountyKE and @county\_kakamega particularly towards achievement of #UHC#Big4agenda after visiting @jootrhkisumu and New Kakamega referral hospital with @UnKenya @sidchat1 <https://t.co/6HOFYCgzYm>

Eugene L. Wamalwa 8 days ago

REACH: 4,825 INTERACTIONS: 45 ENGAGEMENT RATE: 0.97% INFLUENCE: 6/10



Water hyacinth challenge on Lake Victoria worth Kshs.700M is unveiled in #Kisumu by @UNKenya in partnership with RussiaKu, @KisumuCountyKE and Min. of **Devolution** and #ASALs. @AnyangNyongo @Dmitrymaksimychiev <https://t.co/CGVSYbVwif>

UNIC Nairobi 9 days ago

REACH: 1,984 INTERACTIONS: 42 ENGAGEMENT RATE: 2.12% INFLUENCE: 4/10



Punguza mzingo was to improve all sectors by reforming through improved governance of centralized government through **devolution** approach to allocate more fund to counties from 15% to 35% to improve on service delivery among community.

@elias\_mwanjala 17 days ago

REACH: 1 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@lochor\_bethwel @JapethEkidor @GovernorNanok @RailaOdinga @UhuruKenyattah @UhuruKenyatta and @RailaOdinga must realised that **Devolution** has improved the lives of the marginalised communities so much.

STEPHEN ECHOTO 16 days ago

REACH: 59 INTERACTIONS: 1 ENGAGEMENT RATE: 1.68% INFLUENCE: 1/10

## Sample negative posts



RT @BBI\_KE: The building bridges initiative has 9 point agenda namely: 1. Ethnic antagonism 2. Lack of a national ethos 3. Inclusivity 4. **Devolution** 5. Divisive elections 6. Security 7. Corruption 8. Shared prosperity 9. Responsibility

Hussein Mohammed 16 days ago

REACH: 61 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @nahashon87: Tom Mboya helped Wangari Maathai, Barrack Obama's dad etc to study in the US. We owe him. He also fought **devolution**. He created NSSF that helps Atwoli grow fat. He solidified socialism in Kenya condemning millions to poverty. Yeye ni shujaa? #MashujaaDay2019 <https://t.co/DlqpEjE0GN>

Kevan Mullah 16 days ago

REACH: 523 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



According to the @TheStarKenya in retracting a story about cancellation of the project due to inflation of cost, noted that the project was cancelled due to **devolution** (among other reasons.)

<https://twitter.com/TheNjoroge/status/1185906990477926400> <https://t.co/xfXSRpDbbT>

Mr. Njoroge 17 days ago

REACH: 189 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

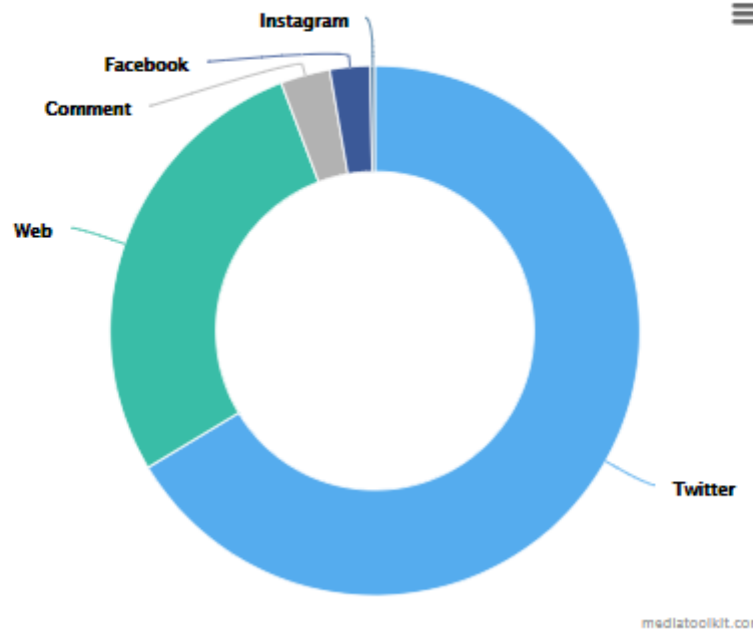
# Corruption/ Ufisadi: **Mentions**

- ❑ There are total number of 4,422 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 16.1 million.

NUMBER OF MENTIONS

Corruption  
**4,422**  
▼ -6.19%

ALL SOURCES



TOTAL IMPRESSIONS

Corruption  
**16,136,657**  
▼ -25.33%

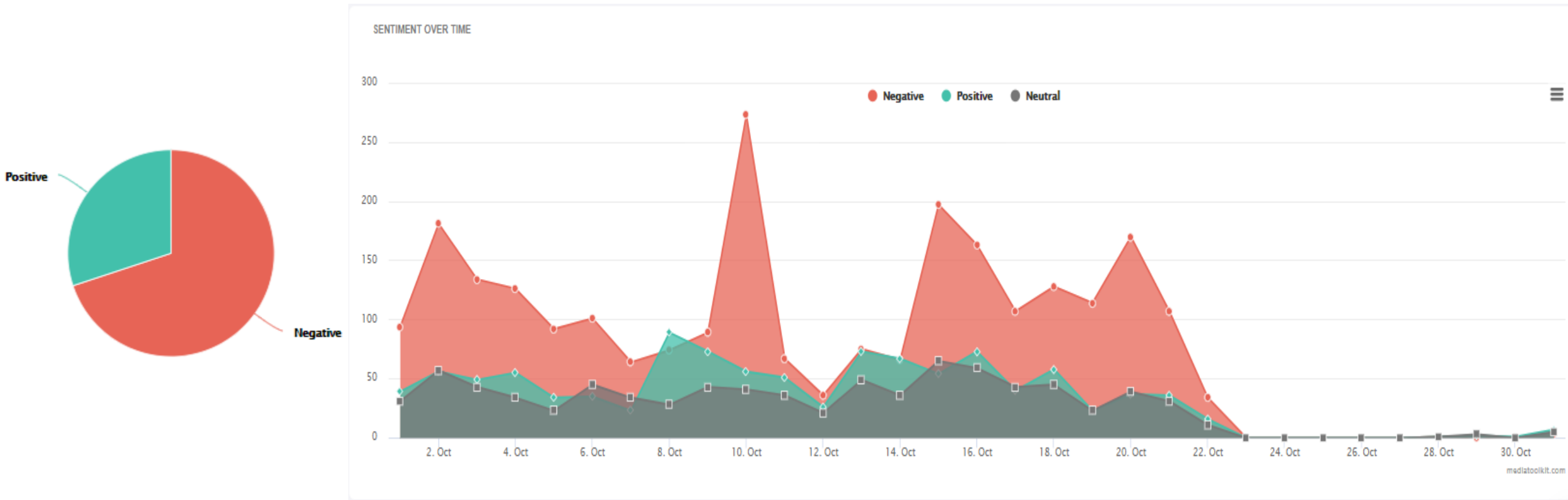
# Corruption: Top Influencers

- ❑ The top influencers for this content were websources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web		Twitter		Comment		Facebook	
ALLAFRICA.COM	502	ALLAFRICA.COM	501	@CIPEKENYA	41	KENYANS.CO.KE	88	TUKO.CO.KE	20
STANDARDMEDIA.CO.KE	206	STANDARDMEDIA.CO.KE	174	@GRACENZOU	32	STANDARDMEDIA.CO.KE	63	THE STAR, KENYA	18
KENYANS.CO.KE	128	NATION.CO.KE	115	@ASAMOH_	31	ALLAFRICA.COM	2	HIVISASA.COM	14
NATION.CO.KE	115	THE-STAR.CO.KE	114	@NIUSLINE	26	254NEWS.CO.KE	1	CITIZEN TV KENYA	13
THE-STAR.CO.KE	114	PD.CO.KE	85	@D_GITONYI	22			DAILY NATION	10
PD.CO.KE	75	KENYAMOJA.COM	56	@ANALYST_KE	20			NDUNGATA YA NGAI MUTURI WA MUIRU -BLESSED AND FAVORED	9
KENYAMOJA.COM	56	KENYANS.CO.KE	49	@JOEKENYA_	20			KDRTV	8
@CIPEKENYA	41	TUKO.CO.KE	41	@EACCKENYA	18			UNKNOWN USER	8
TUKO.CO.KE	41	THEEASTAFRICAN.CO.KE	39	@ONEJACOBKELLY	15			CGTN AFRICA	6
THEEASTAFRICAN.CO.KE	39	BUSINESSDAILYAFRICA.COM	31	@DARLINGTON_E	15			CAPITAL FM KENYA	5

# Corruption: **Sentiment Ratio**

❑ The content was predominantly negative throughout the period.



# Corruption: Sentiment Ratio

## Sample positive posts



Gladys Wanga Homa Bay Woman Rep: One of the key issues to be addressed in the BBI report is **corruption**. We now have an environment where the President can fight **corruption** and if we fight **corruption**, we can create employment #DayBreak <https://t.co/0o9Jbsj043>

Citizen TV Kenya 15 days ago

REACH: 113,039 INTERACTIONS: 103 ENGAGEMENT RATE: 0.09% INFLUENCE: 9/10



The handshake brought peace but it has not ended **corruption**, tribalism, tribalism and ethnicity that is the reason we need to give the BBI a chance quote Esseli Simiyu #amliventv @oliveburrows

Dr Andrew Suleh MD 15 days ago

REACH: 1,254 INTERACTIONS: 3 ENGAGEMENT RATE: 0.24% INFLUENCE: 4/10



Part of sustainable mental health is in not indulging in **corruption** and other injustices. Do you agree? #mentalhealth #Kenya #choiceswemake #TuesdayMotivation # <https://t.co/vNU3C6UiRP>

Life Pillars Counseling and Consultancy 8 days ago

REACH: 42 INTERACTIONS: 2 ENGAGEMENT RATE: 4.81% INFLUENCE: 1/10

## Sample negative posts



@lamBravin This is the whole point of the fake war on **corruption** and tax evasion. While the DCI, DPP & KRA distract us with sensational stories and arrests, the dynasties are doing the real stealing in broad daylight! <https://www.nation.co.ke/news/Shocking-details-of-mysterious-local-owners-of-SGR-firm/1056-5150128-view-asAMP-x9hm7nz/index.html>

Truly Mkenya 16 days ago

REACH: 1 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @BBI\_KE: The building bridges initiative has 9 point agenda namely: 1. Ethnic antagonism 2. Lack of a national ethos 3. Inclusivity 4. Devolution 5. Divisive elections 6. Security 7. **Corruption** 8. Shared prosperity 9. Responsibility

Kiptanui\_Bett 16 days ago

REACH: 47 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



COMING soon in <http://kenyaconfidetal.com> - How @FredMatiangi Matiang'i is FRUSTRATING President @UKenyatta\_Pres War on **CORRUPTION** within @InteriorKE & @NPSC\_KE and the Head of State #BuyKenyaBuildKenya efforts by indigenous Patriots anxious to BOOST the ailing economy

Blamuel Njururi 6 days ago

REACH: 108 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



@NziokaWaita Meanwhile Tanzania's president magufulis priority is touring his country fighting **corruption** and delivering to wanananchi without foreign travel but anyway its gods prayers that were answered, sio uchawi Ni maobi jubilee tano terrorism

Muthura Muhuho 6 days ago

REACH: 367 INTERACTIONS: 17 ENGAGEMENT RATE: 4.63% INFLUENCE: 2/10

# Youth Unemployment: **Mentions**

- ❑ There are total number of 350 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.9m.

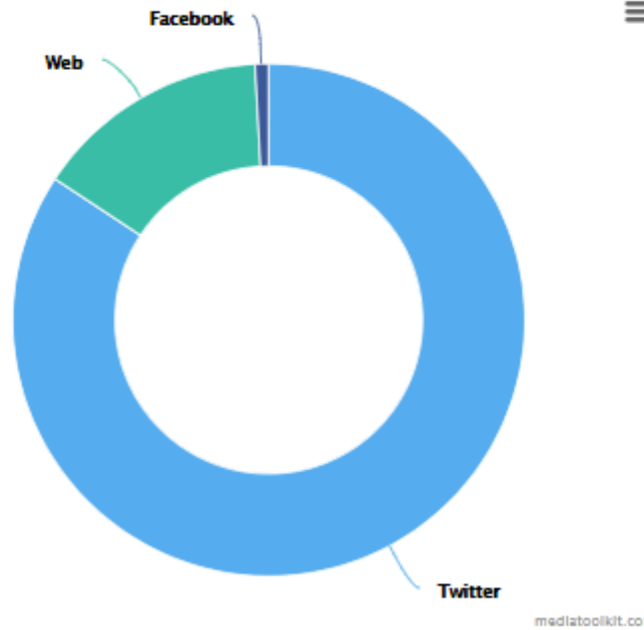
## NUMBER OF MENTIONS

Youth Unemployment

**350**

^ 130.26%

## ALL SOURCES



## TOTAL IMPRESSIONS

Youth Unemployment

**1,192,145**

^ 368.8%

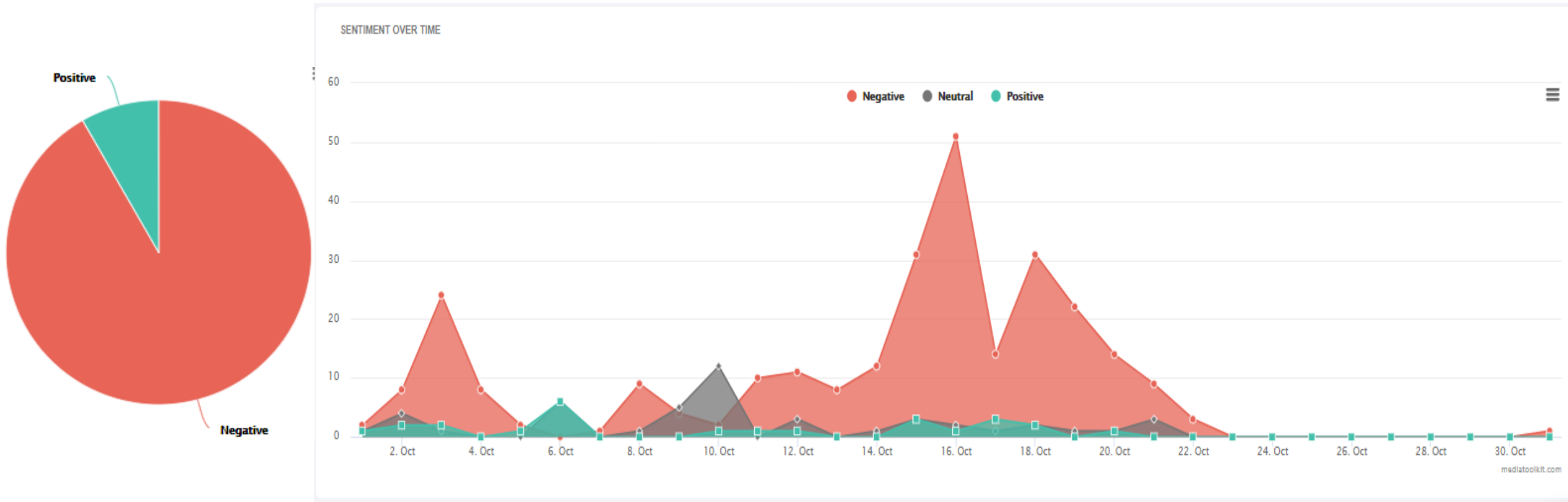
# Youth Unemployment: Top Influencers

- ❑ The top influencers for this content were from the web and Twitter.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE			
		Twitter		Web	Facebook
@ASAMOH_	29	@ASAMOH_	29	ALLAFRICA.COM	19
ALLAFRICA.COM	19	@RICHARDMUNANG	11	STANDARDMEDIA.CO.KE	9
@RICHARDMUNANG	11	@DAVETARUS1	5	THE-STAR.CO.KE	6
STANDARDMEDIA.CO.KE	9	@JEMOBABU	4	PD.CO.KE	4
THE-STAR.CO.KE	6	@ANON1KENYA	3	NATION.CO.KE	3
@DAVETARUS1	5	@BOB23792272	3	TUKO.CO.KE	3
@JEMOBABU	4	@MISS SOPHIEBOT	3	KENYAMOJA.COM	2
PD.CO.KE	4	@UGMPARTY	2	BUSINESSDAILYAFRICA.COM	1
NATION.CO.KE	3	@DAUHREEN	2	JOBSINKENYA.CO.KE	1
TUKO.CO.KE	3	@ODANGA23	2	PULSELIVE.CO.KE	1

# Youth Unemployment: **Sentiment Ratio**

❑ The content was predominantly negative throughout the period.



# Youth Unemployment: Sentiment Ratio

## Sample positive posts



Mastercard Foundation Director, Kim Kerr speaks to Africa Outlook on the foundation's objective to address the growing problem of **youth unemployment** in Africa Click to find out more on @AfricaOutlook <https://www.africaoutlookmag.com/magazine/africa-outlook-issue-76/10> #secondaryeducation #youngafricaworks

Meshalonah Mainah™ 16 days ago

REACH: 354 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



RT @igboamerican: ICPD must evaluate viable options for reducing high **youth unemployment** rates, and tackling one of the underlying causes of poverty. One option; work with relevant entities in Africa to support micro-credit schemes targeted at young entrepreneurs. #ICPD25ECOWAS @ms\_haesha

Keith Andere 16 days ago

REACH: 65 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



@UNDPAccLabs @UNDPAfrica @unicnairobi @UnKenya @Walidbadawi @mmashologu1 @pthigo @UNDP @GermanyinKenya @sidchat1 @miconyango @SwedeninKE @CEGA\_UC @ahunnaeziakonwa @SuedKenya "We're not talking about reinventing the wheel, we're talking about connecting – using collective intelligence to tackle challenges like **youth unemployment** as we have..."

UNDP Kenya 6 days ago

REACH: 2,200 INTERACTIONS: 45 ENGAGEMENT RATE: 2.05% INFLUENCE: 5/10



RT @acceleateleads: Become our sponsor at the #SkillsHuntForum to increase your exposure, drive education transformations towards youth employment, which will solve the problem of **youth unemployment** in the country. @CBKKenya @NYC\_YouthVoice @PSYGKenya @ntvkenya @UjanaAfrika @unhabitatyouth @K24Tv <https://t.co/h5uV0WPLS9>

Junior Owuor 16 days ago

REACH: 0 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

## Sample negative posts



**Youth unemployment** is a ticking time bomb says Daniel Orog on #MezaYaBusara <https://www.youtube.com/watch?v=4d6QzsuTOMQ&feature=share>

felix asoha 15 days ago

REACH: 241 INTERACTIONS: 3 ENGAGEMENT RATE: 1.24% INFLUENCE: 2/10



@Ma3Route @nyamzkariuki What a stupid analysis. How do you simplify inequalities of **Youth unemployment** to dangerous hanging on matatus? Do you know how many sobber well educated youth are in the VILLAGES languishing in abject poverty? Absurd.!!!

COMMAND 17 days ago

REACH: 135 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @Moha001\_Onyango: As a Coastal resident, these are some of the issues i wanted addressed : 1. SGR issue 2. Track drivers issue 3. Drug menace in Mombasa 4. Likoni ferry 5. **Youth unemployment** 6. Cashewnut farming 7. Tourism & hospitality #MashujaaDay2019

ZARAZI™ 17 days ago

REACH: 123 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @Asamoh\_: We can't shout #MashujaaDay2019 #MashujaaDay when KENYA is grappling with : 1. **Youth unemployment** 2. High unsuitable debt 3. Food insecurity 4. High commodity prices 5. Insecurity 6. Corruption 7. Human Rights Violations 8. Ethnicity 9. Ailing Economy 10. Healthcare

blue salmon 17 days ago

REACH: 60 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @Asamoh\_: You are more preoccupied with where @RailaOdinga is seated during #MashujaaDay2019 than **youth unemployment**, high unsustainable debt, food insecurity, corruption, unaffordable healthcare, mismanaged education, collapsing Economy and Human Rights abuses. See your life <https://t.co/Q0qbnz10Jj>

Bugo Dan 17 days ago

REACH: 38 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

# Unemployment: **Mentions**

- ❑ There are total number of 1,653 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 5.3million.

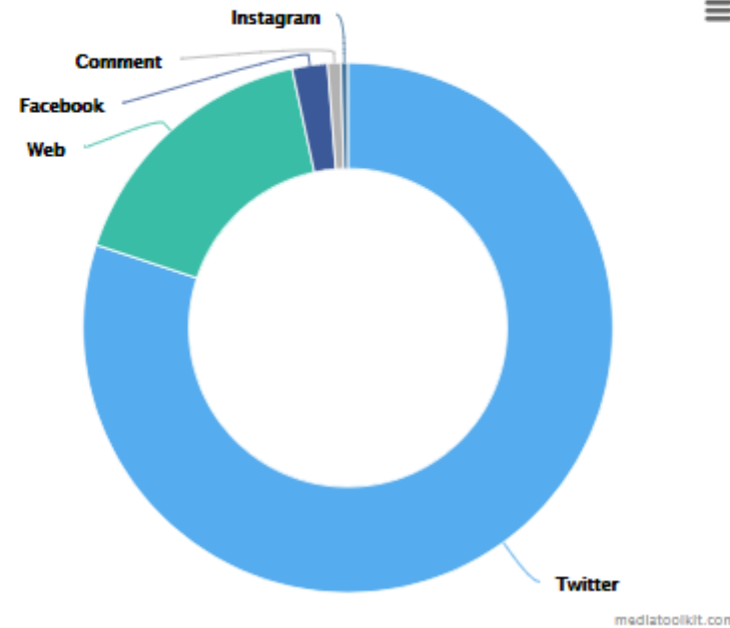
NUMBER OF MENTIONS

Unemployment

**1,653**

^ 54.49%

ALL SOURCES



TOTAL IMPRESSIONS

Unemployment

**5,382,027**

^ 219.63%

# Unemployment: Top Influencers

- ❑ The top influencers for this content were media web sources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS

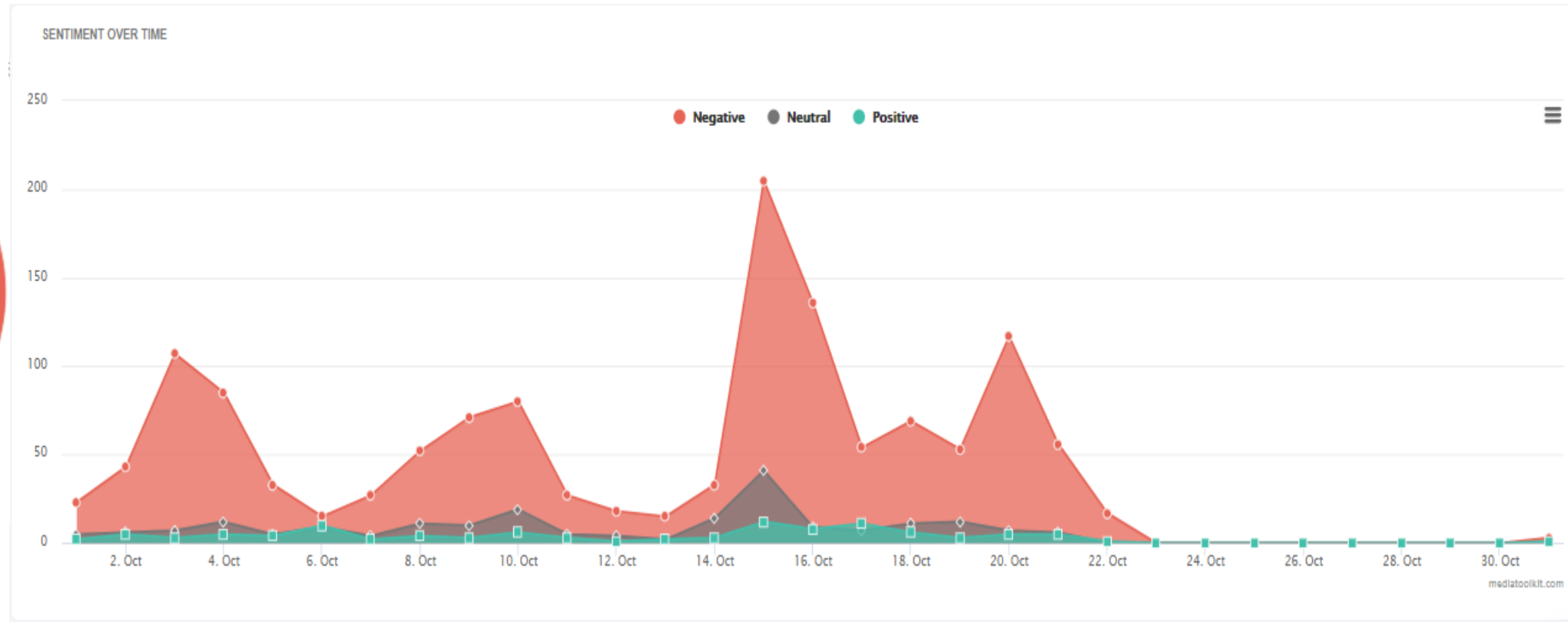
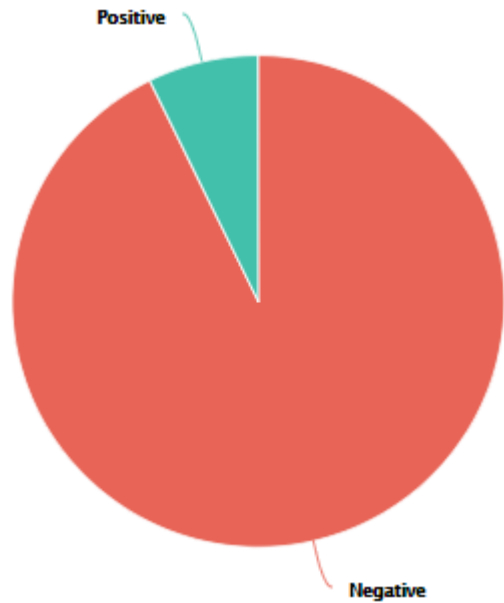
ALLAFRICA.COM	96
@ASAMOH_	38
THE-STAR.CO.KE	33
STANDARDMEDIA.CO.KE	30
@RICHARDMUNANG	19
KENYANS.CO.KE	19
NATION.CO.KE	18
KENYAMOJA.COM	11
TUKO.CO.KE	11
THEEASTAFRICAN.CO.KE	10

TOP INFLUENCERS BY SOURCE

Web		Twitter		Facebook		Comment	
ALLAFRICA.COM	96	@ASAMOH_	38	CITIZEN TV KENYA	8	KENYANS.CO.KE	11
THE-STAR.CO.KE	33	@RICHARDMUNANG	19	PULSE LIVE KENYA	5	STANDARDMEDIA.CO.KE	2
STANDARDMEDIA.CO.KE	28	@ANON1KENYA	7	THE STAR, KENYA	5		
NATION.CO.KE	18	@SONOFTETU_	7	DAILY NATION	3		
PD.CO.KE	13	@ITSBRAVIN	6	HIVISASA.COM	3		
KENYAMOJA.COM	11	@MISSSOPHIEBOT	6	TUKO.CO.KE	3		
TUKO.CO.KE	11	@PEREZMUNYAO	5	DJ BOYIE	2		
KENYANS.CO.KE	10	@XAVI_THE_GURU	5	KBC CHANNEL1 NEWS	2		
THEEASTAFRICAN.CO.KE	10	@CBS_KE	5	CAPITAL FM KENYA	1		
BUSINESSDAILYAFRICA.COM	7	@DARLINGTON_E	5	MPASHO NEWS	1		

# Unemployment: **Sentiment Ratio**

❑ The content was predominantly negative throughout the period.



# Unemployment: Sentiment Ratio

## Sample positive posts



Caleb Kositany MP Soy: Key issue on solving **unemployment** In Kenya is focusing on Kenyans especially graduates that can get into self-employment #DayBreak <https://t.co/WSIkJ1m6gW>

Citizen TV Kenya 15 days ago

REACH: 112,257 INTERACTIONS: 42 ENGAGEMENT RATE: 0.04% INFLUENCE: 9/10



Kenya's Safaricom joins UN push to scale up private sector investment for sustainable development

pulseline.co.ke 20 days ago

"Given the current state of the world in terms of growing inequalities; rising carbon emissions; growing global hunger; rising **unemployment** and social discontent, business leaders must play a larger role in ensuring their companies take the lead in

REACH: 38 INTERACTIONS: 12 ENGAGEMENT RATE: 32.00% INFLUENCE: 1/10

## Sample negative posts



@JamesRabach He has a contract with sgr to take over cargo terminal in Nairobi, he no longer fight for the same services to remain in Mombasa. **Unemployment** is already hitting Mombasa residents so hard.

NaiBei™ 6 days ago

REACH: 2,592 INTERACTIONS: 2 ENGAGEMENT RATE: 0.08% INFLUENCE: 6/10



**unemployment** among #youth is unbearable. Of the continents work ready youth, only 1 in 6, a minority of about 16%, is in wage employment. A third, or about 30% are vulnerably employed while another 1/3 are unemployed and discouraged. #InnovativeVolunteerism @ebagropamoja #EBAFOSA

Dr. Richard Munang 6 days ago

REACH: 1,506 INTERACTIONS: 31 ENGAGEMENT RATE: 2.06% INFLUENCE: 4/10



RT @lamBravin: The Real Lord of Poverty is Uhuru Kenyatta. The Worst President Kenya has actually ever had. Well, his father sold Kenya to the Britons & now he's doing the same but to the Chinese. Soon we'll have no country. With such a huge **unemployment** rate, we are going to be China's slaves.

Luther Madiba 15 days ago

REACH: 46 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



This country has got serious issues which need to be tackled, **unemployment**, health care etc. And from where I stand as a rational kenyan I dont think we need to spend billions in mumbo jumbo referendum to sort such.

Joseph Muinde Muia 16 days ago

REACH: 201 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

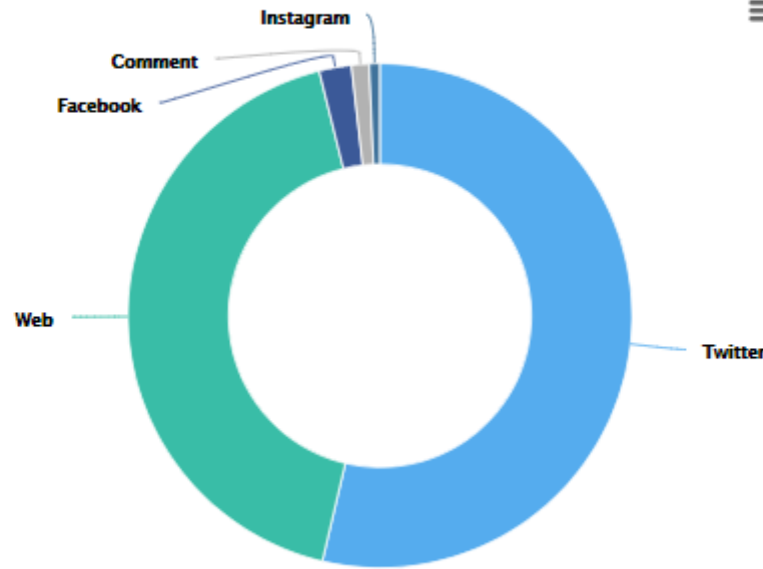
# Jobs: Mentions

- ❑ There are total number of 6,893 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 19.6 million.

NUMBER OF MENTIONS

Jobs  
**6,893**  
▼ -13.3%

ALL SOURCES



TOTAL IMPRESSIONS

Jobs  
**19,633,267**  
▲ 29.1%

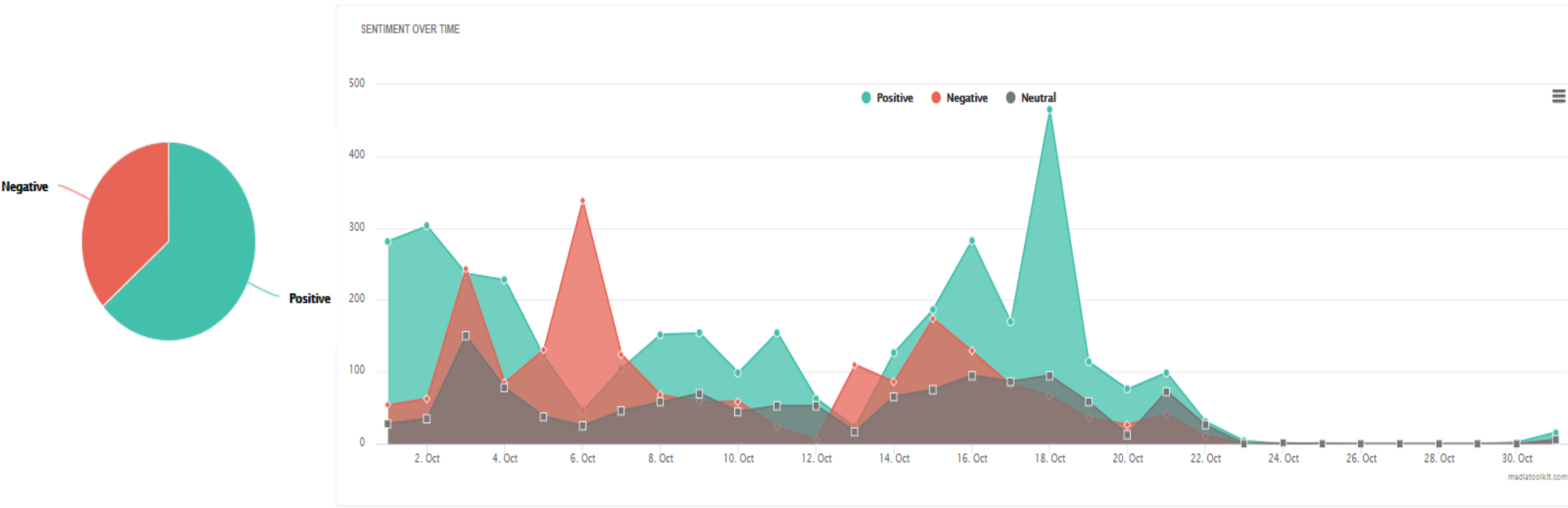
# Jobs: Top Influencers

- ❑ The top influencers for this content were websources.
- ❑ Most of the influencers on twitter were job sites.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE					
		Web		Twitter		Facebook	Comment
ADVANCE-AFRICA.COM	1,280	ADVANCE-AFRICA.COM	1,280	@IKOKAZIKE	160	CITIZEN TV KENYA	29
CAREERPOINTKENYA.CO.KE	780	CAREERPOINTKENYA.CO.KE	780	@SIMON_INGARI	135	THE STAR, KENYA	26
ALLAFRICA.COM	331	ALLAFRICA.COM	329	@BTDTHUB	34	DAILY NATION	19
STANDARDMEDIA.CO.KE	201	STANDARDMEDIA.CO.KE	183	@R4KENYA	32	UNKNOWN USER	18
@IKOKAZIKE	155	JOBSENKENYA.OR.KE	164	@TOPJOBSTODAY_KE	31	TUKO.CO.KE	16
JOBSENKENYA.OR.KE	137	CAMPUSBIZ.CO.KE	117	@CBS_KE	20	KDRTV	8
@SIMON_INGARI	132	KENYANCAREER.COM	101	@KAZYBOTT	20	JIJI KENYA	7
THE-STAR.CO.KE	98	THE-STAR.CO.KE	98	@SOLAR_PARTY	17	KTN KENYA	7
KENYANCAREER.COM	97	NATION.CO.KE	78	@BETTKMAX	14	THE KYAKA HOTEL, MACHAKOS	6
KENYANS.CO.KE	91	JOBSENKENYA.CO.KE	62	@MMNJUG	14	HIVISASA.COM	5

# Jobs: Sentiment Ratio

❑ The content was predominantly positive throughout the period.



# Jobs: Sentiment Ratio

## Sample positive posts



RT @TheStarKenya: #CorridorsOfPower Jubilee grassroots campaigners in Kibra are a happy lot after senior party officials and legislators promised them plum **jobs** should Mariga win the November 7 by-election <https://t.co/EmhTyRlwrK>

MOHAMED A. YUSUF 6 days ago

REACH: 8 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @mkulimayoung: Farming is the primary source of food & income for Africans and provides up to 60% **jobs** on the continent. A vibrant, sustainable & resilient agriculture sector is vital for Africa's economic future. Banking on African agriculture is an idea whose time has come. #WednesdayWisdom <https://t.co/BngaZvtleo>

Kiptoo Ngetich Ed 6 days ago

REACH: 14 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @sketcha\_45: Migration will have led to increased communities from other parts of the world into cities of the continent. Markets across attract investments and capital are clear signs of economic growth hence improved life of the African with **jobs**, rich poor gap still a thorn

Joakim\_ 6 days ago

REACH: 0 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @NyamuJim: It's believed that Tourism in Africa is sector that support more than 21m **jobs**, it's potential to sustainability calls for protection of heritage, social cultural & environmental sustainability. By embracing the youth who poses virgin ideas assure a generational trends.

KAREN K. NJIRU 6 days ago

REACH: 377 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



Environmental conservation can eliminate poverty and create **jobs**. Meet George Mochu of Maa Enterprises, a champion of Maasai Mau forest conservation, who was recognized and supported by NETFUND and partners. #Mau10MillionTrees #TowardsTenPercentTreeCover <https://www.youtube.com/watch?v=QNiROZI9dGw>

NETFUND 6 days ago

REACH: 495 INTERACTIONS: 15 ENGAGEMENT RATE: 3.03% INFLUENCE: 2/10

## Sample negative posts



I wonder how you will end up convincing this generation to work hard in school yet institutions which should offer **jobs** are actually firing their workers, we are ended for tough times ahead, reject BBI

sammymaingi 6 days ago

REACH: 11 INTERACTIONS: 1 ENGAGEMENT RATE: 9.05% INFLUENCE: 1/10



More **jobs** lost 😞 <https://t.co/2NFgyffM48>

Gustavo Fring 6 days ago

REACH: 6,772 INTERACTIONS: 284 ENGAGEMENT RATE: 3.90% INFLUENCE: 4/10



We are fine because our debt ratios are within Japan's debt ratios. Our production is declining, investments dwindling, defaults on the rise, **Jobs** unavailable, SMEs closing which all contribute to GDP yet the numbers are Rosy. Our ratios will rise without borrowing because our

Roy Gitahi 6 days ago

REACH: 1,117 INTERACTIONS: 53 ENGAGEMENT RATE: 4.75% INFLUENCE: 2/10



Finlays: 1,000 to lose **jobs** as flower farm closes

sde.co.ke 15 days ago

Security guards detained this writer when he went to seek interviews with the workers over the new devel Finlays: 1,000 to lose **jobs** as flower farm closes By Nikko Tanui 1 minute ago Share this Story More than 1,000 workers at Finlays Kenya Limited

REACH: 1,421 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 7/10



@citizentvkenya What kind of argument is that @gladyswanga? You mean to say unemployment is because cash has been diverted? Well it's been over one year since the handshake, how many **jobs** have been created so far?

Fredrick 15 days ago

REACH: 29 INTERACTIONS: 2 ENGAGEMENT RATE: 6.97% INFLUENCE: 1/10

# Tribalism/ Ukabila: **Mentions**

- ❑ There are total number of 824 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 3M.

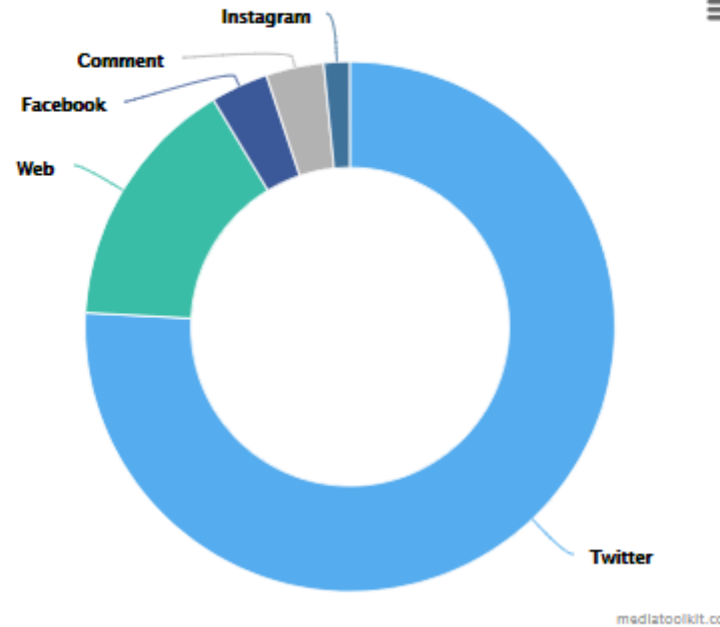
NUMBER OF MENTIONS

Tribalism

**824**

^ 12.41%

ALL SOURCES



TOTAL IMPRESSIONS

Tribalism

**3,079,338**

▼ -20.14%

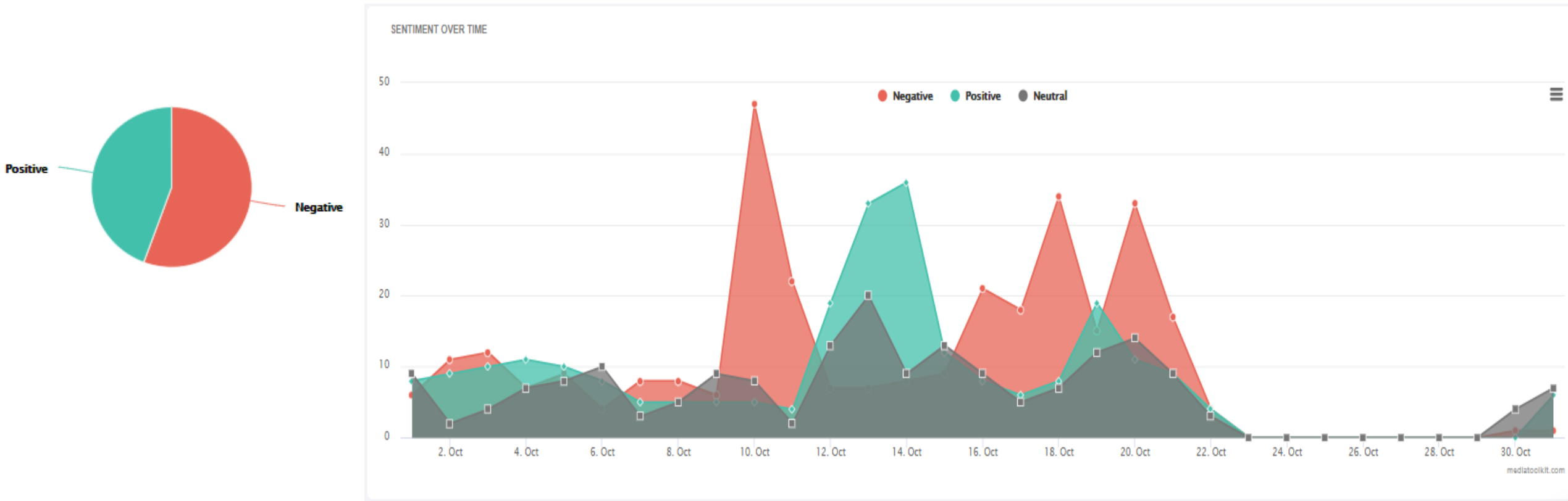
# Tribalism: Top Influencers

- ❑ The top influencers for this content were from media news sources.
- ❑ Most of the influencers on twitter were media sources.

TOP INFLUENCERS BY REACH					
Facebook		Twitter		Web	
DAILY NATION	208,647	@WILLIAMSRUTO	143,810	K24TV.CO.KE	4,043
CITIZEN TV KENYA	197,317	@NTVKENYA	116,260	KENYAMOJA.COM	2,247
NDUNGATA YA NGAI MUTURI WA MUIRU -BLESSED AND FAVORED	82,196	@CITIZENTVKENYA	111,754	THE-STAR.CO.KE	1,706
		@DAILYNATION	90,826	NATION.CO.KE	1,688
		@K24TV	62,283	STANDARDMEDIA.CO.KE	1,425
EAST AFRICA INSTITUTE OF CERTIFIED STUDIES	32,733				
KBC CHANNEL1 NEWS	8,162	@DAVIDNDII	27,830	ALLAFRICA.COM	976
PWANI FM	6,007	@RADIOMAISHA	13,864	TUKO.CO.KE	958
KBC ENGLISH SERVICE	2,984	@KBCCHANNEL1	12,928	MPASHO.CO.KE	710
STORYMOJA PUBLISHERS	938	@ASMALI77	11,215	KENYANS.CO.KE	691
UNKNOWN USER	330	@STEVEOGOLLAW	10,535	KBC.CO.KE	460

# Tribalism: **Sentiment Ratio**

❑ The content was predominantly positive.



# Tribalism: Sentiment Ratio

## Sample positive posts



DP Ruto singles out poverty and unemployment as Kenya's major challenges; asks Kenyans to stand firm behind President Kenyatta, shun politics of **ethnicity** and hatred #MashujaaDay2019 <https://t.co/4sjiS5hYt0>

Hardley Malema 🇰🇪 16 days ago

REACH: 75 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



@philiphjames1 @OkothFlavian @MigunaMiguna @RailaOdinga Sisi wote Ni wakenya and **tribalism** iliisha wakati Wa Handshake though it was meant for two persons but no problem

kemei kimutai 🇰🇪 18 days ago

REACH: 58 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@mogire\_jusper @davidmakali1 The protagonists were strictly President and former PM. He ought to have channelled his energies through his leader. He didn't; he never reined in on his attack dogs too. Mtu wa mkono doesn't equate to partner... **ethnicity** no longer wins votes in Kenya...

RKM 🇰🇪 16 days ago

REACH: 28 INTERACTIONS: 1 ENGAGEMENT RATE: 3.58% INFLUENCE: 1/10



Video: Kenya CitizenTV-Ruto: Let us refuse to be drawn into politics of **ethnicity**, hatred, division and political deceit

kenyaoya.com 🇰🇪 17 days ago

Video: Kenya CitizenTV-Ruto: Let us refuse to be drawn into politics of **ethnicity**, hatred, division and political deceit Ruto: Let us refuse to be drawn into politics of **ethnicity**, hatred, division and political deceit

REACH: 2,713 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 6/10

## Sample negative posts



@BenardMobutu @justussila6 @Gideon\_Kitheka Kwani Luos own the bragging rights on Education?? Somalia are even outdoing you guys now. Every tribe has its share of learned Ness. **Ukabila** utatumaliza Wakenya Jameni. 🙄🙄🙄 Shame

Josephine Kuluo 🇰🇪 7 days ago

REACH: 204 INTERACTIONS: 3 ENGAGEMENT RATE: 1.47% INFLUENCE: 2/10



**Ethnicity** has created an environment where gov is viewed to belong to certain communities. Suffering is subsequently perceived to be confined to those locked out of gov. Picketers are thus viewed as envious of the ruling community. #TheSituationRoom @SpiceFMKE

CHARLES T MUGA 🇰🇪 15 days ago

REACH: 8 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @ManjiMarley: In any case he's going to be 🤔 I guess **ukabila** na Siasa ya chuki inaenda kuzidii <https://twitter.com/BikoSpeaks/status/1186263347861303296>

Steve Biko 🇰🇪 16 days ago

REACH: 258 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



RT @WilliamsRuto: NONSENSE. The politics of personality cults that breed negative **ethnicity** & division as it poisons our nation are primitive and beneath us. We will agree as Jubilee established as a national movement which elevate our discourse to the realm of IDEAS & ISSUES and not personality. <https://t.co/r4IMbZws51>

Arap kemei kimutai 🇰🇪 18 days ago

REACH: 38 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

# Food Security: **Mentions**

- ❑ There are total number of 855 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 2 million.

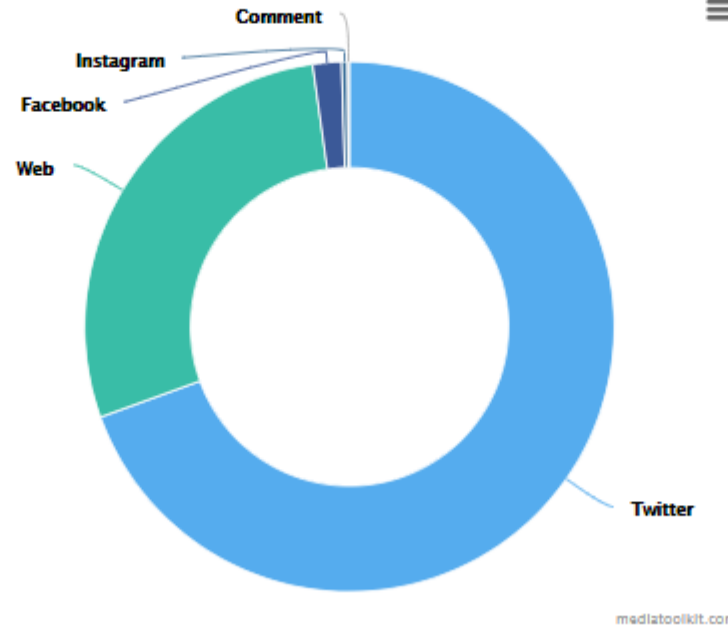
## NUMBER OF MENTIONS

Food Security

**855**

^ 9.9%

## ALL SOURCES



## TOTAL IMPRESSIONS

Food Security

**2,003,875**

▼ -23.79%

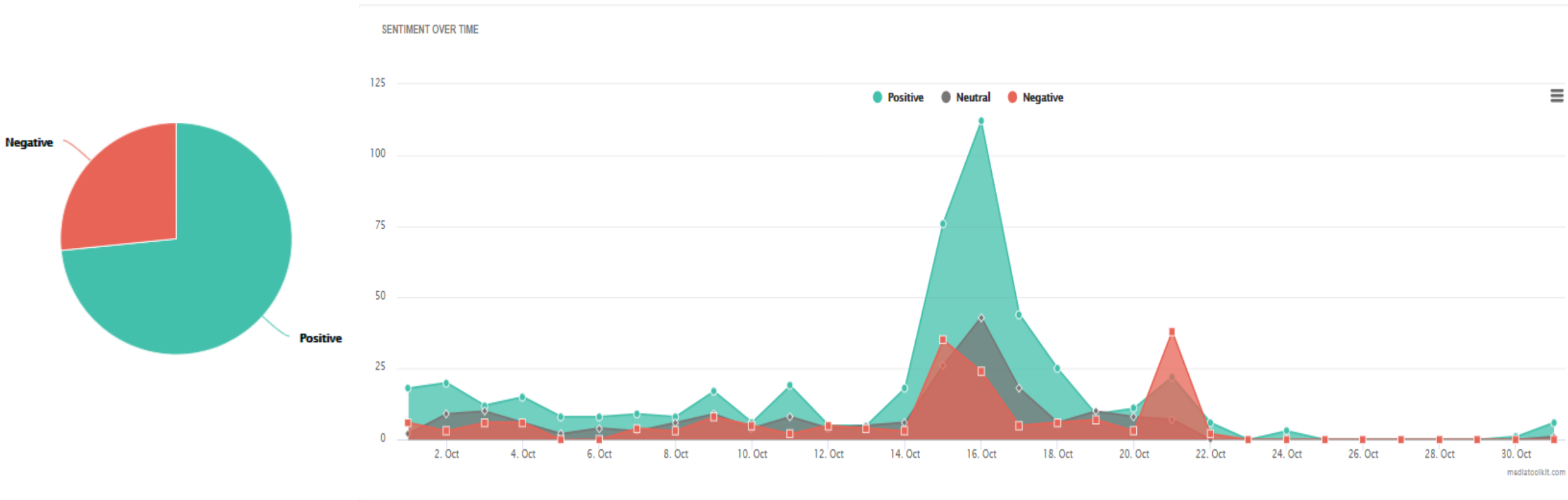
# Food Security: Top Influencers

- ❑ The top influencers for this content were media news sources and twitter.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web		Twitter		Facebook		Instagram	
ALLAFRICA.COM	92	ALLAFRICA.COM	92	@ITSKHAKAME	15	KBC CHANNEL1 NEWS	4	CARREFOURKENYA	1
STANDARDMEDIA.CO.KE	20	STANDARDMEDIA.CO.KE	19	@TGANG254	14	KBC ENGLISH SERVICE	2	MEMEAKENYA	1
THE-STAR.CO.KE	19	THE-STAR.CO.KE	19	@PRUDENCEBUSHNE3	13	THE STAR, KENYA	2	UP.AFRICA	1
NATION.CO.KE	18	NATION.CO.KE	18	@THEPAUWORLD	13	BONIFACE MWANGI	1		
@ITSKHAKAME	15	KENYAMOJA.COM	15	@EUGENE_MARIRA	12	CGTN AFRICA	1		
KENYAMOJA.COM	15	ADVANCE-AFRICA.COM	11	@SENIOR_CITYZEN	11	CITIZEN TV KENYA	1		
@TGANG254	14	KBC.CO.KE	11	@WARUHIUFRANKLIN	11	DAILY NATION	1		
@PRUDENCEBUSHNE3	13	PD.CO.KE	10	@AHINDAPAT	11	DISCOVER JKUAT	1		
@THEPAUWORLD	13	BUSINESSDAILYAFRICA.COM	7	@ITSPAUWORLD	11	THE WRITERS GUILD-KENYA	1		
@EUGENE_MARIRA	12	JOBSINKENYA.OR.KE	7	@JOHNAGBOOLA_	10	UN ENVIRONMENT PROGRAMME	1		

# Food Security: **Sentiment Ratio**

❑ The content was predominantly positive throughout the period.



# Food security: Sentiment Ratio

## Sample positive posts



RT @highclere2018: The African SALSA team after a long, but productive day in Nairobi running the @SalsaH2020 macro-regional policy dialogue workshop on small farms & food security. Many thanks to @ACTSNET @ASH\_Excelence for hosting, plus for great support from @IEED @ctonui2 @SilvesVladmir <https://t.co/caZd6hMeiZ>

charles tonui 6 days ago

REACH: 25 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @mpi\_digital: MARKUP addresses food security, health and industrialization as per The Big Four Agenda. It directly touches the smallholder farmer. @UNIDO @UNIDO\_Kenya @eacmarkup @EUinKenya #EACMarketAccess <https://t.co/8W30ec7PIs>

Africa Young Professionals 6 days ago

REACH: 20 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



In efforts to combat post harvest losses and contribute to food security, the solar powered dryer is helping farmers to preserve food using clean energy. Many thanks to @RichardMunang who is championing skill retooling amongst the youth. #InnovativeVolunteerism

Dr. Richard Munang 16 days ago

REACH: 981 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



RT @IrriHub: From contributing to the nation's GDP to providing millions of employment opportunities, agriculture industry is a significant contributor to the Kenyan economy. A successful agricultural sector comes greater food security, increased national income & improved living standards <https://t.co/mUk5XmLV6A>

Boreh 15 days ago

REACH: 1,884 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 5/10

## Sample negative posts



Declining agricultural productivity has been a growing concern among farmers, as the shrinking harvests affect the country's food security. #DyingSoils <https://t.co/GQHK7nl20z>

NTV Kenya 16 days ago

REACH: 110,799 INTERACTIONS: 18 ENGAGEMENT RATE: 0.02% INFLUENCE: 9/10



RT @AwDoll: Farmers in Garissa count losses after floods resulting from heavy rains in upstream River Tana damage their crops. Food security being one of Uhuru's Big Four Agenda, the national government should consider building dikes along the river banks to forestall these recurring losses <https://t.co/5fm3q0Z8xs>

Maulid Billie Ali, HSC 16 days ago

REACH: 104 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @ntvkenya: Do you know that your choice of fertiliser might be killing your soil? Studies show that soils in many parts of Kenya are too acidic to sustain crops, threatening food security. Catch #TheDyingSoils with @ZeynWandati on #NTVTonight Monday, 21 October, at 9 PM. <https://t.co/44IVlqBDpL>

Anonymous Kenya 16 days ago

REACH: 657 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10

# Big Four Agenda: **Mentions**

- ❑ There are total number of 1,079 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 2.8million.

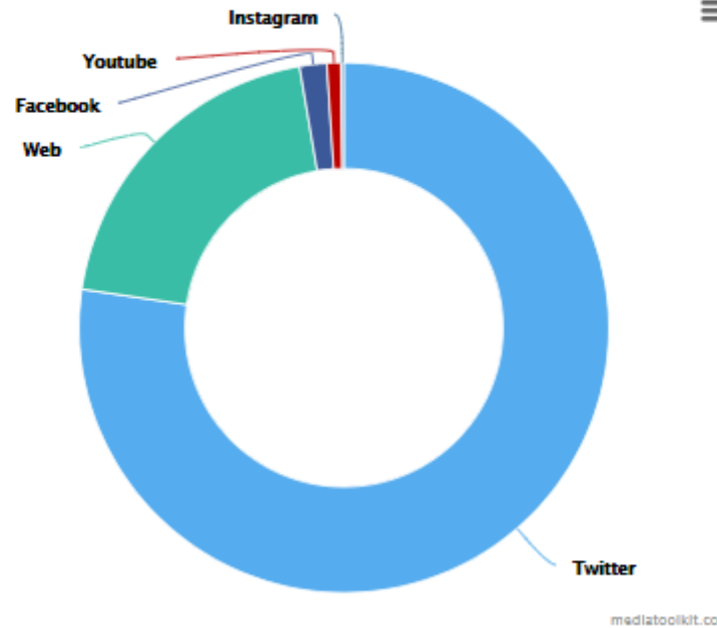
## NUMBER OF MENTIONS

The Big four agenda

**1,079**

▼ -4.17%

## ALL SOURCES



## TOTAL IMPRESSIONS

The Big four agenda

**2,862,982**

▼ -16.71%

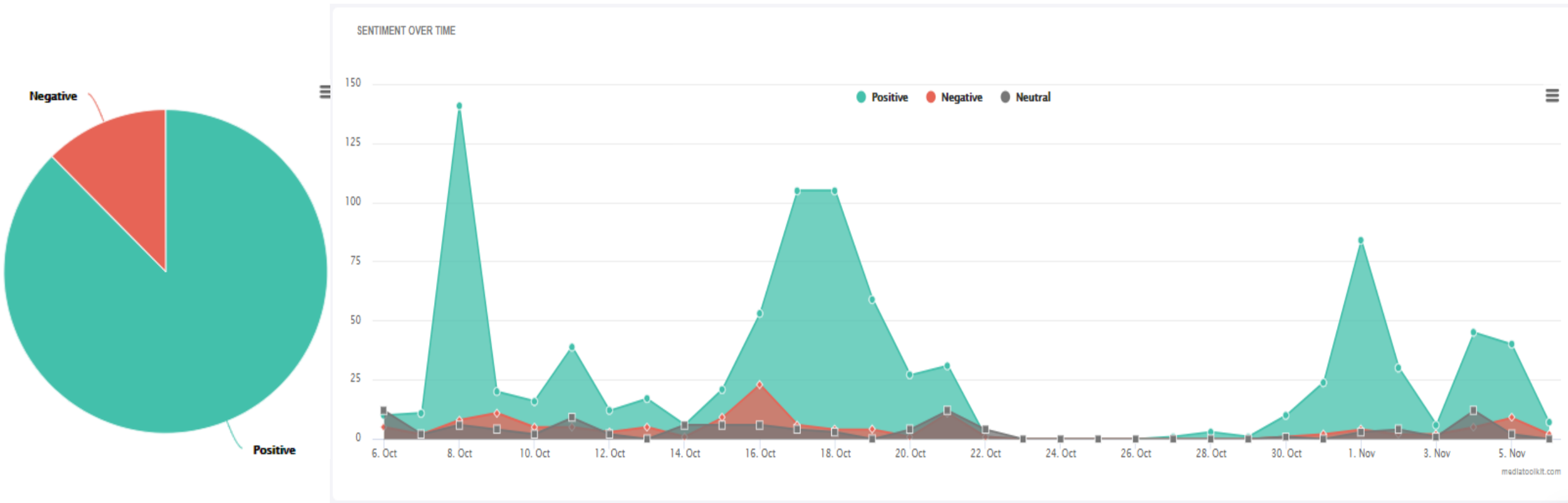
# Big Four Agenda: Top Influencers

- ❑ The top influencers for this content were media news sources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web		Twitter		Facebook		Youtube	
STANDARDMEDIA.CO.KE	35	STANDARDMEDIA.CO.KE	35	@MIREGWATHOMAS	6	WILLIAM SAMOEI RUTO	6	PEOPLE'S CHOICE	2
THE-STAR.CO.KE	31	THE-STAR.CO.KE	31	@TEAMWILIAMRUTO	6	CITIZEN TV KENYA	3	EBRU TV KENYA	1
KENYANDIGEST.COM	28	KENYANDIGEST.COM	29	@LELAUH_	5	THE STAR, KENYA	3	GUSII NATION TV	1
NATION.CO.KE	14	NATION.CO.KE	14	@WILLIAMSRUTO	5	CAPITAL FM KENYA	1	K24 TV	1
KENYA24NEWS.COM	12	PD.CO.KE	14	@NGARUMAN	5	DAIRY FARMERS FORUM - DFF	1	KBC CHANNEL 1	1
PD.CO.KE	12	KENYA24NEWS.COM	13	@BENMOGAKAN	4	HIVISASA.COM	1	KENYA LIVE DAILY	1
HIVISASA.COM	8	HIVISASA.COM	8	@INFOKFCB	4	KBC ENGLISH SERVICE	1	SPICE FM	1
ALLAFRICA.COM	7	ALLAFRICA.COM	7	@RICHIESTORN	4	SOSPETER ODEKE OJAAMONG	1	THE STAR KENYA	1
@TEAMWILIAMRUTO	6	KENYANTRIBUNE.COM	5	@SIR_RAWLINGS	4	UHURU KENYATTA FANPAGE	1		
WILLIAM SAMOEI RUTO	6	TUKO.CO.KE	5	@MANDERE	4				

# Big Four Agenda: **Sentiment Ratio**

- ❑ The content was predominantly positive throughout the period.



# Big Four Agenda: Sentiment Ratio

## Sample positive posts



RT @Kamamifay: Sinema Mashinani is in line with the President's **Big Four agenda**, under the manufacturing pillar, and will promote the Kenyan cultural diversity, consumption of local film talent, capacity building and re-energise the film industry" #KFCBCleanContentAward <https://t.co/u37KYPxBjG>

🐦 Felix Mushukhani Khagalike 🇰🇪 20 hours ago

REACH: 108 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @StateHouseKenya: Speaking when he officially launched the census report, President Kenyatta said the findings will guide successful planning and implementation of government development initiatives, including the **Big Four Agenda** programmes. <https://t.co/FqfIVDxwTh>

🐦 Ash J 🇰🇪 20 hours ago

REACH: 27 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



#EnelFoundation is a partner of the 2nd #Research and #Innovation Symposium organized by @StrathU in Nairobi from Nov. 4-8, focusing on "Unlocking the **big four agenda** through Research and Innovation". Today #OpenAfricaPower alumni shared insights & experiences on #cleanenergy <https://twitter.com/SamsonNNjoroge2/status/1191337450796408832...>

🐦 Enel Foundation 🇰🇪 2 days ago

REACH: 154 INTERACTIONS: 9 ENGAGEMENT RATE: 5.83% INFLUENCE: 1/10



Vision 2030 is aided by President Kenyatta's **Big Four Agenda**, which focuses on four major pillars of improvement: protecting food security, increasing #manufacturing, ensuring affordable housing and providing universal #healthcare for all in order to improve the lives of every Kenyan citizen. Eleven years since its introduction, #Kenya is now... 📄

📄 africa\_global\_news 🇰🇪 2 days ago

Vision 2030 is aided by President Kenyatta's **Big Four Agenda**, which focuses on four major pillars of improvement: protecting food security, increasing #manufacturing, ensuring affordable housing and providing universal #healthcare for all in order

REACH: 90 INTERACTIONS: 9 ENGAGEMENT RATE: N/A INFLUENCE: 1/10

## Sample negative posts



Just what is so important with the government's so called '**big four agenda**' that she forcefully pushes her own citizens so much economically?!

🐦 Muchangi\_Njeru 🇰🇪 19 hours ago

REACH: 0 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



Kenyans are most likely to fail(vote NO) on any referendum now and in the near future. We are tired of this government and the impact the **big four agenda** has had on the economy! Most will vote NO to UHURU and not the referendum. KURA YA HASIRA <https://t.co/OywHAoGcVI>

🐦 Martin Murithi 🇰🇪 21 hours ago

REACH: 25 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@StateHouseKenya @williamruto your **big four agenda** drive will be futile with a weak/dead judiciary! how about the war on corruption!!

🐦 KituiFinestkex 🇰🇪 a day ago

REACH: 81 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



Treasury slashed Judiciary's budget by Sh3 billion last month, citing revenue shortfalls and need to raise funds for President Uhuru Kenyatta's **Big Four agenda**. (Big 4 is a corruption machine.) Defiant Maraga takes cash war to Executive <https://www.standardmedia.co.ke/article/2001348088/defiant-maraga-takes-cash-war-to-executive#Judiciary'sbudge>

🐦 Pro Consul 🇰🇪 a day ago

REACH: 21 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

# Affordable housing: **Mentions**

- ❑ There are total number of 212 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 0.51million.

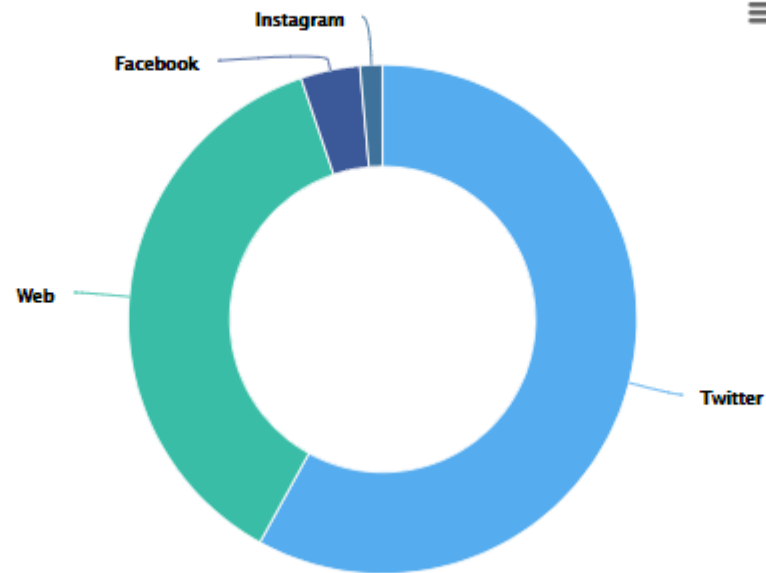
## NUMBER OF MENTIONS

Affordable housing

**212**

▼ -7.83%

## ALL SOURCES



## TOTAL IMPRESSIONS

Affordable housing

**518,499**

▼ -0.31%

# Affordable housing: Top Influencers

- ❑ The top influencers for this content were media news sources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS

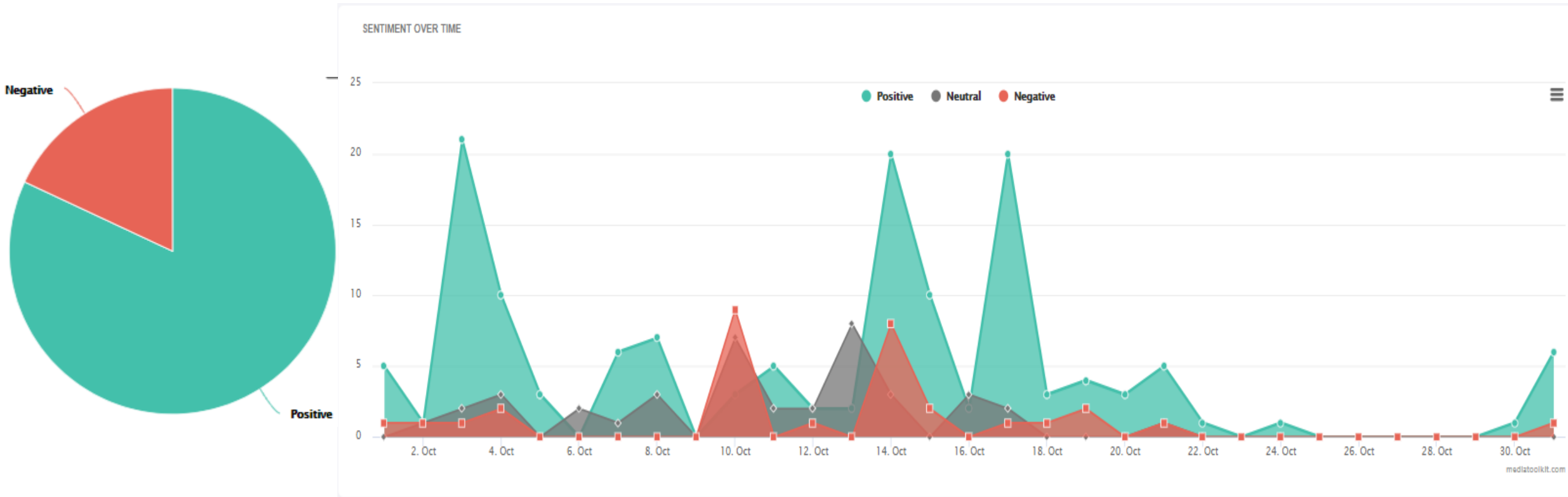
STANDARDMEDIA.CO.KE	14
THE-STAR.CO.KE	11
ALLAFRICA.COM	10
BUSINESSDAILYAFRICA.COM	7
@SAMMYAKEM	6
KBC.CO.KE	6
NATION.CO.KE	4
PD.CO.KE	4
@BENJABELLA_	3
@TEDDYEUGENE	3

TOP INFLUENCERS BY SOURCE

Web	Twitter	Facebook	Instagram
STANDARDMEDIA.CO.KE 14	@SAMMYAKEM 6	KBC CHANNEL1 NEWS 2	ARCH_KE 3
THE-STAR.CO.KE 11	@PSCHARLESHINGA 3	THE STAR, KENYA 2	
ALLAFRICA.COM 10	@BENJABELLA_ 3	CAPITAL FM KENYA 1	
BUSINESSDAILYAFRICA.COM 7	@GEORDIEDODKE 3	CYTONN INVESTMENTS 1	
KBC.CO.KE 6	@TEDDYEUGENE 3	CYTONN REAL ESTATE 1	
NATION.CO.KE 4	@ANALYST_KE 2	KBC ENGLISH SERVICE 1	
PD.CO.KE 4	@ELAS_KIBET 2		
BUSINESSTODAY.CO.KE 3	@HOUSINGURBANKE 2		
KENYAMOJA.COM 3	@PEDROMBUGUA_ 2		
JIJI.CO.KE 2	@KALEKE_ 2		

# Affordable housing: **Sentiment Ratio**

- ❑ The content was predominantly positive.



# Affordable housing: Sentiment Ratio

## Sample positive posts



RT @KBCChannel1: Kenya is wooing Saudi Arabia to invest in the big four agenda with more focus on manufacturing and **affordable housing**. #KBCNewsHour #KBCBusinessInsight--> <https://t.co/Aug1zuH2OX>

^CW <https://t.co/k0JJpb4YIn>

Gladys Hope 8 days ago

REACH: 705 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



A working govt. Free maternity Free secondary education SGR Now **Affordable housing** 🇰🇪🇰🇪🇰🇪  
<https://t.co/Bae0ykFHsO>

Arsène Wenger 8 days ago

REACH: 122 INTERACTIONS: 5 ENGAGEMENT RATE: 4.10% INFLUENCE: 1/10



RT @kirstygogan: Dr. Eng. Joseph Njoroge -PS, Ministry of Energy #AFNBP2019 sets out 4 strategic goals for Kenya: "developing manufacturing sector to create jobs for young people, **affordable housing**, food & nutrition security and universal health care. All are unachievable without energy."

Nyagah 18 days ago

REACH: 2,383 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 5/10



@AdipoSidang @aomenya @AnyangNyongo @WorldBankKenya I'll be there in the next 3 weeks time bro, Kisumu's 2k **Affordable Housing** scheme are the tail end of negotiations with the investors. This will complement all the good work currently on the go

PS Charles Hinga 18 days ago

REACH: 259 INTERACTIONS: 2 ENGAGEMENT RATE: 0.77% INFLUENCE: 2/10

## Sample negative posts



**Affordable housing** was a project aimed at enriching the family more thru owning the company that was to win the tender for the construction. Kenya needs to revolt. #KenyattaCrimeFamily

Nyambura Ndung'u 13 days ago

REACH: 77 INTERACTIONS: 2 ENGAGEMENT RATE: 2.59% INFLUENCE: 1/10



RT @denis\_aunga: Who has noticed that nowadays Uhuru talks of BBI and forgot his big four Agenda that's the 1 **Affordable housing** 2 Manufacturing 3 Universal health care 4 Food security.

Tijay justine 18 days ago

REACH: 290 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



Does **affordable housing** have to look ugly and less functional? A house can be cheap and functional and aesthetically pleasing at the same time, innit?

Odhiambo Osiro 6 days ago

REACH: 342 INTERACTIONS: 18 ENGAGEMENT RATE: 5.28% INFLUENCE: 1/10



RT @surambaya: @CarolmNyaga But how will people eat? When you guys refused to have 5% of your salaries channelled to you know who via that stupid **affordable housing** hoax, they decided to go directly for the cash till. Notice how all these mega-projects are housed under the Transport Ministry.

Peter Mwang'ombe 16 days ago

REACH: 133 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @Its\_AbrahamMr: MY PLESIDENT IS PERFORMING!!! 1. Enhancing manufacturing negative zero! 2. Food security negative zero! 3. Universal healthcare zero! 4. **Affordable housing** zero! And now he's speaking of JKIA-WESTLANDS expressway. #DearUhuruKenyatta, what did we ever do to you?

PalmTastes foodies 18 days ago

REACH: 147 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

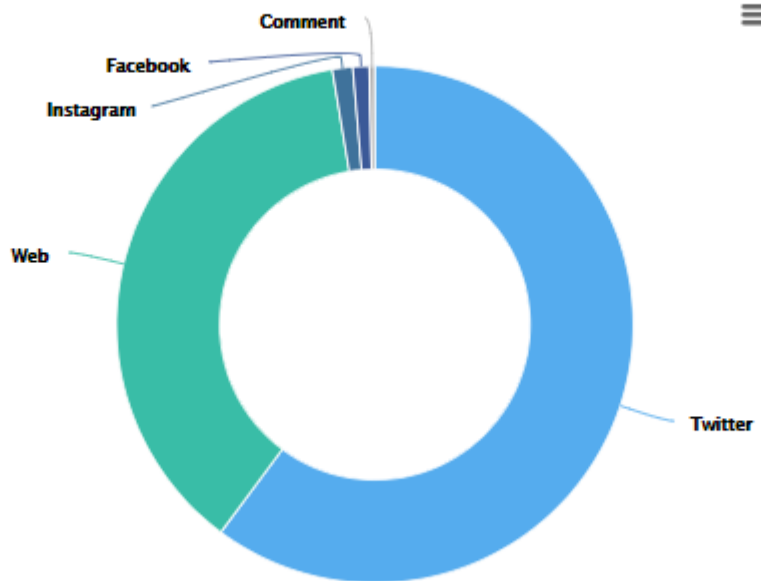
# Manufacturing: **Mentions**

- ❑ There are total number of 1,174 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 2.8 million.

NUMBER OF MENTIONS

Manufacturing  
**1,174**  
▼ -13.1%

ALL SOURCES



TOTAL IMPRESSIONS

Manufacturing  
**2,884,671**  
▲ 63.39%

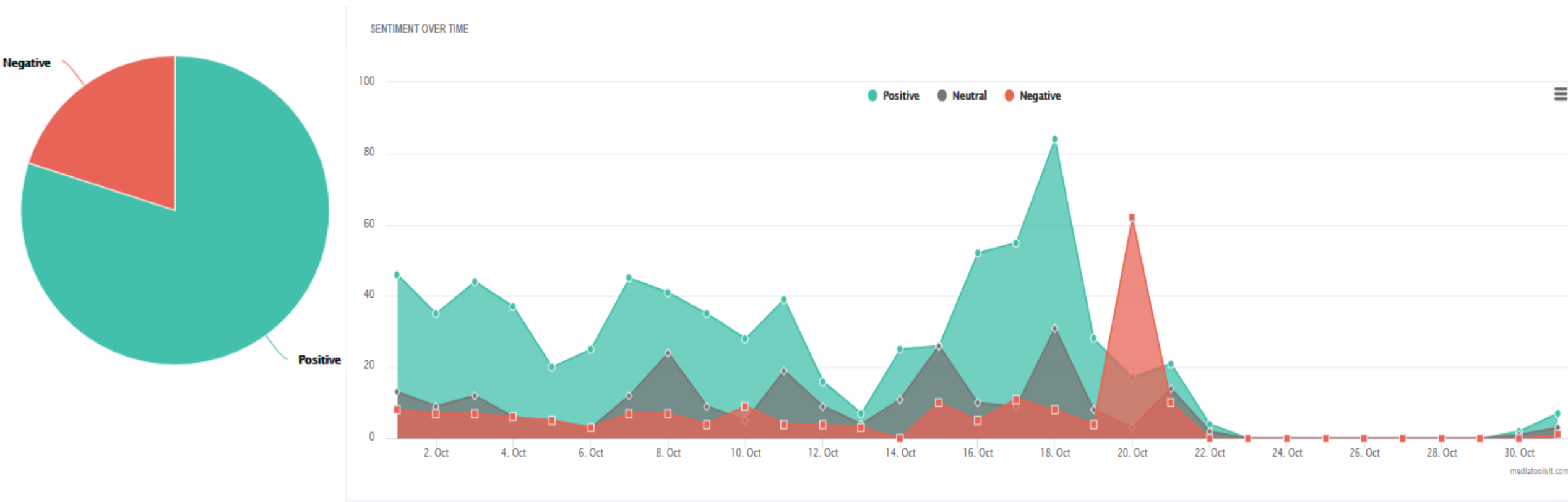
# Manufacturing: Top Influencers

- ❑ The top influencers for this content were media news sources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE							
		Web		Twitter		Instagram		Facebook	
ALLAFRICA.COM	88	ALLAFRICA.COM	88	@KAM_KENYA	25	SHUJAASTEEL	5	CGTN AFRICA	2
STANDARDMEDIA.CO.KE	39	CAREERPOINTKENYA.CO.KE	38	@SALKAHIU	14	PORTABLEZOZO	4	THE STAR, KENYA	2
CAREERPOINTKENYA.CO.KE	38	STANDARDMEDIA.CO.KE	37	@RICHIESTORN	8	HOUSEOFPROCUREMENT	2	CAPITAL FM KENYA	1
THE-STAR.CO.KE	35	THE-STAR.CO.KE	35	@MIREGWATHOMAS	7	ITPO_ITALY	1	CITIZEN TV KENYA	1
@KAM_KENYA	25	ADVANCE-AFRICA.COM	25	@WAKIAGA_PHYLLIS	7	KINGS_MANUFACTURERS	1	CROWN PAINTS - IF YOU LIKE IT, CROWN IT	1
ADVANCE-AFRICA.COM	25	JIJI.CO.KE	24	@TUJADILI	6	ORBENERGY	1	DAILY NATION	1
JIJI.CO.KE	24	JOBSINKENYA.CO.KE	23	@ASHWIN1966	5	VIRALINKS	1	DISCOVER JKUAT	1
JOBSINKENYA.CO.KE	22	PD.CO.KE	22	@GUDKASACHEN	5			HON. ALI HASSAN JOHO	1
PD.CO.KE	22	NATION.CO.KE	17	@SONTIRI	5			TUKO.CO.KE	1
NATION.CO.KE	17	BUSINESSDAILYAFRICA.COM	15	@WAMAITHANYAMU	4			UNKNOWN USER	1

# Manufacturing: Sentiment Ratio

❑ The content was predominantly positive.



# Manufacturing: Sentiment Ratio

## Sample positive posts



Kenya is wooing Saudi Arabia to invest in the big four agenda with more focus on **manufacturing** and affordable housing. #KBCNewsHour #KBCBusinessInsight--> <https://www.kbc.co.ke/kbc-live/> ^CW <https://t.co/k0JJpb4Yln>

KBC Channel1 News 6 days ago

REACH: 12,965 INTERACTIONS: 11 ENGAGEMENT RATE: 0.08% INFLUENCE: 7/10



Siddharth Chatterjee, UN Resident Coordinator: The Asian Giants focused on the key areas in the Kenyan Big Four Agenda and evidenced tremendous growth. #**Manufacturing** #innovation @KAM\_kenya

MiriamB 6 days ago

REACH: 85 INTERACTIONS: 1 ENGAGEMENT RATE: 1.17% INFLUENCE: 2/10



Siddharth Chatterjee, UN Resident Coordinator: Kenya's Big Four Agenda which includes #**Manufacturing** and Universal Health will be realised by leveraging #innovation and #data. @KAM\_kenya #UNDPDGAcceleratorLab @UNDPKenya <https://t.co/JnQheW2gzG>

MiriamB 6 days ago

REACH: 85 INTERACTIONS: 1 ENGAGEMENT RATE: 1.17% INFLUENCE: 2/10



#GOK is pursuing reforms to facilitate business friendly environment so as to raise productivity in **manufacturing**. #KenyaEconomicUpdate @KAM\_kenya @KEPSA\_Kenya , @Kenya\_chamber @PDUDelivery @NziokaWaita @IEAKwame @alykhansatchu

World Bank Kenya 6 days ago

REACH: 2,620 INTERACTIONS: 10 ENGAGEMENT RATE: 0.38% INFLUENCE: 5/10

## Sample negative posts



The following sectors are having a rough time (layoffs, falling revenue, increased costs, lack of credit, etc) - ICT - Agriculture - Health - Construction - Media - **Manufacturing** And yet the government is saying the economy has grown. How is this possible?

Ivar The Boneless 6 days ago

REACH: 5,038 INTERACTIONS: 103 ENGAGEMENT RATE: 2.04% INFLUENCE: 6/10



RT @SokoAnalyst: Job losses so far: 1. Transport sector 30K at risk 2. Security sector 300K at risk 3. Formal sector 100K at risk 4. SMEs combined 400K at risk annually **Manufacturing** is in ICU. Agriculture is in the morgue. Construction is in HDU. Tourism is in Casualty. Corruption rules.

Festus Barmao 16 days ago

REACH: 64 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @MuhangaMike: @TonyMurega <https://twitter.com/bantigito/status/1186199452941475841?s=19>. How will they create jobs when **manufacturing** is dying a slow death?

Tony Gitonga 16 days ago

REACH: 67 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



Nation: Kenya's **manufacturing** sector headed on its deathbed

kenyamoja.com 16 days ago

Nation: Kenya's **manufacturing** sector headed on its deathbed Nation: Kenya's **manufacturing** sector headed on its deathbed

REACH: 2,713 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 6/10

# Universal Health coverage: **Mentions**

- ❑ There are total number of 265 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.1m.

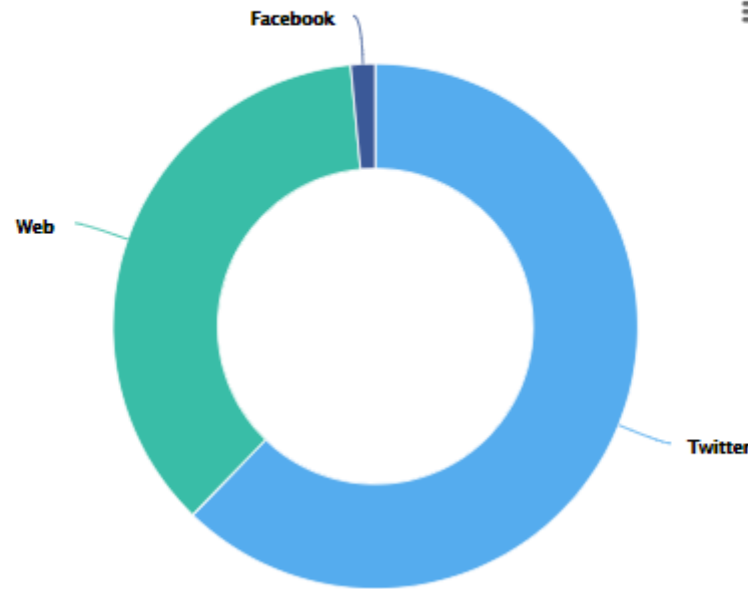
## NUMBER OF MENTIONS

Universal health coverage

**265**

▼ -33.08%

## ALL SOURCES



## TOTAL IMPRESSIONS

Universal health coverage

**1,174,268**

▼ -27.79%

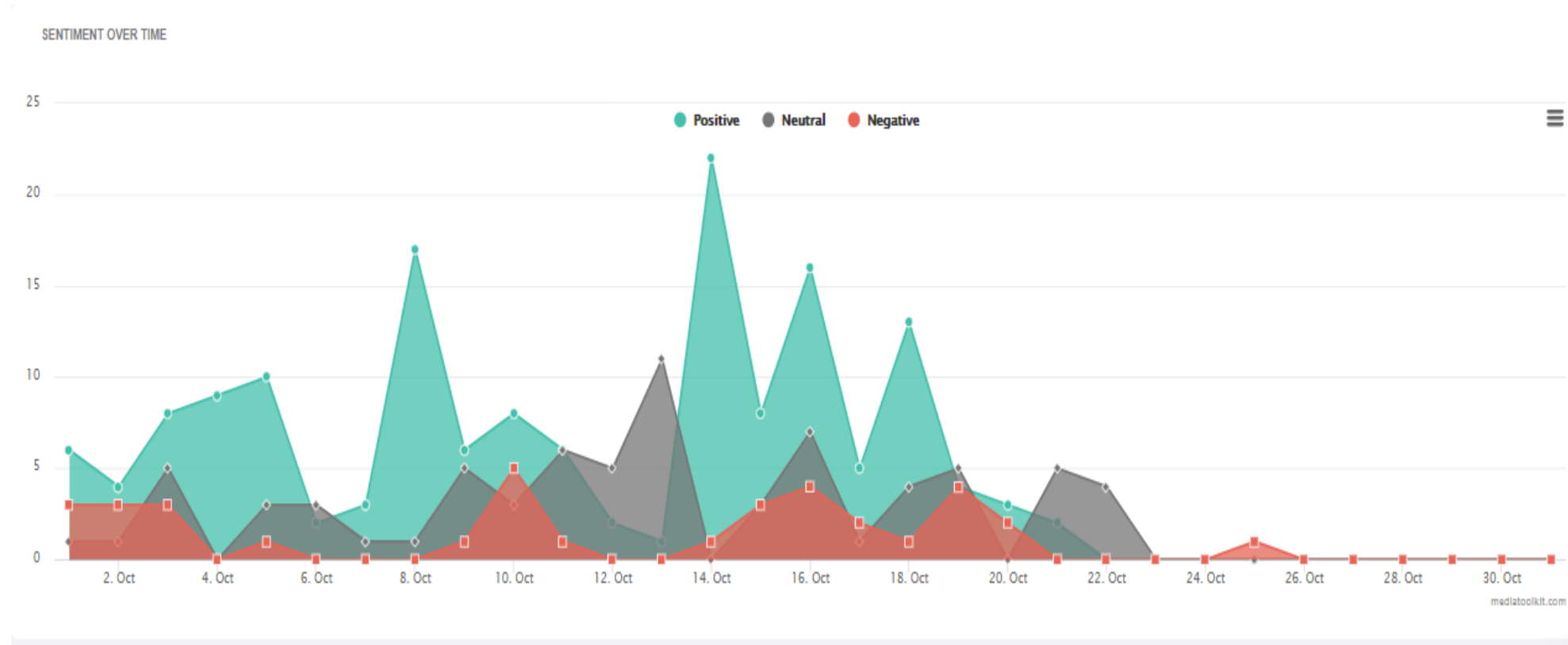
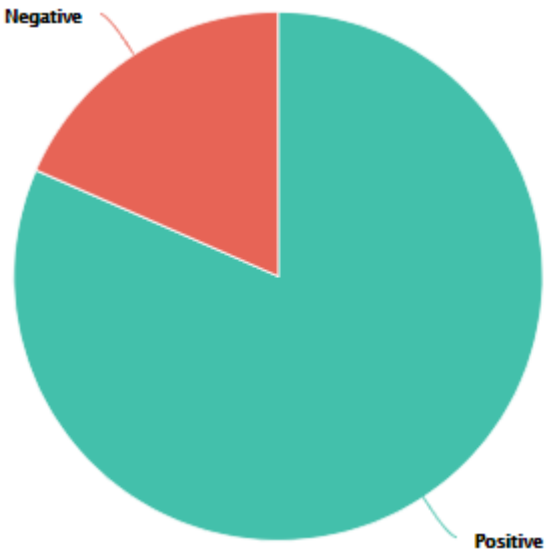
# Universal Health Coverage: Top Influencers

- ❑ The top influencers for this content were from media news sources.
- ❑ Most of the influencers on twitter were individuals.

TOP INFLUENCERS BY NUMBER OF MENTIONS		TOP INFLUENCERS BY SOURCE			
		Web		Twitter	Facebook
ALLAFRICA.COM	33	ALLAFRICA.COM	33	@ANDREWSULEH	CITIZEN TV KENYA
@ANDREWSULEH	14				
THE-STAR.CO.KE	14	THE-STAR.CO.KE	14	@TUMAINICANCERIN	KTN KENYA
NATION.CO.KE	7	NATION.CO.KE	7	@KTNKENYA	KTN NEWS KENYA
PD.CO.KE	7	PD.CO.KE	7	@KTNNEWSKE	MYDAWA
@TUMAINICANCERIN	6	STANDARDMEDIA.CO.KE	6	@ACHOLLA_	
STANDARDMEDIA.CO.KE	6	KBC.CO.KE	5	@AMREF_WORLDWIDE	
KBC.CO.KE	5	ADVANCE-AFRICA.COM	3	@CHREADKENYA	
ADVANCE-AFRICA.COM	3	PRESIDENT.GO.KE	3	@JAMIISHWARI	
PRESIDENT.GO.KE	3	CITIZENTV.CO.KE	2	@MOH_KENYA	
		TUKO.CO.KE	2	@DRTHURANIRA	

# Universal Health Coverage: **Sentiment Ratio**

❑ The content was mostly positive.



# Universal Health Coverage: **Sentiment Ratio**

## Sample positive posts



We want UHC in Kenya to succeed. This means the #private sector must be involved. @MOH\_Kenya @nhifkenya @RuphaKenya <https://www.uicc.org/blog/case-universal-health-coverage-and-critical-role-private-sector>

Dr. Lishenga Makamu 🇰🇪 17 days ago

REACH: 53 INTERACTIONS: 2 ENGAGEMENT RATE: 3.80% INFLUENCE: 1/10



@moredanjustanmd explains why access to health can't be separated from women's empowerment - ensuring women's rights is an essential component of strengthening health systems and achieving [universal health coverage](#) #AfricaSOR #AMCSO19 <https://t.co/w3cwfyUdfv> <https://t.co/yFPcjokots>

vunorocharlene 🇰🇪 18 days ago

REACH: 447 INTERACTIONS: 27 ENGAGEMENT RATE: 6.04% INFLUENCE: 1/10



RT @WHO: [Universal Health Coverage](#): -Enables people to make good health decisions -Brings life-saving services to rural communities -Builds networks to provide affordable, local treatment -Provides more sophisticated services at hospitals #HealthForAll #IPU141 <https://t.co/wi2ZyM37cl>

Nijali Foundation 🇰🇪 19 days ago

REACH: 20 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



[Universal Health Coverage](#) is not a stage we take a bus to. It is a combination of different factors all working towards achieving certain health goal and policy outcomes. We may not achieve much with the... <https://www.facebook.com/100000584335520/posts/2952035174825931>

Kodiwo Antonykeke 🇰🇪 19 days ago

REACH: 311 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



Felicitations to women in Kenya and hats off to Health Minister Sicily Kariuki. Public health is a political decision and Free HPV vaccination is [Universal Health Coverage](#) (UHC) in practice. #HPV #HPVKenya #CervicalCancerKenya #CeCaAfrica @UNICEFKenya <https://t.co/MQn8xtSpbO>

Niklas Danielsson 🇰🇪 19 days ago

REACH: 65 INTERACTIONS: 2 ENGAGEMENT RATE: 3.07% INFLUENCE: 1/10

## Sample negative posts



Anaesthetists decry neglect, poor working conditions

the-star.co.ke 🇰🇪 a month ago

to invest in educating anaesthetists Anaesthetists decry neglect, poor working conditions 'NOBODY TO SPEAK FOR THEM' Anaesthetists decry neglect, poor working conditions In Summary • Muthangaya says the achievement of

[universal health coverage](#)

REACH: 1,001 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 8/10



Lack of access to simple eye care causing sight loss among billions

the-star.co.ke 🇰🇪 a month ago

"Including eye care in national health plans and essential packages of care is an important part of every country's journey towards [universal health coverage](#)," Ghebreyesus said. The report states that all people living with blindness and severe

REACH: 501 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 8/10



Two years down the line, How are we fairing in; ~Manufacturing ~Food security ~[Universal health coverage](#) ~Affordable housing What can Uhuru blame for his total failure in just maintaining the Kenya growth trajectory inherited from Kibaki- Raila govt. ~ incompetence! #SaveMyJob

Daudi Muya 🇰🇪 a month ago

REACH: 50 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

**The End**