

Media Monitoring Report on Governance Issues

1st January to 31st March 2020



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Executive Summary
Mainstream Media (TV, Radio & Print) Report
Period: 1st January to 31st March 2020

Background Information



□ 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 1st January to 31st March 2020.

Traditional Media Analyzed



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



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



580

of stories



373

of stories



232

of stories

| Personality | Mentions | Positive | Neutral | Negative |
|----------------|----------|----------|---------|----------|
| Uhuru Kenyatta | 580 | 38.8% | 44.1% | 17.2% |
| William Ruto | 373 | 24.6% | 49.2% | 26.1% |
| Raila Odinga | 232 | 26.8% | 55.8% | 17.4% |

Summary: Key Words



| Keyword | Mentions | Positive | Neutral | Negative |
|---------------------------|----------|----------|---------|----------|
| Building Bridges | 1,064 | 38.4% | 43.5% | 18.1% |
| Referendum | 48 | 26.1% | 56.5% | 17.4% |
| 2022 | 153 | 26.7% | 61.6% | 11.6% |
| Tangatanga | 50 | 16.2% | 62.2% | 21.6% |
| Elections | 2 | 0.0% | 0.0% | 100% |
| Devolution | 2 | 0.0% | 100% | 0.0% |
| Corruption | 250 | 51.4% | 21.5% | 27.1% |
| Youth Unemployment | 18 | 75.0% | 16.7% | 8.3% |
| Jobs | 20 | 28.6% | 42.9% | 28.6% |
| Tribalism/Ethnicity | 11 | 60.0% | 0.0% | 40.0% |
| Food Security | 12 | 33.3% | 0.0% | 66.7% |
| Big Four Agenda | 31 | 72.73% | 18.18% | 9.09% |
| Affordable Housing | 5 | 100% | 0.0% | 0.0% |
| Manufacturing | 3 | 100% | 0.0% | 0.0% |
| Universal Health coverage | 12 | 88.9% | 11.1% | 0.0% |

Summary: Traditional and Social Media Sentiment Ratios

| | Traditional Media | | |
|----------------------------|-------------------|---------|----------|
| Kew Word/Personality | Positive | Neutral | Negative |
| Uhuru Kenyatta | 38.8% | 44.1% | 17.2% |
| William Ruto | 24.6% | 49.2% | 26.1% |
| Raila Odinga | 26.8% | 55.8% | 17.4% |
| Building Bridges/Handshake | 38.4% | 43.5% | 18.1% |
| Referendum | 26.1% | 56.5% | 17.4% |
| 2022 | 26.7% | 61.6% | 11.6% |
| Tangataंगा | 16.2% | 62.2% | 21.6% |
| Kieleweke | – | – | – |
| Elections | 0.0% | 0.0% | 100% |
| Devolution | 0.0% | 100% | 0.0% |
| Corruption | 51.4% | 21.5% | 27.1% |
| Youth Unemployment | 75.0% | 16.7% | 8.3% |
| Unemployment | – | – | – |
| Jobs | 28.6% | 42.9% | 28.6% |
| Ethnicity/Tribalism | 60.0% | 0.0% | 40.0% |
| Food Security | 33.3% | 0.0% | 66.7% |
| Big Four Agenda | 72.73% | 18.18% | 9.09% |
| Affordable Housing | 100% | 0.0% | 0.0% |
| Manufacturing | 100% | 0.0% | 0.0% |
| Universal Health Coverage | 88.9% | 11.1% | 0.0% |

| | Social Media | | |
|---------------------------|--------------|---------|----------|
| Kew Word/Personality | Positive | Neutral | Negative |
| Uhuru Kenyatta | 35.5% | 22.9% | 41.6% |
| William Ruto | 32.4% | 31.3% | 36.3% |
| Raila Odinga | 29.5% | 32.8% | 37.7% |
| Building Bridges | 34.5% | 46.3% | 19.3% |
| Referendum | 40.3% | 31.2% | 28.6% |
| 2022 | 34.8% | 30.2% | 35.0% |
| Tangataंगा | 26.3% | 26.9% | 46.8% |
| Kieleweke | 23.5% | 42.2% | 34.3% |
| Elections | 29.6% | 36.8% | 33.6% |
| Devolution | 47.5% | 24.6% | 27.9% |
| Corruption | 19.1% | 17.8% | 63.1% |
| Youth Unemployment | 0.6% | 11.2% | 88.3% |
| Unemployment | 4.3% | 12.7% | 83.0% |
| Jobs | 47.9% | 34.0% | 18.1% |
| Ethnicity | 26.1% | 23.8% | 50.1% |
| Food Security | 33.0% | 43.5% | 23.6% |
| Big Four Agenda | 63.6% | 15.9% | 20.4% |
| Affordable Housing | 61.3% | 27.4% | 11.3% |
| Manufacturing | 33.3 | 42.1 | 24.6 |
| Universal Health Coverage | 50.8 | 29.3 | 19.9 |

Executive Summary
Social Media & Websites Report
1st January to 31st March 2020

Background Information



□ 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 1st January to 31st March 2020

Social Media Sites Analyzed



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



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



- ❑ **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 | Neutral | Negative |
|-----------------------------|----------|-------------|----------|---------|----------|
| Uhuru Kenyatta | 9,816 | 31,997,052 | 35.5% | 22.9% | 41.6% |
| William Ruto | 5,389 | 18,660,815 | 32.4% | 31.3% | 36.3% |
| Raila Odinga | 5,657 | 23,802,177 | 29.5% | 32.8% | 37.7% |
| | | | | | |
| Building Bridges Initiative | 1,217 | 8,371,043 | 34.5% | 46.3% | 19.3% |
| Handshake | 2,680 | 5,327,450 | 27.7% | 26.6% | 45.7% |
| Referendum | 861 | 12,444,779 | 40.3% | 31.2% | 28.6% |
| 2022 | 794 | 3,128,945 | 34.8% | 30.2% | 35.0% |
| | | | | | |
| Tangatanga | 7,183 | 5,175,768 | 26.3% | 26.9% | 46.8% |
| Kieleweke | 1,899 | 2,157,347 | 23.5% | 42.2% | 34.3% |
| Elections | 1,619 | 9,612,632 | 29.6% | 36.8% | 33.6% |
| Devolution | 1,084 | 2,958,120 | 47.5% | 24.6% | 27.9% |

Summary: Other Key Words



| Keyword | Mentions | Impressions | Positive | Neutral | Negative |
|---------------------------|----------|-------------|----------|---------|----------|
| Corruption | 2,779 | 9,141,758 | 19.1% | 17.8% | 63.1% |
| Youth Unemployment | 529 | 446,527 | 0.6% | 11.2% | 88.3% |
| Unemployment | 1,183 | 1,575,152 | 4.3% | 12.7% | 83.0% |
| Jobs | 3,292 | 9,809,164 | 47.9% | 34.0% | 18.1% |
| | | | | | |
| Ethnicity/ Tribalism | 1,092 | 1,846,453 | 26.1% | 23.8% | 50.1% |
| Food Security | 1,095 | 1,110,533 | 33.0% | 43.5% | 23.6% |
| Big four agenda | 603 | 916,975 | 63.6% | 15.9% | 20.4% |
| Affordable housing | 62 | 81,371 | 61.3% | 27.4% | 11.3% |
| Manufacturing | 1,918 | 1,192,101 | 33.3 | 42.1 | 24.6 |
| Universal Health Coverage | 364 | 1,434,463 | 50.8 | 29.3 | 19.9 |

Summary: Traditional and Social Media Sentiment Ratios

| | Traditional Media | | |
|----------------------------|-------------------|---------|----------|
| Kew Word/Personality | Positive | Neutral | Negative |
| Uhuru Kenyatta | 38.8% | 44.1% | 17.2% |
| William Ruto | 24.6% | 49.2% | 26.1% |
| Raila Odinga | 26.8% | 55.8% | 17.4% |
| Building Bridges/Handshake | 38.4% | 43.5% | 18.1% |
| Referendum | 26.1% | 56.5% | 17.4% |
| 2022 | 26.7% | 61.6% | 11.6% |
| Tangatanga | 16.2% | 62.2% | 21.6% |
| Kieleweke | – | – | – |
| Elections | 0.0% | 0.0% | 100% |
| Devolution | 0.0% | 100% | 0.0% |
| Corruption | 51.4% | 21.5% | 27.1% |
| Youth Unemployment | 75.0% | 16.7% | 8.3% |
| Unemployment | – | – | – |
| Jobs | 28.6% | 42.9% | 28.6% |
| Ethnicity/Tribalism | 60.0% | 0.0% | 40.0% |
| Food Security | 33.3% | 0.0% | 66.7% |
| Big Four Agenda | 72.73% | 18.18% | 9.09% |
| Affordable Housing | 100% | 0.0% | 0.0% |
| Manufacturing | 100% | 0.0% | 0.0% |
| Universal Health Coverage | 88.9% | 11.1% | 0.0% |

| | Social Media | | |
|---------------------------|--------------|---------|----------|
| Kew Word/Personality | Positive | Neutral | Negative |
| Uhuru Kenyatta | 35.5% | 22.9% | 41.6% |
| William Ruto | 32.4% | 31.3% | 36.3% |
| Raila Odinga | 29.5% | 32.8% | 37.7% |
| Building Bridges | 34.5% | 46.3% | 19.3% |
| Referendum | 40.3% | 31.2% | 28.6% |
| 2022 | 34.8% | 30.2% | 35.0% |
| Tangatanga | 26.3% | 26.9% | 46.8% |
| Kieleweke | 23.5% | 42.2% | 34.3% |
| Elections | 29.6% | 36.8% | 33.6% |
| Devolution | 47.5% | 24.6% | 27.9% |
| Corruption | 19.1% | 17.8% | 63.1% |
| Youth Unemployment | 0.6% | 11.2% | 88.3% |
| Unemployment | 4.3% | 12.7% | 83.0% |
| Jobs | 47.9% | 34.0% | 18.1% |
| Ethnicity | 26.1% | 23.8% | 50.1% |
| Food Security | 33.0% | 43.5% | 23.6% |
| Big Four Agenda | 63.6% | 15.9% | 20.4% |
| Affordable Housing | 61.3% | 27.4% | 11.3% |
| Manufacturing | 33.3 | 42.1 | 24.6 |
| Universal Health Coverage | 50.8 | 29.3 | 19.9 |

Annexes: Traditional Media

Personality Analysis

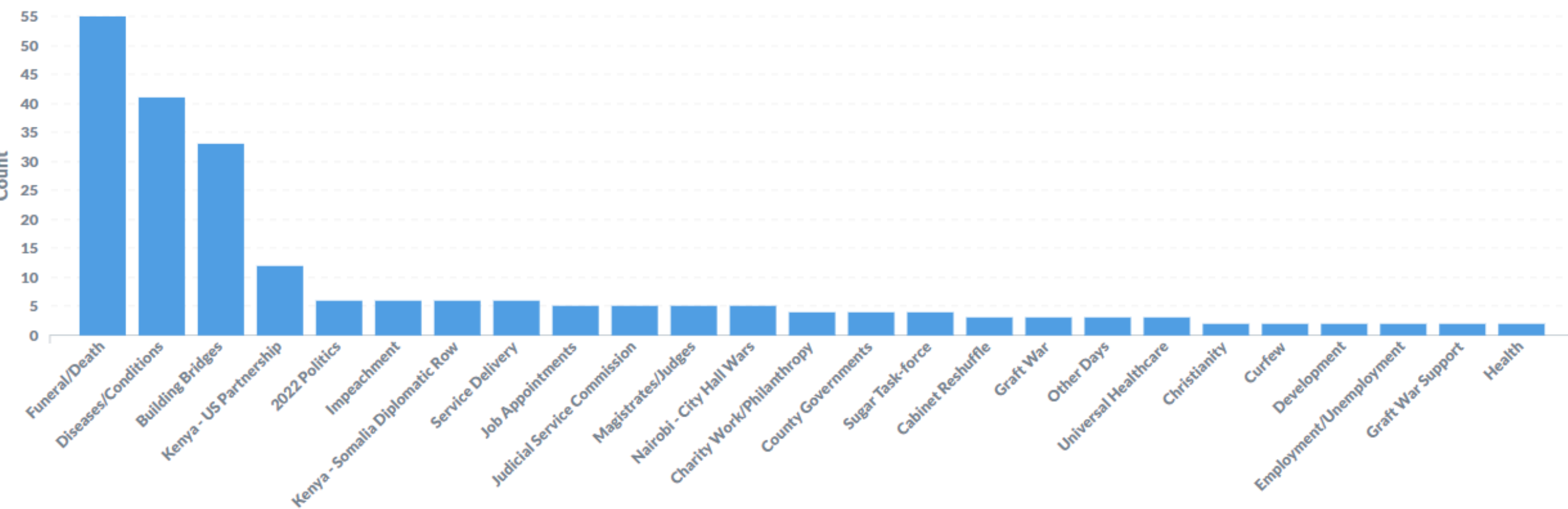
Sub-theme Analysis: Uhuru Kenyatta



580
of stories

Most of the stories about Uhuru Kenyatta were surrounding former president Moi's funeral, Covid-19 and Building Bridges Initiative.

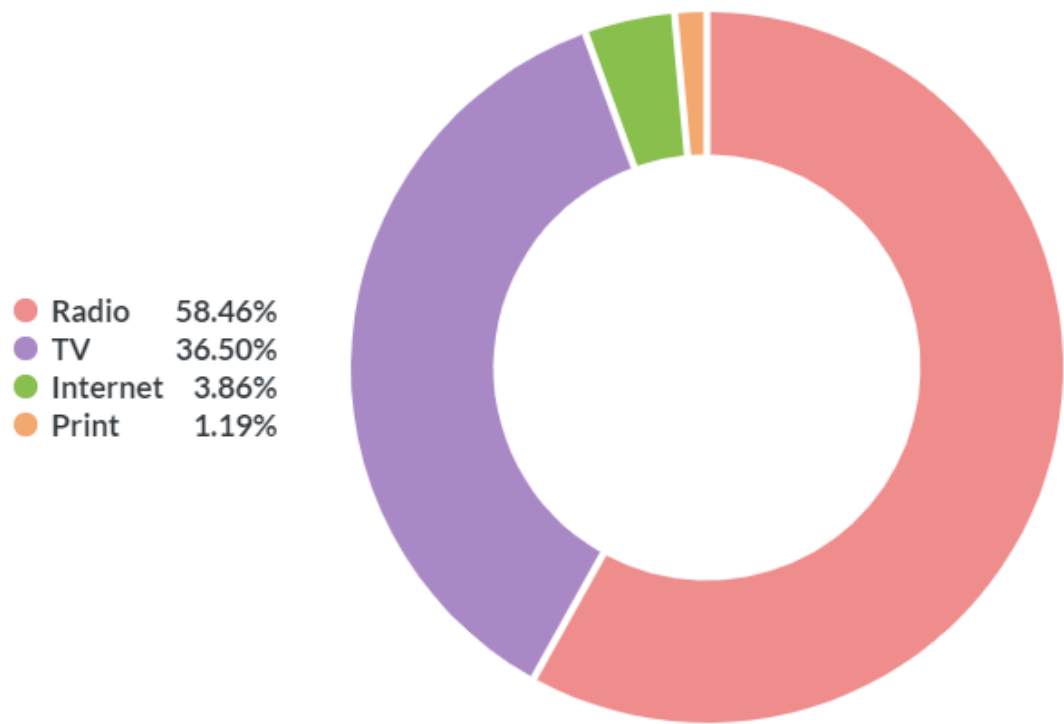
of stories by sub theme



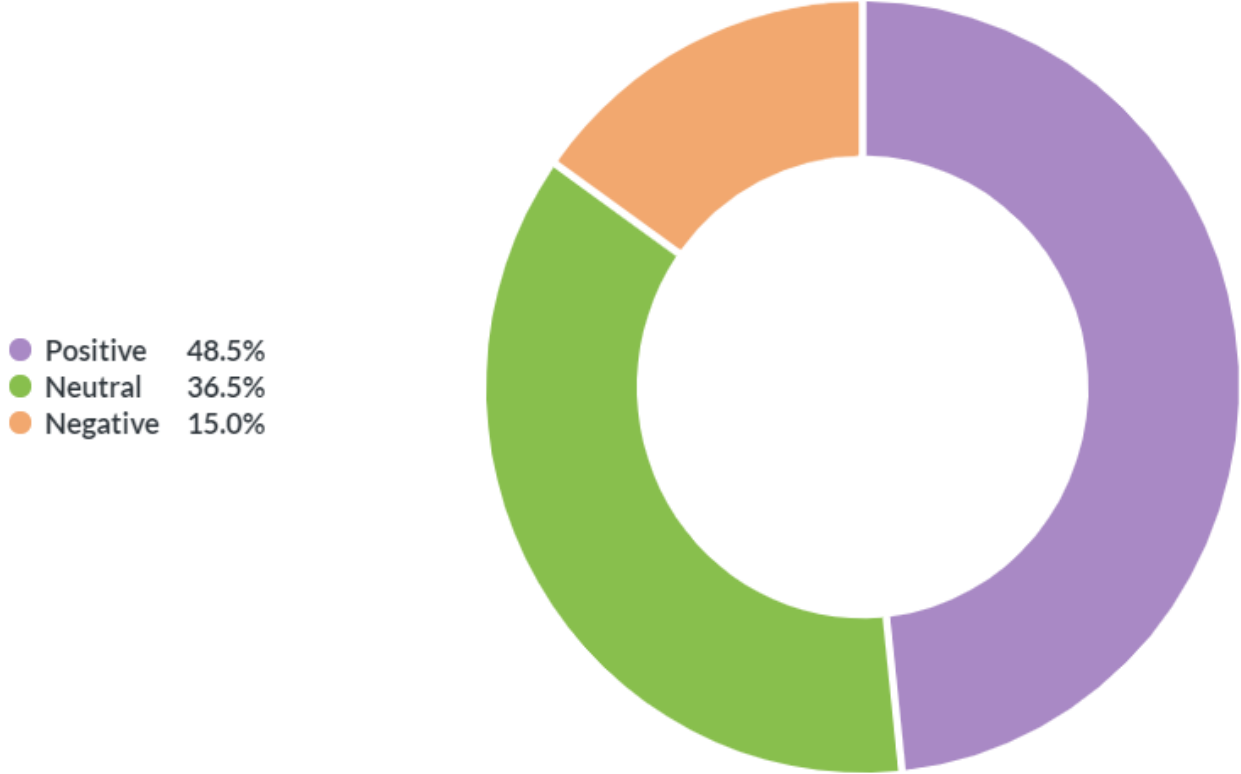
Key Personalities Coverage: Uhuru Kenyatta

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

Media Share



Tonality



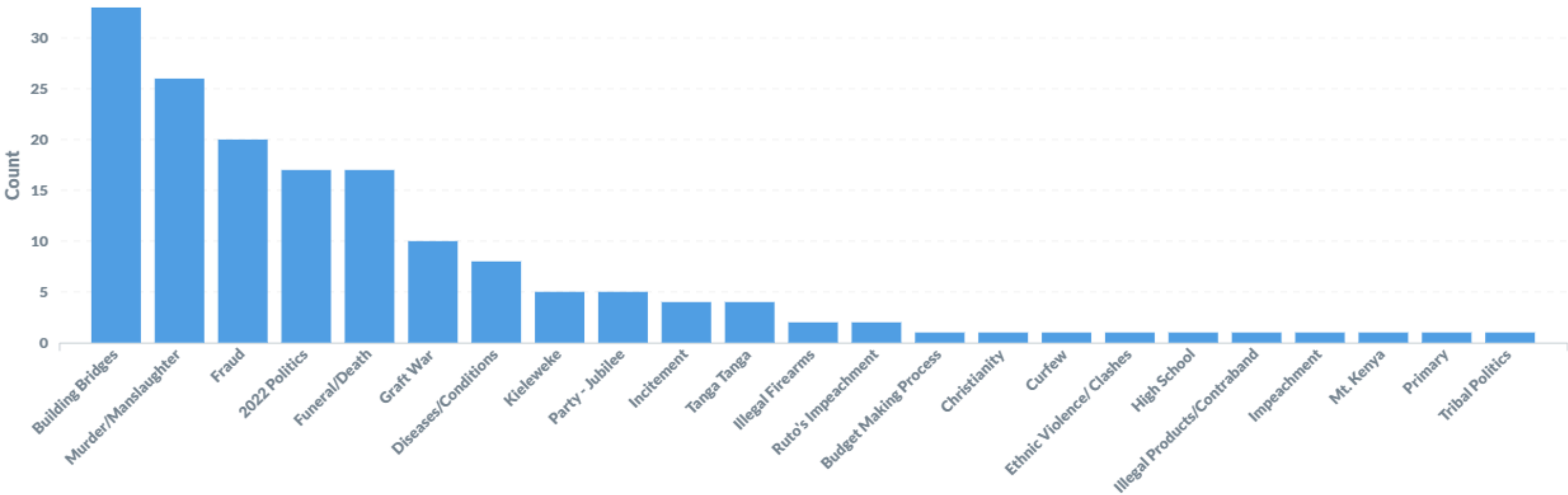
Sub-theme Analysis: William Ruto



373
of stories

Most of the stories about William Ruto were surrounding BBI report.

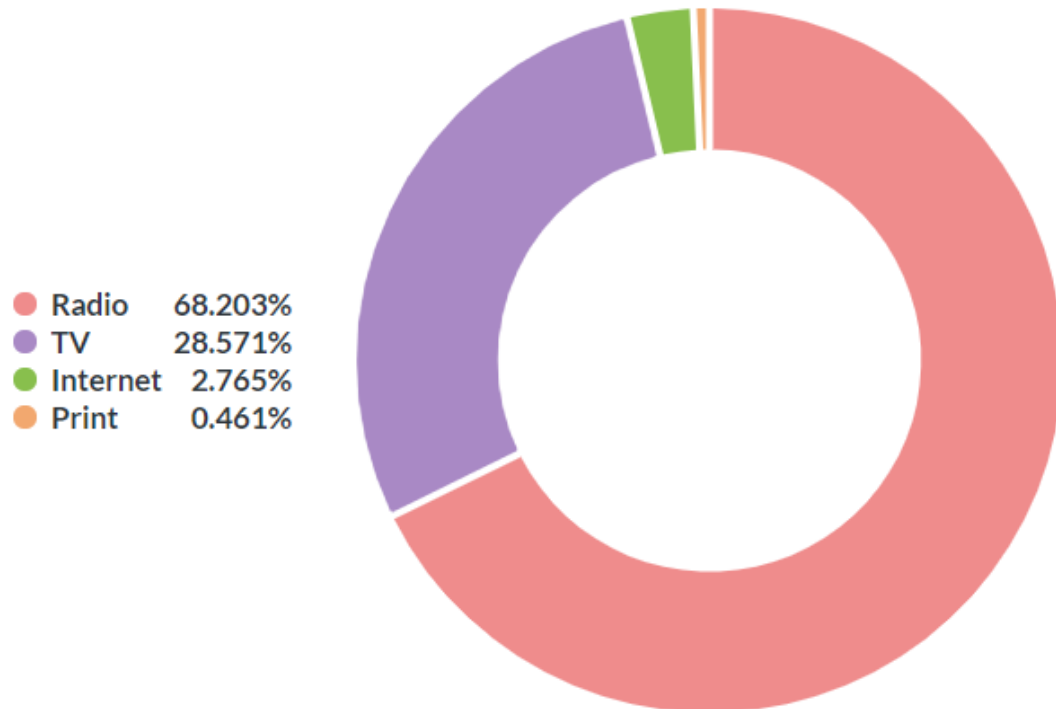
of stories by sub theme



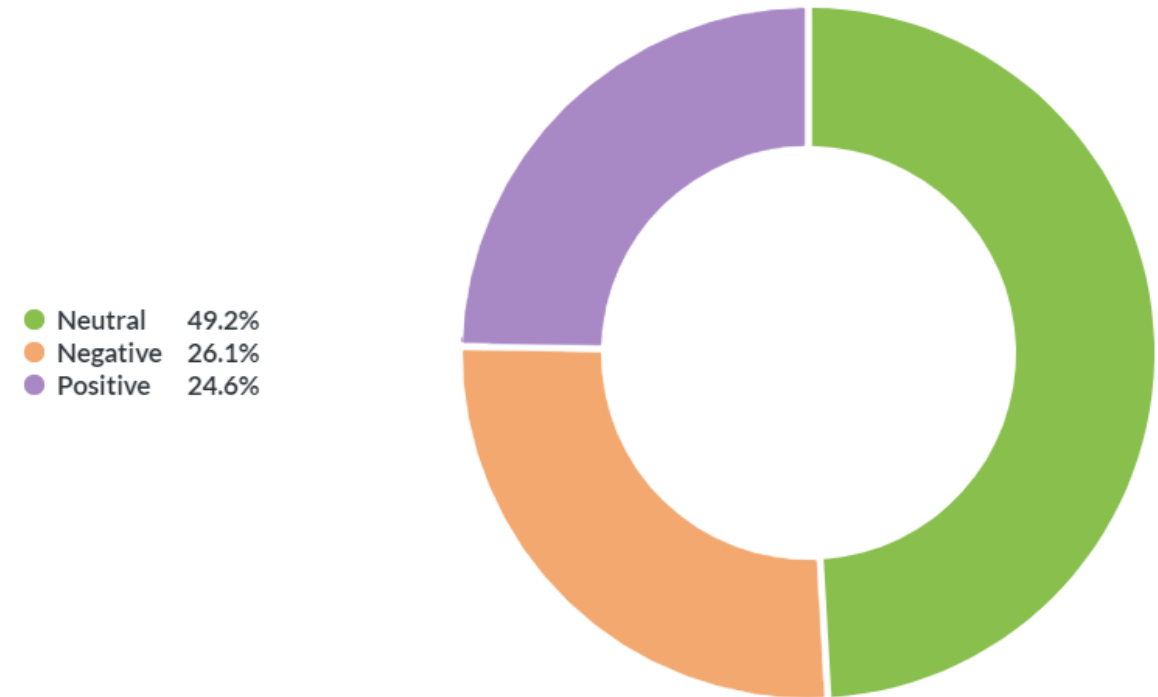
Key Personalities Coverage: **William Ruto**

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

Media Share



Tonality



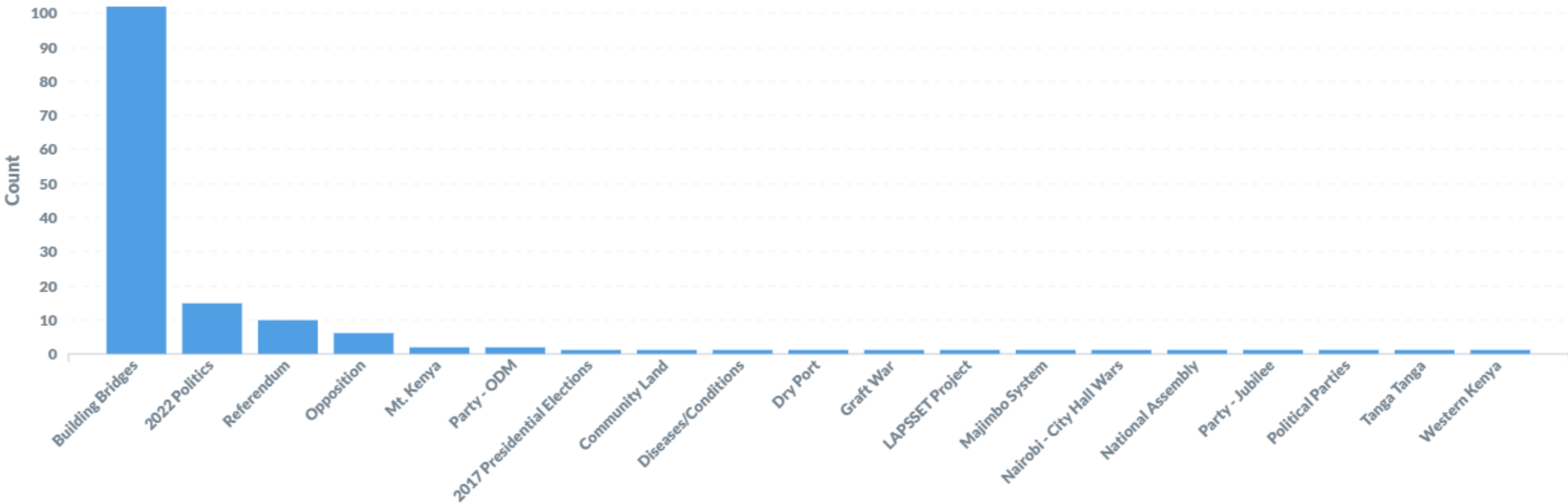
Sub-theme Analysis: **Raila Odinga**



232

of stories

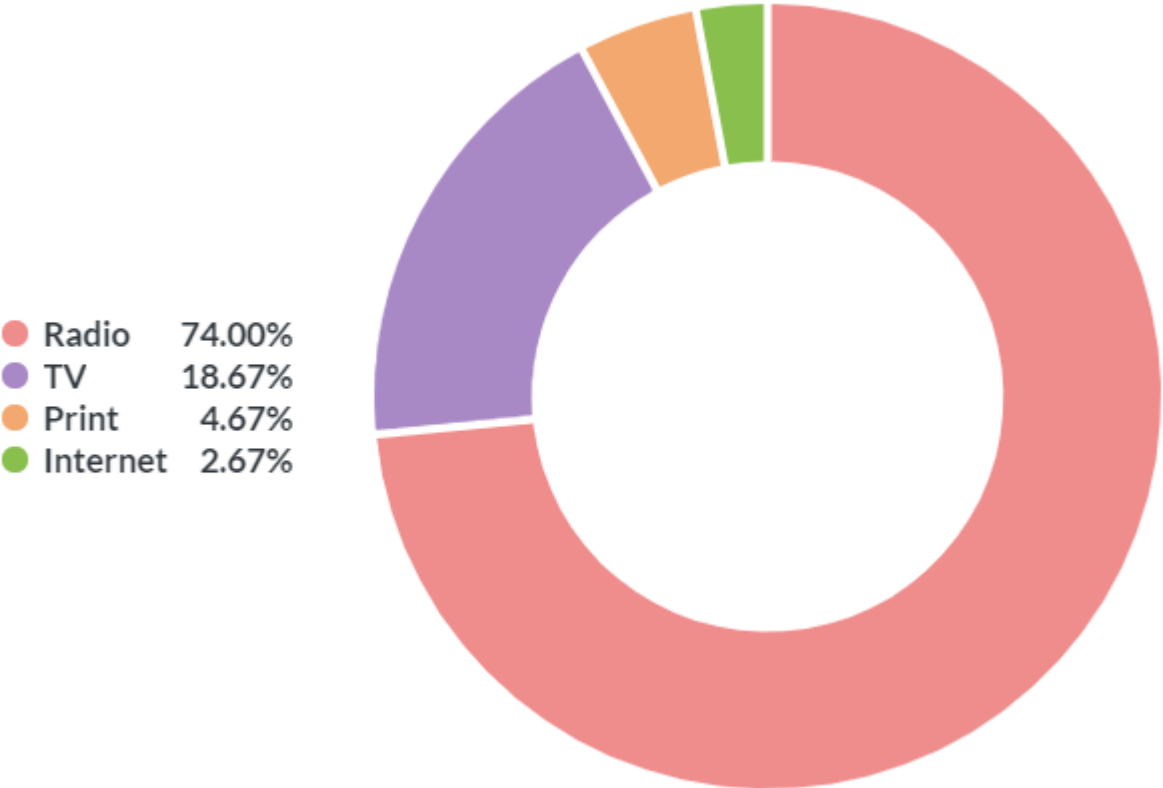
☐ Most of the stories about Raila Odinga were surrounding the BBI report



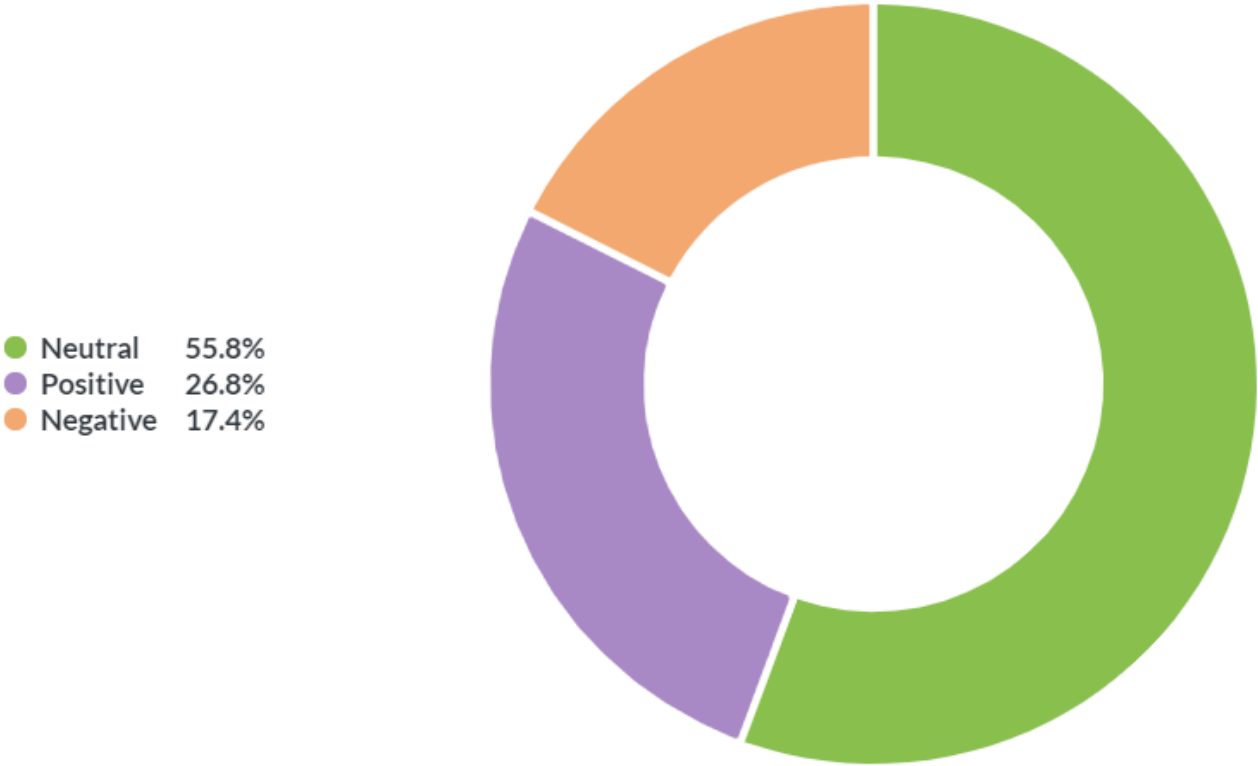
Key Personalities Coverage: Raila Odinga

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

Media Share



Tonality



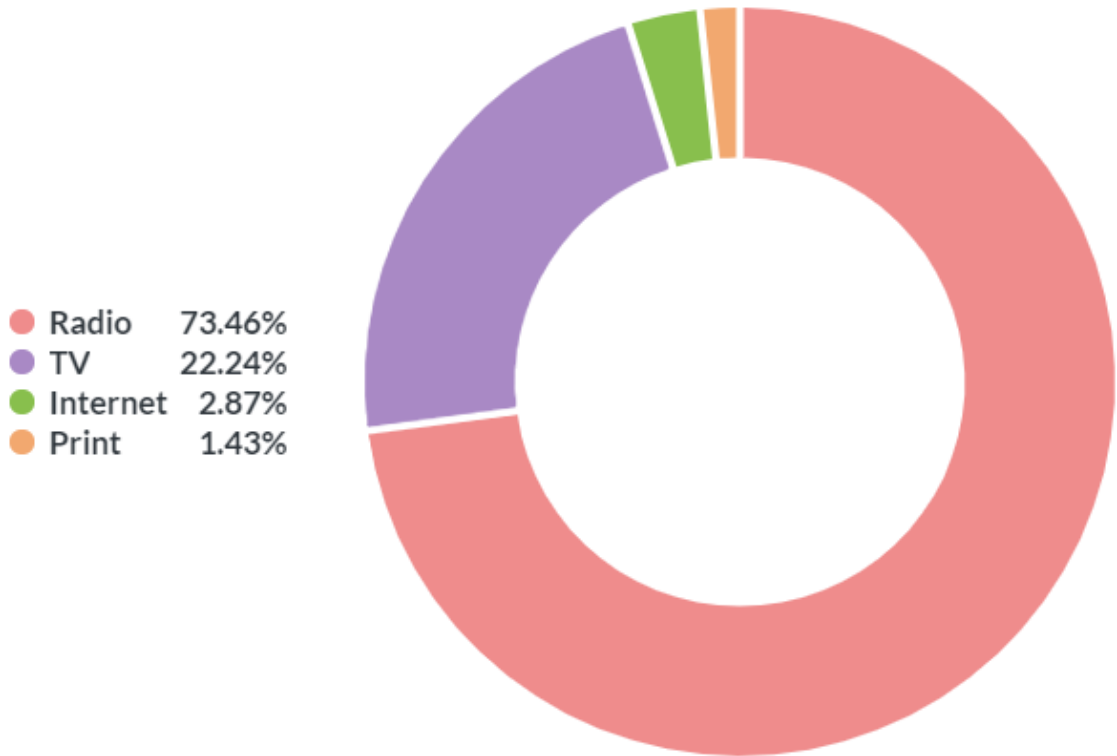
Thematic Analysis

Building Bridges/Handshake

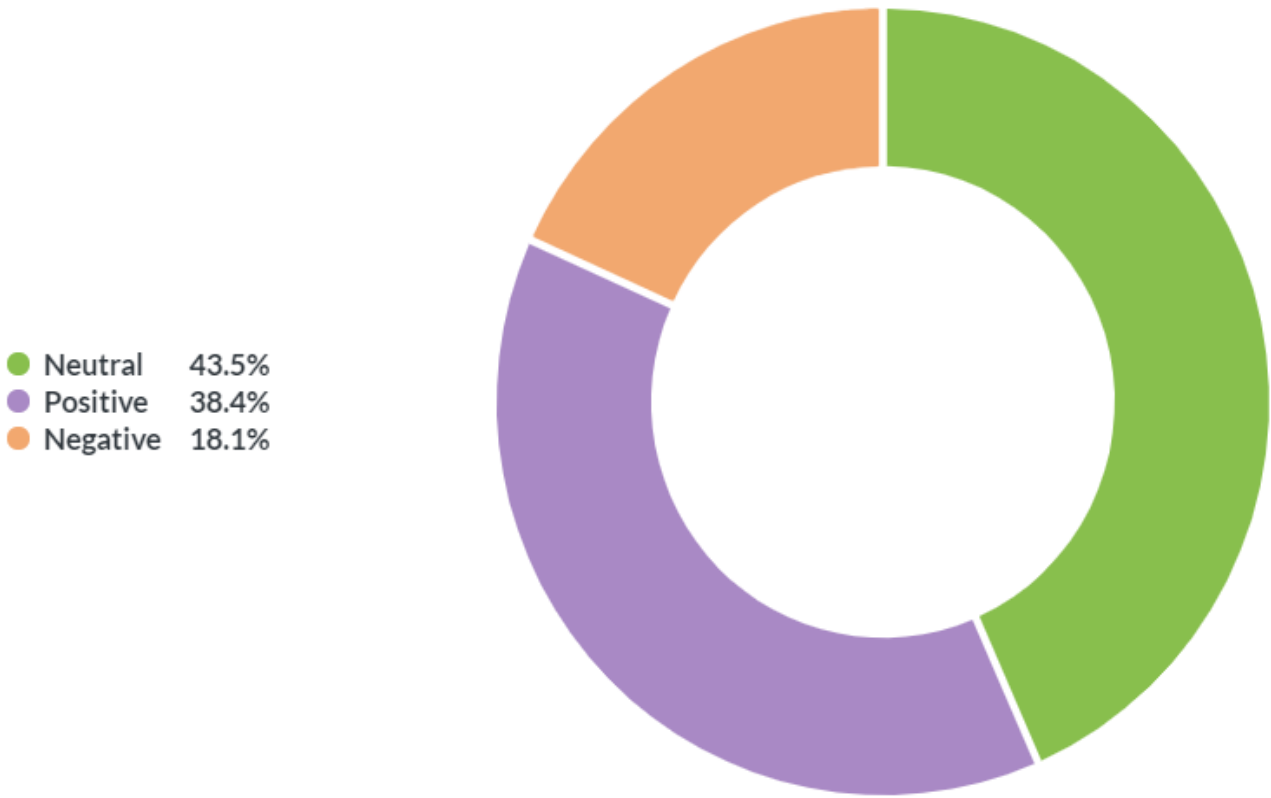
1,064
of stories

- 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**

| | |
|----------------------|--------|
| ● William Ruto | 26.89% |
| ● Raila Odinga | 22.67% |
| ● Uhuru Kenyatta | 14.89% |
| ● Moses Wetangula | 4.44% |
| ● Musalia Mudavadi | 4.44% |
| ● Kipchumba Murkomen | 2.67% |
| ● Other | 24.00% |

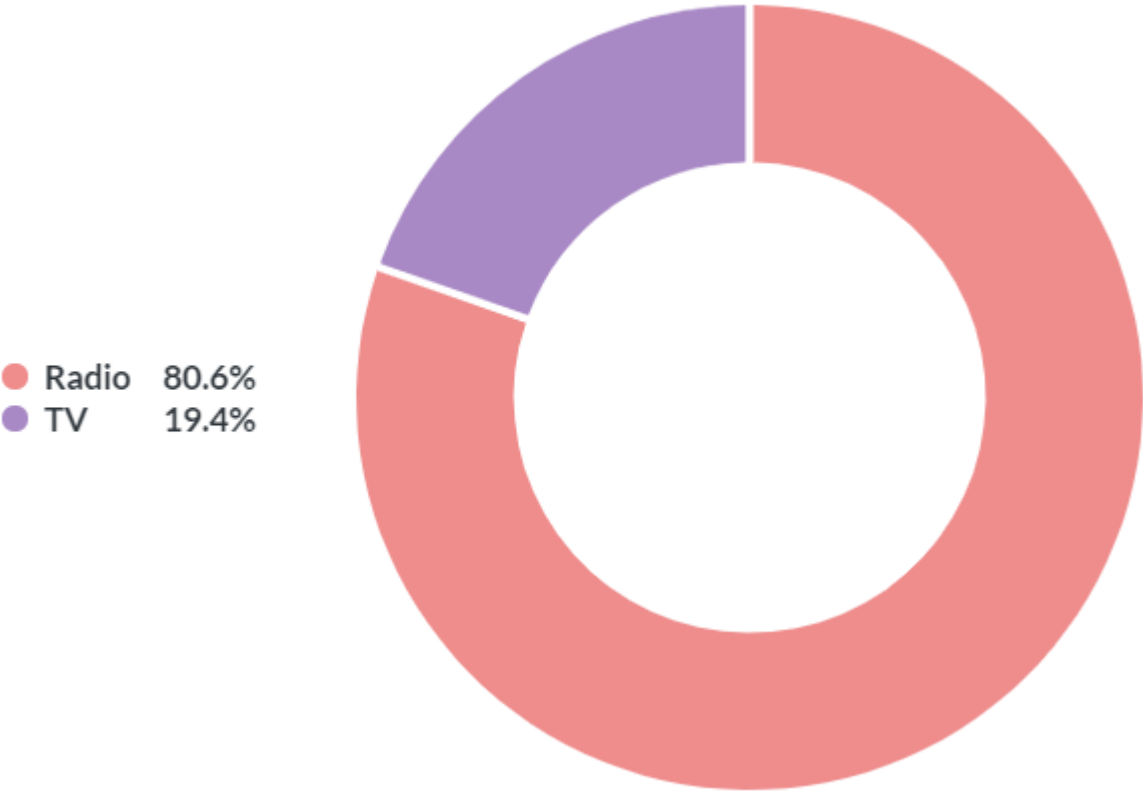
- ❑ President Kenyatta urges support for BBI in New Year's message
- ❑ Peace actors in Uasin Gishu call for caution on BBI implementation
- ❑ BBI taskforce set to embark on second phase of receiving public views
- ❑ President Kenyatta urges support for BBI in New Year's message
- ❑ Rais Kenyatta ataka Wakenya kukumbatia ripoti ya BBI
- ❑ Senator Wetangula calls for the speedy implementation of BBI
- ❑ Kisumu Women Rep. slams Alice Wahome over remarks towards President Uhuru
- ❑ MP Alice Wahome faces backlash over her attack on the President
- ❑ Maasai elders say they will support BBI if it will address historical injustices
- ❑ Jubilee leaders split over 'prime minister Uhuru' proposal
- ❑ Sapit warns Uhuru and Raila on BBI
- ❑ Maasai elders say they will support BBI if it will address historical injustices
- ❑ ODM leaders criticise Kandara MP over remarks
- ❑ Governors plan to roll out BBI meetings
- ❑ Leaders split as Uhuru and Raila plan to tour Western
- ❑ Senator Wetangula calls for the speedy implementation of BBI
- ❑ Nyanza governors hold first meeting to drum up support for BBI report
- ❑ Maasai elders say they will support BBI if it will address historical injustices
- ❑ Kenyans are being urged to be ready for the BBI debate
- ❑ BBI report expected to address the unemployment issue according to MP John Paul
- ❑ Groups clash in Murang'a over Wahome's anti-Uhuru remarks
- ❑ Nyanza leaders fully support BBI report says Senator Kajwang
- ❑ MP Nyoro wants copies of BBI report to Kenyans
- ❑ Kikuyu elders call for BBI support

Referendum

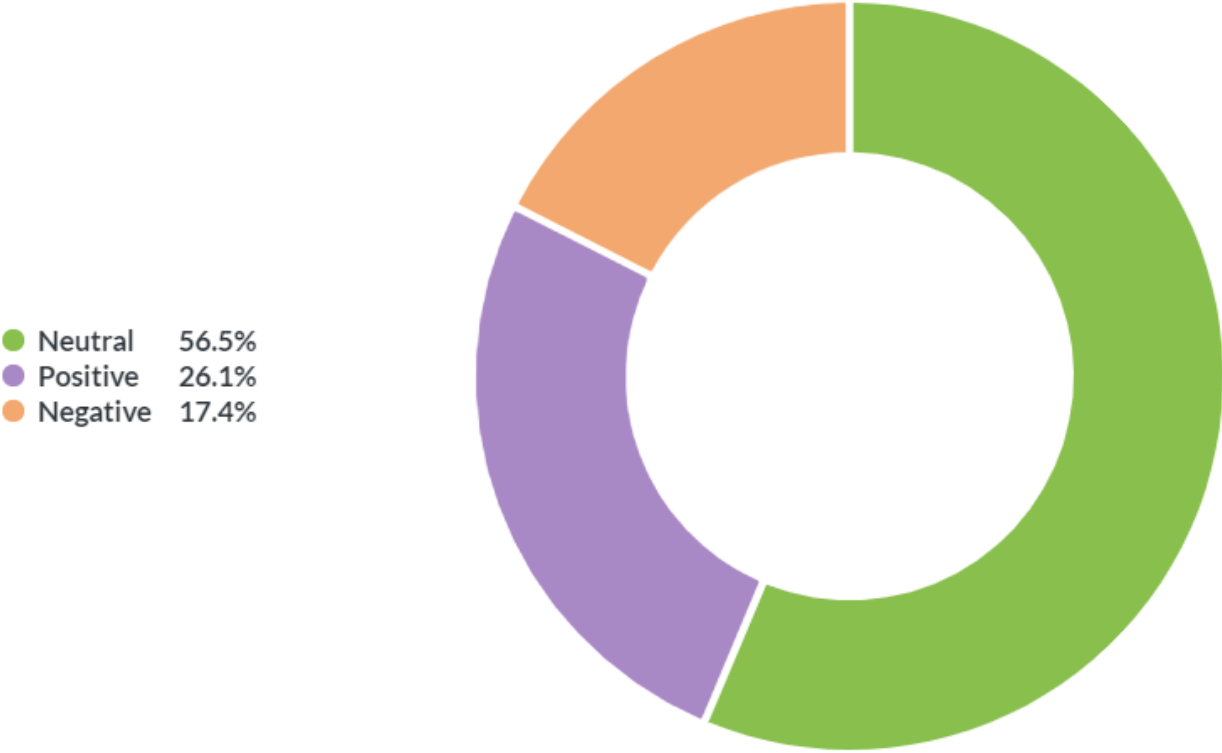
48
of stories

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

Media Share



Tonality



Key Personalities Covered: Referendum

| | |
|-------------------|-------|
| ● Raila Odinga | 37.0% |
| ● William Ruto | 22.2% |
| ● Aden Duale | 14.8% |
| ● Uhuru Kenyatta | 11.1% |
| ● James Orengo | 3.7% |
| ● Kenneth Lusaka | 3.7% |
| ● Kivutha Kibwana | 3.7% |
| ● Moses Kuria | 3.7% |

- ❑ Senator Orengo Referendum could be held mid 2020
- ❑ BBI referendum to take place before June 2020
- ❑ Mjadala wa BBI: Viongozi wa Kisumu wataka kura ya maamuzi ifanywe 2020
- ❑ BBI: Referendum will take place before June, Raila says
- ❑ Some Mps say they will not pass any budget for a referendum
- ❑ DP Ruto accuses ODM of using public resources to craft 2022 strategy
- ❑ Raila says we may have a referendum before June
- ❑ Lawmakers accuse Tangatanga group of defying President's directive
- ❑ Referendum impossible in June, says Duale
- ❑ Aden Duale: BBI referendum in June as suggested by Raila Odinga is totally impossible
- ❑ DP Ruto criticises BBI meeting, says it's waste of cash
- ❑ Ruto and Raila allies feud over IEBC reforms
- ❑ Political analysts say that referendum will not be possible in June
- ❑ We can have a referendum ~ DP Ruto
- ❑ Referendum cannot be conducted on or before the end of June: Governor Kibwana
- ❑ Raila, DP allies back referendum calls
- ❑ Leaders who attended rally in Mombasa supports call for referendum
- ❑ Aukot invites President Kenyatta to unveiling of fresh referendum drive
- ❑ ODM leader Raila wants the BBI to be concluded for the referendum to take place
- ❑ Referendum is the only solution to the BBI report: Raila
- ❑ Thirdway Alliance to unveil revamped Punguza Mizigo Bill
- ❑ Kalonzo roots for a referendum by September
- ❑ COTU boss Atwoli insists referendum must be held

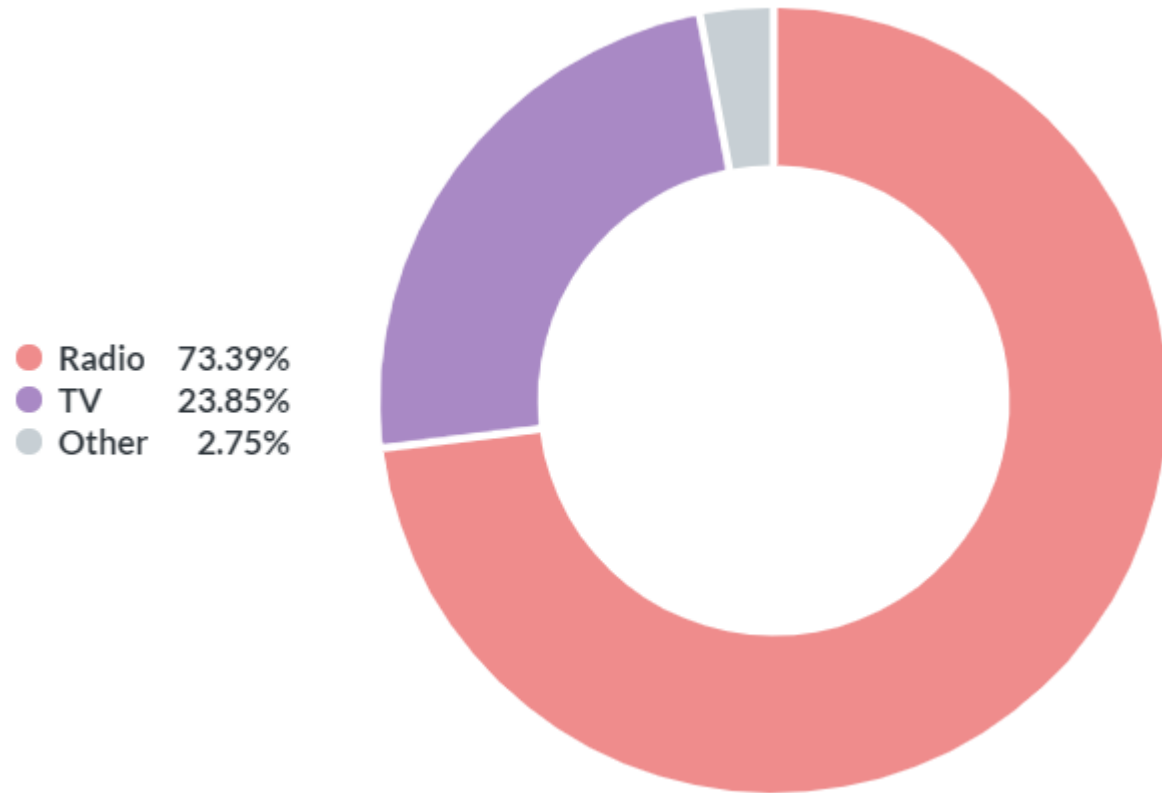
2022

153

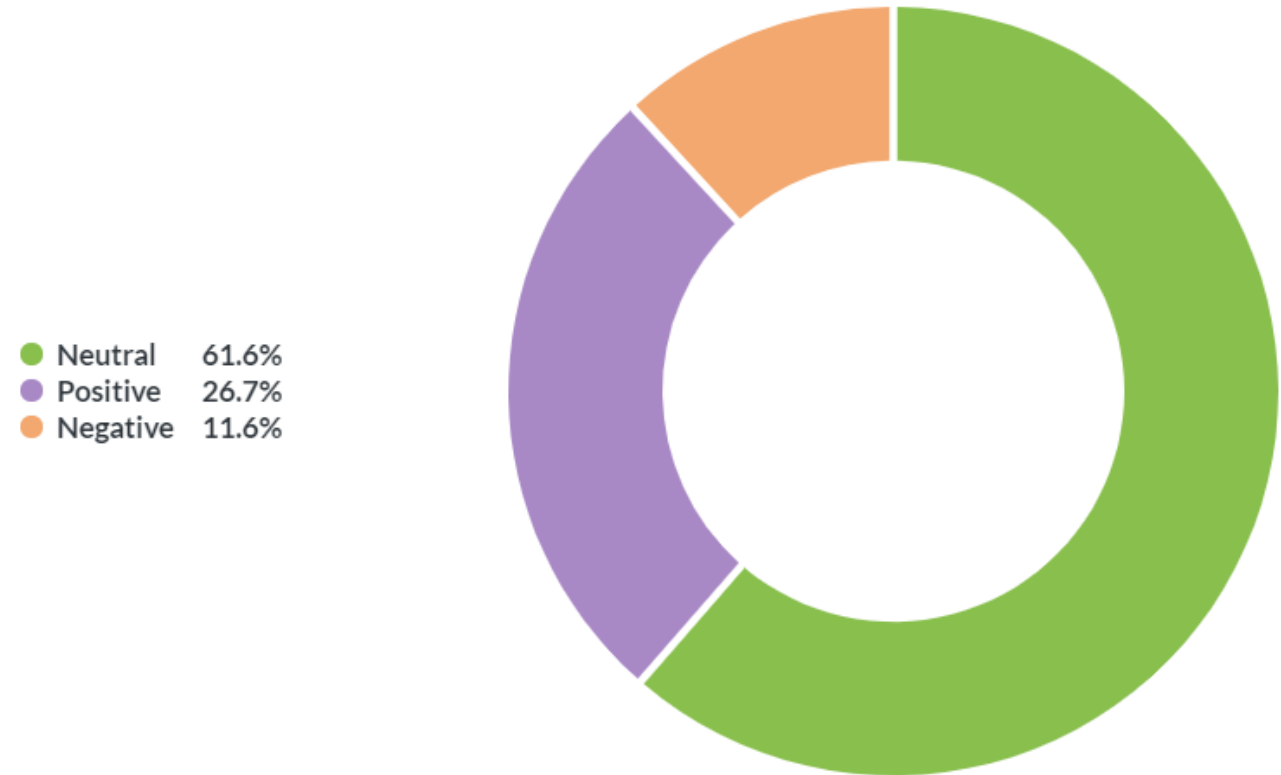
of stories

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

Media Share



Tonality



Key Personalities Covered: 2022

| | |
|-----------------|--------|
| Uhuru Kenyatta | 34.41% |
| William Ruto | 25.81% |
| Raila Odinga | 16.13% |
| Alfred Mutua | 5.38% |
| Francis Atwoli | 5.38% |
| Kalonzo Musyoka | 4.30% |
| Other | 8.60% |

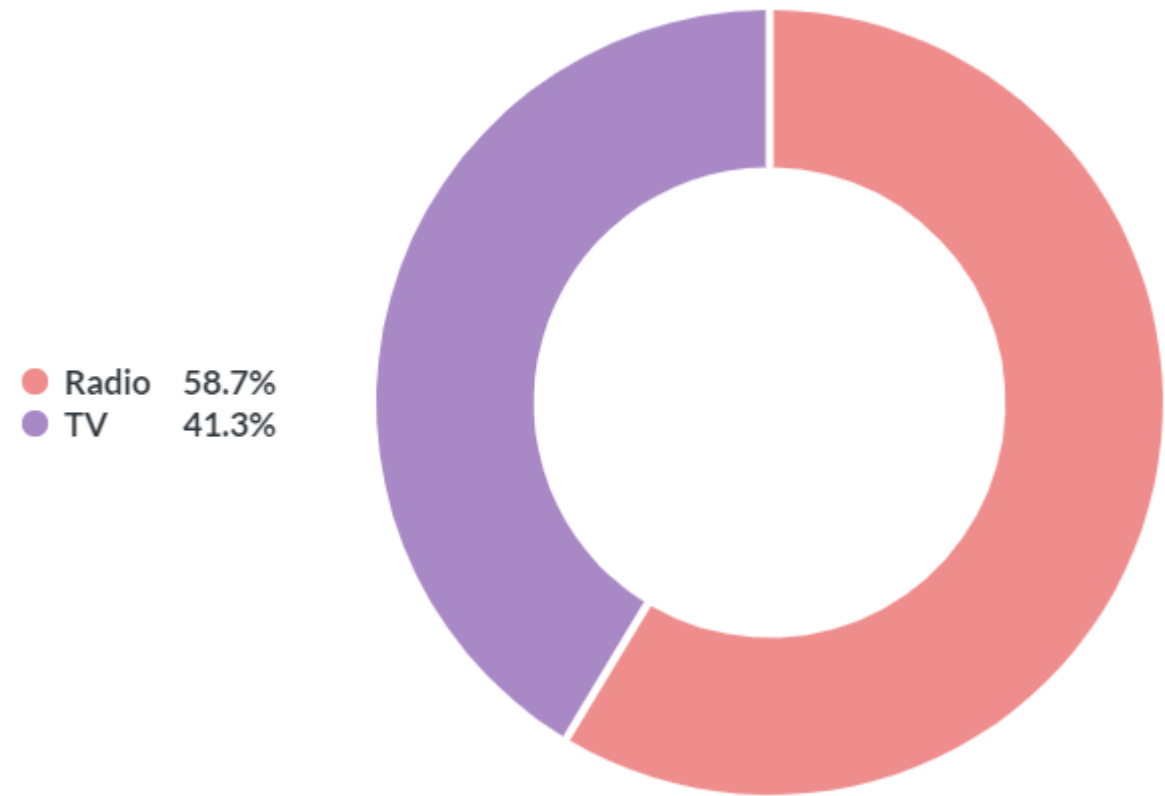
- ❑ MP Alice Wahome claims that Uhuru Kenyatta seeks to cling on to power
- ❑ Seneta Gideon Moi na Kalonzo Musyoka wadaiwa kuzumgumzia swala la urais 2022
- ❑ Machakos Governor Alfred Mutua maintains that he will vie top seat come 2022
- ❑ Atwoli says that any Kenyan has the democratic right to contest for any post
- ❑ Kakamega voters urged to support women in elected positions in order to increase women representation in the political arena
- ❑ Raila says won't relent on calls for accountability in 2020
- ❑ Atwoli tells off Kandara MP, insists Uhuru is free to seek PM post
- ❑ Women MP lobby responds to Kandara MP over Uhuru power claims
- ❑ Governors should not have immunity from prosecution- CS Wamalwa says
- ❑ Atwoli tells off Kandara MP, insists Uhuru is free to seek PM post
- ❑ Machakos governor mutua to launch presidential campaigns
- ❑ Mutua takes on Kalonzo, invites 2022 Chap Chap aspirants
- ❑ Muthama hosts retreat to chart new political direction
- ❑ Waziri Munya asema Rais Kenyatta ana uhuru wa kikatiba kuwania wadhifa wa uwaziri mkuu
- ❑ Uhuru will go home in 2022, declares Ruto
- ❑ Uhuru atastaafu 2022? David Murathe adai Rais anaweza kusalia mamlakani kama waziri mkuu
- ❑ Matungu MP dismisses calls to make Uhuru powerful Prime Minister after he leaves presidency
- ❑ DP Ruto allies say President Kenyatta must back DP in 2022

Tangatanga

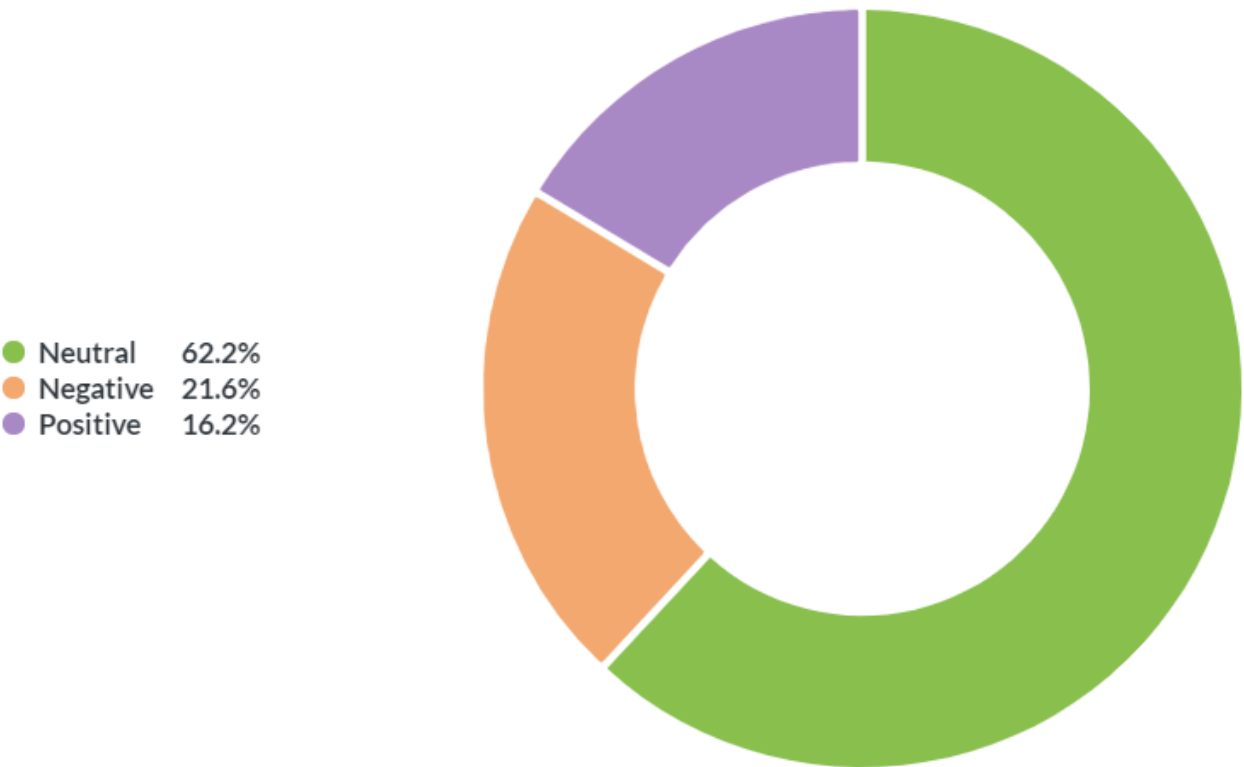
50
of stories

- ☐ The stories on Tangatanga were neutral
- ☐ Majority of the coverage was from radio stations

Media Share



Tonality



Key Personalities Covered: **Tangatanga**

| | |
|-------------------------|--------|
| ● William Ruto | 48.65% |
| ● Uhuru Kenyatta | 29.73% |
| ● Kalonzo Musyoka | 5.41% |
| ● Francis Atwoli | 2.70% |
| ● Kipchumba Murkomen | 2.70% |
| ● Moses Kuria | 2.70% |
| ● Raila Odinga | 2.70% |
| ● Sabina Chege | 2.70% |
| ● Susan Wakarura Kihika | 2.70% |

- ❑ Uhuru and Wahome youths clash in Murang'a
- ❑ Mt. Kenya renegade MPs to campaign against Uhuru
- ❑ DP Ruto allies say President Kenyatta must back DP in 2022
- ❑ "Tanga tanga" MPs rushed to Moses Kuria's defense
- ❑ Kisii deputy governor meets 'Tangatanga' MPs, rubbishes planned BBI meeting
- ❑ Waandani wa DP Ruto hawaridhishwi na mwelekeo wa Rais Uhuru
- ❑ MP Kanini Kega responds to Ruto after their tiff in Mathira
- ❑ Lawmakers accuse Tangatanga group of defying President's directive
- ❑ 4 Ruto-allied Nakuru lawmakers locked out of President Kenyatta's function
- ❑ Keep your 'political' cards close to you chest DP Ruto tells Wiper leader Kalonzo
- ❑ Tangatanga team makes about-turn on BBI
- ❑ Atwoli slams DP Ruto and Tangatanga team for opposing BBI report
- ❑ Tangatanga leaders handed code of conduct as Uhuru set to lead Mt. Kenya BBI rallies
- ❑ Team Tangatanga could be setting a trap ahead of Mombasa BBI meeting
- ❑ Pro-BBI report MPS welcome Tangatanga MPs move to attend BBI
- ❑ Murkomen leads Tanga Tanga-allied MPs to Mombasa BBI rally
- ❑ Raila leads Mombasa BBI rally attended by Kieleweke and Tanga Tanga
- ❑ Tangatanga politicians now support the BBI report and meetings
- ❑ ODM MPs ask tangatanga members to join BBI meeting in Mombasa
- ❑ All set for DP Ruto allies "PG" meeting in Naivasha

Elections

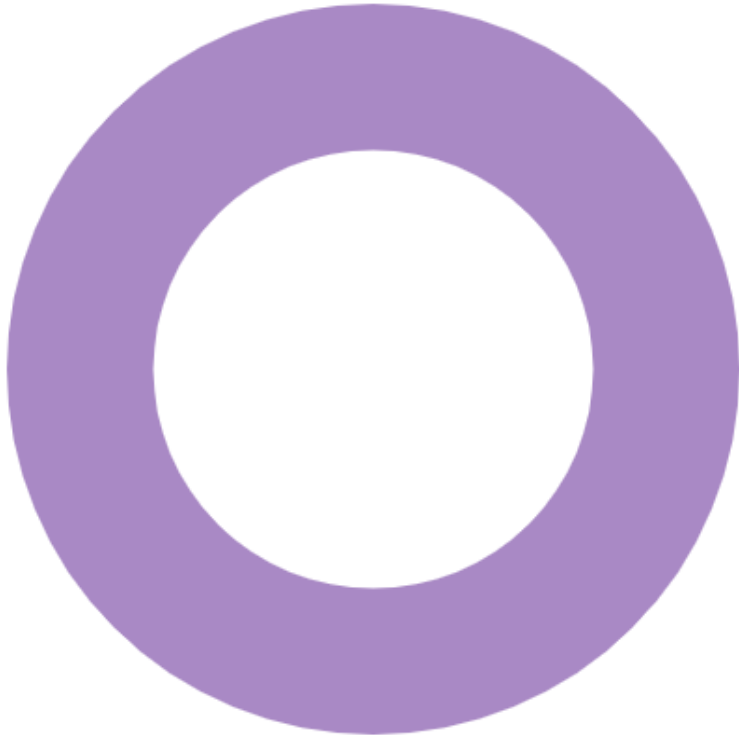
2

of stories

- ☐ The tonality was negative
- ☐ The story was from TV station

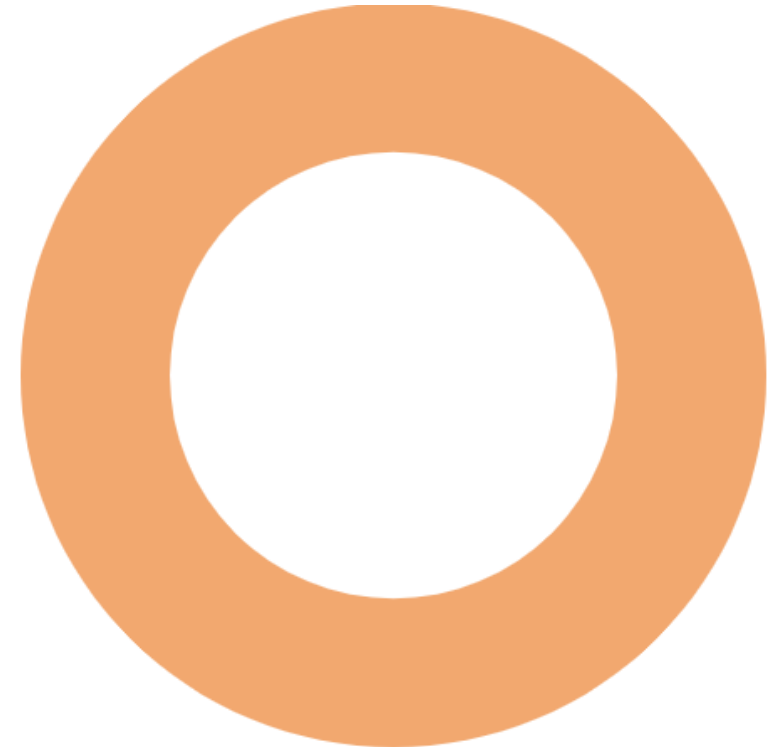
Media Share

● TV 100%



Tonality

● Negative 100%



Key Personalities Covered: Elections

● Babu Owino 50%

● Musalia Mudavadi 50%

- ❑ Babu Owino the rogue? MP accused of bribing his way to the top
- ❑ ANC Leader Musalia has call for adequate funding of IEBC to ensure the commission delivers

Devolution

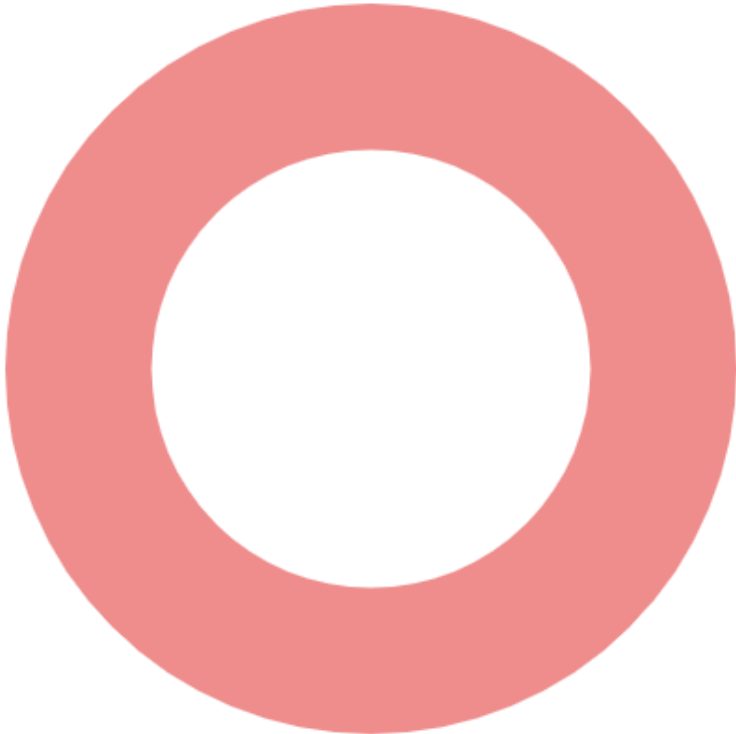
2

of stories

- ☐ The coverage was neutral
- ☐ The story was from a Radio station

Media Share

● Radio 100%



Tonality

● Neutral 100%



Key Personalities Covered: **Devolution**

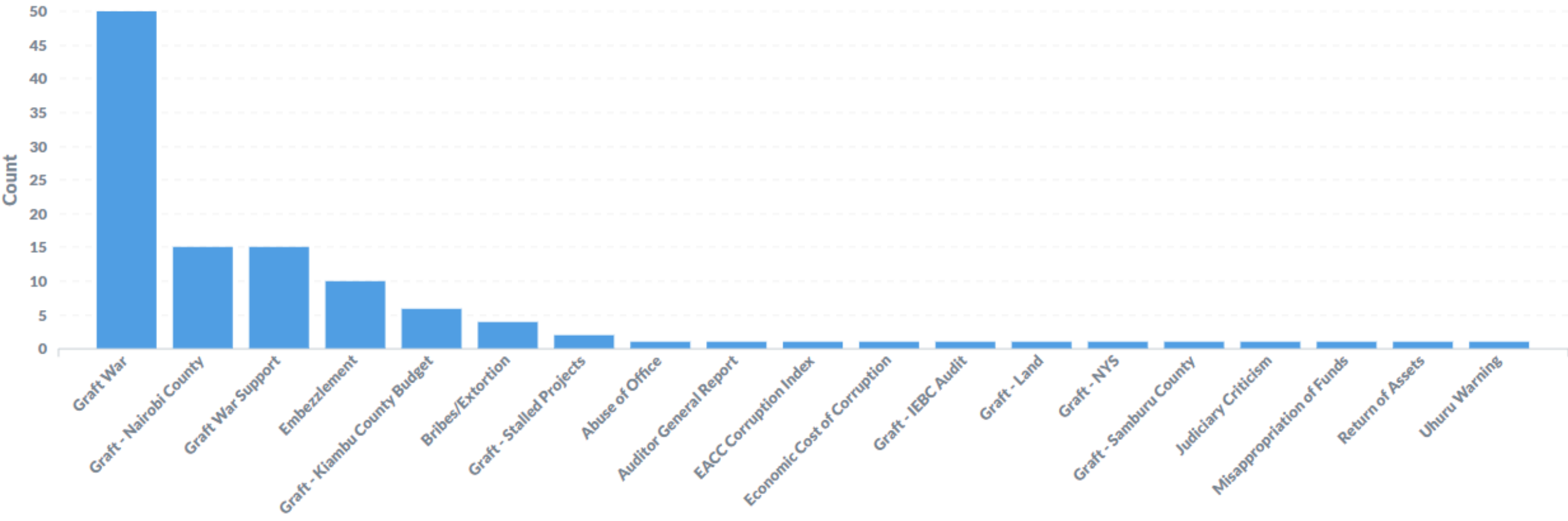
● Kenneth Lusaka 50%
● Uhuru Kenyatta 50%

- ❑ Lusaka says immunity law to empower governors, safeguard devolution
- ❑ President Kenyatta lauds tremendous progress made since formation of the devolved government

Sub-theme Analysis: Corruption

250
of stories

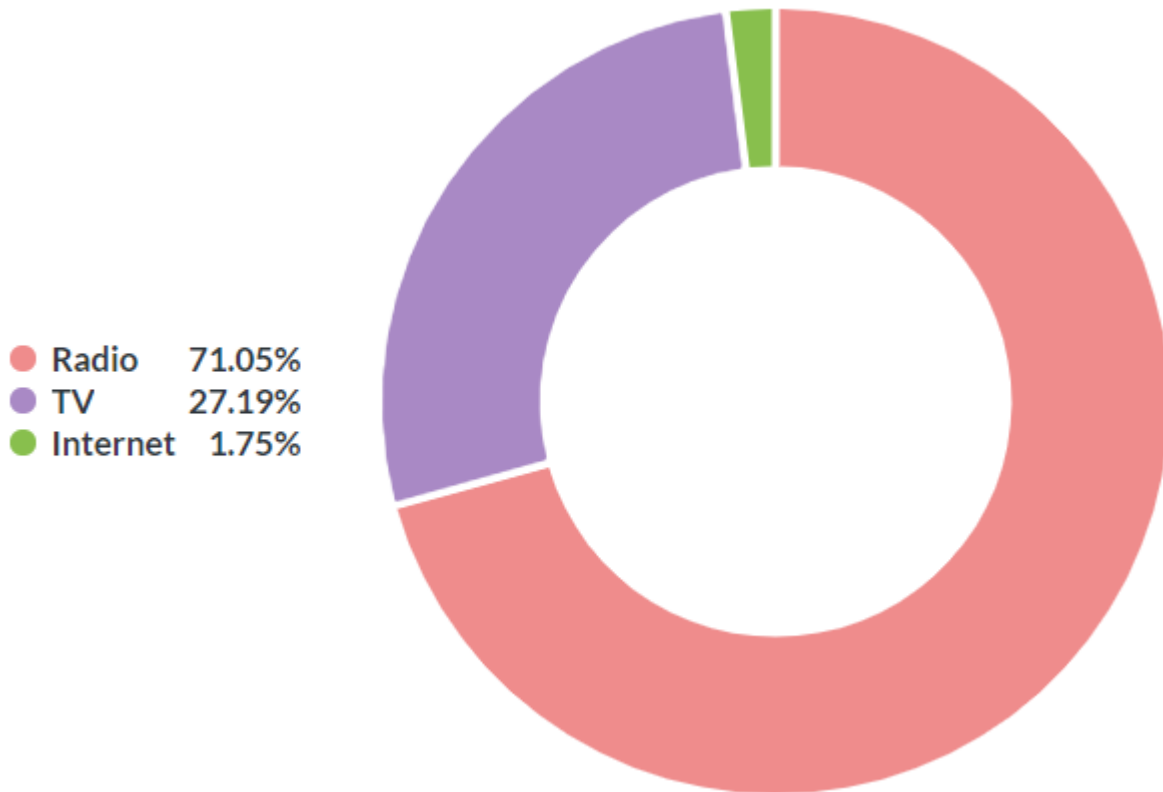
Most of the stories on corruption were surrounding graft war efforts.



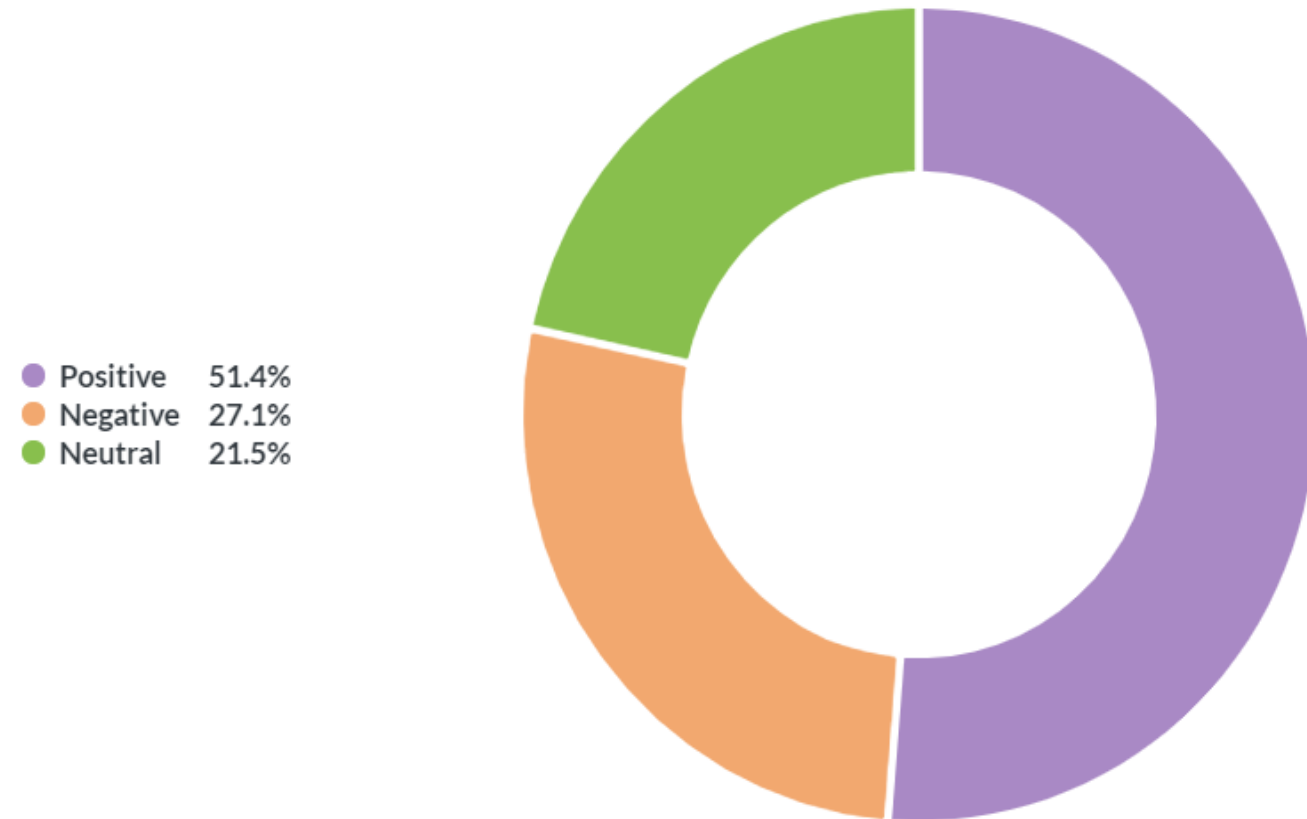
Corruption

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

Media Share



Tonality



Key Personalities Covered: Corruption

| | |
|--------------------|--------|
| Mike Sonko | 21.31% |
| Uhuru Kenyatta | 19.67% |
| DPP Noordin Haji | 13.11% |
| Ferdinand Waititu | 9.84% |
| Gideon Moi | 4.92% |
| Moses Wetangula | 4.92% |
| Eugene Wamalwa | 3.28% |
| Samson K Cherargei | 3.28% |
| Other | 19.67% |

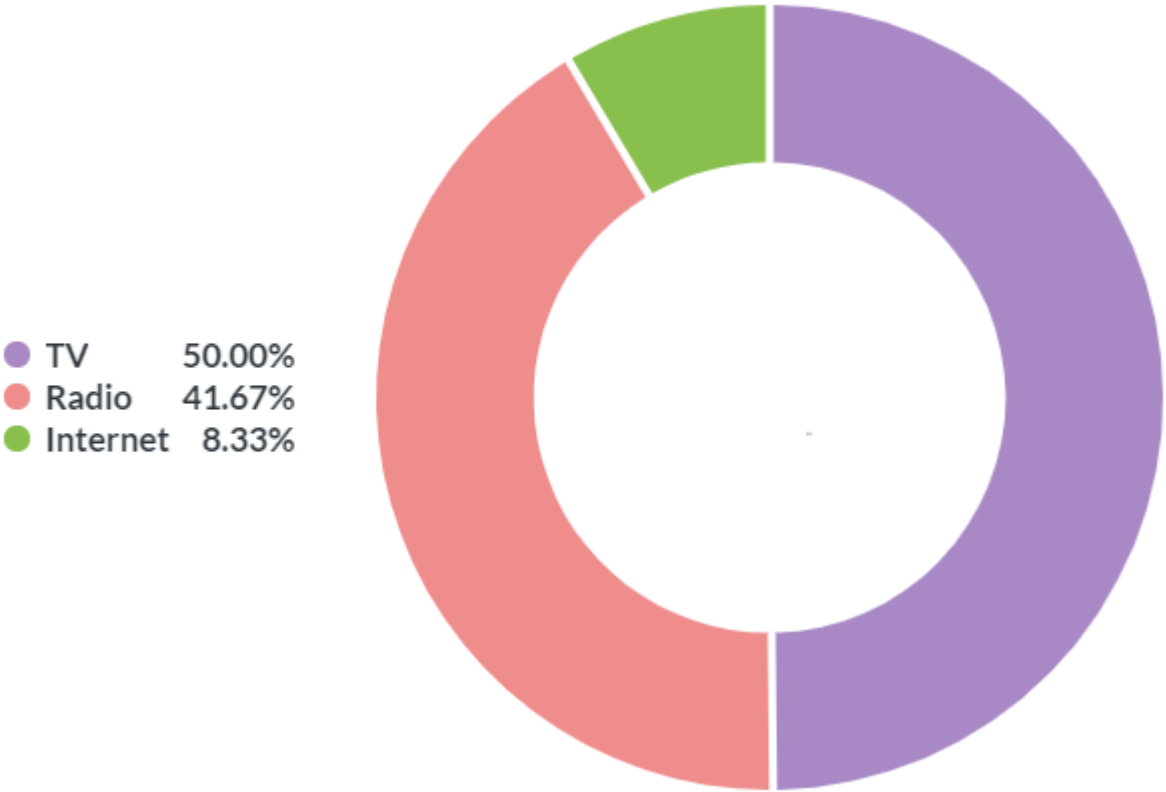
- ❑ Machakos governor Alfred Mutua appeals to judiciary to expedite graft cases
- ❑ Wakazi wa Kajiado waelezea matumaini yao, wasema dawa ni ufisadi kuangamizwa
- ❑ Biggest threat to devolution is corruption in the Counties - Wetangula
- ❑ DCI summons two companies over peripheral cargo storage tenders
- ❑ Kiambu county commissioner warns market contractors
- ❑ Govt seeks UN Convention Against Corruption enforcement to repatriate stolen wealth
- ❑ DCI summons two companies over peripheral cargo storage tenders
- ❑ Raila says won't relent on calls for accountability in 2020
- ❑ Biggest enemy of devolution is corruption; CS wamalwa
- ❑ Audit reports reveal financial rot in Kitui, Machakos counties
- ❑ President Uhuru has been advised not to get lenient on the fight against corruption
- ❑ Defining moments in 2020 as President Uhuru expected to intensify war on graft
- ❑ Viongozi wa kidini watakiwa wahamasishe jamii kuhusu ufisadi
- ❑ Council of Imams say some governors are misusing public funds on new year's celebrations
- ❑ CS Wamalwa wants legal action taken against governors tied to corruption
- ❑ Sonko suffers setback as High Court allows impeachment bid
- ❑ Mradi wa ujenzi shule uliokwama mwatate eneo la bura wapata miaka mitano sasa
- ❑ Chamber of Commerce and Industry alleges fraud in Sh296 million roads tenders
- ❑ Port of Graft: Another subsidiary company linked to Gideon Moi, wife Zahra investigated
- ❑ Reckless politicking risks derailing anti-graft war say Kisii leaders

Youth Unemployment

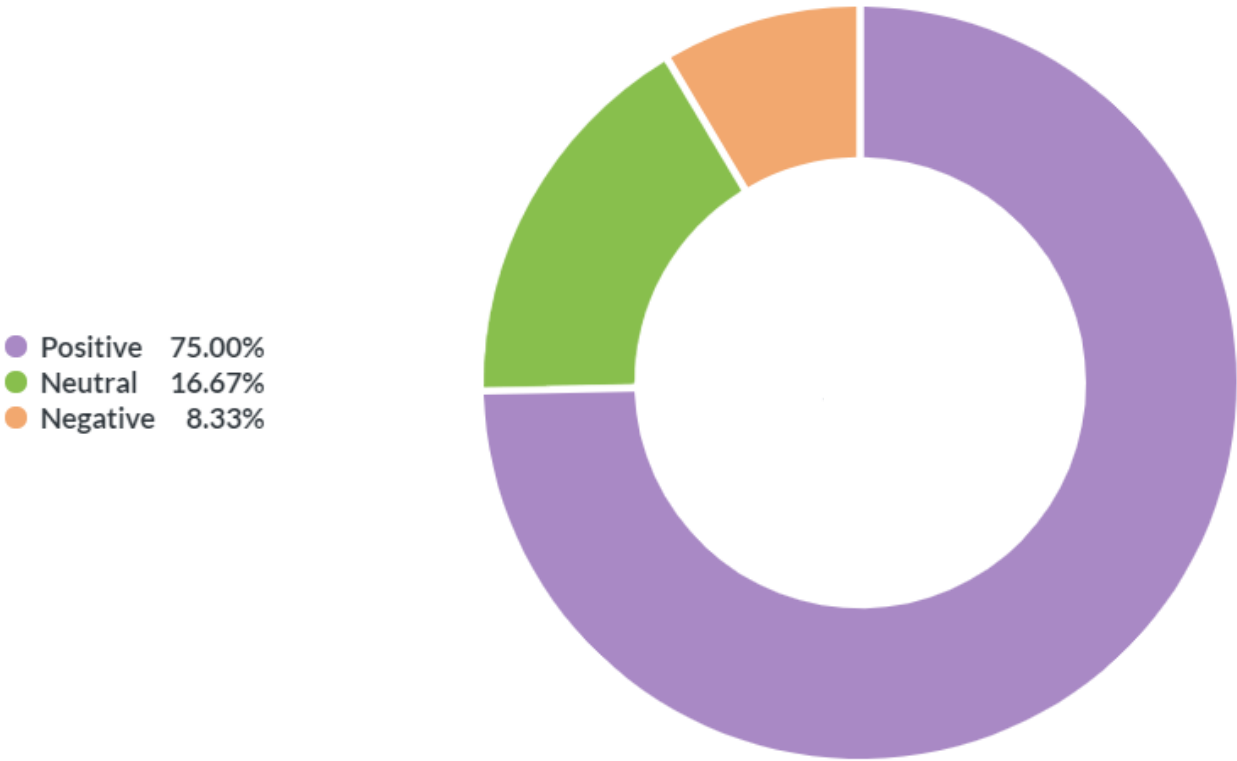
18
of stories

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

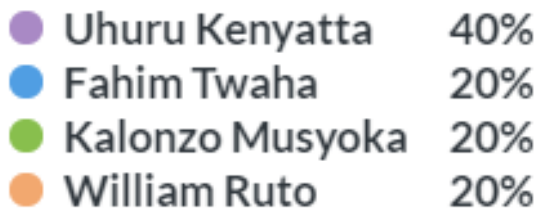
Media Share



Tonality



Key Personalities Covered: Youth Unemployment

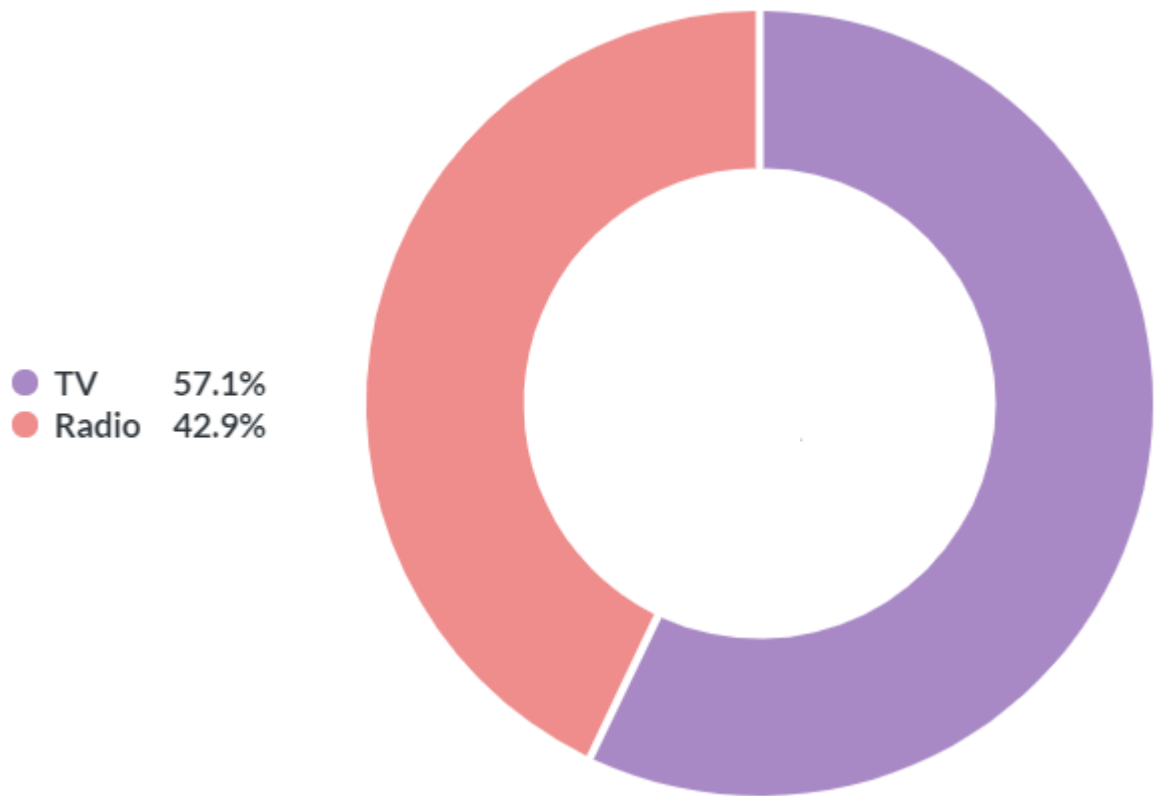


- ❑ Youth encouraged to participate in sports as a way to nurture talent
- ❑ Youth urged not to turn down any job if they have no other alternative
- ❑ Centum security subsidiary to train 24,000 youth for jobs
- ❑ Presidents Uhuru bows to the pressure, appoints seven youths in cabinet reshuffle
- ❑ Austerity measures taken by the government in the last few years have derailed plans to train one million youths for online jobs
- ❑ Youth in Maara asks local leaders to remember them in projects
- ❑ Nadia Ahmed mmoja wa vijana walioteuliwa na Rais Uhuru kwa kazi kubwa asimulia alivyo shangazwa
- ❑ Naming youth to state jobs positive move
- ❑ Governor Twaha reveals plans for youths in Lamu to secure jobs at the new Lapsset corridor project
- ❑ Kalonzo Musyoka - Mombasa county should be declared a free port for youth employment
- ❑ DP William Ruto says the Jubilee dream is to create job opportunities for the youth of Kenya
- ❑ Unemployment rates has increased with 18.1% therefore 2.6 millions Kenyans do not have employment
- ❑ Number of unemployed in Kenya to go up
- ❑ President Uhuru and German President Walter launch 4.29 billion shillings youth empowerment vocational training program
- ❑ More 2.7 million Kenyans are unemployed and the figures are rising
- ❑ Youth in Busia county urged to go back to school to get empowered

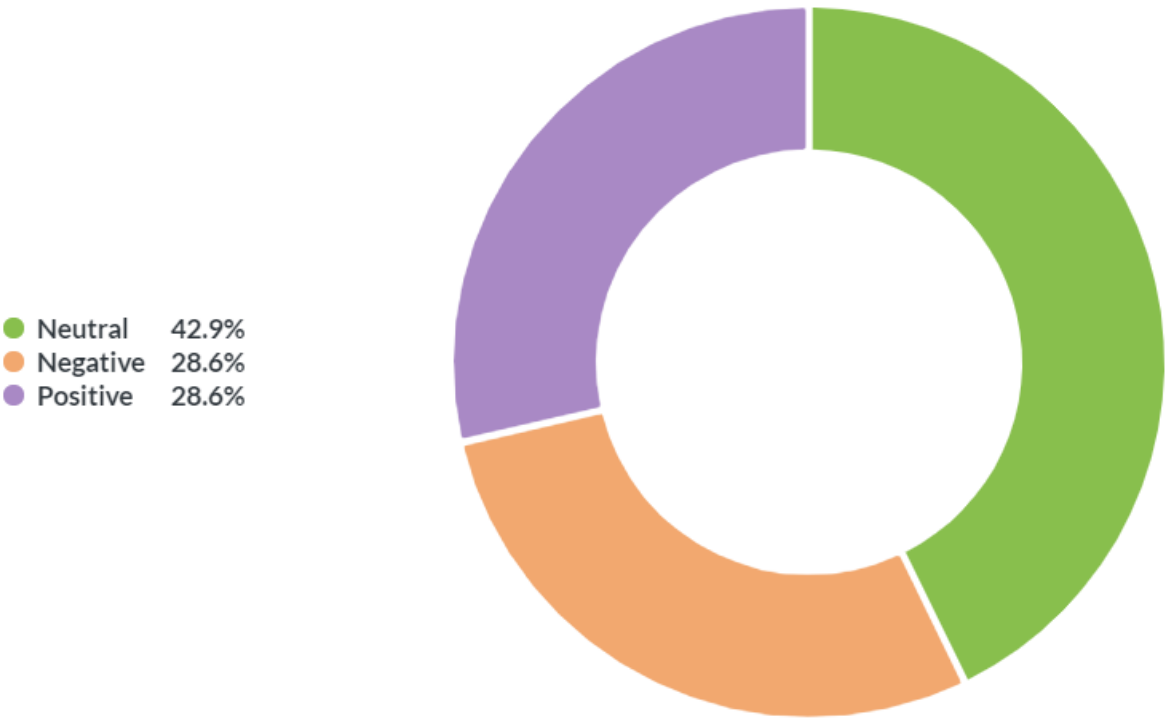
20
of stories

- ❑ The tonality for these stories was mostly neutral.
- ❑ Majority of the stories were from TV stations.

Media Share



Tonality



Key Personalities Covered: **Jobs**

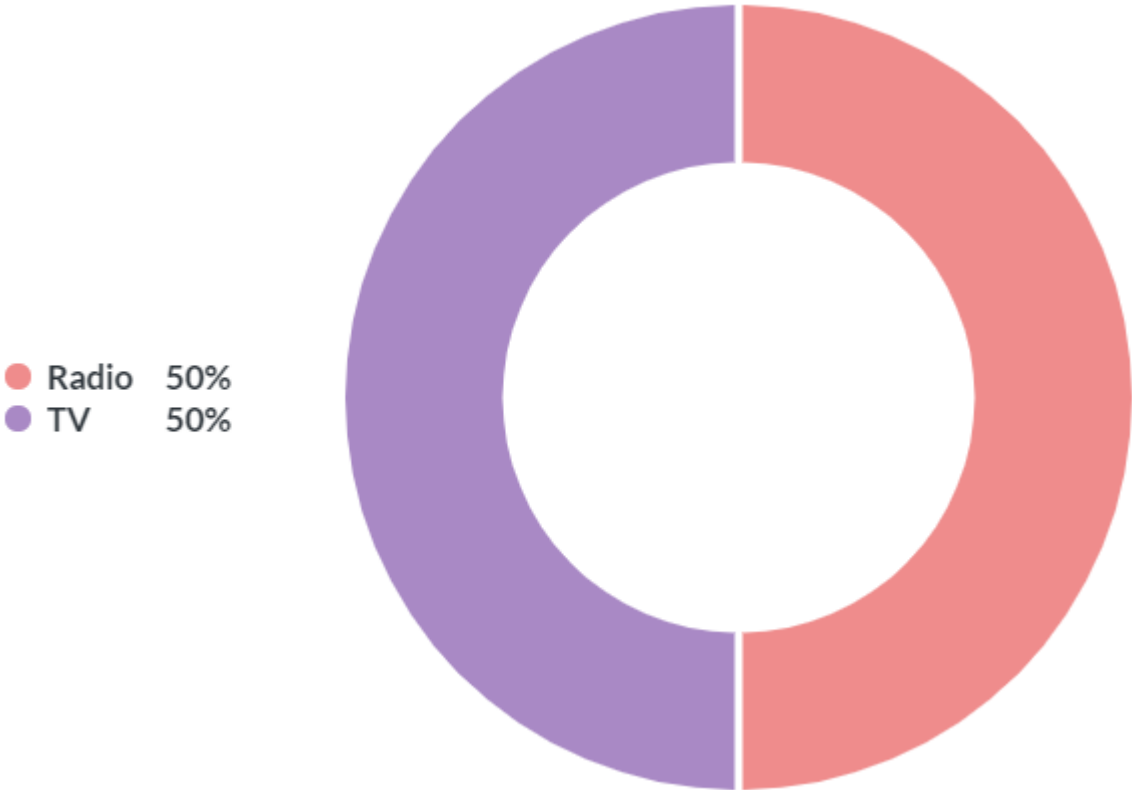
- ❑ Group of Amazon employees say that the company is threatening to sack them for speaking out on Environmental issues
- ❑ Kendi Ntwiga Nderitu appointed country manager for Kenya Microsoft operations
- ❑ Sameer Africa to lay off 52 employees
- ❑ Youths who are jobless are advised to take farming serious since it has a lot of profit
- ❑ More than four thousand youths appear for job interview in kakamega.
- ❑ Mombasa youth urged to use social media to benefit them economically.
- ❑ Tullow Oil to sack 40% of its workforce

Tribalism/Ethnicity

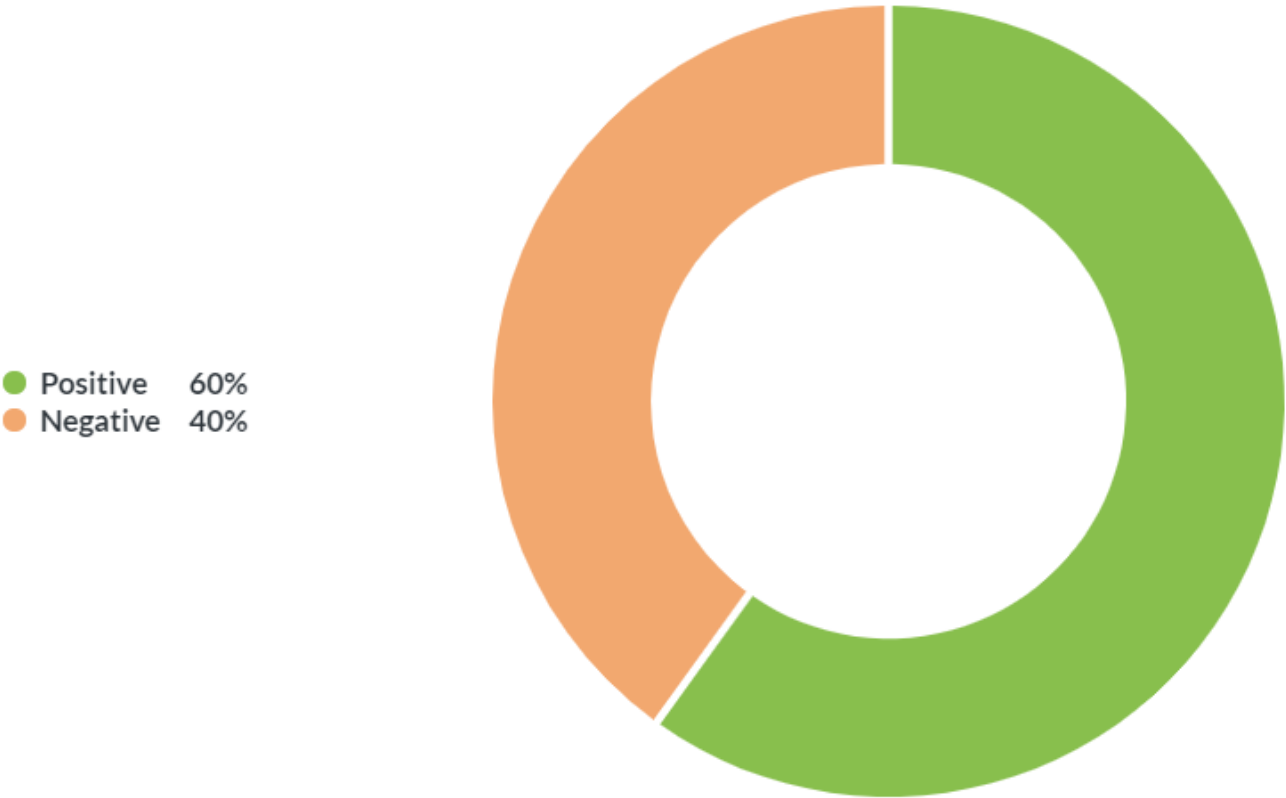
11
of stories

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

Media Share



Tonality



Key Personalities Covered: Tribalism/Ethnicity

● William Ruto 100%

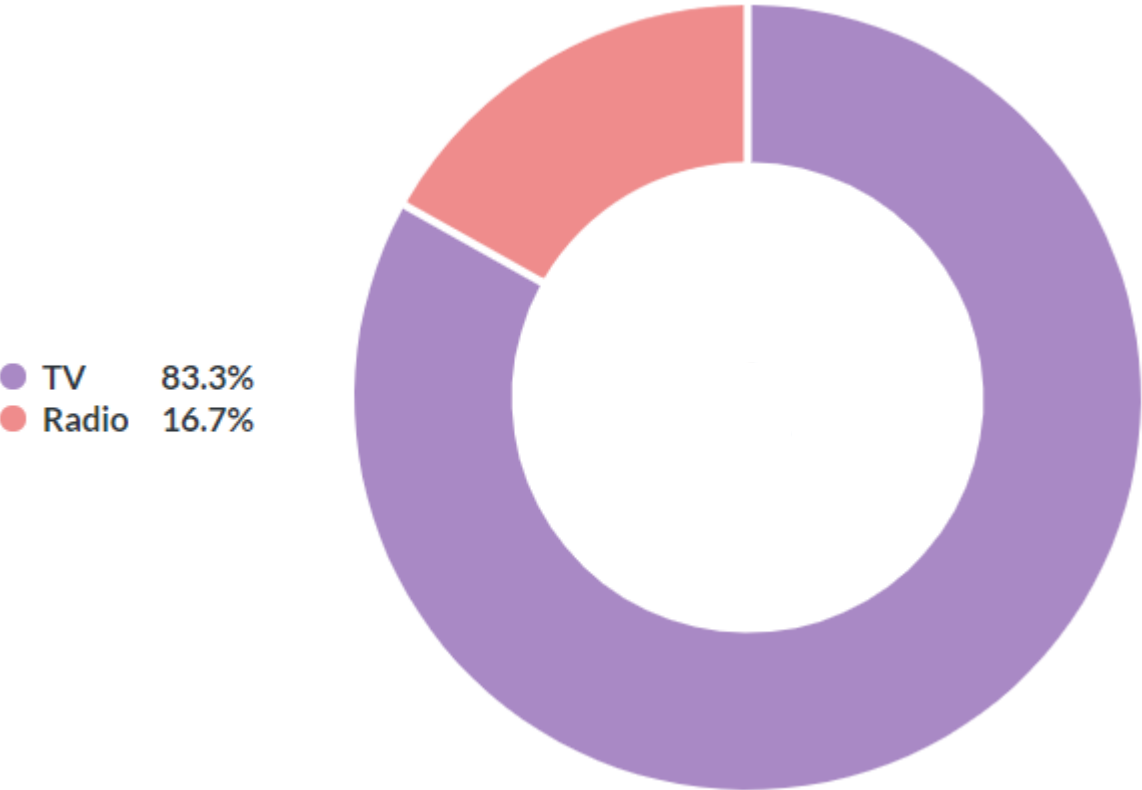
- ❑ Matiang'i urges Kisii and Luo leaders to shun divisive politics
- ❑ DP Ruto accuses politicians trying to take Kenya back to ethnicity
- ❑ Uwiano wa Kitaifa: Wanasiasa ndio wanavuruga umoja wa Wakenya – Muthiora
- ❑ Father and son killed in Baragoi, Samburu in fresh tribal clashes
- ❑ Catholic priests in the North Rift have overseen a peace agreement between the Pokot and Marakwet communities
- ❑ NCIC will not spare any politician spreading hate speech.
- ❑ Deputy president has warned politicians against spreading tribalism and disunity.
- ❑ Ethnic violence would reduce if the communities could embrace education
- ❑ Chaos Rock Ruto's Murang'a Function
- ❑ Two die as Siaya, Kakamega youths fight over cattle theft in Mumias

Food Security

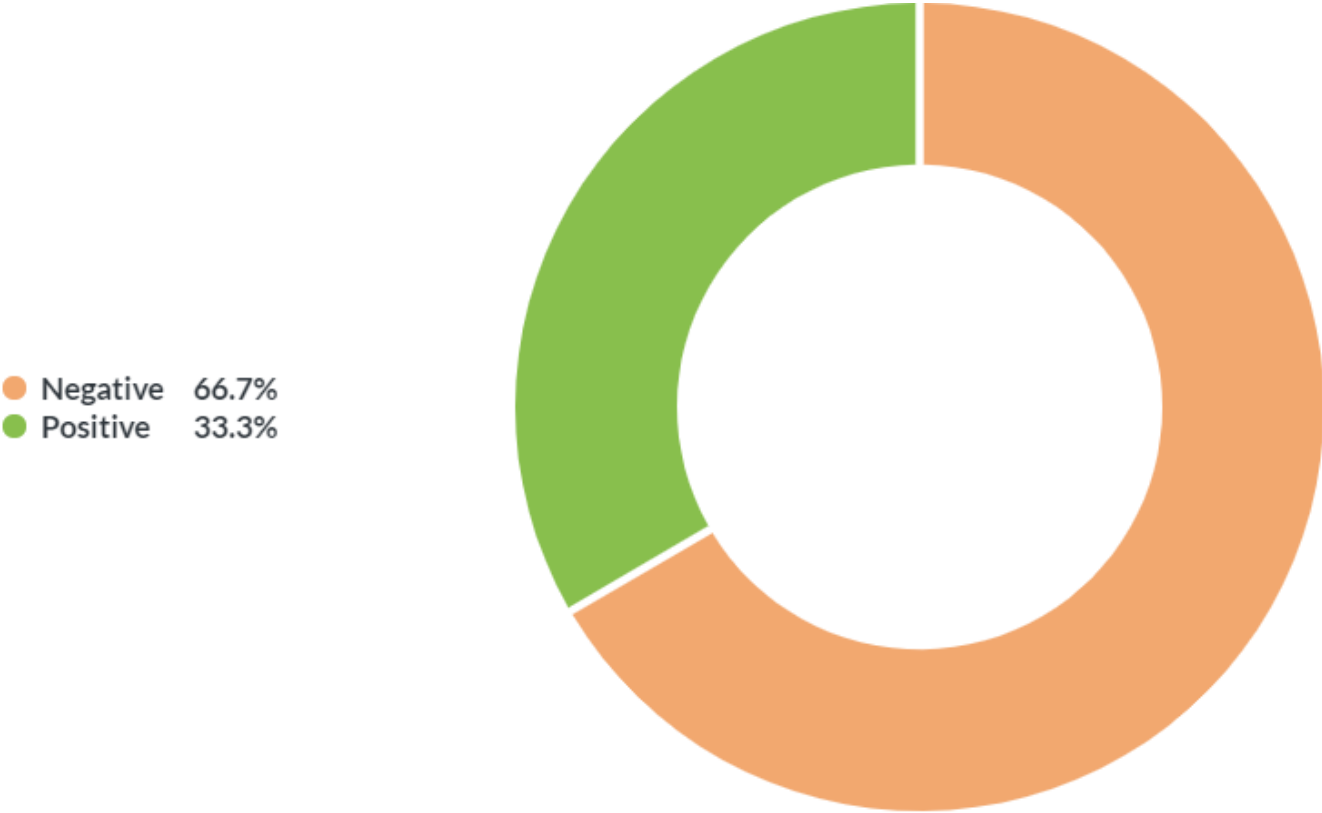
12
of stories

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

Media Share



Tonality



Key Personalities Covered: Food Security

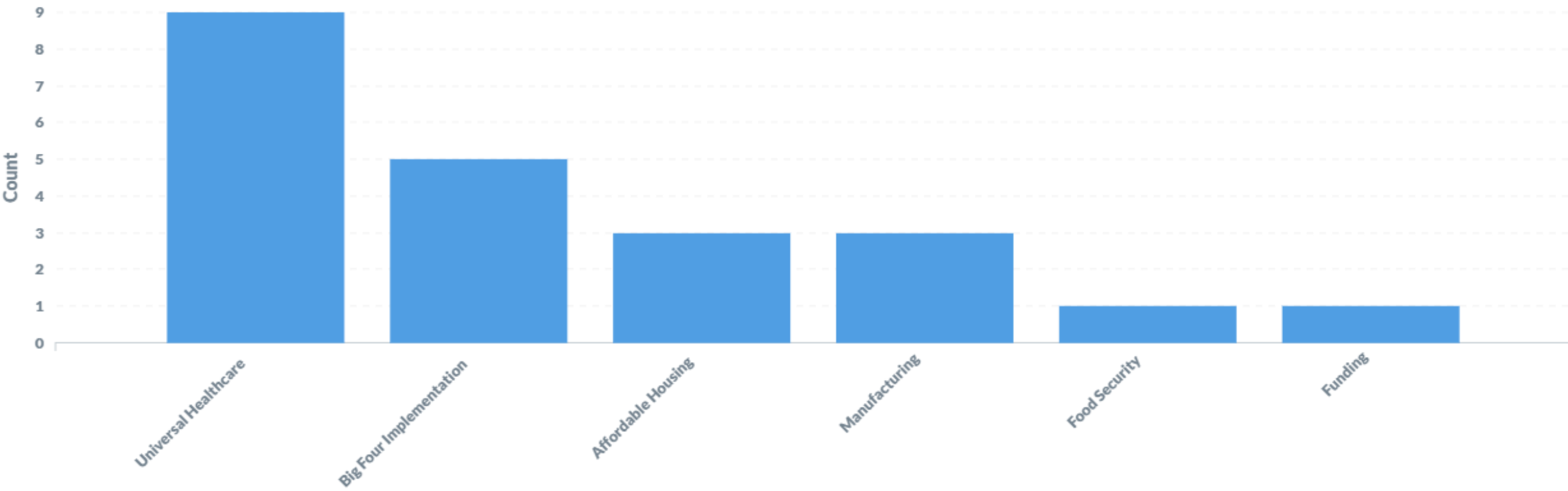
● Uhuru Kenyatta 100%

- ❑ President Kenyatta issues directives to address issues in Agriculture
- ❑ Rais Uhuru Kenyatta atoa maagizo mapya kusaidia wakulima
- ❑ Food security threat as Locusts swarm across Kenya
- ❑ Kenya Under Threat of Food Shortage Due to Locust Invasion
- ❑ Desert locusts pose a great threat to food security in Africa
- ❑ Food production expected to decline in the country
- ❑ Kibwezi residents are counting loses after elephants destroyed their crops.
- ❑ A lot needs to be done to achieve food security in the country
- ❑ Kenya Listed Among Food Insecure Countries In Global Hunger Report
- ❑ The government is looking for ways to ensure disadvantaged Kenyans are getting food at affordable prices
- ❑ North Rift maize farmers worry about the government's plan of importing maize in the country

Sub-theme Analysis: Big Four Agenda

31
of stories

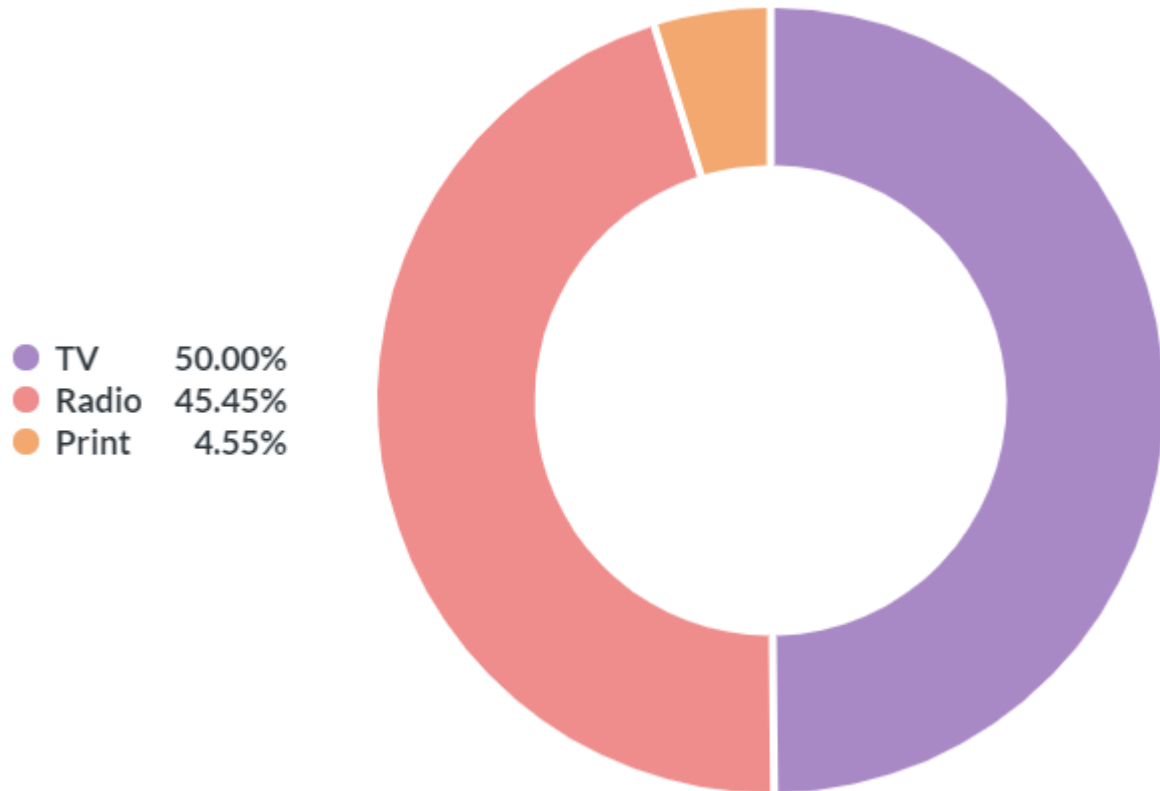
Most of the coverage on big four agenda was concerning universal healthcare.



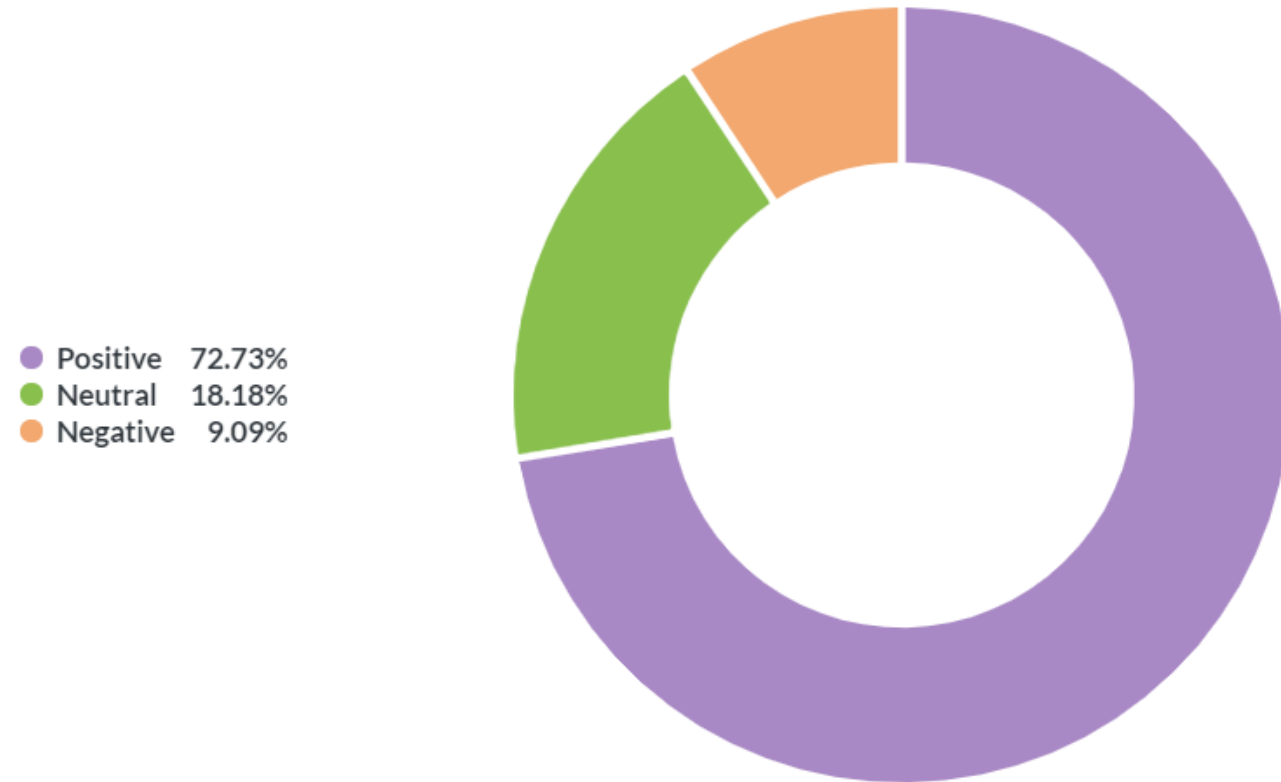
Big Four Agenda

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

Media Share



Tonality



Key Personalities Covered: **Big Four Agenda**

| | |
|-------------------------|--------|
| ● Uhuru Kenyatta | 71.43% |
| ● Aden Duale | 7.14% |
| ● Margaret Kobia | 7.14% |
| ● Onesmus Muthomi Njuki | 7.14% |
| ● William Ruto | 7.14% |

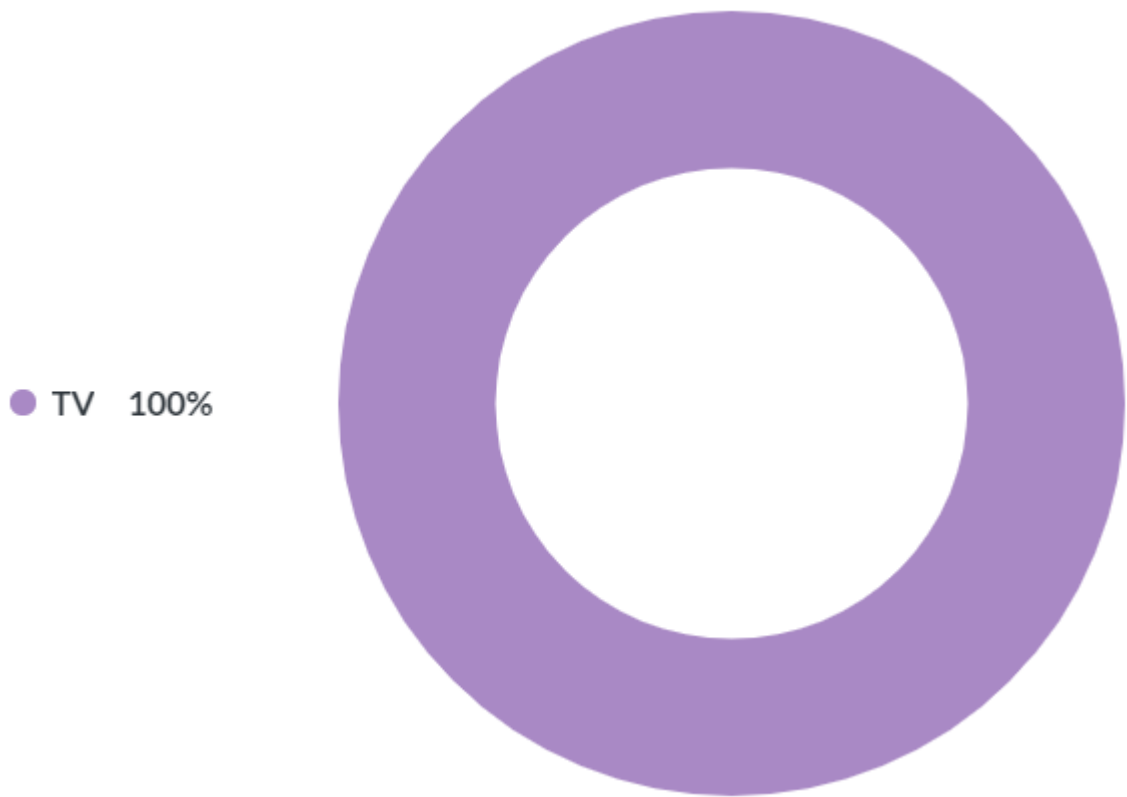
- ❑ Parliamentary budget Committee to hold meeting with healthcare stakeholders on the universal healthcare
- ❑ Health Ministry seeks 4,000 interns to implement UHC, improve services in counties
- ❑ Food production expected to decline in the country
- ❑ Ruto warns that BBI politics is shadowing the Big 4 Agenda
- ❑ CS Margaret Kobia urges varsities to support Big Four
- ❑ The ministry of health start the process of up scaling the universal health coverage
- ❑ Tharaka Nithi county government co signs an MoU with the national government to go full scale with the Universal Health Care
- ❑ 11 counties signs an agreement to offer free Universal Health Care
- ❑ 4,000 interns to be hired for UHC nationwide roll out
- ❑ 228 units under the affordable housing agenda completed
- ❑ President Uhuru Kenyatta shifts focus to his development agenda
- ❑ State to construct 4,400 houses in Soweto, Kibera, in 3 months
- ❑ Duale urges American companies to invest in Kenya's Big Four agenda
- ❑ President Uhuru should drop 3 of the big 4 agenda and focus on Universal Health Care - Odote
- ❑ Government to deliver 483,000 housing units
- ❑ Progress of Big 4 Agenda top priority as President Kenyatta meets Governor
- ❑ Small scale farmers to get loans from government revolving fund kit

Affordable Housing

5
of stories

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

Media Share



Tonality



Key Personalities Covered: **Affordable Housing**

● Uhuru Kenyatta 100%

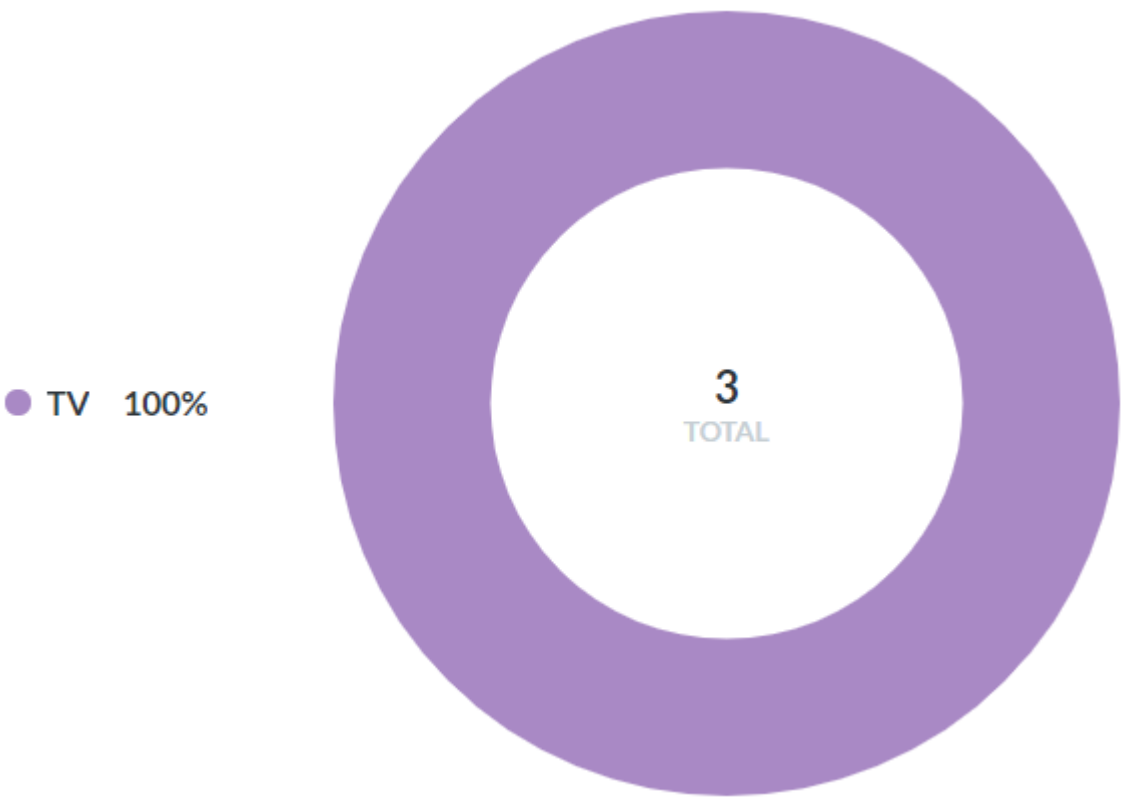
- ❑ 228 units under the affordable housing agenda completed
- ❑ State to construct 4,400 houses in Soweto, Kibera, in 3 months
- ❑ Government to deliver 483,000 housing units
- ❑ Ngara residents moved to allow the building of 1800 affordable houses
- ❑ You will wait longer to own a house under the government's affordable houses projects

Manufacturing

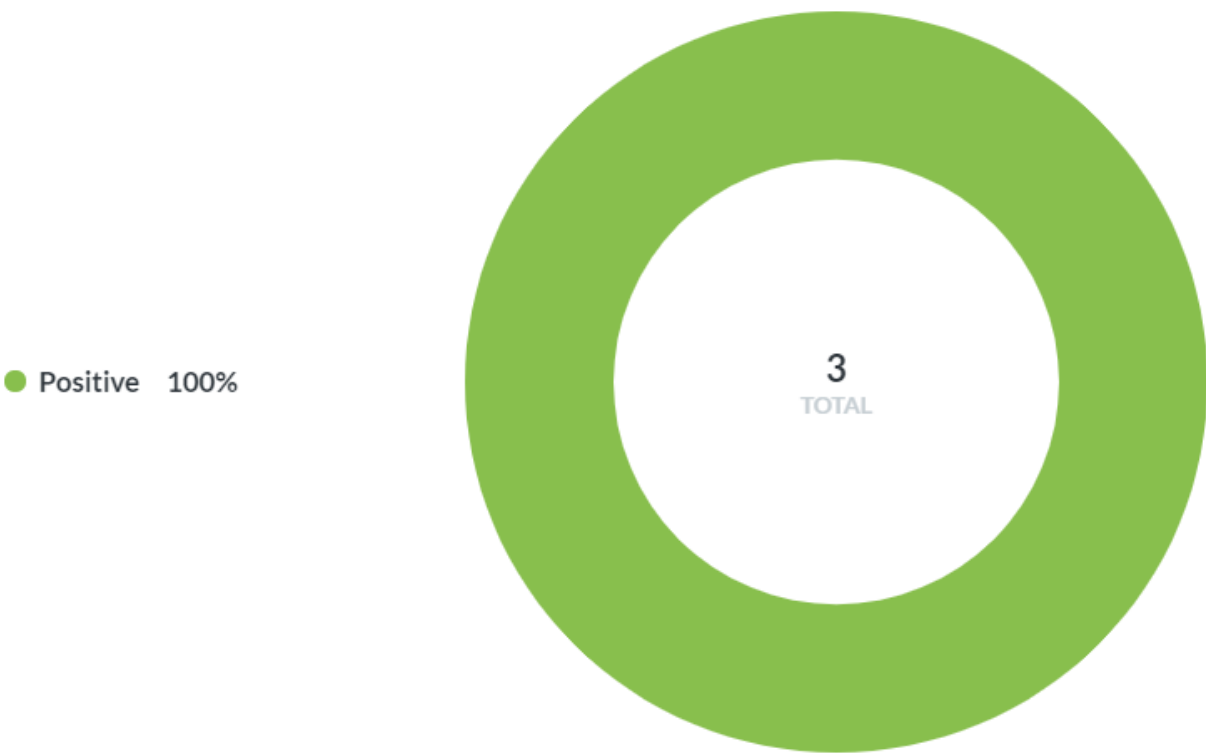
3
of stories

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

Media Share



Tonality



Key Personalities Covered: **Manufacturing**

● Uhuru Kenyatta 100%

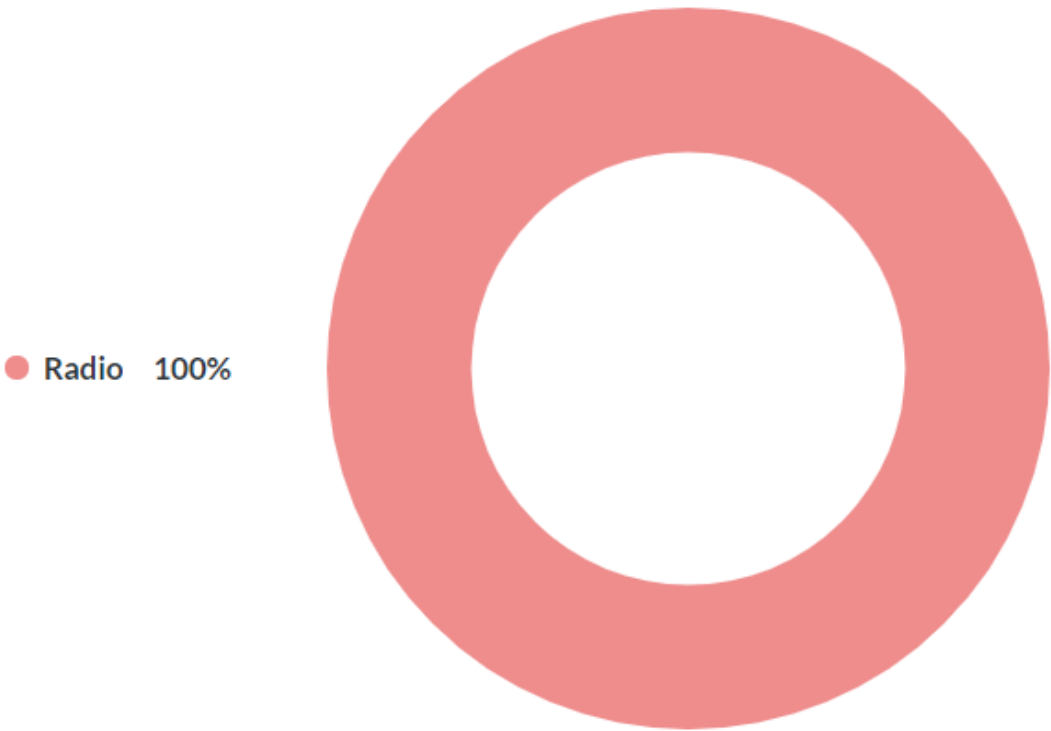
- ❑ President Uhuru expected in Nakuru to launch Simba cement that will employ over 1000 people
- ❑ Uhuru presides over opening of Ksh 5.8bn cement factory
- ❑ National Cement opens fifth plant in Salgaa, Nakuru

Universal Health Coverage

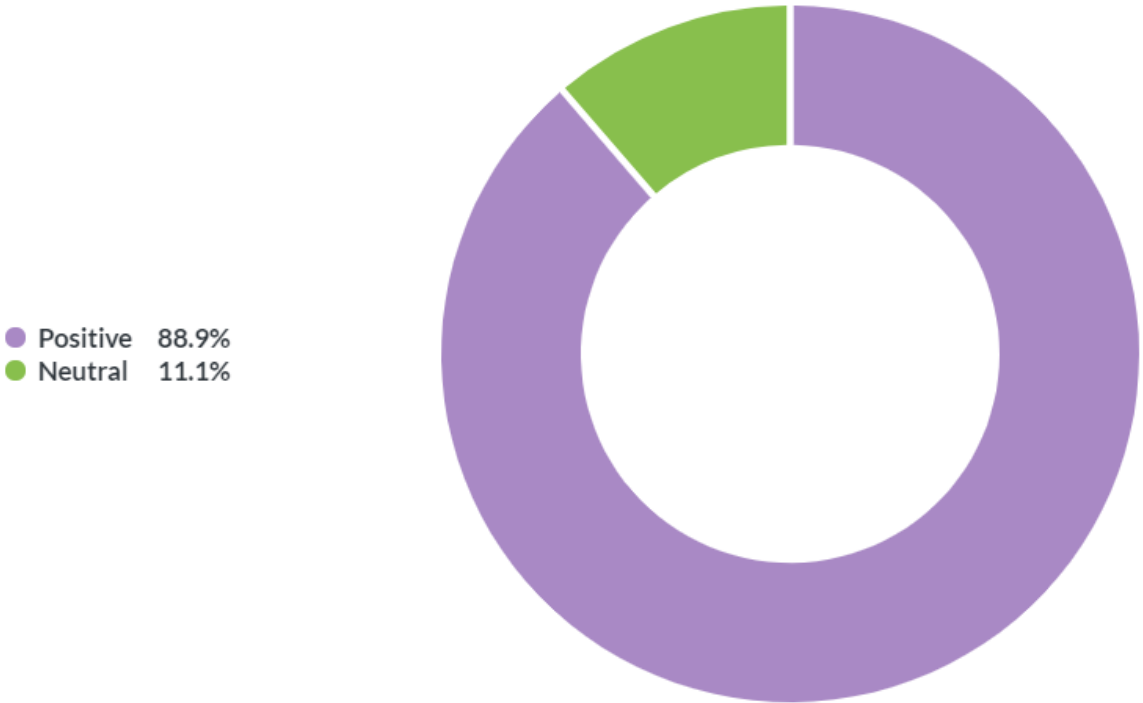
12
of stories

- ☐ 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**

● Onesmus Muthomi Njuki 50%
● Uhuru Kenyatta 50%

- ❑ Health Ministry seeks 4,000 interns to implement UHC, improve services in counties
- ❑ The ministry of health starts the process of up scaling the universal health coverage
- ❑ Tharaka Nithi county government co signs an MoU with the national government to go full scale with Universal Health Care
- ❑ Former Health CS Sicily says that govt to pump more money into the universal health care
- ❑ Former Health CS Sicily says that govt should pump more money into the universal health care
- ❑ 11 counties signs an agreement to offer free Universal Health Care
- ❑ 4,000 interns to be hired for UHC nationwide roll out
- ❑ Kenya On Course To Become A Regional Healthcare Hub, President Kenyatta Says
- ❑ Uhuru Directs Release Of Sh1bn From UHC Kitty To Enlist More Health Workers

Annexes: Social Media

Personality Analysis

Uhuru Kenyatta: Mentions

- ❑ There are total number of 9,816 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 31.9m.

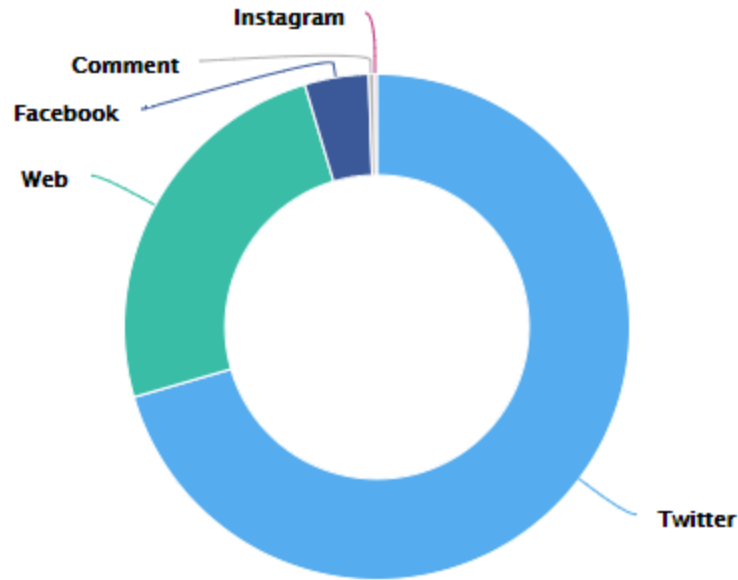
NUMBER OF MENTIONS

Uhuru Kenyatta

9,816

^ 26.51%

ALL SOURCES



TOTAL IMPRESSIONS

Uhuru Kenyatta

31,997,052

v -41.4%

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

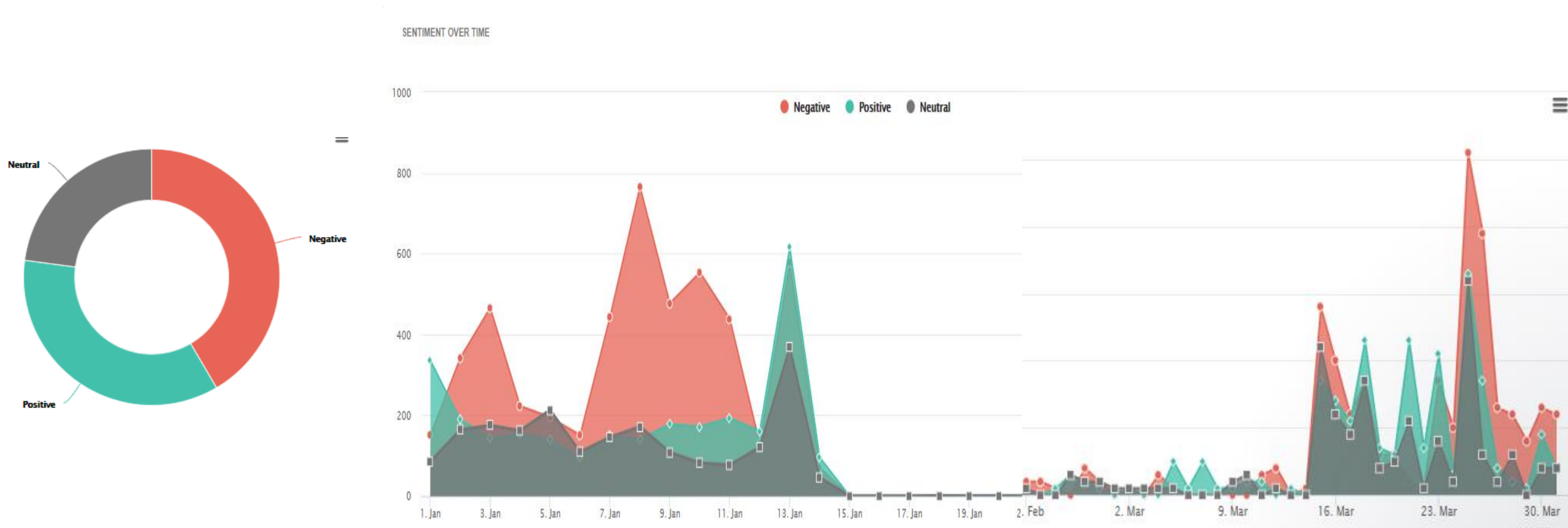
| | |
|---------------------|-----|
| HIVISASA.COM | 819 |
| HIVISASA.COM | 391 |
| STANDARDMEDIA.CO.KE | 387 |
| THE-STAR.CO.KE | 250 |
| KENYANS.CO.KE | 225 |
| TUKO.CO.KE | 203 |
| @HAKINGO | 193 |
| KENYANDIGEST.COM | 188 |
| KENYANTRIBUNE.COM | 147 |
| NATION.CO.KE | 141 |

TOP INFLUENCERS BY SOURCE

| Web | | Twitter | | Facebook | | Comment | |
|---------------------|-----|------------------|-----|---------------------------|-----|---------------------|----|
| HIVISASA.COM | 624 | @HAKINGO | 154 | HIVISASA.COM | 324 | KENYANS.CO.KE | 20 |
| STANDARDMEDIA.CO.KE | 275 | @MIGUNAMIGUNA | 127 | TUKO.CO.KE | 62 | STANDARDMEDIA.CO.KE | 20 |
| KENYANS.CO.KE | 208 | @TEAMMIGUNA | 88 | CORD EFFECT | 31 | | |
| THE-STAR.CO.KE | 202 | @KENYANS | 57 | CITIZEN TV KENYA | 28 | | |
| KENYANDIGEST.COM | 190 | @EMMANUELKIMTAI8 | 38 | ALLAFRICA.COM | 26 | | |
| TUKO.CO.KE | 180 | @NICHONASRI1 | 34 | DAIRY FARMERS FORUM - DFF | 25 | | |
| KENYANTRIBUNE.COM | 143 | @NDUNGUWAINAINA | 33 | THE STAR, KENYA | 24 | | |
| KENYAMOJA.COM | 132 | @CITIZEN_ALERT1 | 30 | KTN KENYA | 23 | | |
| PD.CO.KE | 129 | @MWANGP01 | 30 | CAPITAL FM KENYA | 20 | | |
| KENYA24NEWS.COM | 125 | @FAOSIEMO | 29 | NTV KENYA | 17 | | |

Uhuru Kenyatta: Sentiment Ratio

- ❑ The sentiments on Uhuru Kenyatta were mostly negative.



Uhuru Kenyatta: Sentiment Ratio

Sample positive posts



Stress-free **Uhuru Kenyatta** message to Kikuyu locals in Murang'a "I used to send them to launch projects like electricity but they concentrated on politics..I will now come alone to launch those projects." Sasa Ruto atafanya nini tena 😡 khalwale atakula wapi 🧑 #SabinaChegeToRuto <https://t.co/keUiThzOaq>

🐦 Amakanji Thomas 🇰🇪 13 days ago

REACH: 16,775 INTERACTIONS: 1,186 ENGAGEMENT RATE: 7.07% INFLUENCE: 4/10



President **Uhuru Kenyatta** today launched the construction of Shs 1.8 billion Naivasha to Njabini road. The upgrading of the 32 kilometre earth road to bitumen standard is expected to be complete by August 2022. <https://t.co/fV73nJ4EhG>

🐦 State House Kenya 🇰🇪 13 days ago

REACH: 48,274 INTERACTIONS: 329 ENGAGEMENT RATE: 0.68% INFLUENCE: 8/10



RT @DavidMalpassWBG: At the UK-Africa Investment Summit, I was glad to briefly discuss ongoing @WorldBank Group efforts w/Kenyan President **Uhuru Kenyatta**, Mozambican President Filipe Nyusi & Rwandan President @PaulKagame. I look forward to visiting President Kenyatta in Kenya soon. #InvestInAfrica <https://t.co/Hak0f5GTjN>

🐦 S. Kiminyio 🇰🇪 14 days ago

REACH: 142 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



Comment on kenyaans.co.ke

💬 kenyaans.co.ke 🇰🇪 11 days ago

This is the time president **Uhuru Kenyatta** should stand taller and above everyone and say "my people" and that's the gift he will be remember for.

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

Sample negative posts



President **Uhuru Kenyatta** is Trying to Kill Two Birds With One Stone..... I cannot Work, it can Never Work..He has to Choose One Bird. #DoMoreWithMPESA #WaitituSpeaks #SabinaChegeToRuto Mwalimu Rachael Ruto Raila #BBInKitui #FridayFeeling #FridayMotivation

🐦 Henry Orwa 🇰🇪 13 days ago

REACH: 49 INTERACTIONS: 2 ENGAGEMENT RATE: 4.12% INFLUENCE: 1/10



RT @yourspenfully: yaani, Kenyans are worried abt INCREASING #AlShabaab attacks, we are also under attack a NEW THREAT CALLED LOCUSTS & in response President **Uhuru Kenyatta** hits us with naming of #BBInonsense committee? this is Uhuru showing Kenyans middle finger. like we cud all die for he cares <https://t.co/MjRqk8GTdj>

🐦 #AintNobodyGotTime4ThisSh*t 🇰🇪 a month ago

REACH: 214 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @roanbirgen: **Uhuru Kenyatta** is in Mombasa strategizing his next move on Tanga Tanga. Karanja Kibicho is busy locking residential houses assigned to the DP. Matiang'i is Raila's altar boy masquerading with BBI shenanigans. IG Mutyambai is busy defying court orders. Al-shabaab are killing us.

🐦 Giggs Yule Moja 🇰🇪 a month ago

REACH: 256 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



RT @Camundih: Mr President **Uhuru Kenyatta**, Does your government really care about the needs of the millions of Kenyans struggling to eat, drink, pay rent, and educate? You think BBI & referendum but our problem is locusts, Joblessness, corruption, high taxation, poor health facilities, etc

🐦 kori 🇰🇪 a month ago

REACH: 39 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

William Ruto: Mentions

- ❑ There are total number of 5,389 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 18.6m.

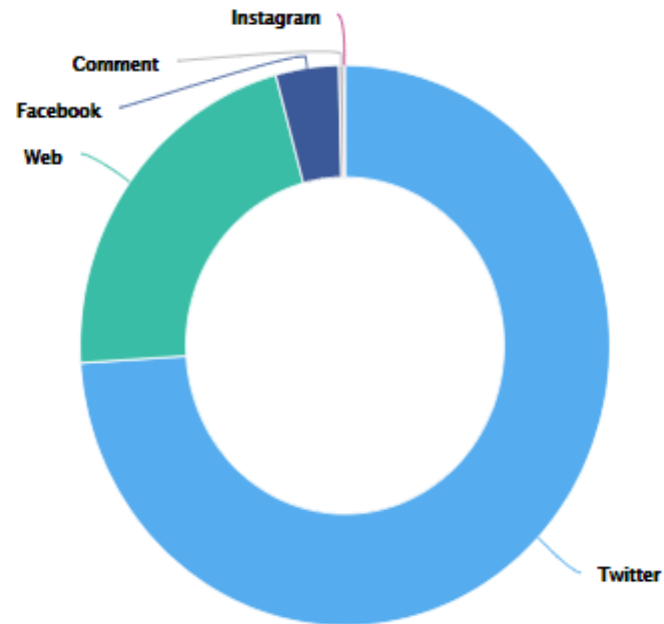
NUMBER OF MENTIONS

William Ruto

5,389

^ 30.64%

ALL SOURCES



TOTAL IMPRESSIONS

William Ruto

18,660,815

▼ -17.09%

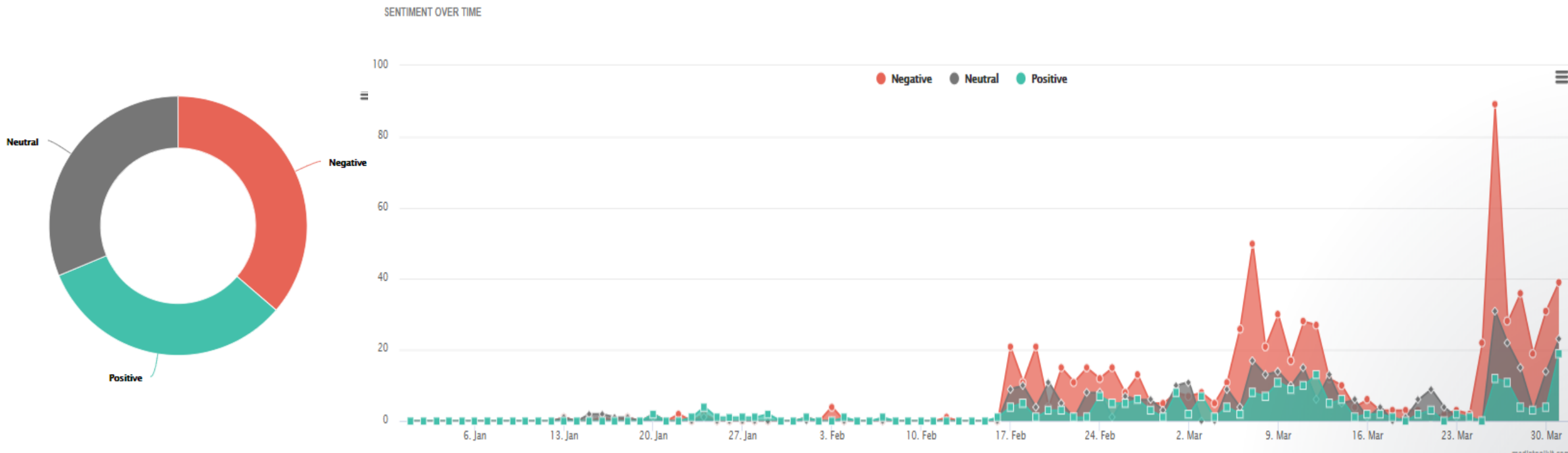
William Ruto: Top Influencers

- ❑ 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 | 410 | HIVISASA.COM | 394 | HIVISASA.COM | 183 | @VICTORMOCHERE | 56 |
| HIVISASA.COM | 187 | STANDARDMEDIA.CO.KE | 140 | TUKO.CO.KE | 35 | @HAKINGO | 52 |
| STANDARDMEDIA.CO.KE | 168 | THE-STAR.CO.KE | 116 | CORD EFFECT | 33 | @JUSTONDIEKI | 39 |
| THE-STAR.CO.KE | 118 | KENYAMOJA.COM | 97 | CAPITAL FM KENYA | 25 | @KAZYBOTT | 36 |
| TUKO.CO.KE | 99 | TUKO.CO.KE | 97 | CITIZEN TV KENYA | 23 | @_GEORGY__ | 27 |
| KENYAMOJA.COM | 97 | KENYANREPORT.COM | 89 | DAILY NATION | 16 | @KENYANS | 26 |
| KENYANS.CO.KE | 83 | KENYANDIGEST.COM | 84 | KTN KENYA | 13 | @THE_SENATOR045 | 24 |
| NATION.CO.KE | 79 | KENYANS.CO.KE | 82 | DAIRY FARMERS FORUM - DFF | 11 | @NOFNEWS_KENYA | 23 |
| KENYANDIGEST.COM | 77 | NATION.CO.KE | 73 | NTV KENYA | 11 | @ABOUD_AKASHA | 23 |
| KENYAN-POST.COM | 72 | KENYANTRIBUNE.COM | 71 | THE STAR, KENYA | 9 | @UHURU2022 | 22 |

William Ruto: **Sentiment Ratio**

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



William Ruto: Sentiment Ratio

Sample positive posts

SONKO

Ndindi Nyoro, the Kiharu Member of Parliament has reaffirmed his support for Deputy President William Ruto's presidential ambition as 2022 succession politics takes shape. #NdindiNyoro #WilliamRuto
<https://sonkonews.com/jubilee-mp-ndindi-nyoro-william-ruto/> <https://t.co/8ASpV1m0zT>

 Sonko News  a month ago

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



The Deputy President H.E **William Ruto** will ascend to the Presidency in 2022 to put in order everything that was messed up. I and millions of Kenyans believe that he can make a good C-in-C. @WilliamsRuto @Oleltumbi

 Anthony Kibagendi  a month ago

REACH: 293 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



Kenyan is Behind The Deputy President Dr **William Ruto** who has continued to Win BANQUET of PRAISE and sympathy as a Matter of Choice for Presidential seat, He Is The Sure BET!weather ODM minions like it or Not @WilliamsRuto Is the Sure BET, Take it or BURST. <https://t.co/g57IMDQOcO>

 Yoana kimwele  a month ago

REACH: 237 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @KingFredAsira: Kenya's dp **William Ruto** has today decried the blatant disregard of court orders by the police, directing his anger to the opposition leader Raila Odinga for issuing orders from "above" which led the police to defy both the president and his deputy.

 Robert Gichuki10  a month ago

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

Sample negative posts



Pro-BBI MPs have taken a swipe at DP **William Ruto** over BBI remarks telling him to stop hiding behind ODM party leader Raila Odinga and face the President <https://www.the-star.co.ke/news/2020-01-13-ruto-hiding-behind-raila-to-fight-uhuru-junet>

 The Star, Kenya  a month ago

REACH: 49,237 INTERACTIONS: 27 ENGAGEMENT RATE: 0.05% INFLUENCE: 8/10



Personal loss for Waititu and Mwangi Kiunjuri is personal gain for DP **William Ruto**! Tangatanga now has two idle comrades and can be engaged anytime and anywhere without fear of victimisation from national govt! Viva!!

 THE TRUE PATRIOT KE  14 days ago

REACH: 235 INTERACTIONS: 6 ENGAGEMENT RATE: 2.55% INFLUENCE: 2/10



RT @Tuko_co_ke: .@JubileePartyK @TheODMparty Tension between Tanga Tanga and Kieleweke has been heightened by reports that Deputy President **William Ruto** was locked out of his official residence in Mombasa. Battle lines are being drawn. #UhuruKenyatta #Ruto #BBIRreport <https://t.co/eAq3neUGli>

 Jakob_O  a month ago

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



Your Deputy **William Ruto**; at one point promised free internet in every ward. 2020 now, most public offices don't have free WiFi @WilliamsRuto <https://t.co/mTvlv2TdsW>

 The Senator KE  a month ago

REACH: 1,812 INTERACTIONS: 63 ENGAGEMENT RATE: 3.91% INFLUENCE: 4/10

Raila Odinga: Mentions

- ❑ There are total number of 5,657 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 23.8m.

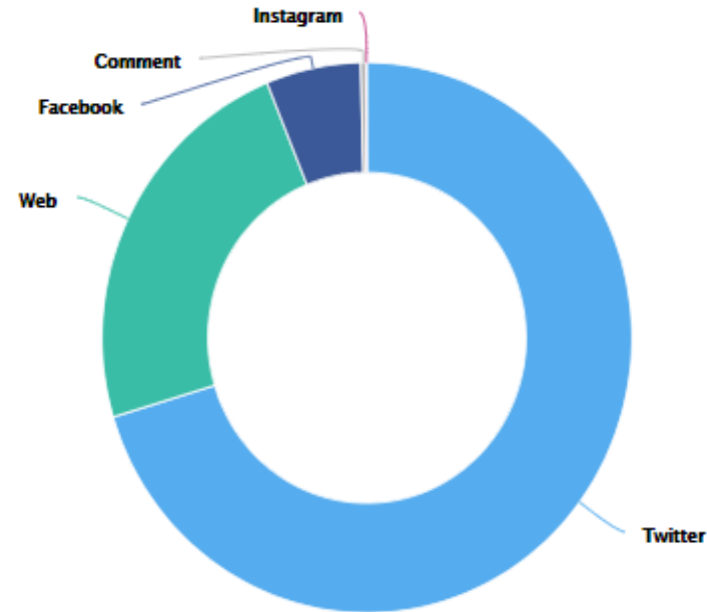
NUMBER OF MENTIONS

Raila Odinga

5,657

▲ 46.86%

ALL SOURCES



TOTAL IMPRESSIONS

Raila Odinga

23,802,177

▼ -5.72%

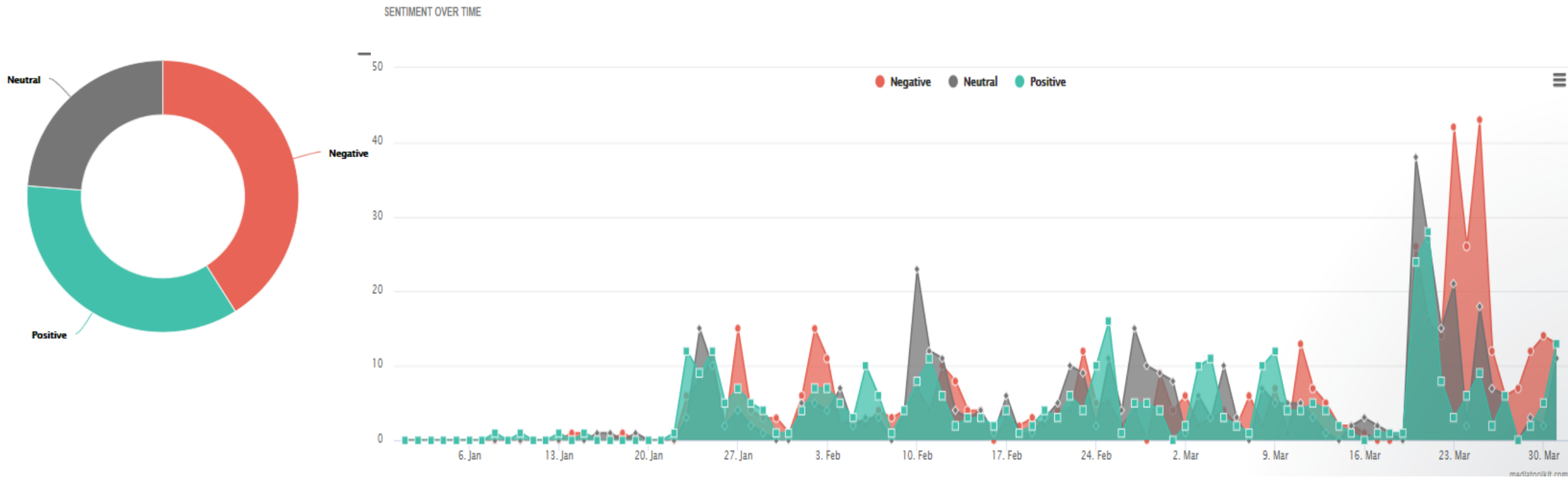
Raila Odinga: Top Influencers

- ❑ 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 | | Twitter | | Facebook | | Comment | |
| HIVISASA.COM | 456 | HIVISASA.COM | 406 | @HAKINGO | 96 | HIVISASA.COM | 161 | KENYANREPORT.COM | 6 |
| STANDARDMEDIA.CO.KE | 215 | STANDARDMEDIA.CO.KE | 188 | @MIGUNAMIGUNA | 57 | TUKO.CO.KE | 46 | KENYANS.CO.KE | 6 |
| THE-STAR.CO.KE | 199 | THE-STAR.CO.KE | 178 | @SIMBAJOSEPH | 48 | CORD EFFECT | 44 | STANDARDMEDIA.CO.KE | 6 |
| HIVISASA.COM | 169 | TUKO.CO.KE | 158 | @KENYANS | 40 | NTV KENYA | 36 | | |
| TUKO.CO.KE | 169 | KENYANDIGEST.COM | 135 | @TEAMMIGUNA | 39 | CITIZEN TV KENYA | 30 | | |
| KENYANDIGEST.COM | 135 | KENYANS.CO.KE | 89 | @WACHODHOLUO | 29 | THE STAR, KENYA | 19 | | |
| KENYANS.CO.KE | 95 | KENYA24NEWS.COM | 87 | @CAPTAINDOMINICO | 28 | KTN KENYA | 15 | | |
| @HAKINGO | 93 | KENYANTRIBUNE.COM | 87 | @VICTORMOCHERE | 28 | KTN NEWS KENYA | 12 | | |
| NATION.CO.KE | 84 | NATION.CO.KE | 74 | @KERRYKESH | 28 | ODM RELOADED | 11 | | |
| KENYA24NEWS.COM | 83 | DAILYACTIVE.INFO | 73 | @OMONDIL_ | 27 | THE ODM PARTY | 8 | | |

Raila Odinga: **Sentiment Ratio**

❑ Most of the sentiments on Raila Odinga were negative.



Raila Odinga: Sentiment Ratio

Sample positive posts



Raila urges Kenyans to adhere to gov't directives on COVID-19

kenymojo.com 17 days ago

Raila urges Kenyans to adhere to gov't directives on COVID-19 ODM leader Raila Odinga and ANC boss Musalia Mudavadi have called on Kenyans to comply with the measures instituted by the government to stop the spread of coronavirus. While wishing those

REACH: 1,356 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 6/10



RT @JunetMohamed: We are confident that the path H.E Uhuru Kenyatta and H.E Raila Odinga took, though uncharted, will lead us home. We are also confident that history will absolve these moments. #Handshake #BBI #ForwardTogether @HassanAliJoho @WehliyeMohamed @DonaldBKipkorir <https://t.co/JT2BJgK1IG>

Kennedy Wanyonyi a month ago

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



RT @JKNjenga: Raila Odinga is the survivor of Kenya's politics. Most of his peers have retired, and he'll probably outlast all the current ones. His ability to reinvent himself after every setback is his strength. Even at 90, he'll still be around - demanding free and fair elections.

fast FORWARD a month ago

REACH: 76 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @RICHIESTORN: Today, #Punchline gonna be hot🔥🔥The BBI team which was assembled by President Uhuru Kenyatta and Raila Odinga, is expected to handover the draft that could recommend for constitutional amendments. <https://t.co/Ekljd07ffe>

Nicky Kemboi a month ago

REACH: 90 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @AmakanjiThomas: Raila odinga is an institution you can't wish away! Moses Kuria dared Baba to be sworn in and for sure Uhuru park was pregnant and in labour pains that day, he was sworn in and now he enjoys the trappings of power while he is crying wolf 🐺Hubris & umph <https://t.co/ksR24VPQoQ>

Steve Tosh a month ago

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

Sample negative posts



RT @DonaldBKipkorir: It is Friday TangaTanga MPs & the failed Politician have been paid their per diem to tag Raila Odinga in anything including that he caused BREXIT! Poverty of mind & pocket is existential threat to Kenya.

Jimmy Kwasi 13 days ago

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



RT @General_Waitina: President Uhuru Kenyatta told us Raila Odinga is a mad man, kīmūdū kīmūgūrūki. Now he's his best friend. From my two cents wisdom, a mad man can only attract another mad man. I'm not saying Jomo's son is mad but logic dictates so.

Eng. Geff Kinuthia a month ago

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



The manner in which the Building Bridges Initiative issues are being executed is a clear indication that this project is all about the political survival of President Uhuru Kenyatta and NASA leader Raila Odinga after 2022. #PressPass @MarkMasai

Governor The Dreamer a month ago

REACH: 115 INTERACTIONS: 5 ENGAGEMENT RATE: 4.33% INFLUENCE: 1/10



26. THE SOVEREIGN Was a REFENDUM held and the People of Kenya asked if they wanted BBI to be created and instituted? No Referendum was held. BBI was created by Uhuru Kenyatta, Raila Odinga and James Orengo without a POPULAR CONSULTATION. It is therefore ILLEGAL and FRAUDULENT.

Pinyulo Wacho Dholuo a month ago

REACH: 117 INTERACTIONS: 3 ENGAGEMENT RATE: 2.56% INFLUENCE: 2/10

Thematic Analysis: Social Media

Building Bridges: **Mentions**

- ❑ There are total number of 1,217 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 8.3m.

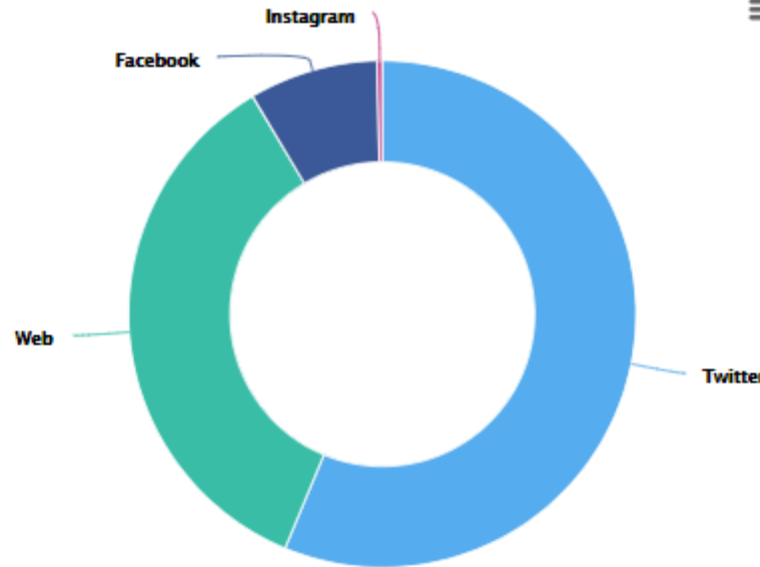
NUMBER OF MENTIONS

Building bridges initiative

1,217

▲ 4.11%

ALL SOURCES



TOTAL IMPRESSIONS

Building bridges initiative

8,371,043

▼ -20.8%

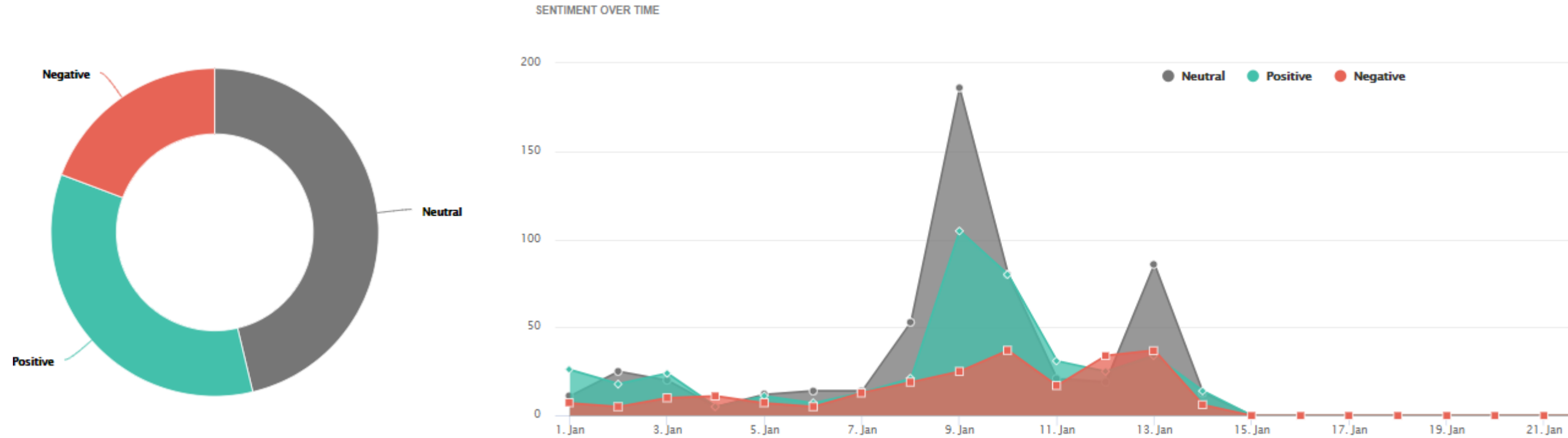
Building Bridges: Top Influencers

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

| TOP INFLUENCERS BY NUMBER OF MENTIONS | | TOP INFLUENCERS BY SOURCE | | | | | | | |
|---------------------------------------|-----|---------------------------|-----|------------------|----|-------------------------|----|----------------|---|
| | | Web | | Twitter | | Facebook | | Instagram | |
| STANDARDMEDIA.CO.KE | 107 | STANDARDMEDIA.CO.KE | 107 | @MACHOKAOFKIAMBU | 37 | HIVISASA.COM | 66 | CITIZENTVKENYA | 4 |
| HIVISASA.COM | 66 | THE-STAR.CO.KE | 59 | @SIMBAJOSEPH | 37 | CAPITAL FM KENYA | 10 | | |
| THE-STAR.CO.KE | 59 | PD.CO.KE | 48 | @GUSIISTADIUM | 31 | CITIZEN TV KENYA | 7 | | |
| PD.CO.KE | 48 | NATION.CO.KE | 46 | @STEVEJUNIORA | 30 | KTN KENYA | 6 | | |
| NATION.CO.KE | 46 | KENYAMOJA.COM | 43 | @KERRYKESH | 28 | TUKO.CO.KE | 6 | | |
| KENYAMOJA.COM | 43 | KENYANS.CO.KE | 28 | @OGARI_MTETEZI | 25 | THE STAR, KENYA | 4 | | |
| @MACHOKAOFKIAMBU | 37 | TUKO.CO.KE | 28 | @ASKARINIRAFIKI | 24 | CORD EFFECT | 2 | | |
| @SIMBAJOSEPH | 37 | CAPITALFM.CO.KE | 15 | @M_MLESS | 24 | KBC CHANNEL1 NEWS | 2 | | |
| @GUSIISTADIUM | 30 | ALLAFRICA.COM | 14 | @BUKENYIS | 21 | SOSPETER ODEKE OJAAMONG | 2 | | |
| @STEVEJUNIORA | 30 | KBC.CO.KE | 13 | @MISSCATE_ | 18 | GHETTO RADIO 89.5 | 1 | | |

Building Bridges: **Sentiment Ratio**

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



Building Bridges: Sentiment Ratio

Sample positive posts



RT @NdunguWainaina: #BBI taskforce mandate renewed to oversee the implementation of the **Building Bridges Initiative** Report to a United Kenya Taskforce Report. The committee has been directed to submit its comprehensive advice to the government by June 30, 2020.

Aly-Khan Satchu a month ago

REACH: 28,302 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 8/10



RT @milimaniaic: **Building bridges Initiative** (BBI) is a critical conversation in Kenya today. We have those who are for it, not sure about it or just not for it. As we continue with this national conversation, Allow me to walk with... <https://t.co/V6kSTBr3xx>

Erick Mutua a month ago

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



Mt Kenya governors are planning to hold a consultative forum in the region to drum up support for the **Building Bridges Initiative**. Martin Wambora, Mutahi Kahiga, Ndiritu Muriithi, Muthomi Njuki and Kiraitu Murungi were in support.

Kibra Finest #KOTLoyals a month ago

REACH: 353 INTERACTIONS: 9 ENGAGEMENT RATE: 2.55% INFLUENCE: 3/10



The **Building Bridges Initiative**: community-based providers, families, and youth coming together to improve outcomes. ... The **Building Bridges Initiative** (BBI) provides a framework for achieving positive outcomes for youth and families served in a country.

Thomas Ondieki a month ago

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

Sample negative posts



"The **Building Bridges Initiative** in as far as taking us to a referendum is unlawful." - Gladys Boss Shollei. #DayBreak

Nahashon Kimemia a month ago

REACH: 1,467 INTERACTIONS: 16 ENGAGEMENT RATE: 1.09% INFLUENCE: 5/10



RT @KiigenKoech: Kipchumba Murkomen recently said that @WilliamsRuto no longer has a role or responsibilities as the Deputy President. Where is DP Ruto to champion President Uhuru Kenyatta's **Building Bridges Initiative** in Kisii?! or has he abandoned his job as mtu wa mkono wa rais?! #BBlinKisii <https://t.co/SyudzmmZpE>

Duncan Dawa@ a month ago

REACH: 24 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @KiigenKoech: Kipchumba Murkomen recently said that @WilliamsRuto no longer has a role or responsibilities as the Deputy President. Where is DP Ruto to champion President Uhuru Kenyatta's **Building Bridges Initiative** in Kisii?! or has he abandoned his job as mtu wa mkono wa rais?! #BBlinKisii <https://t.co/SyudzmmZpE>

Duncan Dawa@ a month ago

REACH: 24 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @Governor_254: The manner in which the **Building Bridges Initiative** issues are being executed is a clear indication that this project is all about the political survival of President Uhuru Kenyatta and NASA leader Raila Odinga after 2022. #PressPass @MarkMasai

BAQTASH ABOUD AKASHA a month ago

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

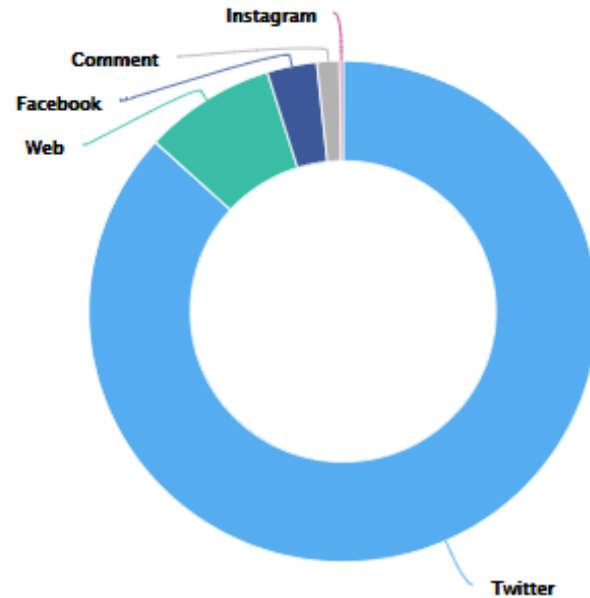
Handshake: **Mentions**

- ❑ There are total number of 2,680 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 5.3m.

NUMBER OF MENTIONS

Handshake
2,680
^ 6.43%

ALL SOURCES



TOTAL IMPRESSIONS

Handshake
5,327,450
v -52.49%

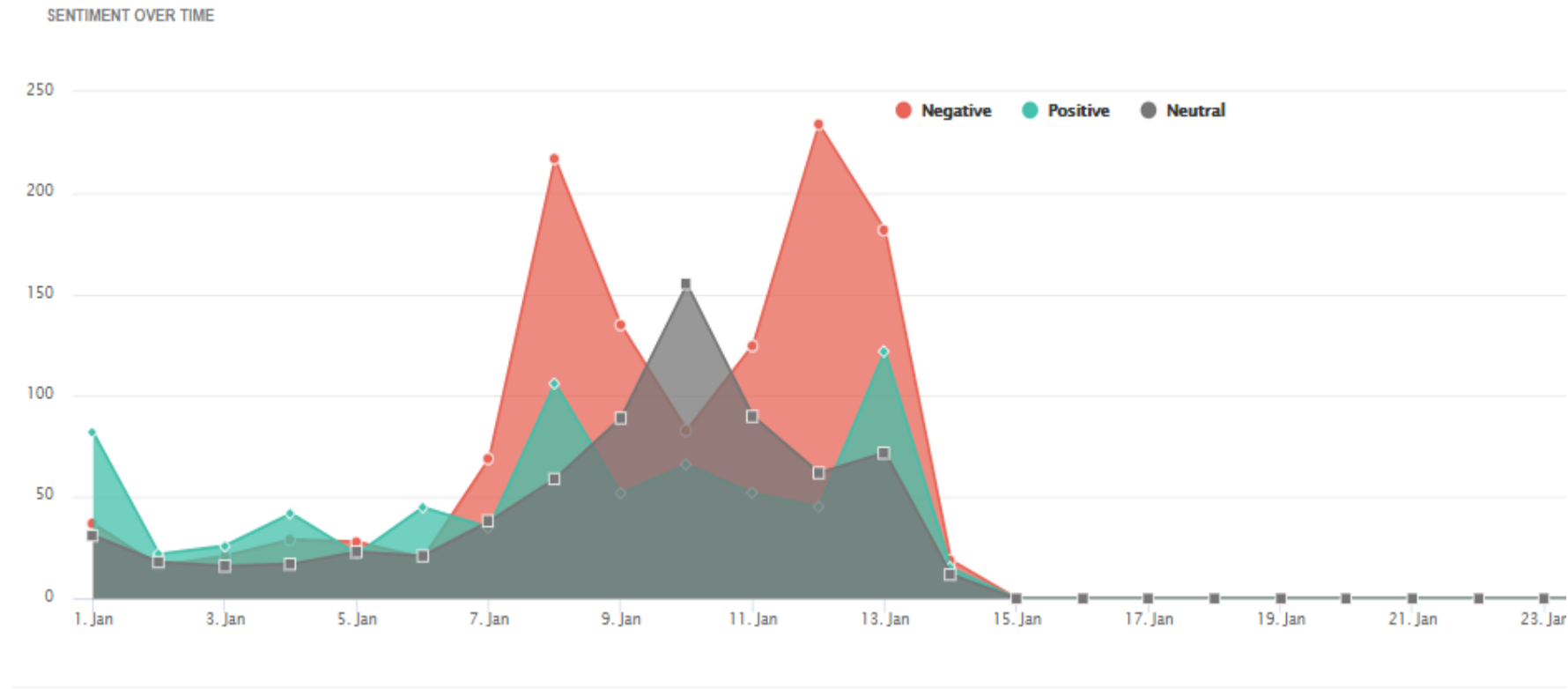
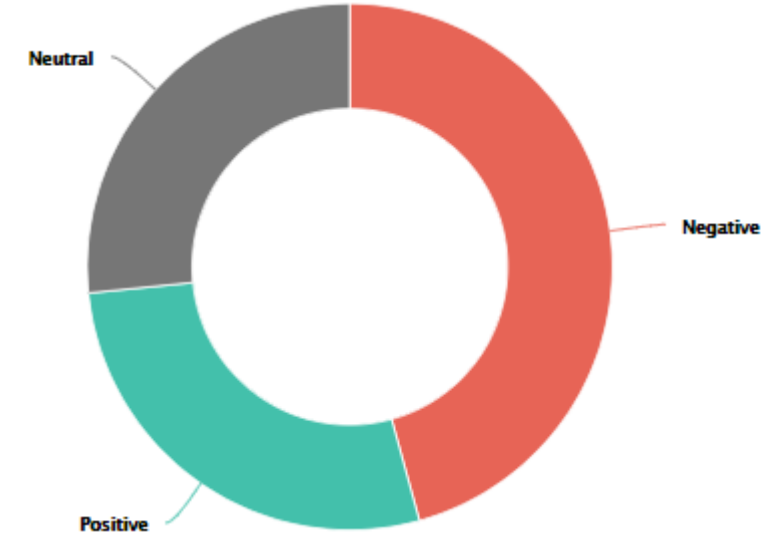
Handshake: Top Influencers

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

| TOP INFLUENCERS BY NUMBER OF MENTIONS | | TOP INFLUENCERS BY SOURCE | | | | | |
|---------------------------------------|-----|---------------------------|----|------------------|----|-----------------|---------|
| | | Web | | Twitter | | Facebook | Comment |
| STANDARDMEDIA.CO.KE | 105 | STANDARDMEDIA.CO.KE | 95 | @HAKINGO | 33 | HIVISASA.COM | 39 |
| THE-STAR.CO.KE | 76 | THE-STAR.CO.KE | 76 | @BILLOW_JR | 21 | DAILY NATION | 18 |
| HIVISASA.COM | 39 | NATION.CO.KE | 40 | @AMETHYST7PURPLE | 19 | TUKO.CO.KE | 14 |
| NATION.CO.KE | 39 | KENYAMOJA.COM | 25 | @CBS_KE | 19 | CORD EFFECT | 10 |
| @HAKINGO | 34 | PD.CO.KE | 21 | @RASWILLIEMS69 | 18 | THE STAR, KENYA | 6 |
| KENYANS.CO.KE | 31 | PULSELIVE.CO.KE | 16 | @JDRIZZY254 | 17 | UNKNOWN USER | 4 |
| KENYAMOJA.COM | 25 | TUKO.CO.KE | 16 | @THUOGITHUKU | 15 | KTN KENYA | 3 |
| @BILLOW_JR | 21 | KENYANS.CO.KE | 12 | @KARANJAFRANK | 13 | KTN NEWS KENYA | 3 |
| @CBS_KE | 19 | ALLAFRICA.COM | 11 | @SOLOMONKARORI2 | 12 | | |
| DAILY NATION | 18 | KDRTV.CO.KE | 8 | @VITALIS_OMBOYI | 12 | | |

Handshake: **Sentiment Ratio**

❑ Most of the sentiments on handshake were negative.



Handshake: Sentiment Ratio

Sample positive posts



I fully support the **handshake** for the reason it has the potential to heal Kenya's political fault lines. It might as well be the schism created by Jomo and Jaramogi who be healed by their children. This may usher in the era of politics based on issues rather than tribe.

🐦 Mwaniki Mwangi 🇰🇪 13 days ago

REACH: 89 INTERACTIONS: 6 ENGAGEMENT RATE: 6.71% INFLUENCE: 1/10



RT @JunetMohamed: We are confident that the path H.E Uhuru Kenyatta and H.E Raila Odinga took, though uncharted, will lead us home. We are also confident that history will absolve these moments. #**Handshake** #BBI #ForwardTogether @HassanAliJoho @WehliyeMohamed @DonaldBKipkorir <https://t.co/JT2BJgK1IG>

🐦 Kennedy Wanyonyi 🇰🇪 a month ago

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



Whether RAO agreed with UK or not, the economy would still have collapsed. Indeed, without the #**handshake**, the sociopolitical environment would be explosive. What RAO did, and for which UK is grateful, was to switch off the head to head politics, so that UMK can focus on work.

🐦 Antivocative. 🇰🇪 a month ago

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



@MarkMasai If some people shook hands and then there was peace, then they were the ones causing unrest; if #Kenyan tribes had real grievances against each other, #**handshake** would not have resulted to peace #PressPass

🐦 Simon chege 🇰🇪 a month ago

REACH: 234 INTERACTIONS: 15 ENGAGEMENT RATE: 6.41% INFLUENCE: 1/10

Sample negative posts



RT @dantorish1: @StateHouseKenya Pres. Uhuru. Note "jeshi tin'genu" Instead of BBI and expanding the executive, address these burning issues. There will never be a legacy in BBI and **handshake** with Raila. Where is tea, coffee, milk farmers? @speakkam @thuogithuku @martinMuchina <https://t.co/q3roitfN3q>

🐦 MOHAMED SAIDKESO 🇰🇪 a month ago

REACH: 11 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @CisNyakundi: Since **handshake**, our friend @JunetMohamed has become a 1 digit IQ politician. Now wants the president to have powers to fire his deputy just because they view Arap Mashamba as a threat. Will he be DP forever? lamba polepole Junet!

🐦 MOHAMED A. YUSUF 🇰🇪 a month ago

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



RT @lokubwal: As the country we are under the attack of Locust Plague which is the eighth in the Bible, so Raila is the Kenyan modern day pharaoh. Since curses are real story from the background of this man. #UhuruRaila #**HandShake** is cursed and it shall never see light. #Kenya #BBINonsense <https://t.co/nJn5sjfMQs>

🐦 Jeffrey ngetich 🇰🇪 a month ago

REACH: 113 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



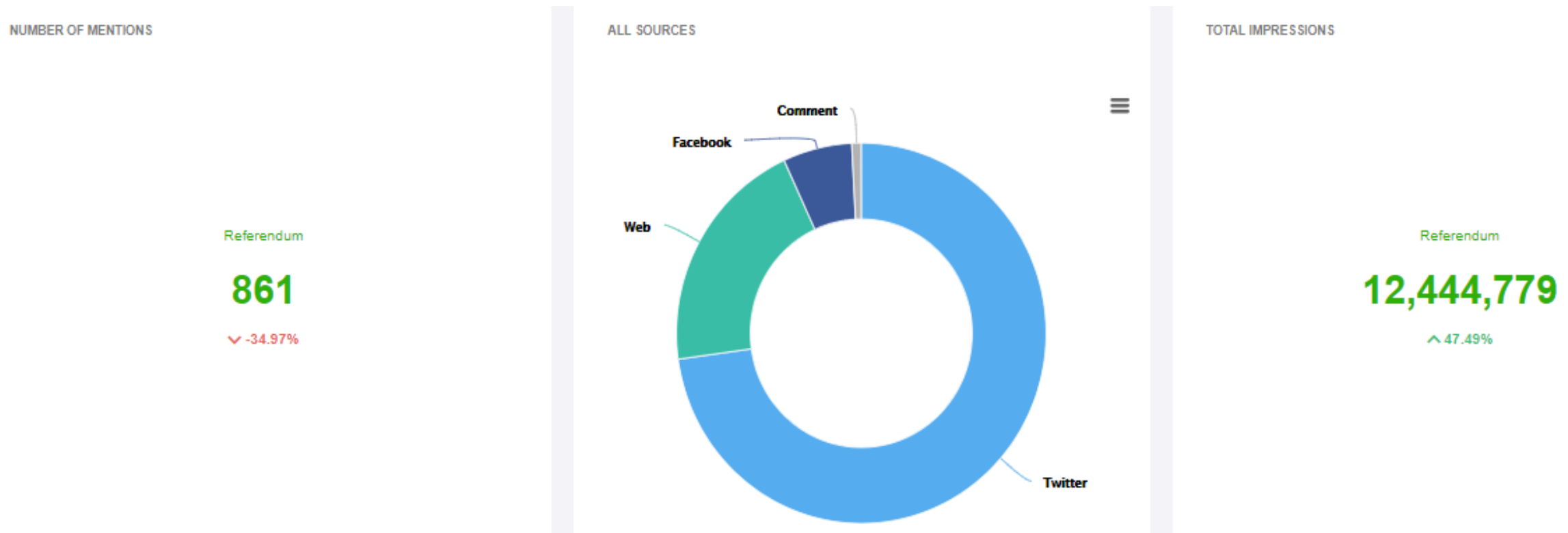
@Hon_Ntalamia Through the **handshake** UK has avoided the many questions about bad governance a vice that has been left for WSR to sanctify

🐦 ngige njenga 🇰🇪 a month ago

REACH: 6 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

Referendum: **Mentions**

- ❑ There are total number of 861 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 12.4m.



Referendum: 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

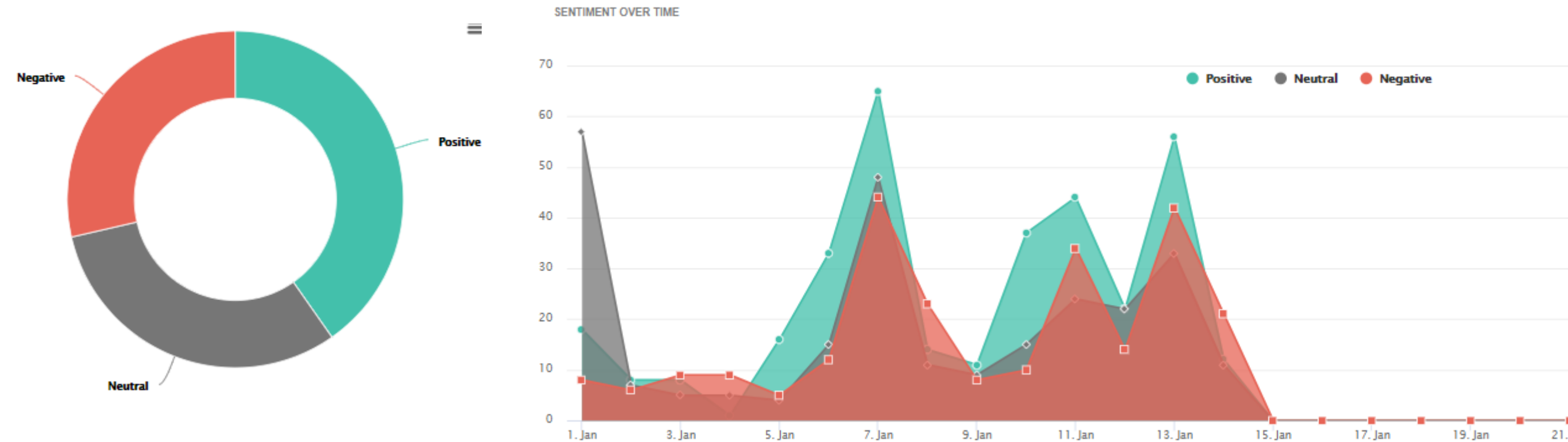
| | |
|---------------------|----|
| THE-STAR.CO.KE | 32 |
| STANDARDMEDIA.CO.KE | 31 |
| KENYAMOJA.COM | 30 |
| ALLAFRICA.COM | 21 |
| HIVISASA.COM | 18 |
| NATION.CO.KE | 18 |
| CITIZEN TV KENYA | 16 |
| @TABANI_ANTHONY | 14 |
| PD.CO.KE | 14 |
| @OYOOKRAFT | 13 |

TOP INFLUENCERS BY SOURCE

| Web | Twitter | Facebook | Comment |
|------------------------|--------------------|---|-----------------------|
| THE-STAR.CO.KE 32 | @TABANI_ANTHONY 14 | HIVISASA.COM 18 | STANDARDMEDIA.CO.KE 6 |
| KENYAMOJA.COM 30 | @OYOOKRAFT 13 | CITIZEN TV KENYA 16 | KENYANS.CO.KE 1 |
| STANDARDMEDIA.CO.KE 25 | @K24TV 12 | DAILY NATION 6 | |
| ALLAFRICA.COM 21 | @BOBNJAGI 9 | CORD EFFECT 3 | |
| NATION.CO.KE 18 | @SOLOMONKARORI2 8 | MILELE FM 3 | |
| PD.CO.KE 14 | @CITIZENTVKENYA 8 | NDUNGATA YA NGAI MUTURI WA MUIRU -BLESSED AND FAVORED 3 | |
| KENYANS.CO.KE 9 | @BUNDUKIJOB 6 | KTN KENYA 2 | |
| TUKO.CO.KE 8 | @PEDROMBUGUA_ 6 | THE STAR, KENYA 2 | |
| CAPITALFM.CO.KE 5 | @TONYMUREGA 6 | HON. ALI HASSAN JOHO 1 | |
| THEEASTAFRICAN.CO.KE 5 | @BEVALYNEKWAMBO3 6 | KTN NEWS KENYA 1 | |

Referendum: **Sentiment Ratio**

❑ The content on referendum was mostly positive.



Referendum: Sentiment Ratio

Sample positive posts



ANC leader Musalia Mudavadi welcomes President Uhuru Kenyatta 's move to extend BBI process to June 30, says the idea of holding 2022 elections together with a **referendum** ought to be considered.
<https://t.co/scYT2ltxHk>

Ustad Junior  a month ago

REACH: 557 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



@AMLiveNTV @debarlinea @WahomeHon As Kenyans discuss the **referendum** , please be informed that BBI is not the only **referendum** initiative that exist. FreeKenya popular initiative presents a better ideology of transformative change. [Http://www.freekenya.or.ke](http://www.freekenya.or.ke)

BOB MICHENI NJAGI  a month ago

REACH: 6 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



"Raila odinga should know that there will be No **Referendum** by June, there are procedure's to be followed before we have a **Referendum**.. Including collections of signatures, Drafting a Bill and Subjecting the same to 47 counties for Approval(...)

Edwin Eisenhower  a month ago

REACH: 127 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

Sample negative posts



RT @MillicentOmanga: NOW mama mbogas, baba kibandas will start paying 3% turnover tax to KRA on top of the Kanjo fees. Money needed to pay the Chinese loans, fund BBI conferences , and **referendum** to add us more seats.... Na masafara munapiga Makofi #Wajinganyinyi

Daniel  a month ago

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




RT @CaptainDominicO: Raila Odinga you Wanted BBI President Uhuru Kenyatta gave You <http://BBI.Today> he Has Appointed a group of 14 members who will oversee the Implementation process, Raila's BBI 2 Will wait for A **Referendum** But Uhuru's BBI is Ready for Implementation. KATAMBE!! I LOVE Kenya!

Anthony Tabani CPA  a month ago

REACH: 33 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



Big 4 Agenda BBI SDGs HUDUMA Numba NEMIS Laptop Project Universal Health for All **Referendum** SGR loan Crude oil pipeline LAPSET Shimoni Port  Primary-Secondary transition AI Shaab menace Kenya's Headache Almighty God, grant that Jubilee Administration comes to successful end

Mokicho Kimoe  a month ago

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



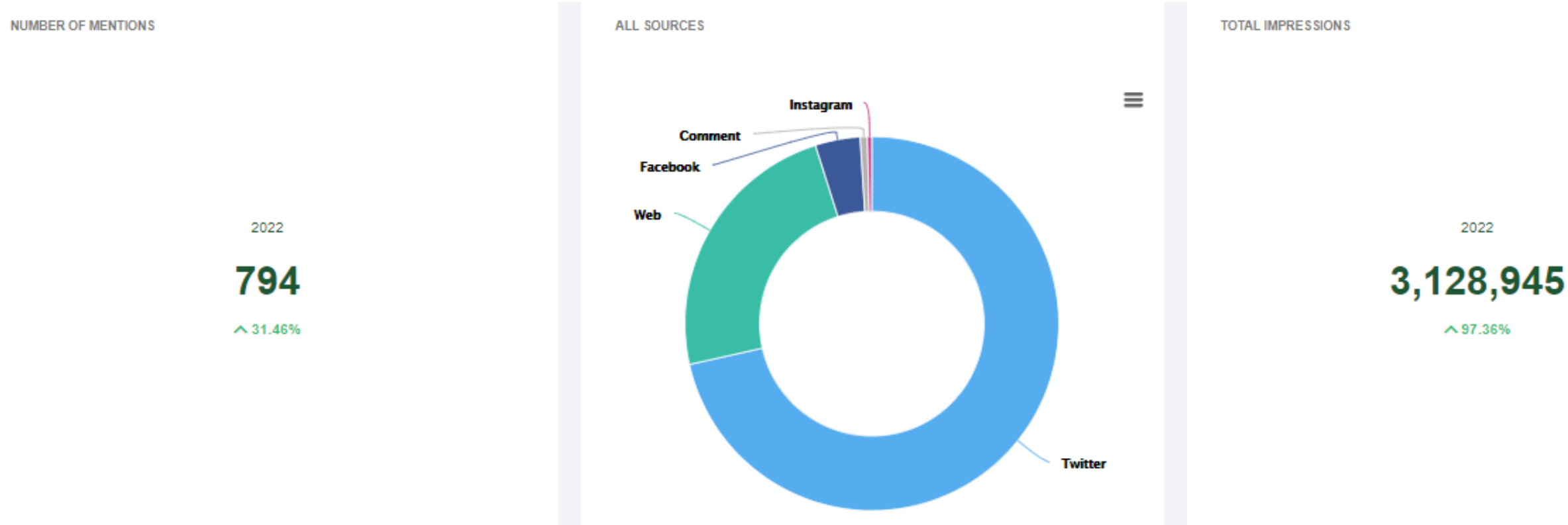
Is **referendum** really important to endorse BBI ?Nobody is opposing the initiative therefore **referendum** is not necessary,it's too expensive and a waste of resources .

antone haukwa  a month ago

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

2022: Mentions

- ❑ There are total number of 794 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 3.1 million.



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

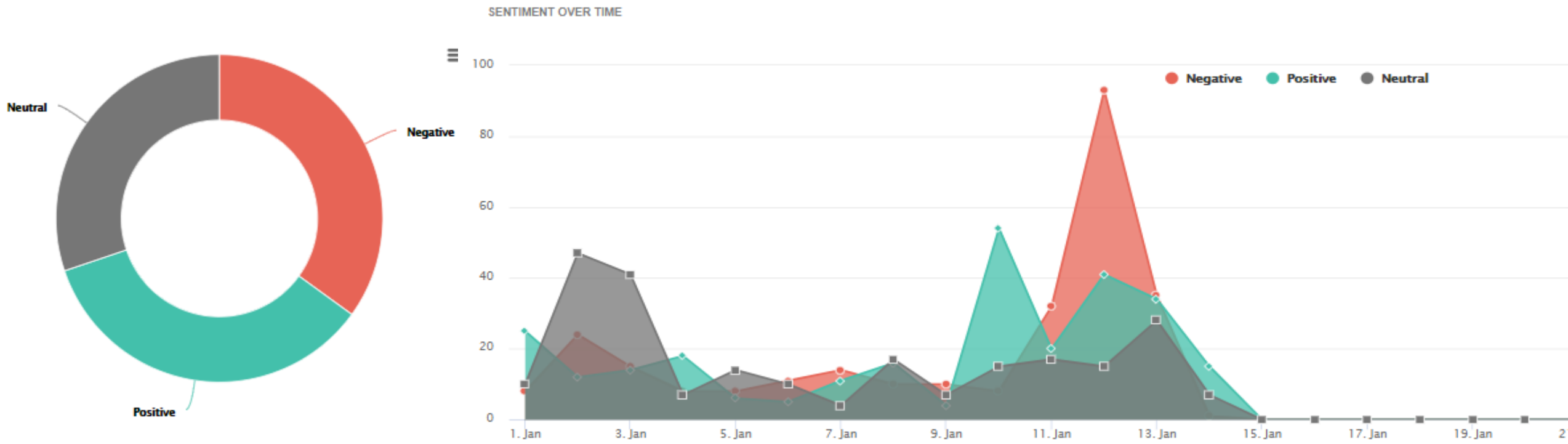
| | |
|---------------------|----|
| STANDARDMEDIA.CO.KE | 41 |
| THE-STAR.CO.KE | 35 |
| KENYAMOJA.COM | 31 |
| NATION.CO.KE | 19 |
| TUKO.CO.KE | 15 |
| KENYANS.CO.KE | 12 |
| HIVISASA.COM | 9 |
| @BILLOW_JR | 8 |
| PD.CO.KE | 8 |
| PULSELIVE.CO.KE | 6 |

TOP INFLUENCERS BY SOURCE

| Web | Twitter | Facebook | Comment |
|------------------------|--------------------|--------------------------|-----------------|
| STANDARDMEDIA.CO.KE 41 | @BILLOW_JR 8 | HIVISASA.COM 9 | KENYANS.CO.KE 5 |
| THE-STAR.CO.KE 35 | @OBUNGAAPAMO 6 | KTN KENYA 5 | |
| KENYAMOJA.COM 31 | @EYASE_EYASE 6 | KTN NEWS KENYA 5 | |
| NATION.CO.KE 19 | @NEWS_KENYA 5 | TUKO.CO.KE 4 | |
| TUKO.CO.KE 15 | @254BETTJR 4 | CORD EFFECT 3 | |
| PD.CO.KE 10 | @AMETHYST7PURPLE 4 | THE STAR, KENYA 2 | |
| KENYANS.CO.KE 8 | @HAKINGO 4 | DON BOSCO OOGA GICHANA 1 | |
| PULSELIVE.CO.KE 6 | @ABOUD_AKASHA 4 | PULSE LIVE KENYA 1 | |
| SDE.CO.KE 4 | @THE_SENATOR045 3 | UNKNOWN USER 1 | |
| CAPITALFM.CO.KE 3 | @VITALIS_OMBOYI 3 | | |

2022: Sentiment Ratio

❑ The content was predominantly negative.



2022: Sentiment Ratio

Sample positive posts



@creativeboxke **2022** is our last chance to clean hii government, for our sake and our children's. As much as I loved and related to Raila's brand of politics, I feel like he's losing the values that made him so beloved--calling out corruption, justice defender etc

ted kaunda  a month ago

REACH: 25 INTERACTIONS: 1 ENGAGEMENT RATE: 4.03% INFLUENCE: 1/10



@errycar10 I think it's high time Kenyans we assist each other's through paybill our leaders are fully preoccupied with BBI and **2022** succession politics to think about common citizens sufferings.

Duncan  a month ago

REACH: 51 INTERACTIONS: 3 ENGAGEMENT RATE: 5.93% INFLUENCE: 1/10



Joho says Coast region will support BBI, calls for unity ahead of **2022**

the-star.co.ke  a month ago

Joho says Coast region will support BBI, calls for unity ahead of **2022** BBI POLITICS Joho says Coast region will support BBI, calls for unity ahead of **2022** Says addressing historical injustices is important for the future of the region, as well as how

REACH: 3,671 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 8/10



@Wakabando And isn't that how geniuses play politics? He is such a genius who has kept people i highly regard like @Wakabando at bay. Infact taking a tighty grip in a Region away from his own. Ruto will win in Mt Kenya Region by over 80% in **2022**. I ve a home in Ruiru Kiambu n that is reality.

david ogwagwa mokaya  a month ago

REACH: 39 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

Sample negative posts



"Because of BBI and the **2022 politics**, we look at each other with suspicion. The unity of purpose we had is slowly disappearing and its only a matter of time before that spreads across government," a Cabinet Secretary said. <https://www.the-star.co.ke/news/2020-01-14-bbi-cabinet-secretaries-split-between-uhuru-ruto>

The Star, Kenya  a month ago

REACH: 49,546 INTERACTIONS: 47 ENGAGEMENT RATE: 0.09% INFLUENCE: 8/10



Wamatangi, we need you and the entire government to focus on matters affecting Kenyans, eg Healthcare, locust Invasion, Alshabaab, Unemployment, Inflation but not BBI AND **2022** POLITICS #AmLiveNTV @ntvkenya @debarlinea

Economist Joe  a month ago

REACH: 702 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



@HonAdenDuale This is not AS, Duale tell us more, do you have anything to do with these attacks. Is this not **2022 politics**?

Sigilai  a month ago

REACH: 15 INTERACTIONS: 1 ENGAGEMENT RATE: 6.90% INFLUENCE: 1/10



RT @TheAlushula: BBI has given politicians the excuse to go fully into **2022 politics** mood. They're the most dangerous locusts in Kenya right now. They're eating both the present and the future.

The Industry with Betty Njeru  a month ago

REACH: 44 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

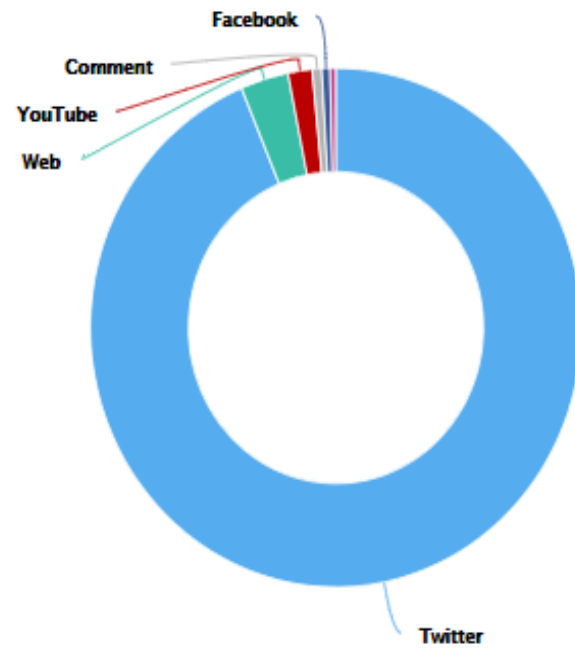
Tangatanga: **Mentions**

- ❑ There are total number of 7,183 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 5.1 million

NUMBER OF MENTIONS

Tangatanga
7,183
^ 30.17%

ALL SOURCES



TOTAL IMPRESSIONS

Tangatanga
5,175,768
^ 21.84%

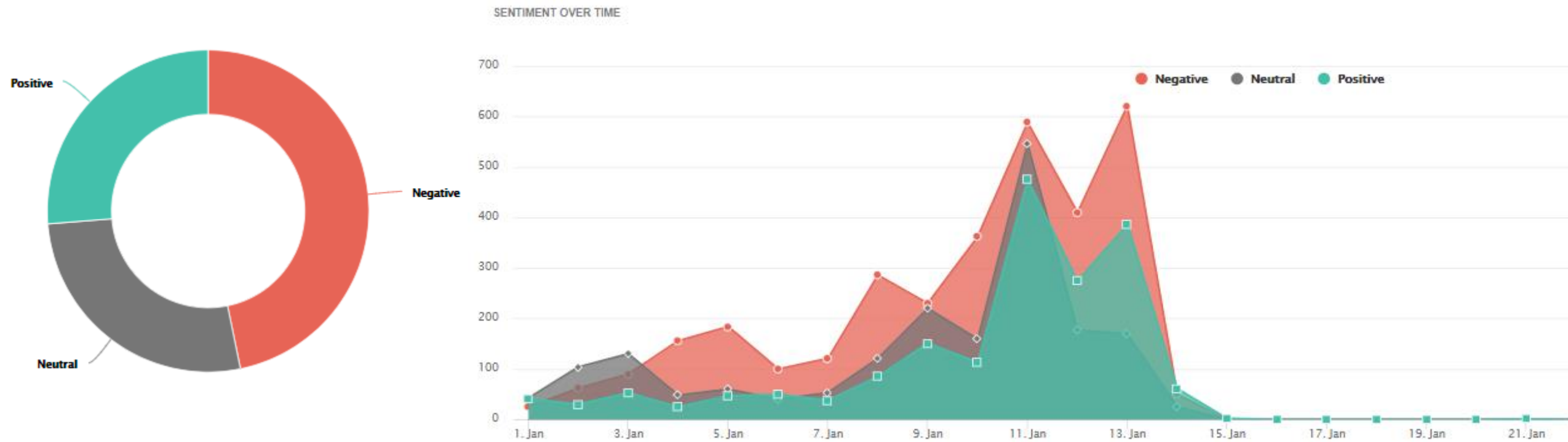
Tangatanga: Top Influencers

- ❑ 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 | | | | | | | |
|---------------------------------------|-----|---------------------------|-----|---------------------|----|------------------------|----|---------------------|----|
| | | Twitter | | Web | | YouTube | | Comment | |
| @ITIMUWANJURURI | 103 | @ITIMUWANJURURI | 100 | THE-STAR.CO.KE | 63 | LATEST NEWS NETWORK KE | 14 | KENYANS.CO.KE | 32 |
| @ASAMOH_ | 80 | @ASAMOH_ | 80 | HIVISASA.COM | 57 | AJAABU TV | 11 | STANDARDMEDIA.CO.KE | 15 |
| THE-STAR.CO.KE | 63 | @MAKANDICAROL | 67 | NATION.CO.KE | 48 | K24 TV | 10 | | |
| @MAKANDICAROL | 62 | @KELEOMU | 55 | STANDARDMEDIA.CO.KE | 43 | KENYA DIGITAL NEWS | 10 | | |
| @KELEOMU | 58 | @SOLOMONKARORI2 | 47 | KENYAMOJA.COM | 34 | MAGICALKENYANEWS | 9 | | |
| STANDARDMEDIA.CO.KE | 54 | @PRINZPETRO | 40 | KENYANDIGEST.COM | 34 | MOZALA NEWS | 7 | | |
| HIVISASA.COM | 48 | @OGARI_MTETEZI | 39 | KENYA24NEWS.COM | 33 | NEWS FLASH | 6 | | |
| NATION.CO.KE | 48 | @KERRYKESH | 39 | KENYANTRIBUNE.COM | 16 | INOORO TV | 6 | | |
| @OGARI_MTETEZI | 39 | @DONALDBKIPKORIR | 36 | PULSELIVE.CO.KE | 15 | EXIMIA MEDIA | 5 | | |
| @KERRYKESH | 39 | @SIMBAJOSEPH | 36 | DAILYACTIVE.INFO | 12 | KENYAS CHANNEL | 5 | | |

Tangatanga: **Sentiment Ratio**

❑ The content was predominantly negative.



Tangatanga: Sentiment Ratio

Sample positive posts



"Tukutane Mombasa." **tangatanga** team eats humble pie, vows to participate in all BBI rallies. Click link on bio for the story. #buildingbridgesinitiative #**tangatanga** #jubileeparty #bbirallies #mombasa Pic courtesy

kamilliah1 23 days ago

"Tukutane Mombasa." **tangatanga** team eats humble pie, vows to participate in all BBI rallies. Click link on bio for the story. #buildingbridgesinitiative #**tangatanga** #jubileeparty #bbirallies #mombasa Pic courtesy

REACH: 60 INTERACTIONS: 6 ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@kaleke_@Mutumalnc Ati insults... thanx to **Tangatanga** projects are now being unveiled

Faiz 13 days ago

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



SISI KAMA **TANGATANGA** TUNAUNGA MKONO REFERENDUM, MURKOMEN AWASHANGAZA VIONGOZI KATIKA MKUTANO WA BBI

myke symo 19 days ago

SISI KAMA **TANGATANGA** TUNAUNGA MKONO REFERENDUM, MURKOMEN AWASHANGAZA VIONGOZI KATIKA MKUTANO WA BBI

VIEWS: 982 COMMENTS: 2 LIKES: 5 DISLIKES: 0

Sample negative posts



RT @john_giks: @NyoroNdindi You too wanted it changed to suit your interests...you lost. Juzi you tweeted your **TangaTanga** wing will save Waititu in the Senate..you lost! Endelea hivyo hivyo..

JOHNNY 13 days ago

REACH: 224 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @EtalePhilip: Opposition heat is too much to bear. Team **Tangatanga** cancels all parallel BBI rallies. They say will be in Kitui tomorrow. <https://t.co/0VwDqqsmoG>

kEV![] 13 days ago

REACH: 102 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @KiigenKoech: Sabina Chege was correct in asking William Ruto to tame and stop MPs allied to him from disrespecting the President. #**TangaTanga** have two options - to Die with Dignity or Live with Humility. If you @WilliamsRuto don't stop them, then you are encouraging them. <https://t.co/UNFp3sZoXA>

Kipkoech Ngeno 13 days ago

REACH: 16 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @DonaldBKipkorir: It is Friday **TangaTanga** MPs & the failed Politician have been paid their per diem to tag Raila Odinga in anything including that he caused BREXIT! Poverty of mind & pocket is existential threat to Kenya.

Jimmy Kwasi 13 days ago

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

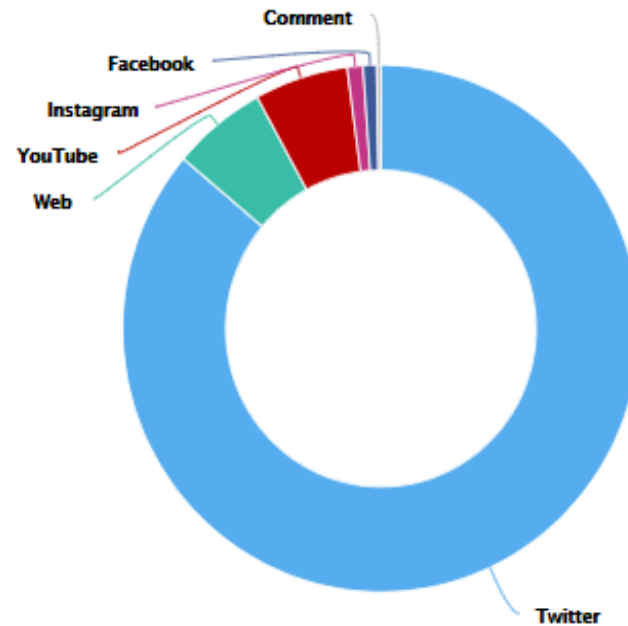
Kieleweke: **Mentions**

- ❑ There are a total number of 1,899 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 2.1 million.

NUMBER OF MENTIONS

Kieleweke
1,899
▼ -43.43%

ALL SOURCES



TOTAL IMPRESSIONS

Kieleweke
2,157,347
▼ -68.36%

Kieleweke: 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

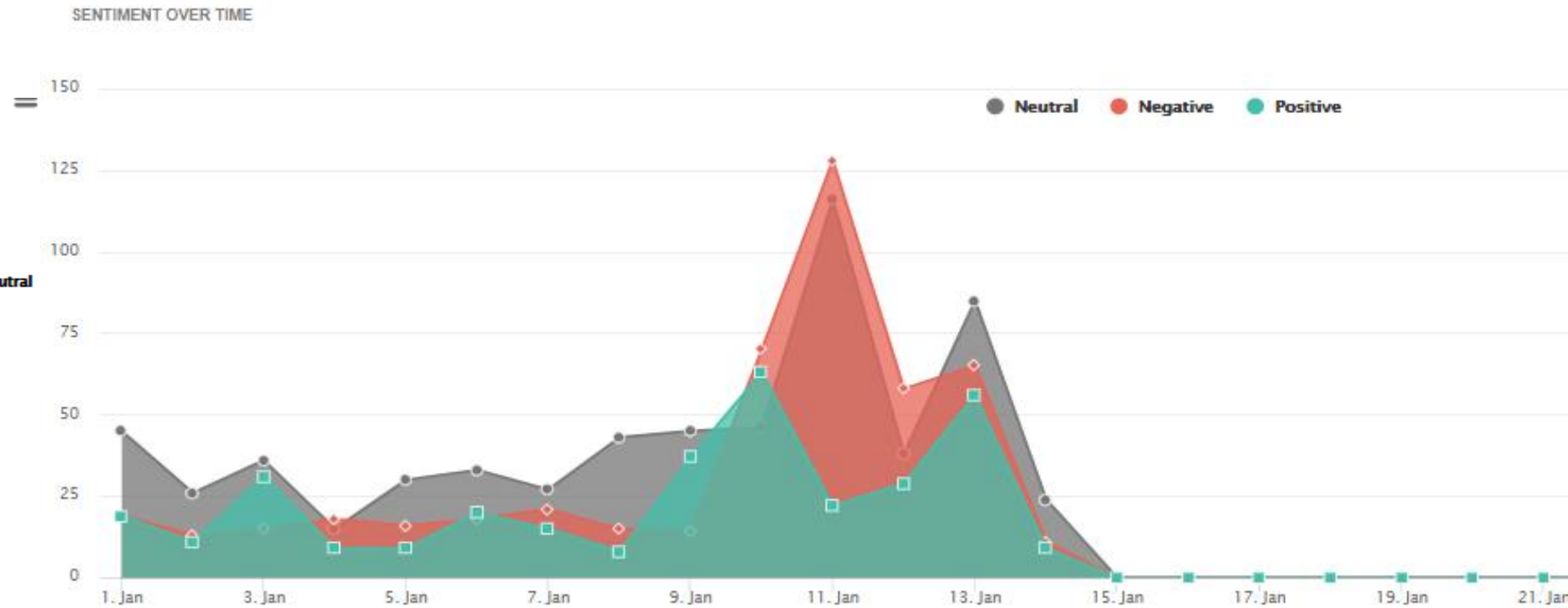
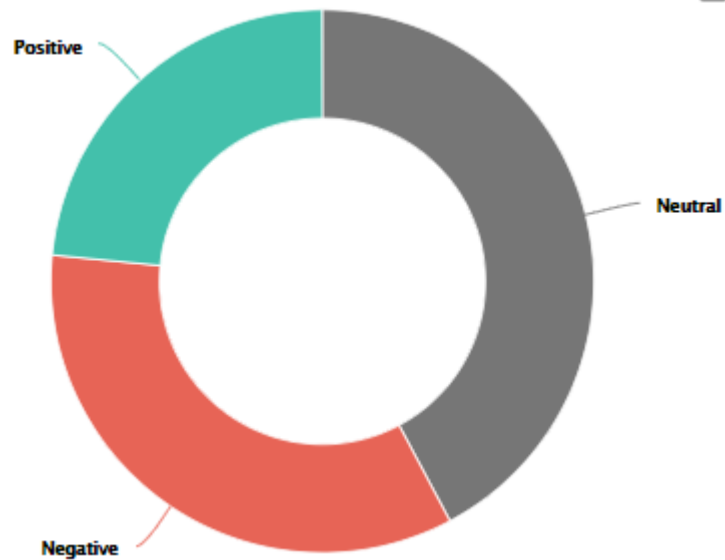
| | |
|----------------------|----|
| KENYA NEWS ALERTS TV | 85 |
| @MALICK_AYOUB | 27 |
| THE-STAR.CO.KE | 26 |
| @NELSONMISIKO4 | 24 |
| @EKWENYEJARED1 | 24 |
| @BUNDUKIJOB | 19 |
| STANDARDMEDIA.CO.KE | 19 |
| @ALADINIHODARI | 16 |
| @MWANAMALUNDI255 | 15 |
| @NYARESHY | 15 |

TOP INFLUENCERS BY SOURCE

| Twitter | | Web | | YouTube | | Instagram | |
|------------------|----|---------------------|----|----------------------|----|-----------------|---|
| @NELSONMISIKO4 | 34 | THE-STAR.CO.KE | 26 | KENYA NEWS ALERTS TV | 86 | DONDooZAUREMBO | 4 |
| @MALICK_AYOUB | 28 | STANDARDMEDIA.CO.KE | 19 | KUMEKUCHA CHRIS | 6 | AFRICAN_MOGUL__ | 3 |
| @EKWENYEJARED1 | 24 | PD.CO.KE | 11 | K24 TV | 5 | TZTIMEONLINETV | 3 |
| @BUNDUKIJOB | 19 | HIVISASA.COM | 10 | GSPORTS UPDATE | 3 | KENYANBLOGINSTA | 2 |
| @ALADINIHODARI | 16 | KENYA24NEWS.COM | 10 | AJAABU TV | 2 | _DR_FITNESS_TZ | 1 |
| @AANUWAI | 15 | DAILYACTIVE.INFO | 9 | THE EMPIRE | 2 | _EL.DAD | 1 |
| @MPENDAZOE3 | 15 | KENYANDIGEST.COM | 8 | BJ STUDIOS CHANNEL | 1 | ABU_REHINNAH | 1 |
| @MWANAMALUNDI255 | 15 | TUKO.CO.KE | 7 | KAMEME TV | 1 | CHUMARIII | 1 |
| @NYARESHY | 15 | KENYAMOJA.COM | 6 | KENYAS CHANNEL | 1 | MEMESANDL | 1 |
| @RADIOMAISHA | 13 | NATION.CO.KE | 6 | THE DAILY NEWS KENYA | 1 | PUNYETO_KE | 1 |

Kieleweke: Sentiment Ratio

❑ The content was mostly negative.



Kieleweke: Sentiment Ratio

Sample positive posts



I really feel comfortable wherever I note that maina kamande is the leader of **kieleweke**.

 Nyamira One a month ago

REACH: 94 INTERACTIONS: 1 ENGAGEMENT RATE: 1.07% INFLUENCE: 2/10




RT @WMutunga: @JunetMohamed @ahmednasirlaw The Constitution protects the rights of tangatanga, tingatinga, mangamanga, **kieleweke**, pavuka pavuka and all their siblings-ves but not their militias.

 Mucoki a month ago

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



@citizenzkenya ODM and **KIELEWEKE** should wake up from the MOI era HANGOVER where we had a VICE PRESIDENT whose job was to KISS the president's BUTT. We now have a DEPUTY President who is politically and constitutionally empowered. He can speak his mind without fear. #mondaythoughts 

 THE BONA FIDE EDITION a month ago

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

Sample negative posts



As you continue singing songs of praise to your oppressors, brace yourself for tough economic times ahead..Turnover tax already waiting for you, but all you can think of is **Kieleweke**, Tanga Tanga, BBI,...Who bewitched us really..Emancipated your selves from mental slavery.

 willy wailer a month ago

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



Every Kenyan should know Kenya is divided not the Kenya we used to be proud of before **kieleweke** and tanga tanga have torn the country apart if you hear Joshua kuttuny and maina kamanda and wambungu mp nyeri then cleopas malala atwoli other side kuria mackomen kimani nguni

 1234567890 13 days ago

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



ODM and KIELEWEKE HYENAS are salivating waiting for DR RUTO to quit his position as Deputy President so that they can be given that position .Am pitying you...2022 President DR RUTO is going nowhere. Keep Dreaming.

 Ndesh a month ago

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

Locusts all over. Not BBI, not Tangatanga, not **Kieleweke**. Ayam tayad. 🤔🤔🤔

 A ʔ ɾ ǎ ɥ ǎ ɱ a month ago

REACH: 1.171 INTERACTIONS: 11 ENGAGEMENT RATE: 0.94% INFLUENCE: 4/10

Elections: **Mentions**

- ❑ There are total number of 1,619 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 9.6 million.

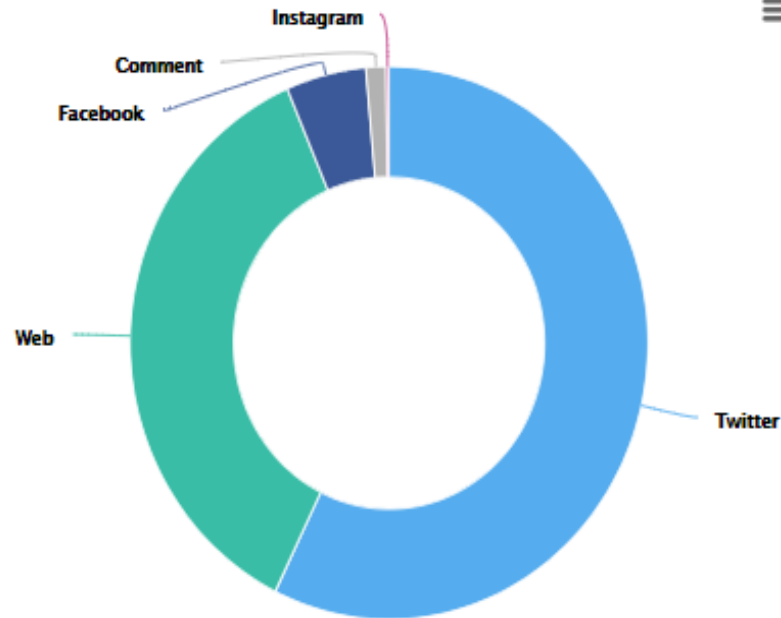
NUMBER OF MENTIONS

Elections

1,619

▼ -7.17%

ALL SOURCES



TOTAL IMPRESSIONS

Elections

9,612,632

▲ 22.31%

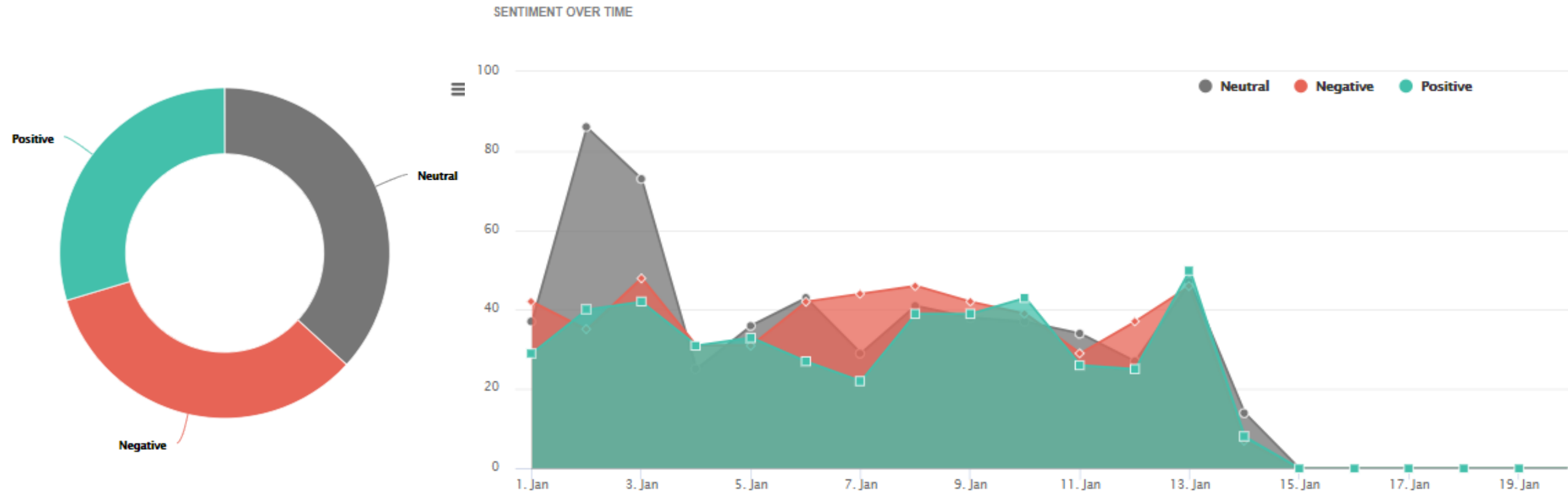
Elections: Top Influencers

- ❑ 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 | 214 | ALLAFRICA.COM | 214 | HIVISASA.COM | 33 | @AMETHYST7PURPLE | 13 |
| THE-STAR.CO.KE | 68 | THE-STAR.CO.KE | 68 | THE STAR, KENYA | 11 | @ASAMOH_ | 13 |
| NATION.CO.KE | 67 | NATION.CO.KE | 67 | CITIZEN TV KENYA | 10 | @FELIXLANGAT13 | 9 |
| STANDARDMEDIA.CO.KE | 63 | STANDARDMEDIA.CO.KE | 59 | DAILY NATION | 8 | @CITIZENTVKENYA | 9 |
| KENYANS.CO.KE | 47 | KENYAMOJA.COM | 37 | KTN KENYA | 8 | @HAKINGO | 8 |
| KENYAMOJA.COM | 37 | KENYANS.CO.KE | 34 | TUKO.CO.KE | 7 | @MWANGP01 | 8 |
| HIVISASA.COM | 33 | THEEASTAFRICAN.CO.KE | 26 | CORD EFFECT | 6 | @AMEDOSHAIR | 6 |
| THEEASTAFRICAN.CO.KE | 26 | TUKO.CO.KE | 26 | PULSE LIVE KENYA | 4 | @ONEJACOBKELLY | 6 |
| TUKO.CO.KE | 26 | PD.CO.KE | 21 | UNKNOWN USER | 4 | @THE_BEARDLESS25 | 6 |
| PD.CO.KE | 17 | KDRTV.CO.KE | 11 | CGTN AFRICA | 3 | @CBS_KE | 6 |

Elections: Sentiment Ratio

❑ The content was mostly neutral.



Elections: Sentiment Ratio

Sample positive posts



@MusaliaMudavadi I think this process is more important than the next elections, since it's one of the things to be cured! Therefore holding the referendum with election smells of betrayal and vested interest. Let's focus on fixing this country first, other things, including next elections later

Newton I a month ago

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



ANC leader Musalia Mudavadi welcomes President Uhuru Kenyatta 's move to extend BBI process to June 30, says the idea of holding 2022 elections together with a referendum ought to be considered.

<https://t.co/scYT2ltxHk>

Ustad Junior a month ago

REACH: 557 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



JUST WONDERING... In non-election years, ordinary Kenyans cry together, celebrate together, or mourn together, irrespective of tribe. Why do people suddenly remember their tribes when elections are called? #JustWonderingKE

Joshua K. Njenga 13 days ago

REACH: 5,298 INTERACTIONS: 112 ENGAGEMENT RATE: 2.11% INFLUENCE: 6/10

Sample negative posts



RT @kipmurkomen: Their PLAN: 2020 FINISH HIM. 2021 REFERENDUM. 2022 GENERAL ELECTIONS. 2023 BIG4 @ahmednasirlaw

Onchonga Davis a month ago

REACH: 1,825 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 5/10



RT @K24Tv: .@NNthumbi: We need to get serious about the social, political and economic woes in this country and you can't put the media on the spot as though we went to elections and voted in the media to work on our issues. #K24ThisMorning, @iamjeffmote <https://t.co/sOkkYFrOVG>

Dennis Nthumbi a month ago

REACH: 62 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



@MissCiku Elections don't work in Kenya..hayaa ee

Son of a Teacher a month ago

REACH: 39 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @Sam_Lulli: Before 2022, mtashikwa, mtatandikwa, tear gas mtakunywa na bado hyo 2022 mtaluz elections ndio msikie venye wafuasi wa Baba uskianga.

Leo KE a month ago

REACH: 150 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

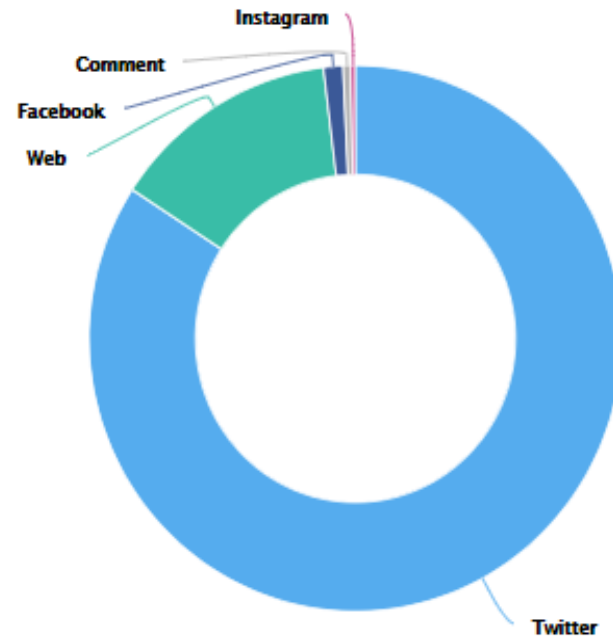
Devolution: mentions

- ❑ There are total number of 1,084 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 2.9million.

NUMBER OF MENTIONS

Devolution
1,084
▼ -57.76%

ALL SOURCES



TOTAL IMPRESSIONS

Devolution
2,958,120
▼ -26.68%

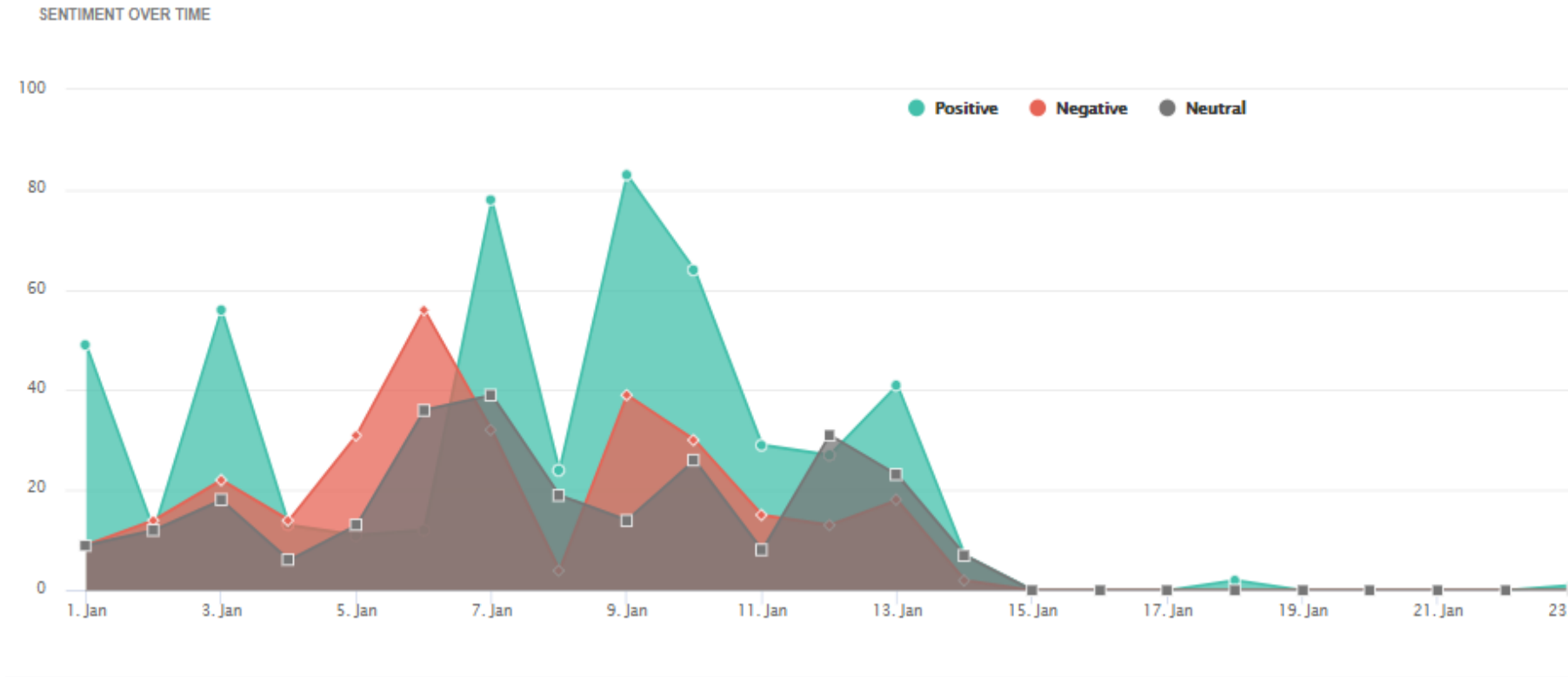
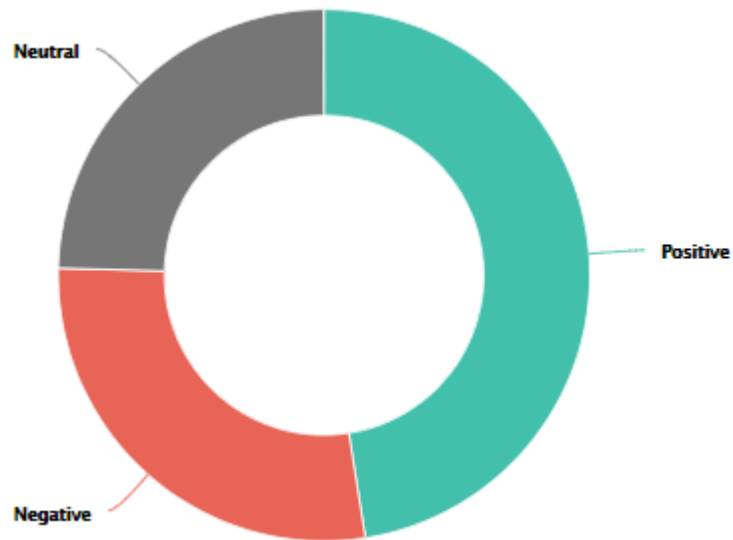
Devolution: Top Influencers

- ❑ The top influencers for this content were web sources.
- ❑ 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 | 37 | THE-STAR.CO.KE | 37 | @OBWOCHANA | 19 | KTN KENYA | 3 | KENYANS.CO.KE | 4 |
| STANDARDMEDIA.CO.KE | 25 | PD.CO.KE | 30 | @BUNGOMADIGITAL | 12 | CITIZEN TV KENYA | 2 | STANDARDMEDIA.CO.KE | 1 |
| PD.CO.KE | 24 | STANDARDMEDIA.CO.KE | 24 | @CODER_HUB | 10 | CAPITAL FM KENYA | 1 | | |
| NATION.CO.KE | 21 | NATION.CO.KE | 21 | @KERRYKESH | 10 | CORD EFFECT | 1 | | |
| @OBWOCHANA | 19 | KENYAMOJA.COM | 16 | @MWANGP01 | 9 | GOVERNOR PATRICK KHAEMBA | 1 | | |
| KENYAMOJA.COM | 16 | BUSINESSDAILYAFRICA.COM | 8 | @FWAMBANC | 8 | HIVISA SA.COM | 1 | | |
| @BUNGOMADIGITAL | 11 | ALLAFRICA.COM | 6 | @GOVOJAAMONG | 8 | SOSPETER ODEKE OJAAMONG | 1 | | |
| @CODER_HUB | 10 | TUKO.CO.KE | 6 | @SIMBAJOSEPH | 8 | THE STAR, KENYA | 1 | | |
| @KERRYKESH | 10 | KENYANS.CO.KE | 4 | @ASMALI77 | 7 | TUKO.CO.KE | 1 | | |
| @MWANGP01 | 9 | PULSELIVE.CO.KE | 3 | @NDUNGUWAINAINA | 7 | UNKNOWN USER | 1 | | |

Devolution: **Sentiment Ratio**

❑ The content was predominantly positive.



Devolution: Sentiment Ratio

Sample positive posts



@Elimu_MsaCounty, has received Ksh 120 million from @WorldBank through the Kenya Devolution Support Programme (KDSP) which will go towards funding the construction of the new ECDEs that will be based in far flung areas across all the 6 Sub Counties. #ElimuKwanza #Tusome <https://t.co/C3nvVZIA35>

SUBCOUNTY ADMIN a month ago

REACH: 172 INTERACTIONS: 1 ENGAGEMENT RATE: 0.58% INFLUENCE: 2/10



Kisii town is the fastest growing in the County since devolution took place. <https://t.co/z3sb7UZa8V>

simba N Joseph a month ago

REACH: 407 INTERACTIONS: 2 ENGAGEMENT RATE: 0.49% INFLUENCE: 3/10



If devolution works as its suppose too and theft/corruption/looting is eliminated fully, our country would be great. Restructuring would be great with an eye on DGVN, senators, women rep, MCA positions and also CEC positions per county. https://twitter.com/Luther_Gen/status/1216700568061775872

Kiragu Wanjiru a month ago

REACH: 24 INTERACTIONS: 1 ENGAGEMENT RATE: 4.17% INFLUENCE: 1/10



RT @DonMakaberi: @citizentvkenya Our constitution should not have been left in the hands of these black supremacists who want to eliminate all legal barriers for their personal comforts. Devolution should be allowed to work as the constitution is currently set. Wakenya tusibadilishe katiba.

Silver Photography KE a month ago

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

Sample negative posts



RT @KidWakanda: Close to 60 years of independence yet we don't have a better 1. electoral system <http://2.education> system 3. Police system <https://t.co/ooLwt6n3Eg> development even after devolution All we do is yap and try play a chess game to see who will ascend to state house next

Djackshafton Bogonko a month ago

REACH: 63 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @RiazGilani: When people came to explain this devolution thing, how many of us asked how much it would cost? If it's not working out, it should be reversed. <https://t.co/saQO7hzBFI>

Ajega Mwaliki a month ago

REACH: 15 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @RKDAVID1: How are your County Roads? Do you have a road that has been on repairs in every financial year in your county? Where is weaker link for these shoddy projects painting dull the devolution? @cbs_ke @EdwinSigey_ @ArapTilingi @eastleighpundit #KOTLoyalsOnly #KOTNightSpree [↗](#)

General Kipkazi a month ago

REACH: 5,489 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 7/10



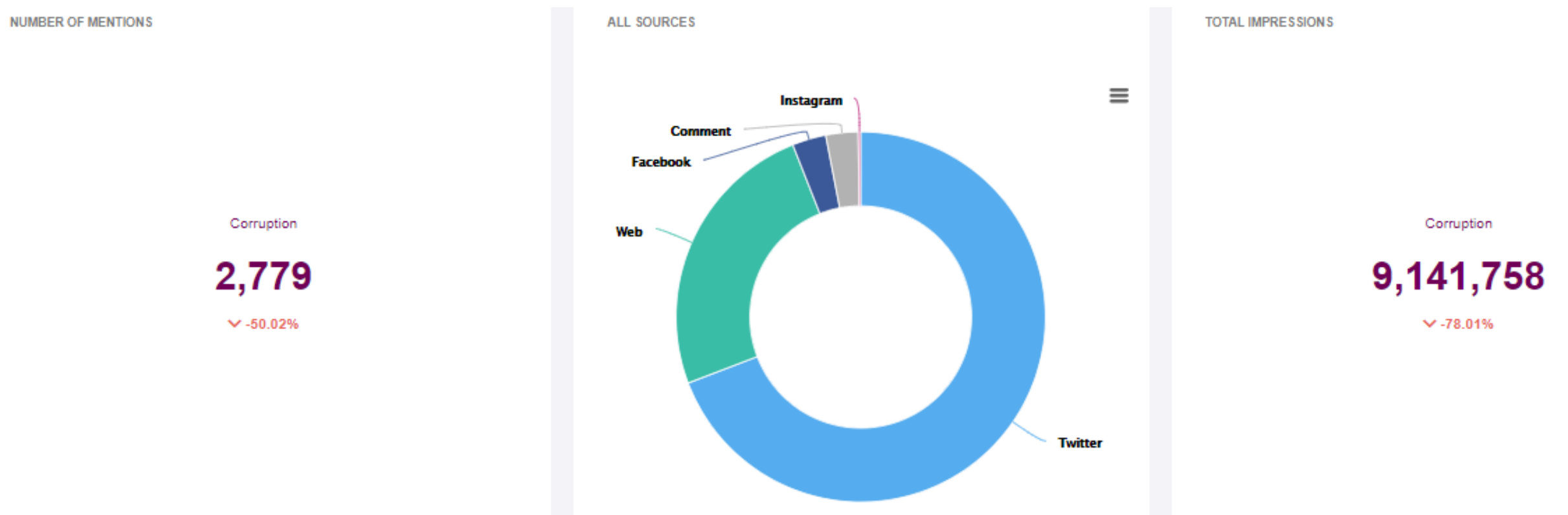
@TomJMO @RasangaGov @GovernorAwiti @GovOkothObado @JNYAGARAMA They r undermining devolution with their ineffective leadership + corrupt tabias. One day Uhunye will say we go back to the Old System.

Peter Mwang'ombe a month ago

REACH: 225 INTERACTIONS: 4 ENGAGEMENT RATE: 1.77% INFLUENCE: 2/10

Corruption/ Ufisadi: **Mentions**

- ❑ There are total number of 2,779 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 9.1m.



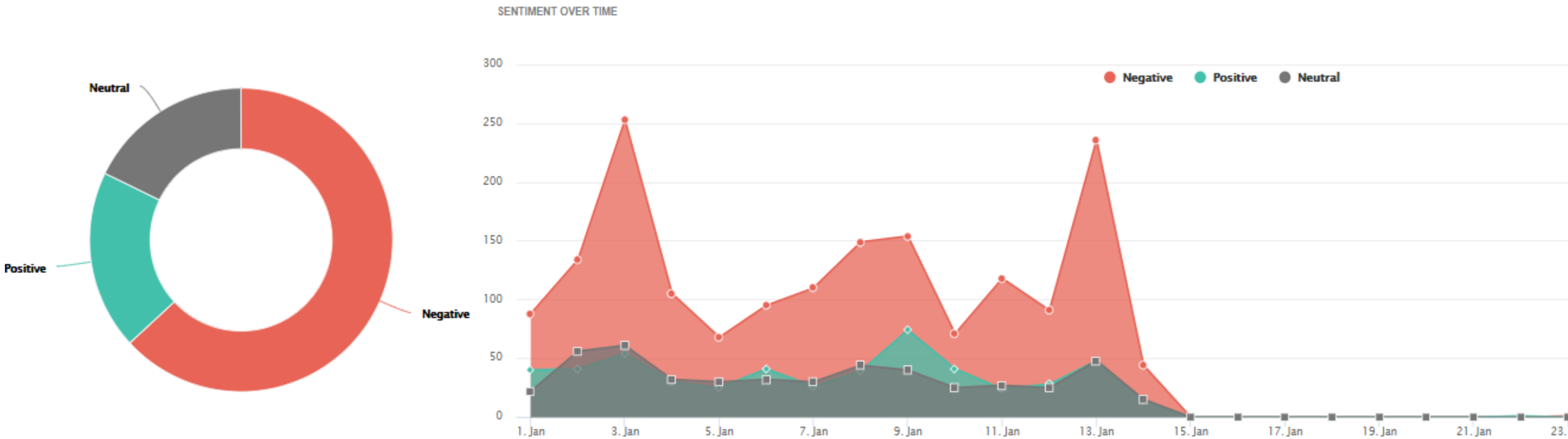
Corruption: Top Influencers

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

| TOP INFLUENCERS BY NUMBER OF MENTIONS | | TOP INFLUENCERS BY SOURCE | | | | | | | |
|---------------------------------------|-----|---------------------------|-----|------------------|-----|--|----|---------------------|----|
| | | Web | | Twitter | | Facebook | | Comment | |
| ALLAFRICA.COM | 264 | ALLAFRICA.COM | 264 | @AMETHYST7PURPLE | 131 | HIVISASA.COM | 27 | KENYANS.CO.KE | 52 |
| @AMETHYST7PURPLE | 128 | STANDARDMEDIA.CO.KE | 92 | @HAKINGO | 58 | CAPITAL FM KENYA | 14 | STANDARDMEDIA.CO.KE | 37 |
| STANDARDMEDIA.CO.KE | 107 | NATION.CO.KE | 82 | @ASAMOH_ | 38 | NDUNGATA YA NGAI MUTURI WA MUIRU - BLESSED AND FAVORED | 12 | K24TV.CO.KE | 2 |
| KENYANS.CO.KE | 83 | THE-STAR.CO.KE | 82 | @SOLOMONKARORI2 | 28 | TUKO.CO.KE | 12 | | |
| NATION.CO.KE | 82 | PD.CO.KE | 69 | @BILLOW_JR | 23 | DAILY NATION | 11 | | |
| THE-STAR.CO.KE | 82 | KENYANS.CO.KE | 33 | @JOEASALI | 16 | KTN KENYA | 11 | | |
| PD.CO.KE | 63 | KENYAMOJA.COM | 27 | @ITS_MWANGIF | 15 | THE STAR, KENYA | 8 | | |
| @HAKINGO | 58 | BUSINESSDAILYAFRICA.COM | 20 | @LUTHER_GEN | 14 | CORD EFFECT | 7 | | |
| @ASAMOH_ | 38 | CAPITALFM.CO.KE | 20 | @GIGGSYULE | 13 | UNKNOWN USER | 7 | | |
| HIVISASA.COM | 27 | THEEASTAFRICAN.CO.KE | 20 | @MWANGP01 | 12 | PULSE LIVE KENYA | 3 | | |

Corruption: **Sentiment Ratio**

❑ The content was predominantly negative throughout the period.



Corruption: Sentiment Ratio

Sample positive posts



If devolution works as its suppose too and theft/corruption/looting is eliminated fully, our country would be great. Restructuring would be great with an eye on DGVN, senators, women rep, MCA positions and also CEC positions per county. https://twitter.com/Luther_Gen/status/1216700568061775872

Kiragu Wanjiru a month ago

REACH: 24 INTERACTIONS: 1 ENGAGEMENT RATE: 4.17% INFLUENCE: 1/10



RT @AiroEdwin: Interrogation of the handshake, war on corruption (dams in particular), 2022 succession politics could prove to be raising temperatures higher than our intercoolers can handle unless there's sincerity in the whole processes #NewsNight

Marion Njoki a month ago

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



@creativeboxke 2022 is our last chance to clean hii government, for our sake and our children's. As much as I loved and related to Raila's brand of politics, I feel like he's losing the values that made him so beloved--calling out corruption, justice defender etc

ted kaunda a month ago

REACH: 25 INTERACTIONS: 1 ENGAGEMENT RATE: 4.03% INFLUENCE: 1/10

Sample negative posts



Coronavirus fears are rife, cancer fears & corruption has paralyzed the healthcare system to the extent hospitals like Nairobi women's hospital will exaggerate the extent of illness of their patients just to cash & now poisonous maize on sale #sokoweekend <http://bit.ly/2uKC3pv>

Erica 13 days ago

REACH: 169 INTERACTIONS: 1 ENGAGEMENT RATE: 0.59% INFLUENCE: 2/10



When this disease outbreak hits Kenya, that's when people will realize the cost of corruption and how it has affected our healthcare service in the last 57 years. Buy facemasks, soaps, those body suits while you can.

Harambee 13 days ago

REACH: 1,100 INTERACTIONS: 53 ENGAGEMENT RATE: 4.82% INFLUENCE: 2/10



RT @DonaldBKipkorir: In other news, companies like Transcentury that were built on the back of President Mwai Kibaki instead of economic fundamentals have to collapse Companies built on Political Patronage, Corruption, Money Laundering, Market Manipulation & Creative Accounting always DIE.

Richard Gitonga Gathogo 13 days ago

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



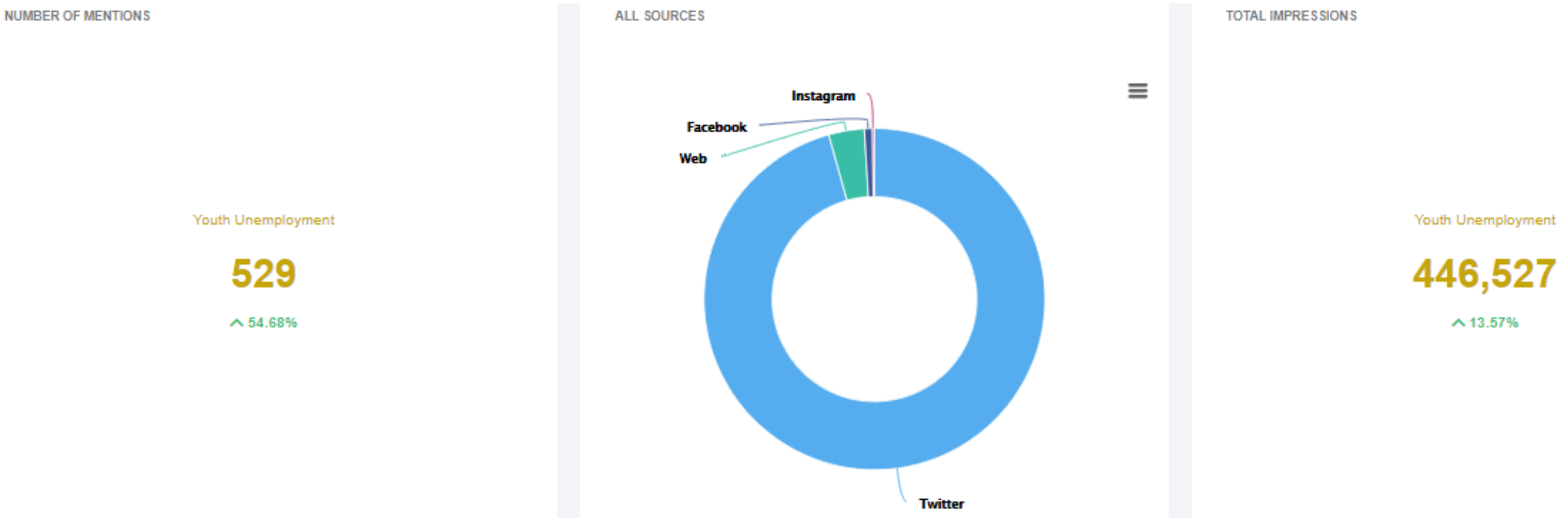
@citizentvkenya At times like this, atheists make more sense than these fake pastors. 1. It is the poor who suffer because of corruption 2. It is the poor who will suffer most because of locusts invasion. God cannot be so biased against the poor.

Philosopher 13 days ago

REACH: 276 INTERACTIONS: 16 ENGAGEMENT RATE: 5.79% INFLUENCE: 2/10

Youth Unemployment: **Mentions**

- ❑ There are total number of 529 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 446k.



Youth Unemployment: 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

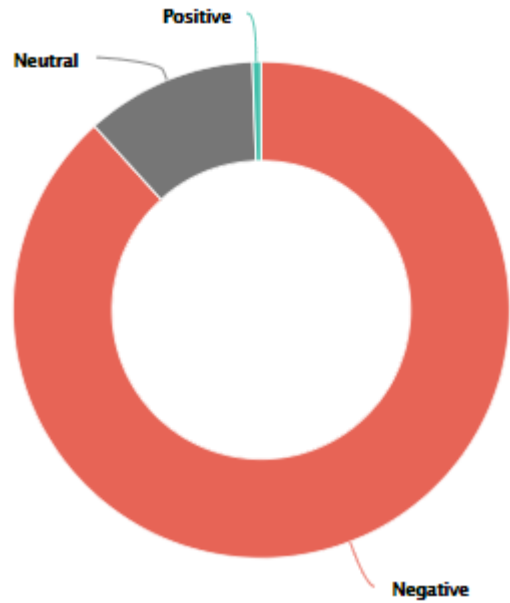
| | |
|------------------|----|
| @ASAMOH_ | 17 |
| @RODGERS_KIRWA | 6 |
| @ACHOKAJUNIOR3 | 5 |
| @RICHARDMUNANG | 5 |
| @AMETHYST7PURPLE | 4 |
| @KINOTIJOSEPH | 4 |
| @BILLOW_JR | 4 |
| @JEMOBABU | 4 |
| ALLAFRICA.COM | 4 |
| @AMAZINGKISII | 3 |

TOP INFLUENCERS BY SOURCE

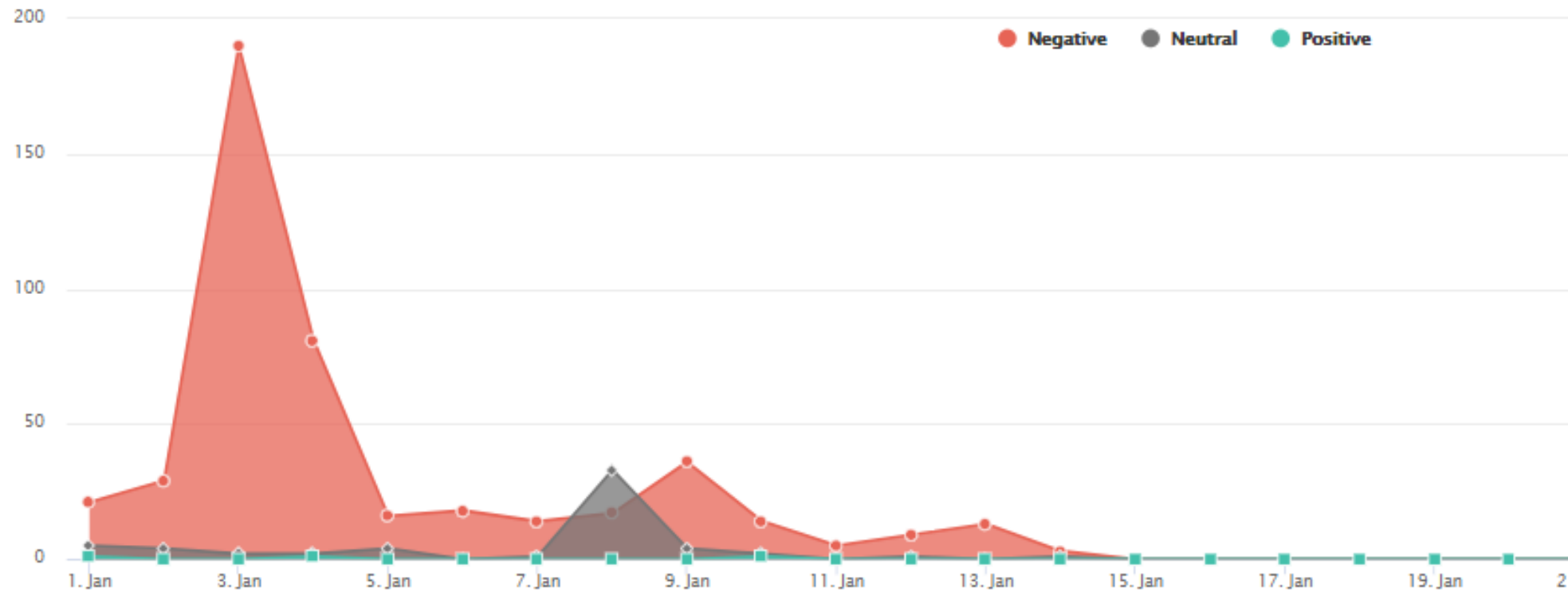
| Twitter | | Web | | Facebook | | Instagram | |
|------------------|----|-------------------------|---|--------------|---|------------|---|
| @ASAMOH_ | 17 | ALLAFRICA.COM | 4 | HIVISASA.COM | 3 | DWADIEKROM | 1 |
| @RODGERS_KIRWA | 6 | BUSINESSTODAY.CO.KE | 3 | TUKO.CO.KE | 1 | | |
| @RICHARDMUNANG | 5 | PD.CO.KE | 3 | | | | |
| @AMETHYST7PURPLE | 4 | STANDARDMEDIA.CO.KE | 3 | | | | |
| @KINOTIJOSEPH | 4 | THE-STAR.CO.KE | 2 | | | | |
| @BILLOW_JR | 4 | BUSINESSDAILYAFRICA.COM | 1 | | | | |
| @JEMOBABU | 4 | KENYAMOJA.COM | 1 | | | | |
| @AMAZINGKISII | 3 | NATION.CO.KE | 1 | | | | |
| @JDRIZZY254 | 3 | | | | | | |
| @JIMMYWARKHA | 3 | | | | | | |

Youth Unemployment: **Sentiment Ratio**

❑ The content was predominantly negative throughout the period.



SENTIMENT OVER TIME



Youth Unemployment: Sentiment Ratio

Sample positive posts



RT @ARotich_: Uhuru and Ruto fallout isn't breaking news. Lets focus on real issues: ~#AlShabaab attacks ~Desert locust attacks ~Mt. Kenya fallout ~#MIGUNAMIGUNA nightmare ~Stalled Big 4 timelines ~#BBINonsense lacuna ~Chinese Loan burden ~Youth unemployment ~Confused Matiang'i ~Warlord Raila

ANDY ROTICH™ a month ago

REACH: 3,786 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 6/10



Digital Gig Economy's Potential to Solve Youth Unemployment <https://wp.me/p8hE44-bOL> via @kenyanwalstreet #DigCitSummitKE

Fred Sagwe a month ago

REACH: 124 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



"Youth unemployment must be given top priority. With 12 million graduates entering the labor market each year and only 3 million of them getting jobs, the mountain of Youth unemployment is rising annually." Adesina #2020AEO @AfDB_Group @RichTvAfrica - <https://youtu.be/8uZ44yr1bp0> <https://t.co/mKepryfcvW>

Aly-Khan Satchu 13 days ago

REACH: 28,408 INTERACTIONS: 3 ENGAGEMENT RATE: 0.01% INFLUENCE: 8/10



RT @tayooye: A few years ago, my goal was just to get a job after graduating from university. In a country with >40% youth unemployment, that was a big goal. Once again, visualization plus preparation did the trick. You however can't just see it and go to bed. you also have to work for it.

IreneNM #TuJadili a month ago

REACH: 153 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

Sample negative posts



RT @Asamoh_: Cambridge Analytica gameplan: Delink Ruto from the presidency and blame UHURU for all the Jubilee messes in our country like youth unemployment, healthcare, high commodity prices, food insecurity, corruption, high unsustainable & ethnicity and present Ruto as 2022 savior !

Nthalamy a month ago

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



@its_moraa Ata ashinde Na press conference ngapi tunajua he is useless..he just talked of youth unemployment the other day and people are still being laid off ..ako mlevi saa hii??

Double Trouble a month ago

REACH: 47 INTERACTIONS: 2 ENGAGEMENT RATE: 4.26% INFLUENCE: 1/10



@HonAnabGure @WilliamsRuto @Oleltumbi He is in the government right now,so is the opposition! What is stopping him and his lunatics now to eradicate alshabaab tom and jerry game and youth unemployment?!!!

Eric Perez a month ago

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



RT @Kommonsense7: @ahmednasirlaw @makaumutua @TonyGachoka Sad? Kenya has more urgent and serious matters to cry about.. Youth unemployment, collapsing medical services, inflation, redundancies, Alshabab, failing agriculture, hunger, disasters, industry closure... wacheni makelele kila siku

@Poundinpundit a month ago

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

Unemployment: **Mentions**

- ❑ There are total number of 1,183 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.5million.

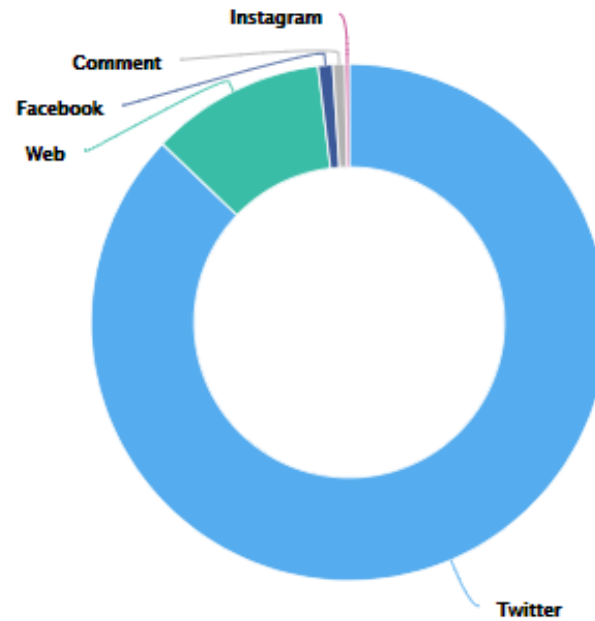
NUMBER OF MENTIONS

Unemployment

1,183

▼ -10.58%

ALL SOURCES



TOTAL IMPRESSIONS

Unemployment

1,575,152

▼ -38.17%

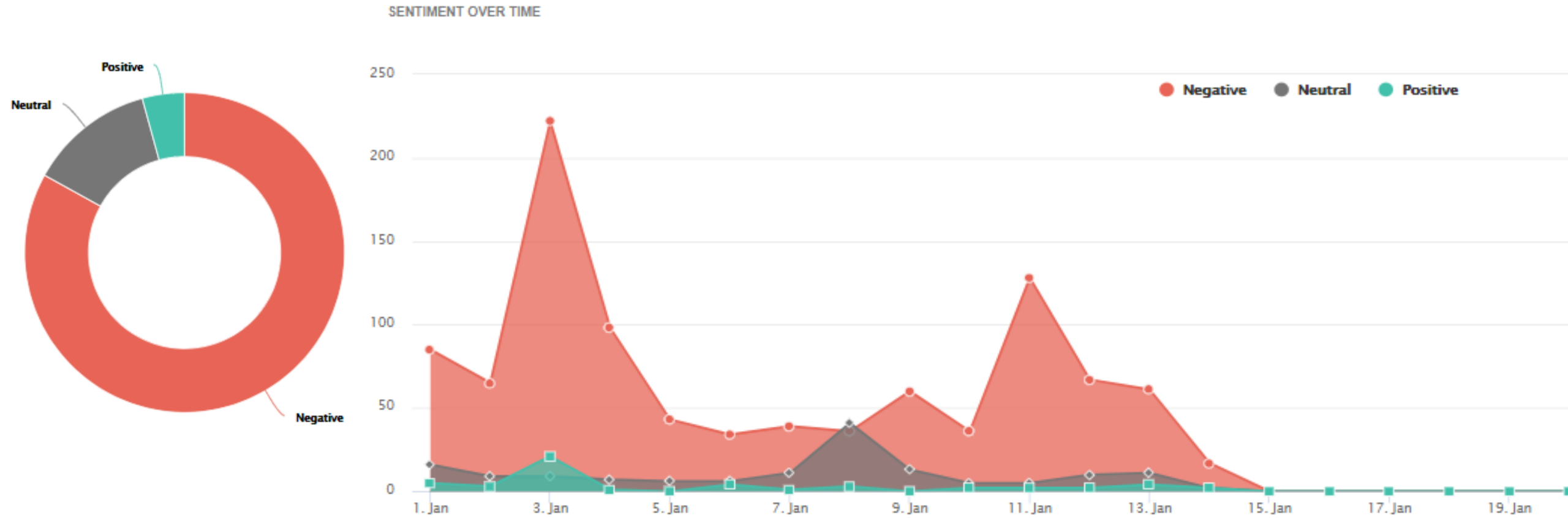
Unemployment: Top Influencers

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

| TOP INFLUENCERS BY NUMBER OF MENTIONS | | TOP INFLUENCERS BY SOURCE | | | | | | | |
|---------------------------------------|----|---------------------------|----|------------------|----|------------------|---|---------------------|---|
| | | Web | | Twitter | | Facebook | | Comment | |
| ALLAFRICA.COM | 44 | ALLAFRICA.COM | 44 | @ASAMOH_ | 20 | HIVISASA.COM | 7 | KENYANS.CO.KE | 6 |
| STANDARDMEDIA.CO.KE | 26 | STANDARDMEDIA.CO.KE | 25 | @AMETHYST7PURPLE | 13 | BONIFACE MWANGI | 1 | STANDARDMEDIA.CO.KE | 3 |
| @ASAMOH_ | 20 | THE-STAR.CO.KE | 13 | @AMAZINGKISII | 9 | CAPITAL FM KENYA | 1 | | |
| THE-STAR.CO.KE | 13 | NATION.CO.KE | 11 | @RICHARDMUNANG | 8 | KTN KENYA | 1 | | |
| @AMETHYST7PURPLE | 11 | BUSINESSTODAY.CO.KE | 10 | @BILLOW_JR | 8 | TUKO.CO.KE | 1 | | |
| NATION.CO.KE | 11 | BUSINESSDAILYAFRICA.COM | 8 | @TABANI_ANTHONY | 8 | | | | |
| @AMAZINGKISII | 9 | PD.CO.KE | 8 | @KINOTIJOSEPH | 7 | | | | |
| KENYANS.CO.KE | 9 | KENYAMOJA.COM | 6 | @REALWANJIKUKE | 7 | | | | |
| @BILLOW_JR | 8 | KENYAPLEX.COM | 6 | @REALITYKENYA | 6 | | | | |
| BUSINESSDAILYAFRICA.COM | 8 | TUKO.CO.KE | 3 | @JDRIZZY254 | 6 | | | | |

Unemployment: **Sentiment Ratio**

❑ The content was predominantly negative throughout the period.



Unemployment: Sentiment Ratio

Sample positive posts



Online work is with no doubt the future of the 21st generation and if the government moves so swift to harness the power of digital technology, then **unemployment** rate can be curbed at least by half. @AjiraDigital is on the right part of achieving this. <https://chetenet.com/2020/01/27/ajira-digital-inducts-250-interns-into-the-ministry-of-ict>

Enock Bett 🇰🇪 13 days ago

REACH: 483 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



"Youth **unemployment** must be given top priority. With 12 million graduates entering the labor market each year and only 3 million of them getting jobs, the mountain of youth **unemployment** is rising annually." Adesina #2020AEO @AfDB_Group @RichTvAfrica - <https://youtu.be/8uZ44yr1bp0> <https://t.co/mKepryfcvW>

Aly-Khan Satchu 🇰🇪 13 days ago

REACH: 28,408 INTERACTIONS: 3 ENGAGEMENT RATE: 0.01% INFLUENCE: 8/10



@jacque254 x @Gee_Muri have a very awesome initiative.... Lets beat **unemployment** this year.

Raverholics.com | Wed 9-11 Pm 🇰🇪 a month ago

REACH: 139 INTERACTIONS: 2 ENGAGEMENT RATE: 1.44% INFLUENCE: 2/10

Sample negative posts



@its_moraa Ata ashinde Na press conference ngapi tunajua he is useless..he just talked of youth **unemployment** the other day and people are still being laid off ..ako mlevi saa hii??

Double Trouble 🇰🇪 a month ago

REACH: 47 INTERACTIONS: 2 ENGAGEMENT RATE: 4.26% INFLUENCE: 1/10



The situation of **unemployment** in Kenya is super devastating...that looking for jobs is a job in itself 🙄 #podcasts #communityjournalism #screening #**unemployment** #siasaplace #Nationalempowermentauthority

sharon_liboi 🇰🇪 18 days ago

The situation of **unemployment** in Kenya is super devastating...that looking for jobs is a job in itself 🙄 #podcasts #communityjournalism #screening #**unemployment** #siasaplace #Nationalempowermentauthority

REACH: 870 INTERACTIONS: 87 ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @Shikohkihika: Young people are in for a huge struggle, everyday they have to deal with **unemployment**, mobile loans, helb loans, taxes and most of All Debts incurred by the state without a recovery plan. #MondayReport

TrevorKE™uske 🇰🇪 a month ago

REACH: 393 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10



RT @SirJimKitch: Idlers are asking the DP to resign for criticizing BBI but THEY CAN'T ASK the President to Resign because of Poor economy, High debts, High Corruption, **Unemployment**, Food insecurity among other ills. Which is more important to our nation? BBI or Economy? BBI or Youth employment?

kab.kam 🇰🇪 a month ago

REACH: 200 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

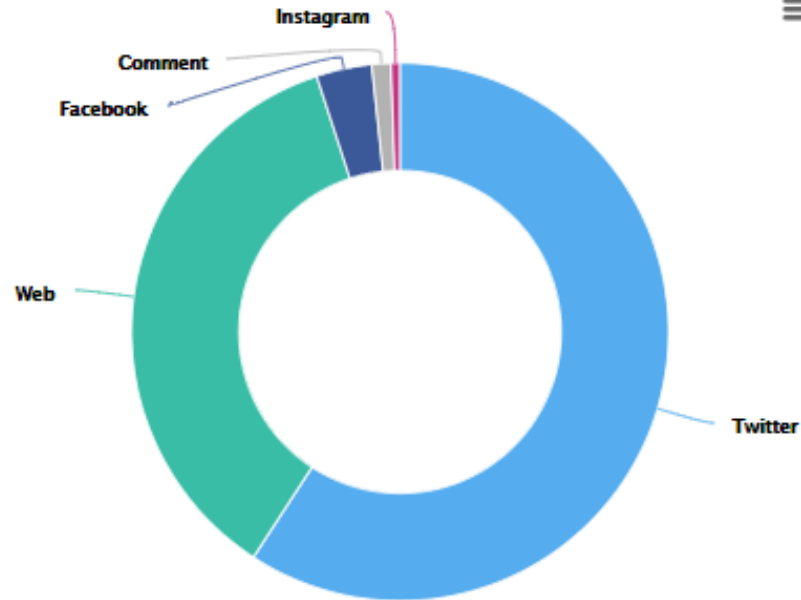
Jobs: Mentions

- ❑ There are total number of 3,292 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 9.8m.

NUMBER OF MENTIONS

Jobs
3,292
^ 5.99%

ALL SOURCES



TOTAL IMPRESSIONS

Jobs
9,809,164
^ 47.84%

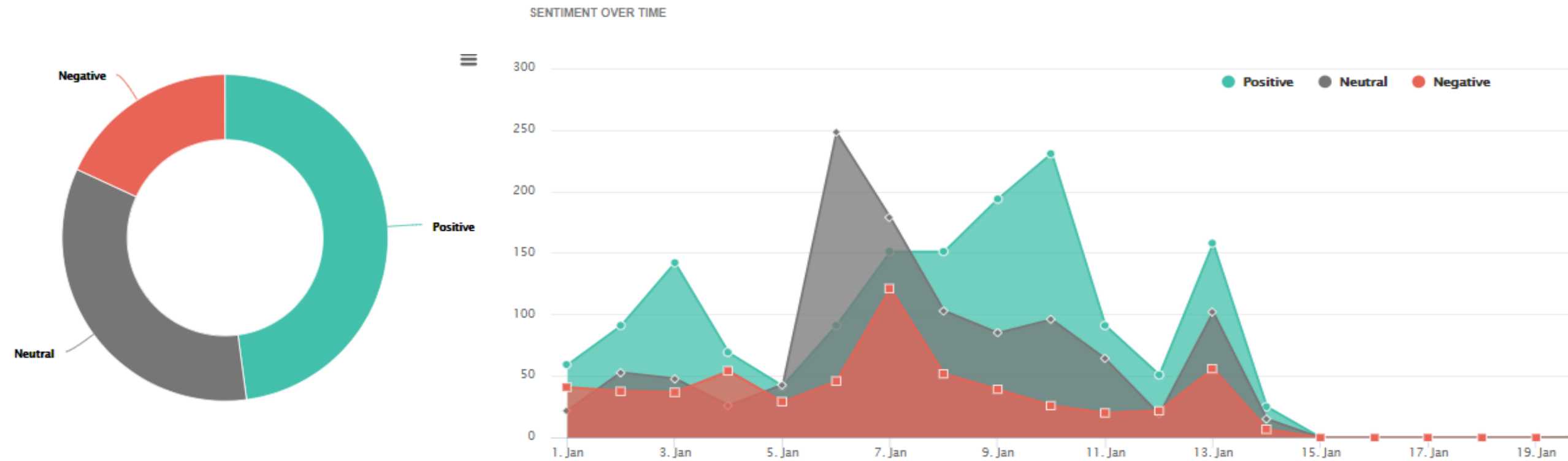
Jobs: Top Influencers

- ❑ 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 | 750 | ADVANCE-AFRICA.COM | 750 | @SIMON_INGARI | 234 | EAST AFRICA INSTITUTE OF CERTIFIED STUDIES | 78 | KENYANS.CO.KE | 31 |
| @SIMON_INGARI | 234 | ALLAFRICA.COM | 159 | @IKOKAZIKE | 167 | UNKNOWN USER | 11 | STANDARDMEDIA.CO.KE | 7 |
| @IKOKAZIKE | 163 | CAREERPOINTKENYA.CO.KE | 135 | @CAREERPOINTSOLU | 79 | JIJI KENYA | 9 | | |
| ALLAFRICA.COM | 159 | KENYAMOJA.COM | 103 | @TOPJOBSTODAY_KE | 62 | KTN KENYA | 9 | | |
| CAREERPOINTKENYA.CO.KE | 135 | MYJOBMAG.CO.KE | 99 | @KAZYBOTT | 47 | THE STAR, KENYA | 8 | | |
| KENYAMOJA.COM | 103 | THE-STAR.CO.KE | 97 | @SCOSHIELD | 25 | CAPITAL FM KENYA | 4 | | |
| MYJOBMAG.CO.KE | 99 | STANDARDMEDIA.CO.KE | 91 | @WILHELMINNIE | 22 | CITIZEN TV KENYA | 4 | | |
| THE-STAR.CO.KE | 97 | TOPJOBSTODAY.CO.KE | 89 | @JOBSINKENYA254 | 15 | KISS 100 KENYA | 4 | | |
| STANDARDMEDIA.CO.KE | 94 | NATION.CO.KE | 62 | @MMNJUG | 12 | GHAFLA KENYA | 3 | | |
| TOPJOBSTODAY.CO.KE | 80 | JOBSINKENYA.CO.KE | 49 | @WAPIKAZI | 12 | NDUNGATA YA NGAI MUTURI WA MUIRU -BLESSED AND FAVORED | 3 | | |





Jobs: Sentiment Ratio

❑ The content was predominantly positive throughout the period.






Jobs: Sentiment Ratio

Sample positive posts

-  I urge my colleagues in leadership to always bear in my mind that we have a sacred duty to initiate development, create **jobs** and wealth and roll back poverty. To do this we have to place the interests of our people above our own personal and selfish ones. <https://t.co/Xe0C34DGkX>
Dr. Alfred Mutua 🇰🇪 a month ago
REACH: 42,733 INTERACTIONS: 116 ENGAGEMENT RATE: 0.27% INFLUENCE: 8/10
-  RT @WorldBankKenya: Kenya has been steadily reducing poverty. To continue its progress, it must: 🌱 Improve agricultural productivity 🏠 Generate more and better **jobs** 🛣️ Invest in infrastructure 🏠 Improve housing affordability 🛡️ Strengthen social safety nets <https://t.co/7kAUmr6EDJ> #EndPoverty <https://t.co/lKtC4qrba1>
AgribusinessKe 🇰🇪 a month ago
REACH: 150 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10
-  RT @SheilahBirgen: A gig economy is a free market system in which temporary positions are common and organizations contract with independent workers for short-term engagements. Yaani short term **jobs**. e.g. Mjengo, plumber, research, musicians, photographers, catering, artists, carpenters etc. [↗](#)
duphy wanjala 🇰🇪 a month ago
REACH: 10 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10
-  Prof. Pinelopi Goldberg Firms that engage in global value chains, tend to scale faster, grow faster and employ more people as they create **jobs**. @uonbi @WorldBankKenya #WRD2020KE
ViceChancellor, UoNBI 🇰🇪 24 days ago
REACH: 1,095 INTERACTIONS: 8 ENGAGEMENT RATE: 0.40% INFLUENCE: 5/10

Sample negative posts

-  "Youth unemployment must be given top priority. With 12 million graduates entering the labor market each year and only 3 million of them getting **jobs**, the mountain of youth unemployment is rising annually." Adesina #2020AEO @AfDB_Group @RichTvAfrica - <https://youtu.be/8uZ44yr1bp0> <https://t.co/mKepryfcvW> [↗](#)
Aly-Khan Satchu 🇰🇪 13 days ago
REACH: 28,408 INTERACTIONS: 3 ENGAGEMENT RATE: 0.01% INFLUENCE: 8/10
-  The situation of unemployment in Kenya is super devastating...that looking for **jobs** is a job in itself 🙄 #podcasts #communityjournalism #screening #unemployment #siasaplace #Nationalempowermentauthority
sharon_liloi 🇰🇪 18 days ago
The situation of unemployment in Kenya is super devastating...that looking for **jobs** is a job in itself 🙄 #podcasts #communityjournalism #screening #unemployment #siasaplace #Nationalempowermentauthority
REACH: 870 INTERACTIONS: 87 ENGAGEMENT RATE: N/A INFLUENCE: 1/10
-  @SpiceFMKE @SuleimanShahbal @EricLatiff @nduokoh @ctmuga Separation & devolution are 2 completely different concepts. Mombasa is a devolved Govt but not a separate entity from Kenya. #SGR has effectively killed many **jobs** and economic opportunities in Mombasa and small centres along Mombasa Road. Mombasa port should be 30% devolved
Charlie 🇰🇪 a month ago
REACH: 210 INTERACTIONS: 1 ENGAGEMENT RATE: 0.48% INFLUENCE: 2/10

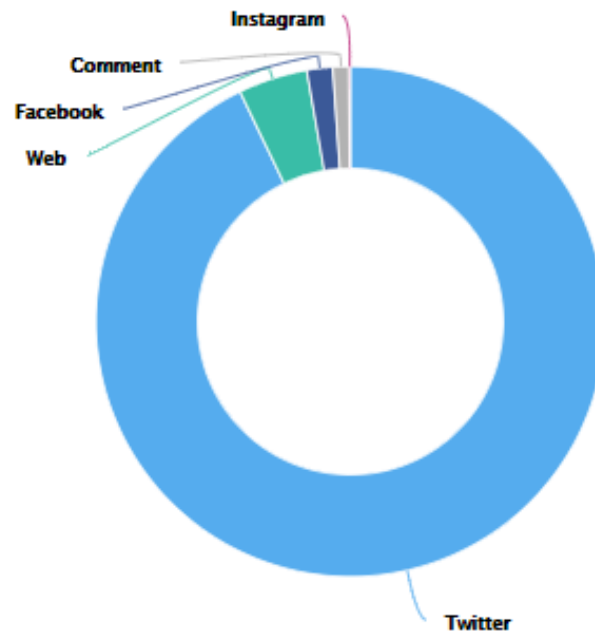
Tribalism/ Ukabila: **Mentions**

- ❑ There are total number of 1,092 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.8M.

NUMBER OF MENTIONS

Tribalism
1,092
▼ -53.39%

ALL SOURCES



TOTAL IMPRESSIONS

Tribalism
1,846,453
▼ -38.89%

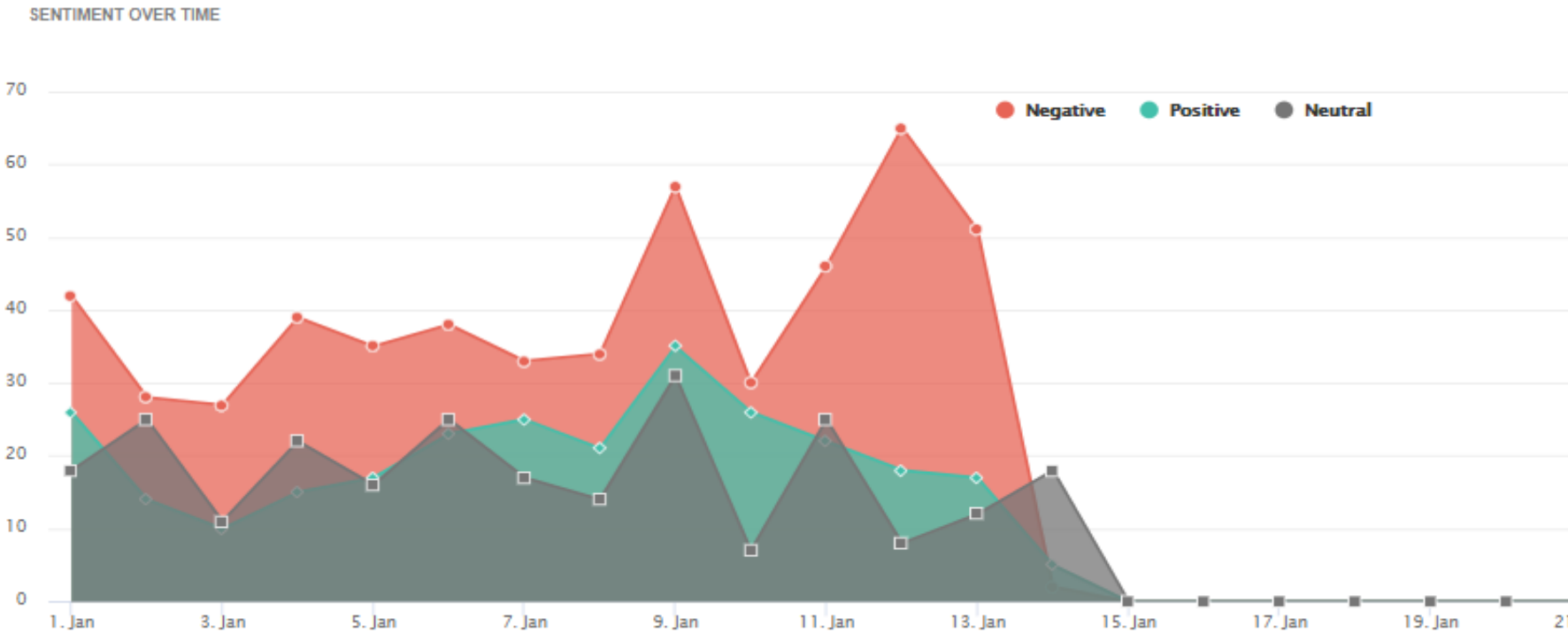
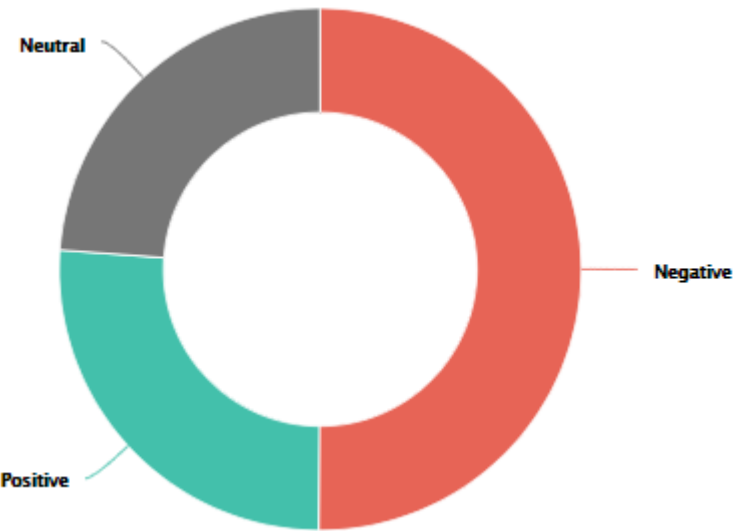
Tribalism: Top Influencers

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

| TOP INFLUENCERS BY NUMBER OF MENTIONS | | TOP INFLUENCERS BY SOURCE | | | | | |
|---|----|---------------------------|----|-------------------------|----|---|-----------------------|
| | | Twitter | | Web | | Facebook | Comment |
| @SOLOMONKARORI2 | 31 | @SOLOMONKARORI2 | 31 | NATION.CO.KE | 10 | NDUNGATA YA NGAI MUTURI WA MUIRU -BLESSED AND FAVORED | KENYANS.CO.KE 7 |
| @MAKANDICAROL | 29 | @MAKANDICAROL | 29 | ALLAFRICA.COM | 8 | | STANDARDMEDIA.CO.KE 4 |
| @AMETHYST7PURPLE | 19 | @AMETHYST7PURPLE | 19 | THE-STAR.CO.KE | 7 | CORD EFFECT | 2 |
| NDUNGATA YA NGAI MUTURI WA MUIRU -BLESSED AND FAVORED | 14 | @BASILIOCC | 13 | KENYAMOJA.COM | 5 | CITIZEN TV KENYA | 1 |
| @BASILIOCC | 13 | @MICHAEL_OUMA | 7 | STANDARDMEDIA.CO.KE | 3 | UNKNOWN USER | 1 |
| NATION.CO.KE | 10 | @CHESOLIPROTUS | 6 | ADVANCE-AFRICA.COM | 2 | | |
| ALLAFRICA.COM | 8 | @MWANGP01 | 6 | BUSINESSDAILYAFRICA.COM | 2 | | |
| THE-STAR.CO.KE | 7 | @MWANAINCHI1 | 6 | MYJOBMAG.CO.KE | 2 | | |
| @CHESOLIPROTUS | 6 | @BILLOW_JR | 5 | THEEASTAFRICAN.CO.KE | 2 | | |
| STANDARDMEDIA.CO.KE | 6 | @PETERNNJENGA | 5 | TUKO.CO.KE | 2 | | |

Tribalism: **Sentiment Ratio**

❑ The content was predominantly negative.



Tribalism: Sentiment Ratio

Sample positive posts



@Fight_Tribalism @faithwanjiru13 Keep telling yourselves that!! What I know is if Kenyans come together as one, nothing, not even the deep state can stand on our way!! Don't forget votes are counted at each polling station and each candidate has his/her agents!! And if votes are stolen, we can all protest!!

Caroline Makandi a month ago

REACH: 31 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @kilifi_youth: When young people are meaningfully engaged whether based on age, gender, class, ethnicity, or other facets of identity— they change not only their own lives, but also the systems in which those lives are situated. @RaphaelObonyo @MwakeraEmmanuel @YouthActKE @NYC_YouthVoice <https://t.co/3dSjvvv0SU>

Anthony Chazara a month ago

REACH: 4 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@EAukot @emmanuelkimtai8 @Thirdwaykenya I still say for one to win presidency let's get rid of popular vote and turn to counties. Whoever wins in 24 counties should be our President. It will end tribalism. It changes campaign themes to county based issues. Each county will decide on who works for them. 2 terms limit.

Nelson Denzel a month ago

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

Sample negative posts



@kairiitu_ @FrankGanda Their votes were based on tribalism and now they reap what they sowed. Let them eat the cake they have cut and i repeat tano tena to all those mps

Nyagweth a month ago

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



@HarunMarufPolls @HarunMaruf Whoever fights under the banner of one who is blind, raging for the sake of tribalism, or calling to tribalism, or supporting tribalism, and is killed will have died upon ignorance.

MOHAMED SAIDKeso a month ago

REACH: 11 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



@Kennymwai88 @Alisonj09424077 @gordon_oyugi @susankihika @kipmurkomen So sad! I always thought that the youth would outgrow tribalism at some point of time. I have been wrong.

Great mind a month ago

REACH: 83 INTERACTIONS: 2 ENGAGEMENT RATE: 2.41% INFLUENCE: 1/10



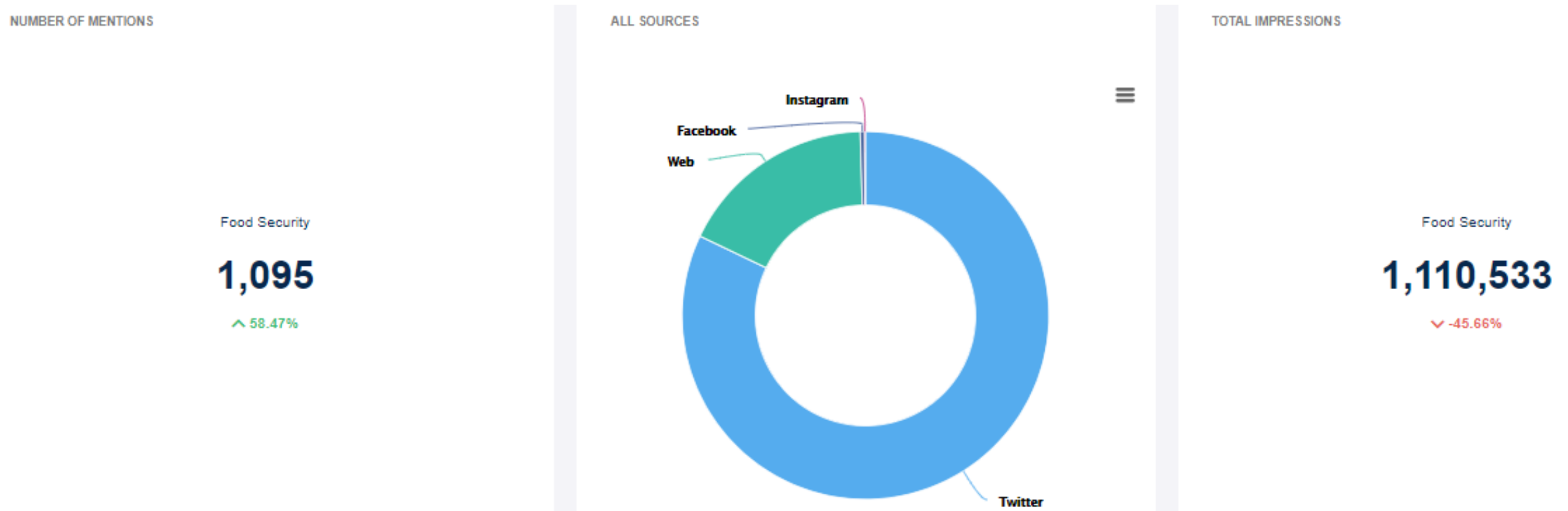
Most ideas are bad. Most start ups are bad. Most public stocks are bad. Most VCs are bad. Most HF/MFs are bad. Some are good. Refusing to acknowledge badness (the norm) in any individual instance of these categories is absurd. Everything else is tribalism, bias, or shilling. ☑

Code Mashinani a month ago

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

Food Security: **Mentions**

- ❑ There are total number of 1,095 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.1 million.



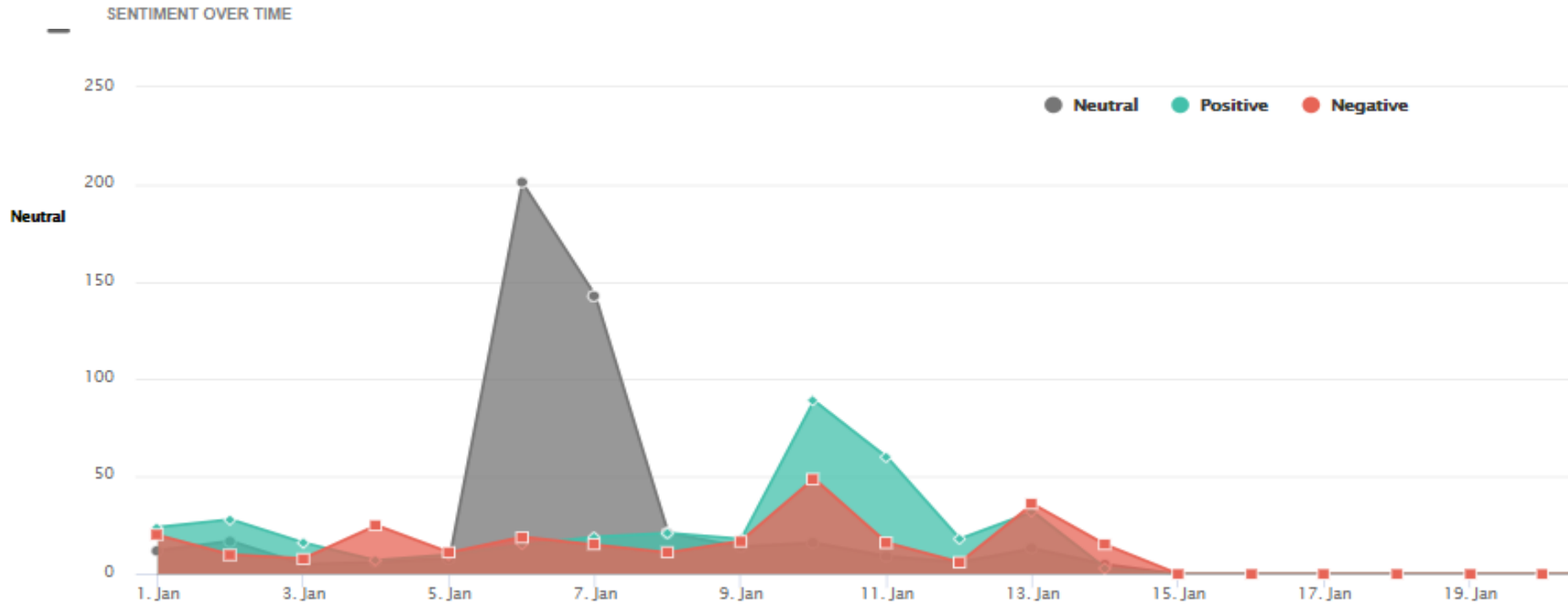
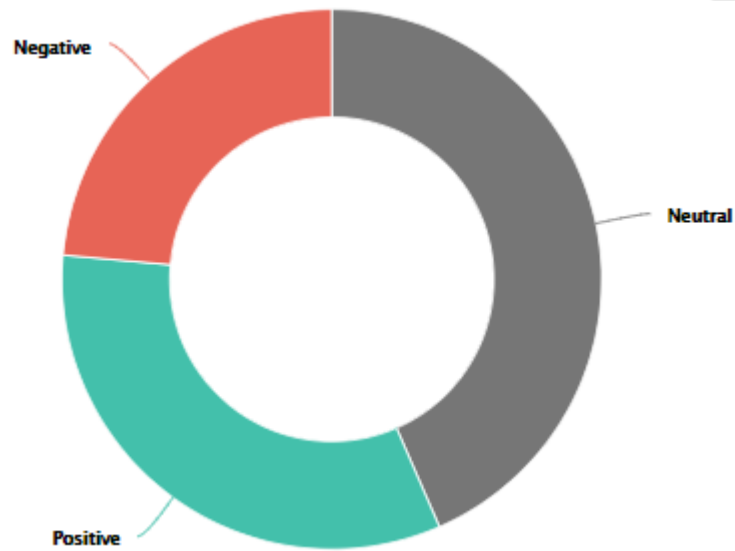
Food Security: Top Influencers

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

| TOP INFLUENCERS BY NUMBER OF MENTIONS | | TOP INFLUENCERS BY SOURCE | | | |
|---------------------------------------|----|---------------------------|----------------|---|-------------|
| | | Web | Twitter | Facebook | Instagram |
| ALLAFRICA.COM | 55 | ALLAFRICA.COM | @RICHARDMUNANG | AFRICAN AGRICULTURAL TECHNOLOGY FOUNDATION (AATF) | MORAGGAMBLE |
| STANDARDMEDIA.CO.KE | 30 | STANDARDMEDIA.CO.KE | @MTEJAH2 | CGTN AFRICA | |
| NATION.CO.KE | 19 | PD.CO.KE | @ABMT_KE | KTN KENYA | |
| PD.CO.KE | 19 | NATION.CO.KE | @MWANGP01 | SAM ZOON VAN KIRIAGO | |
| THE-STAR.CO.KE | 18 | THE-STAR.CO.KE | @JDRIZZY254 | | |
| @RICHARDMUNANG | 15 | MYJOBMAG.CO.KE | @HAKINGO | | |
| MYJOBMAG.CO.KE | 14 | JOBSINKENYA.CO.KE | @KIBETKIGEN_ | | |
| JOBSINKENYA.CO.KE | 11 | BUSINESSDAILYAFRICA.COM | @STANDARDKENYA | | |
| BUSINESSDAILYAFRICA.COM | 9 | ADVANCE-AFRICA.COM | @UOEMBU | | |
| ADVANCE-AFRICA.COM | 8 | KBC.CO.KE | @MMNJUG | | |

Food Security: **Sentiment Ratio**

❑ The content was predominantly neutral.



Food security: Sentiment Ratio

Sample positive posts

Effective use of technology can support **food security** and unlock opportunities that can attract young people into agribusiness

 RoyalTrendia Digital  a month ago

REACH: 3,405 INTERACTIONS: 20 ENGAGEMENT RATE: 0.59% INFLUENCE: 6/10

RT @Agri_FinanceKe: Although irrigation in Kenya has the potential to boost agricultural productivity by at least 50 percent, food production in the Country is almost entirely rain-fed. AFC remains committed to ensuring **food security** in Kenya. <https://t.co/vqybySuATl>

 Kilimo News  a month ago

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

RT @emoofmkenya: To improve **food security** and improve the livelihoods of Uasin Gishu residents, Uasin Gishu has invested heavily in disease control, extension, subsidies, agricultural infrastructure, field days, trade fairs and diversification #TeebSinai <https://t.co/niOXOQZPOf>

 County Government of Uasin Gishu  a month ago

REACH: 379 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 3/10

RT @Hot_96Kenya: Researchers identify chemicals in desert locusts that could help boost **food security** and control chronic diseases. #JeffAndHamoOnHot @KoinangeJeff @HamoProf @VDJClyde @teddyeugene <https://t.co/XMPAlbFhB4>

 George Jalang'o  a month ago

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

Sample negative posts

RT @TheRealBBI: As a country our major threats are **food security**, natural disasters and terrorism. To counter this, the BBI recommends inclusion of this policies. #BBI #Tusome <https://t.co/0D9njXNk8B>

 Micheal Wanga  a month ago

REACH: 117 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

RT @KenyanTraffic: The University dons to go on strike due to underpayment, the education sector is deteriorating, no **food security**, poor roads and we are forced to pay patriotic tax for what?@EbruTVKenya @TV47KE @CG_KRA #KenyanTraffic @Gideon_Kitheka @Kenyans @AyubAbdikadir via @litswa

 Nyambura Ndung'u  a month ago

REACH: 52 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

@NationBreaking What's the government doing towards this menace or bbi is more important than countries **food security**?

 BonTrek safaris.  a month ago

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

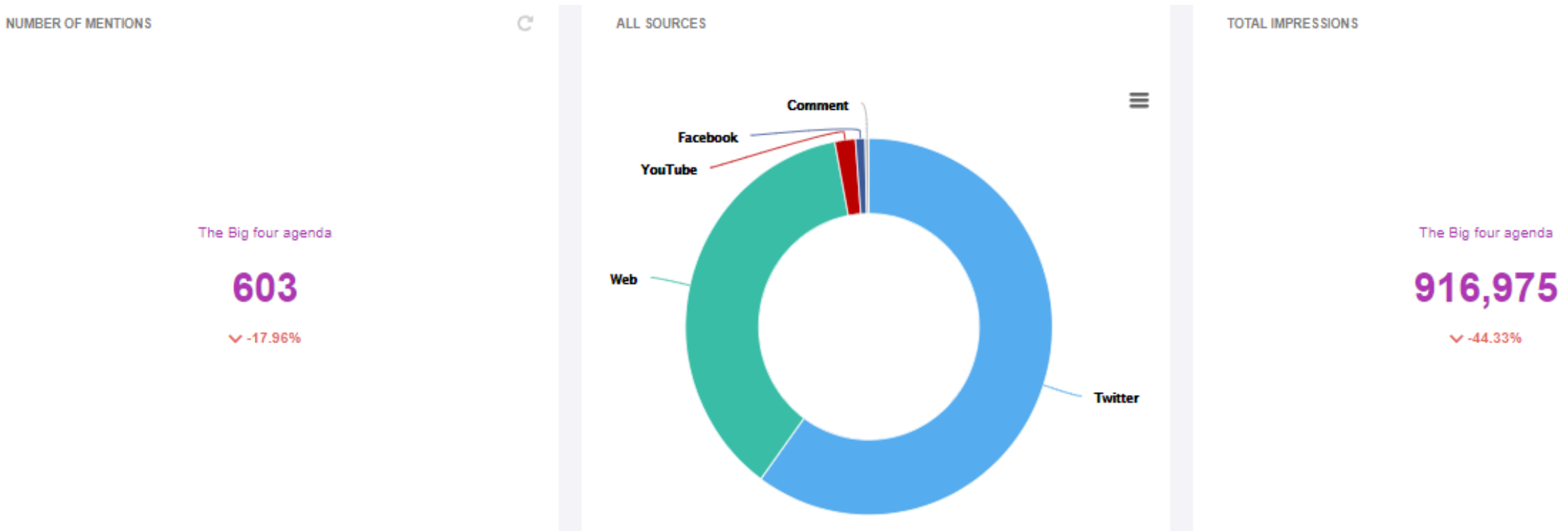
RT @TrackTheCorrupt: Housing as part of big 4 was also a non starter, **food security** is a dream while manufacturing died in 2013. So basically Big Zero Agenda #AMLiveNTV <https://t.co/22zwh9P2D5>

 Teri  a month ago

REACH: 199 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

Big Four Agenda: **Mentions**

- ❑ There are total number of 603 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 916k.



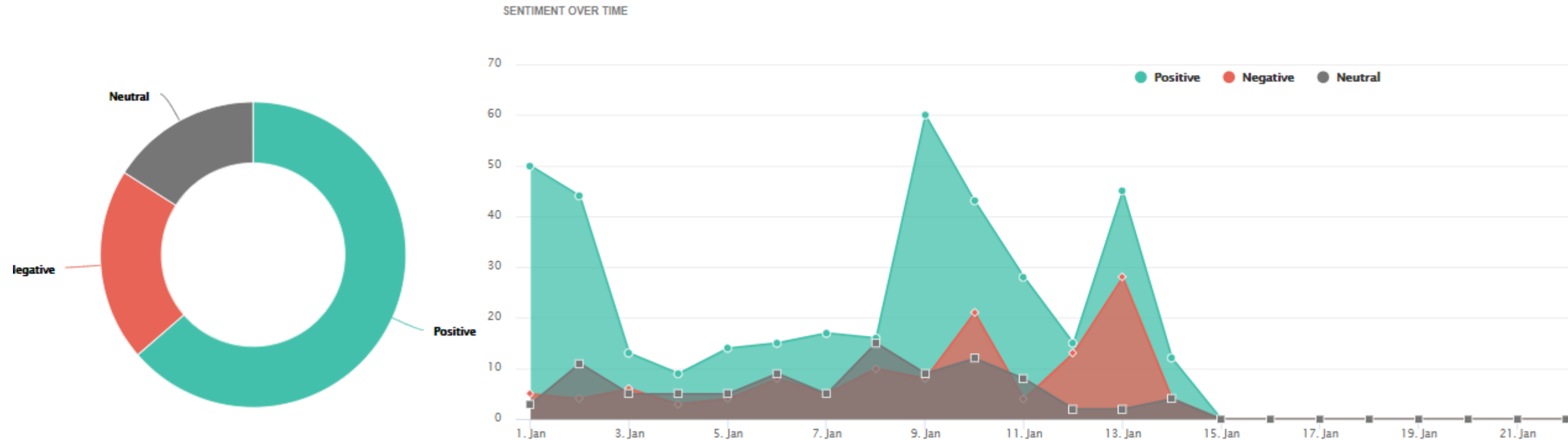
Big Four Agenda: Top Influencers

- ❑ 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 | | YouTube | | Facebook | |
| KENYANDIGEST.COM | 29 | KENYANDIGEST.COM | 31 | @MILDREDJAE1 | 21 | NTV KENYA | 3 | CORD EFFECT | 1 |
| STANDARDMEDIA.CO.KE | 28 | STANDARDMEDIA.CO.KE | 27 | @JAELMILDRED | 13 | KBC CHANNEL 1 | 2 | DAILY NATION | 1 |
| @MILDREDJAE1 | 21 | KENYANTRIBUNE.COM | 18 | @PEDROMBUGUA_ | 5 | BAHARI NEWS KENYA | 1 | HIVISA SA.COM | 1 |
| KENYANTRIBUNE.COM | 18 | NATION.CO.KE | 15 | @MUCAKUTHI | 5 | DAILYNATION | 1 | ODM RELOADED | 1 |
| NATION.CO.KE | 15 | KENYA24NEWS.COM | 14 | @AMETHYST7PURPLE | 3 | KTN NEWS KENYA | 1 | SAM ZOON VAN KIRIAGO | 1 |
| KENYA24NEWS.COM | 14 | THE-STAR.CO.KE | 14 | @EVYONK | 3 | MIKE KARANJA 001 | 1 | | |
| THE-STAR.CO.KE | 14 | PD.CO.KE | 11 | @JEROTICHSEII | 3 | NYOTA TV NEWS | 1 | | |
| @JAELMILDRED | 13 | HIVISA SA.COM | 10 | @AM_DAGI | 3 | RIFT NEWS | 1 | | |
| PD.CO.KE | 11 | BUSINESSDAILYAFRICA.COM | 8 | @MOHAMME18499011 | 3 | | | | |
| HIVISA SA.COM | 10 | ALLAFRICA.COM | 7 | @SPEAKKAM | 3 | | | | |

Big Four Agenda: **Sentiment Ratio**

- ❑ The content was predominantly positive throughout the period.



Big Four Agenda: Sentiment Ratio

Sample positive posts



@Wakabando The reason is very simple, Uhuru still need a very intact parliament to achieve his **Big four agenda**. Arresting Ruto at this time may spell doom and divide parliament right in the middle. I can predict things will be rough towards the end of 2021.

Joseph Ombewa 🇰🇪 a month ago

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



.@MarkBichachi: Kenya will recover when we give investors confidence, so that when they pick up the newspaper they see that we are prioritizing the **big four agenda**. #K24ThisMorning, @iamjeffmote <https://t.co/cghkNMHBZL>

K24 TV 🇰🇪 a month ago

REACH: 64,518 INTERACTIONS: 15 ENGAGEMENT RATE: 0.02% INFLUENCE: 9/10



@KBCChannel1 Manufacturing gaining momentum countrywide towards achieving the **Big Four Agenda**
@PDUDelivery @SpokespersonGoK

JustSteve 🇰🇪 a month ago

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



RT @SimbaJoseph: DP Ruto who on Friday lashed out at leaders who attended the BBI political meeting in Kisumu, noted that the full implementation of the **Big Four agenda** was, "the only way to go. @Olelumbi @KibetBenard_ #RutoNiScam <https://t.co/Uc1z5qx1cn>

Ababa Qwatch. 🇰🇪 a month ago

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

Sample negative posts



RT @K24Tv: .@karorikipchumba: As mwananchi, we need to ask ourselves; How comes the people in power have more time to discuss BBI and not the **Big four agenda**. #K24ThisMorning, @iamjeffmote <https://t.co/NrF34Bf0zb>

Mwana wa Mma 🇰🇪 a month ago

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



@dailyNation Since the BBI is fighting @WilliamsRuto and has brought division, it can't support the **Big Four Agenda**. In addition why is it leading to defilement of court orders???

SWALLEY WAMAMAKE. 🇰🇪 a month ago

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



contributors. The new rules, whose enforcement quietly started on January 1, are likely to slow down the uptake of the NHIF scheme, which is a key plank of Kenya's plan to achieve universal health coverage under President Uhuru Kenyatta's **Big Four Agenda**.

Steph waswa 🇰🇪 a month ago

REACH: 11 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

Affordable housing: **Mentions**

- ❑ There are total number of 62 mentions for this theme with majority of them from web sources.
- ❑ The total number of impressions was 81k.

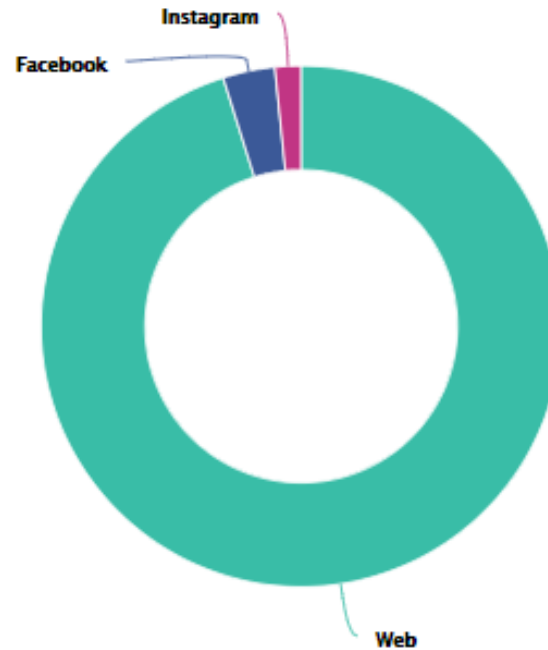
NUMBER OF MENTIONS

Affordable housing

62

▼ -55.07%

ALL SOURCES



TOTAL IMPRESSIONS

Affordable housing

81,371

▼ -96.04%

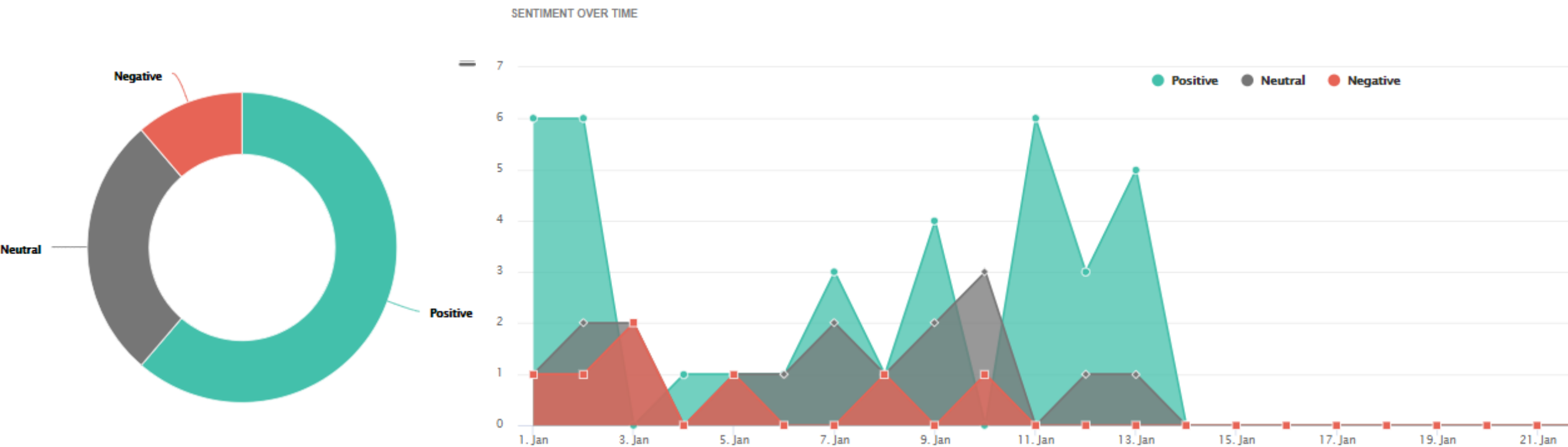
Affordable housing: Top Influencers

❑ The top influencers for this content were media news sources.

| TOP INFLUENCERS BY NUMBER OF MENTIONS | | TOP INFLUENCERS BY SOURCE | | | |
|---------------------------------------|----|---------------------------|----------|--------------------|-----------|
| | | Web | Facebook | | Instagram |
| STANDARDMEDIA.CO.KE | 12 | STANDARDMEDIA.CO.KE | 12 | CYTONN INVESTMENTS | 1 |
| ALLAFRICA.COM | 7 | ALLAFRICA.COM | 7 | CYTONN REAL ESTATE | 1 |
| BUSINESSDAILYAFRICA.COM | 6 | BUSINESSDAILYAFRICA.COM | 6 | | |
| PD.CO.KE | 6 | PD.CO.KE | 6 | | |
| THE-STAR.CO.KE | 6 | THE-STAR.CO.KE | 6 | | |
| NATION.CO.KE | 4 | NATION.CO.KE | 4 | | |
| KENYANS.CO.KE | 3 | KENYANS.CO.KE | 3 | | |
| CAPITALFM.CO.KE | 2 | CAPITALFM.CO.KE | 2 | | |
| THEEASTAFRICAN.CO.KE | 2 | THEEASTAFRICAN.CO.KE | 2 | | |
| UPESINews.CO.KE | 1 | UPESINews.CO.KE | 1 | | |

Affordable housing: **Sentiment Ratio**

❑ The content was predominantly positive.



Affordable housing: Sentiment Ratio

Sample positive posts



Acorn Holdings to put up 50,000 units for university students to actualise green bond

capitalfm.co.ke 🇰🇪 a month ago

ADVERTISEMENT According to Samuel Kimani, the Chairman of Nairobi Securities Exchange, the project meets the **affordable housing** demand in the country. "The number of students going to university has grown but the scholars' accommodation does not meet

REACH: 108 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



Let's change narratives, celebrate our milestones

pd.co.ke 🇰🇪 a month ago

Those directly benefiting from the projects admit the Big Four plan, in which the government has prioritised manufacturing, universal healthcare, **affordable housing**, and food security, is changing lives across the country. Mothers who have given

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



10 promising counties in real estate this year : The Standard

standardmedia.co.ke 🇰🇪 a month ago

SEE ALSO : First **affordable housing** project units ready Kiambu: Together with Kajiado and Machakos, Kiambu serves as Nairobi's bedroom. In June last year, the government announced plans to convert the road to a dual carriageway and end the traffic

REACH: 961 INTERACTIONS: 43 ENGAGEMENT RATE: 4.48% INFLUENCE: 9/10

Sample negative posts



Heartbreaking Story of Families Living 'Inside' Thika Superhighway

kenyans.co.ke 🇰🇪 a month ago

Heartbreaking Story of Families Living 'Inside' Thika Superhighway **Affordable housing** is number one on the list of the most challenging obstacles when it comes to... Heartbreaking Story of Families Living 'Inside' Thika Superhighway By Eddy Mwanza on

REACH: 1,413 INTERACTIONS: 70 ENGAGEMENT RATE: 4.96% INFLUENCE: 5/10



Pangani **affordable housing** project yet to start five months later

the-star.co.ke 🇰🇪 a month ago

Pangani **affordable housing** project yet to start five months later TENANTS WERE EVICTED AT NIGHT Pangani **affordable housing** project yet to start five months later The site is quiet, with four Lorries and three caterpillars lying idle. In Summary •

REACH: 3,171 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 8/10



Unfulfilled pledges haunt Uhuru as term nears end : The Standard

standardmedia.co.ke 🇰🇪 a month ago

Last year, Parliament gave a boost to the Jubilee administration in its allocation of funds, with the bulk of the 2019-20 Budget allocated to the Big Four Agenda: manufacturing, universal healthcare, **affordable housing** and food security. With little

REACH: 1,321 INTERACTIONS: 135 ENGAGEMENT RATE: 10.22% INFLUENCE: 9/10

Manufacturing: Mentions

- ❑ There are total number of 1,198 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.1 million.

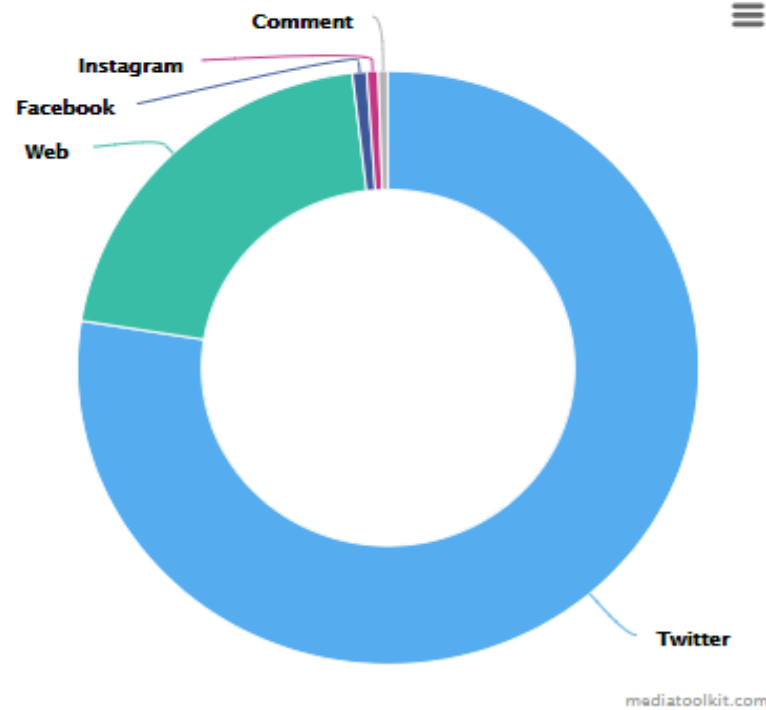
NUMBER OF MENTIONS

Manufacturing

1,198

^ 43.47%

ALL SOURCES



TOTAL IMPRESSIONS

Manufacturing

1,192,101

v -45.1%

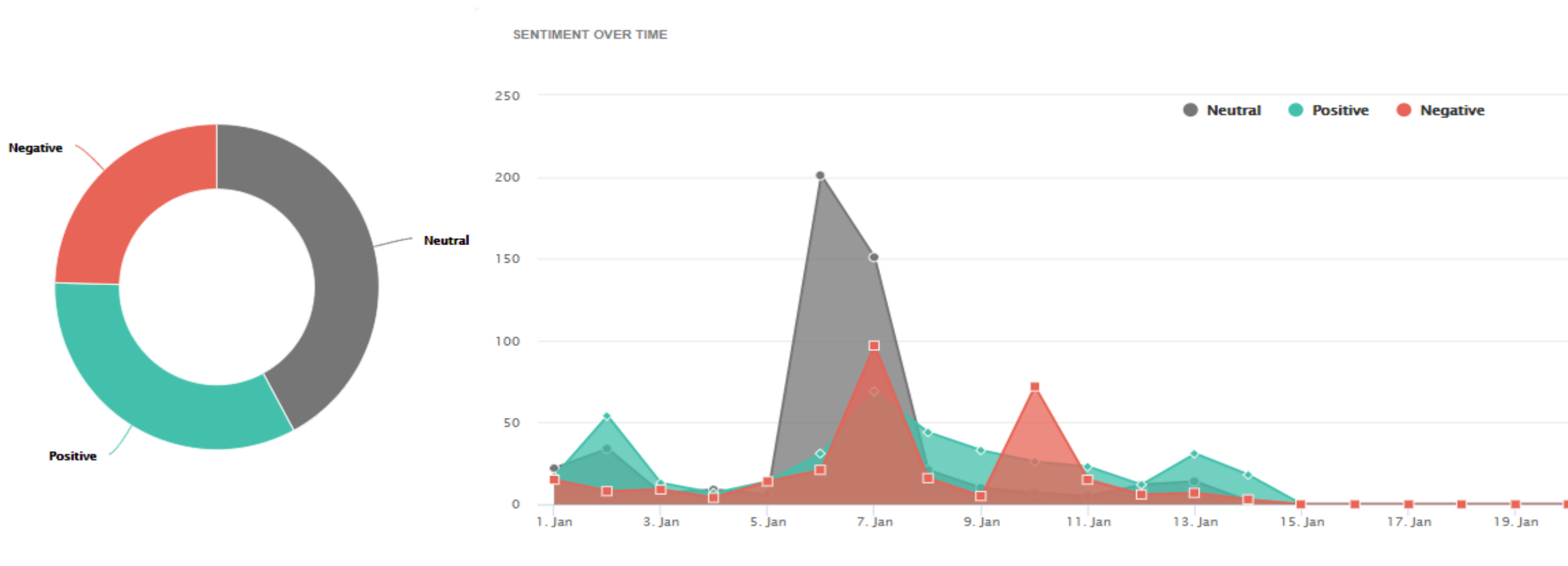
Manufacturing: Top Influencers

- ❑ 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 | | Facebook | | Instagram | |
| ALLAFRICA.COM | 57 | ALLAFRICA.COM | 57 | @SCOSHIELD | 12 | EAST AFRICA INSTITUTE OF CERTIFIED STUDIES | 5 | AGROIRRIGATION | 2 |
| STANDARDMEDIA.CO.KE | 30 | STANDARDMEDIA.CO.KE | 27 | @JDRIZZY254 | 10 | CITIZEN TV KENYA | 1 | PIPEMANUFACTURERS | 2 |
| MYJOBMAG.CO.KE | 22 | MYJOBMAG.CO.KE | 22 | @SOKOANALYST | 7 | CORD EFFECT | 1 | BROWNSKINPODCAST | 1 |
| BUSINESSDAILYAFRICA.COM | 19 | JOBSINKENYA.CO.KE | 20 | @HAKINGO | 6 | ICEA LION GROUP | 1 | DGMFCALIO | 1 |
| JOBSINKENYA.CO.KE | 19 | BUSINESSDAILYAFRICA.COM | 19 | @KIBETKIGEN_ | 6 | TUKO.CO.KE | 1 | TONITIEMENS | 1 |
| PD.CO.KE | 18 | PD.CO.KE | 19 | @PATOPATOH | 6 | | | | |
| THE-STAR.CO.KE | 17 | THE-STAR.CO.KE | 17 | @WAMAITHANYAMU | 6 | | | | |
| NATION.CO.KE | 15 | NATION.CO.KE | 15 | @B_KIGO | 6 | | | | |
| ADVANCE-AFRICA.COM | 14 | ADVANCE-AFRICA.COM | 14 | @MUTHONIMBIRITI | 6 | | | | |
| @SCOSHIELD | 12 | BRIGHTERMONDAY.CO.KE | 12 | @NYAMWERU4 | 6 | | | | |

Manufacturing: Sentiment Ratio

❑ The content was predominantly neutral.



Manufacturing: Sentiment Ratio

Sample positive posts



RT @Ximama_Ke: #TVETs inject intensive skills required to propel industries in **manufacturing**, agriculture, technology & big data, tourism & hospitality and construction sectors among others. #TVETSkills #StepIntoABrightFuture @TVETKenya @KUCCPS_Official @KICDKenya Photo: @WorldSkills <https://t.co/flpnlIT8pn>

Jonathan Ngulamu.KE a month ago

REACH: 146 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



We project economic growth to come in at 5.6% - 5.8% in 2020, supported by the improved private sector credit growth, and expectations of a recovery of the agriculture sector, **manufacturing** and improved healthcare.

James Mwangi a month ago

REACH: 6 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10



RT @icealion: Speaking at the event, Judd Murigi, ICEA LION Asset Management's Head of Research: "GDP growth in Kenya is expected to recover to 5.8% in 2020 driven by base effects in agriculture, **manufacturing** and financial services." <https://t.co/p0mrkRqILl>

Peter Kinyua a month ago

REACH: 62 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



@KBCChannel1 **Manufacturing** gaining momentum countrywide towards achieving the Big Four Agenda @PDUDelivery @SpokespersonGoK

JustSteve a month ago

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



@surambaya Way to go! There is a new common **manufacturing** unit at Kariokor for shoe production. May be of use and talk to Gearbox. They produce locally assembled machinery for local **manufacturing**. Support is there

AnneMutahi a month ago

REACH: 77 INTERACTIONS: 5 ENGAGEMENT RATE: 6.46% INFLUENCE: 1/10

Sample negative posts



@ignaochanjo Agriculture sector in this country was killed by politics , they need to prioritize Agriculture and **Manufacturing** its 2020 for Pete sake ...

V8 ni Engine si Gari a month ago

REACH: 144 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



However, the risks that threaten this growth include Kenya's debt sustainability, the current fiscal deficit and the sustainability (or lack thereof) of growth in major sectors such as agriculture, **manufacturing** and tourism <http://bit.ly/2FNPAPb> #2020MarketOutlook

Cytonn Report a month ago

REACH: 41 INTERACTIONS: 1 ENGAGEMENT RATE: 2.46% INFLUENCE: 1/10



" Several western companies have already admitted defeat in their attempts to take on DJI in the consumer market, confounded in part by the costs of **manufacturing**."

Fadhili Kanini a month ago

REACH: 203 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @MihThakar: Between 2014-2018, Kenya has produced 2.6m tonnes of titanium ore minerals. Whole industrial parks could be built in Kwale. Titanium is used in **manufacturing** of, inter alia, tennis rackets, prosthetics, scissors & surgical tools. But we ignore value addition & take the easy way <https://t.co/K85PpIYXmo>

Daniel a month ago

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



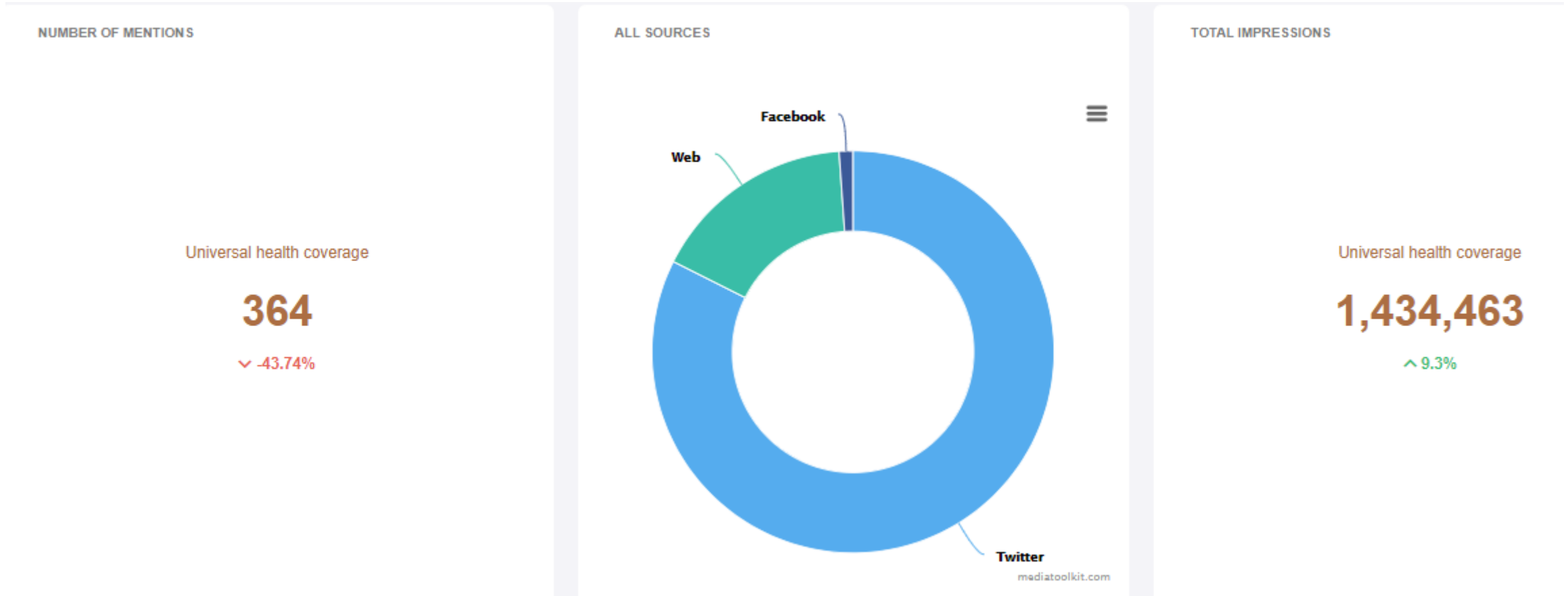
RT @G_oigo: I can assure Kenyatta without any contradiction that there's no legacy he'll leave behind. Failed health sector, zero housing project achieved, increased food prices and failed **manufacturing** sector which has not created jobs... It's just sad but he has to accept it.

MADOGGY a month ago

REACH: 16 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 1/10

Universal Health coverage: **Mentions**

- ❑ There are total number of 364 mentions for this theme with majority of them from Twitter.
- ❑ The total number of impressions was 1.4 m.



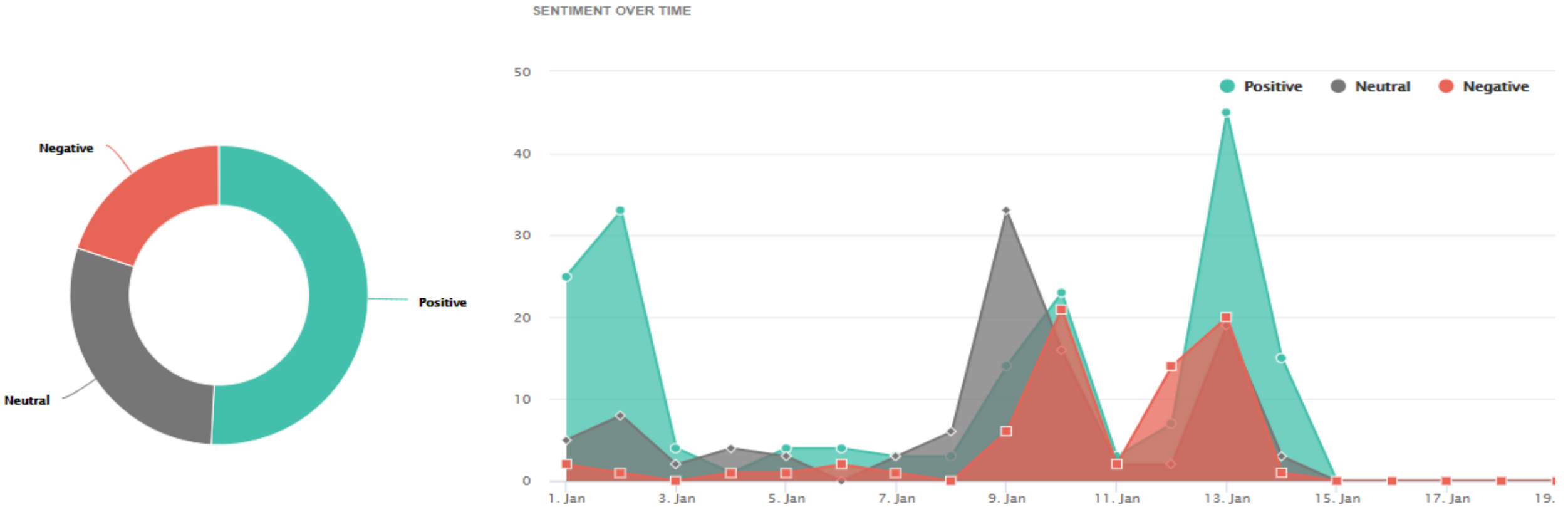
Universal Health Coverage: Top Influencers

- ❑ 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 | | | | |
|---------------------------------------|----|---------------------------|----|-----------------|---|--------------|
| STANDARDMEDIA.CO.KE | 12 | Web | | Twitter | | Facebook |
| NATION.CO.KE | 10 | STANDARDMEDIA.CO.KE | 12 | @ASAMOH_ | 7 | DAILY NATION |
| @ASAMOH_ | 7 | NATION.CO.KE | 10 | @MISSCATE_ | 6 | HIVISASA.COM |
| THE-STAR.CO.KE | 7 | THE-STAR.CO.KE | 7 | @CBS_KE | 6 | KTN KENYA |
| @MISSCATE_ | 6 | ALLAFRICA.COM | 6 | @CODER_HUB | 5 | SMART EAGLES |
| @CBS_KE | 6 | BUSINESSDAILYAFRICA.COM | 4 | @AHINDAPAT | 5 | |
| ALLAFRICA.COM | 6 | KENYAMOJA.COM | 4 | @JDRIZZY254 | 5 | |
| @CODER_HUB | 5 | PD.CO.KE | 4 | @KAROLISEDA | 4 | |
| @AHINDAPAT | 5 | KBC.CO.KE | 2 | @KINOTIJOSEPH | 4 | |
| @JDRIZZY254 | 5 | KENYANS.CO.KE | 2 | @MTKENYAFORRUTO | 3 | |
| | | UPESINEWS.CO.KE | 1 | @NTVKENYA | 3 | |

Universal Health Coverage: **Sentiment Ratio**

❑ The content was mostly positive.



Universal Health Coverage: Sentiment Ratio

Sample positive posts



RT @AnneWaiguru: Signed the **Universal Health Coverage** MOU btn Kirinyaga & Ntnal gvt as did 7 other counties in the region. This will greatly complement my goal to provide affordable healthcare to the ppl of Kirinyaga. Mt.Kenya is committed to supporting Pres Uhuru in realization of the Big4Agenda <https://t.co/x4M4tXEg0Q>

🐦 Felix Njikake 🇰🇪 a month ago

REACH: 163 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10



RT @StandardKenya: Seven governors from Central Kenya yesterday signed an agreement to implement the second phase of the **Universal Health Coverage** (UHC) programme. <https://t.co/xhFFpt5KUX>

🐦 Bonyonte 🇰🇪 a month ago

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



@MoH_Somalia @WHO @WHOEMRO Mashalah well done. Really we are very appreciated for the great efforts and the progress of our MOH, although ensuring of **universal health coverage** is complex but creating coordination, cooperation and accountability with stakeholders is helpful.

🐦 Omar Abdulle Osman 🇰🇪 a month ago

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



RT @campusbizKE: Internship Opportunities in the Ministry of Health (205 Vacancies) | To be Deployed in National Referral Health Facilities under **Universal Health Coverage** Programme | | Stipend Paid | DDL: 16th Jan '20 Details >: <https://t.co/MW8TMP4Sih> #IkoKazi #IkoKaziKE

🐦 #IkoKaziKE Influencer 🇰🇪 a month ago

REACH: 751 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 4/10



RT @ed_koth: Proud to be part of a selected team planning to Investigate Population Health Needs & Health Systems Capacity for the Implementation of **Universal Health Coverage** in Kenya @SUN_CSA_KENYA @SUN_Movement @KEMRI_Kenya @NutritionIntl <https://t.co/IYdUXIIZpy>

🐦 John Otieno Otieno. 🇰🇪 a month ago

REACH: 97 INTERACTIONS: N/A ENGAGEMENT RATE: N/A INFLUENCE: 2/10

Sample negative posts



One of the government's primary agenda is **Universal Health Coverage** yet NHIF's latest proposals threaten the very essence of UHC. Where is the Health Cabinet Secretary? 📧

🐦 Marky Mark 🇰🇪 a month ago

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



RT @R_Kibugi: NHIF is the Health Insurer of 1st, 2nd and last resort. Can't impose rules like private companies. Something is really wrong here. And we are still talking of **Universal Health Coverage**. Shouldn't be NHIF be transiting towards a universal health scheme? Now.this.😞😞 <https://t.co/pXChzc4VvG>

🐦 Billy Khatete 🇰🇪 a month ago

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



@nhifkenya as CONSTITUTED & run will never lead Kenya towards **Universal Health Coverage** / Care achievement. UHC can never be achieved through a flawed system designed to steal from the public and punish the poor. The new NHIF rules are not only immoral but anti-UHC. #NHIFExposed

🐦 Patricia Nudi Orawo 🇰🇪 a month ago

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



RT @Gentlejones_: How exactly does this align the organization towards attainment of sustainable **Universal Health Coverage**? How is limiting the number of dependents to only 5 enhancing member retention? NHIF should please rescind the effected changes!! It hurts just Being a Kenyan.😞

🐦 My Ex~perience! 🇰🇪 a month ago

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



#NHIF policymakers paid for decisions that make things worse for Kenyans and don't in any way help solve the challenges of Kenya's pathetic healthcare system. How do punitive regulations help towards the so called **Universal Health Coverage**? Will it serve or hurt Kenyans? <https://t.co/WwLcduJyuw>

🐦 Boniface Mutua 🇰🇪 a month ago

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

The End