

# Social Media Engagement Report with Analytics and Online Reach

#5050CAMPAIGN

**DATE: 29/05/2024**

# Introduction

- This Digital Media Report provides an overview of the digital media strategy and activities carried out to highlight, support and create awareness on the Ongoing #5050Campaign .The Campaign was able to capture different niches .
- The Digital engagement was successful. Through a strategic combination of engaging content, use of social media influencers, and continuous monitoring, we were able to achieve a greater reach.

# Executive Summary

This Digital Media Report provides an overview of the digital media strategy and activities carried out to highlight, support and create awareness on the ongoing #5050Campaign that's going on .

The primary objectives of the digital media activation were:

**Generate Awareness:** Increase awareness about the event among the target audience.

**Drive Engagement:** Encourage audience to support the Campaign since It's important to in cooperate all ideas.

**Measure Success:** Monitor and evaluate the effectiveness of the digital media efforts through key performance indicators (KPIs).

The Digital engagement was successful. Through a strategic combination of engaging content, use of social media influencers, and continuous monitoring, we were able to achieve a greater reach.



# RESULTS SUMMARY GENERATED BY TWEETBINDER

17,410,526  
potential  
impacts ?

11,774,920  
potential  
reach ?

158  
total  
contributors ?

1.27  
tweets  
per contributor ?

74,524.81  
followers  
per contributor ?

33  
original  
tweets ?

31  
original  
contributors ?

1.06  
original tweets  
per contributor ?

237  
likes ?

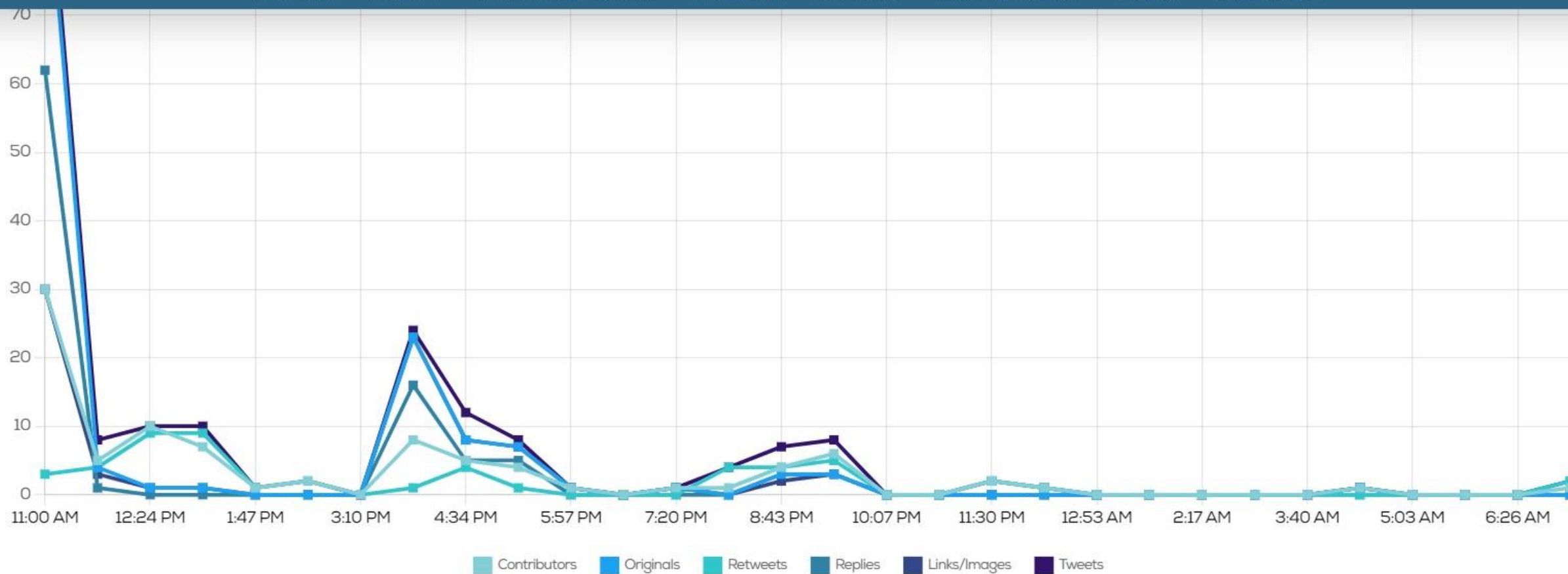
7.65  
likes per contributor ?

167  
retweets ?

5.39  
retweets per contributor ?

# RESULTS SUMMARY GENERATED BY TWEETBINDER

SUMMARY   ACTIVITY   RETWEETS AND LIKES   SENTIMENT   RANKINGS   ECONOMIC STUDY   IMAGES   OTHER STATS



## **SAMPLE POSTS:**

Below is an example of posts made by the influencers:

# SAMPLE POSTS BY INFLUENCERS



**Jebet** ❤️  
@JebetKe\_

The [#5050Campaign](#) aims to ignite dialogue and raise awareness about the unique challenges faced by young women in politics. Join us in amplifying their voices and advocating for change.

[@SJL\\_Kenya](#)  
[@GermanyDiplo](#)  
[#HerJourneyHerStoryHerPolitics](#)  
[#YoungWomenInPoliticsKe](#)



**Kirwa**  
@\_abelkirwa

Kiambu County Governor, Kimani Wamatangi, is actively working towards achieving gender parity and inclusivity within his government

[@SJL\\_Kenya](#)  
[@GermanyDiplo](#) [@das\\_ifa](#).  
[#HerJourneyHerStoryHerPolitics](#)  
[#5050Campaign](#)  
[#YoungWomenInPoliticsKe](#)



**Jebet** ❤️  
@JebetKe\_

With the support of [@GermanyDiplo](#) and [@das\\_ifa](#), the [#5050Campaign](#) is set to make a lasting impact in Homabay, Bomet, Samburu, and Kiambu. Get involved and be part of the change!

[@SJL\\_Kenya](#)  
[#HerJourneyHerStoryHerPolitics](#)  
[#YoungWomenInPoliticsKe](#)  
[socialjusticeleagueke.org](#)



# SAMPLE POSTS BY INFLUENCERS



**Wild Flower**  
@SaraKe\_biya

If you're a young woman aged 18-35 who ran in the 2022 Kenyan elections share your story and experiences on the campaign trail Let's spark dialogue and create solutions for greater female political engagement

[#HerJourneyHerStoryHerPolitics](#)  
[#5050Campaign](#)  
[#YoungWomenInPoliticsKe](#)



**Kaku** ❤️  
@MercyChepkurui\_

The warm reception speaks volumes about the importance of empowering young women in politics. Keep up the amazing work!

[#HerJourneyHerStoryHerPolitics](#)  
[#5050Campaign](#)  
[#YoungWomenInPoliticsKe](#)



**ICPD25-YCoalitionKE**  
@Icpd25YouthKE

Join the [#5050Campaign](#) dialogue sessions and let's tackle the barriers young women face in political leadership together.

Your voice matters in shaping a more inclusive future  
[#YoungWomenInPoliticsKE](#)

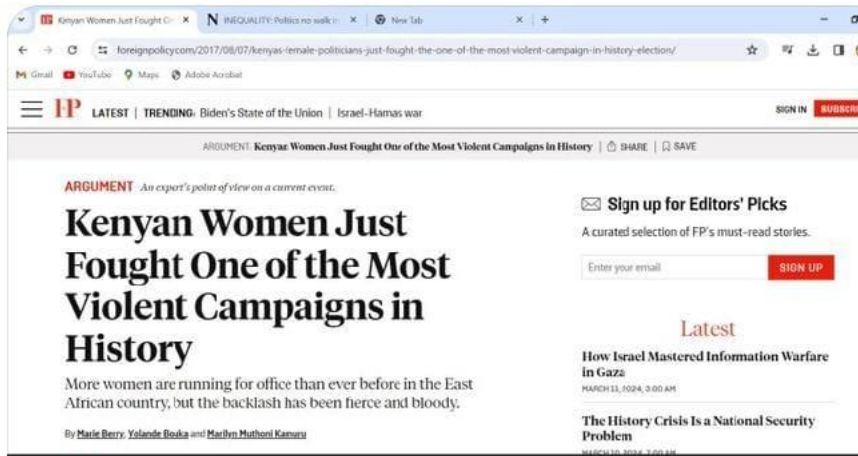
## CALL FOR YOUNG WOMEN IN POLITICS



Are you a young woman who participated in the 2022 elections as a candidate and either won or lost in Homabay, Kiambu, Bomet or Samburu County?



Reach out to us via  
[info@socialjusticeleagueke.org](mailto:info@socialjusticeleagueke.org)  
or Call us at 0704781634





# SAMPLE POSTS BY INFLUENCERS



**Kirwa**  
@\_abelkirwa

Kenya's 2020-2024 National Action Plan acknowledges the barriers to women's effective involvement in politics, including aggressive electoral procedures

@SJL\_Kenya  
@GermanyDiplo @das\_ifa.  
#HerJourneyHerStoryHerPolitics  
#5050Campaign  
#YoungWomenInPoliticsKe



**Gakii**  
@gakiiwagukia

A 16% increase in women-held elective seats shows that progress towards gender equality in politics is possible with sustained efforts.

@SJL\_Kenya  
@GermanyDiplo @das\_ifa.  
#HerJourneyHerStoryHerPolitics  
#5050Campaign  
#YoungWomenInPoliticsKe  
socialjusticeleagueke.org



**Gakii**  
@gakiiwagukia

Young women who participated in the 2022 elections have powerful stories to share. Let's listen to their experiences and work together to create a more equitable political landscape

#HerJourneyHerStoryHerPolitics  
#5050Campaign  
#YoungWomenInPoliticsKe  
socialjusticeleagueke.org

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# SAMPLE POSTS BY INFLUENCERS



**Melanin Vee**

3d · 🌐

If you're a young woman aged 18-35 who ran in the 2022 Kenyan elections share your story and experiences on the campaign trail Let's spark dialogue and create solutions for greater female political engagement

[Social Justice League Kenya](#)

[Institut für Auslandsbeziehungen \(ifa\)](#)

[Auswärtiges Amt](#)

[Zivik Funding Programme](#)

[#HerJourneyHerStoryHerPolitics](#)

[#5050Campaign](#)

[#YoungWomenInPoliticsKe](#)



**Lelauh**

5d · 🌐

Let's support the Young Women in Politics: 50/50 campaign as it works towards fostering a more inclusive and equitable political landscape where all voices are valued

[Social Justice League Kenya](#)

[Zivik Funding Programme](#)

[#HerJourneyHerStoryHerPolitics](#)

[#5050Campaign](#)

[#YoungWomenInPoliticsKe](#)



**Lelauh**

3d · 🌐

Gender bias indeed remains a significant barrier for women in leadership roles. Despite progress, stereotypes and societal expectations can unfairly limit opportunities for women in various fields.

It's crucial to challenge these biases and create more inclusive environments where all individuals have equal opportunities to pursue leadership positions based on their qualifications and capabilities.



[Social Justice League Kenya](#)

[Zivik Funding Programme](#)

[#HerJourneyHerStoryHerPolitics](#)

[#5050Campaign](#)

[#YoungWomenInPoliticsKe](#)



## CALL FOR YOUNG WOMEN IN POLITICS

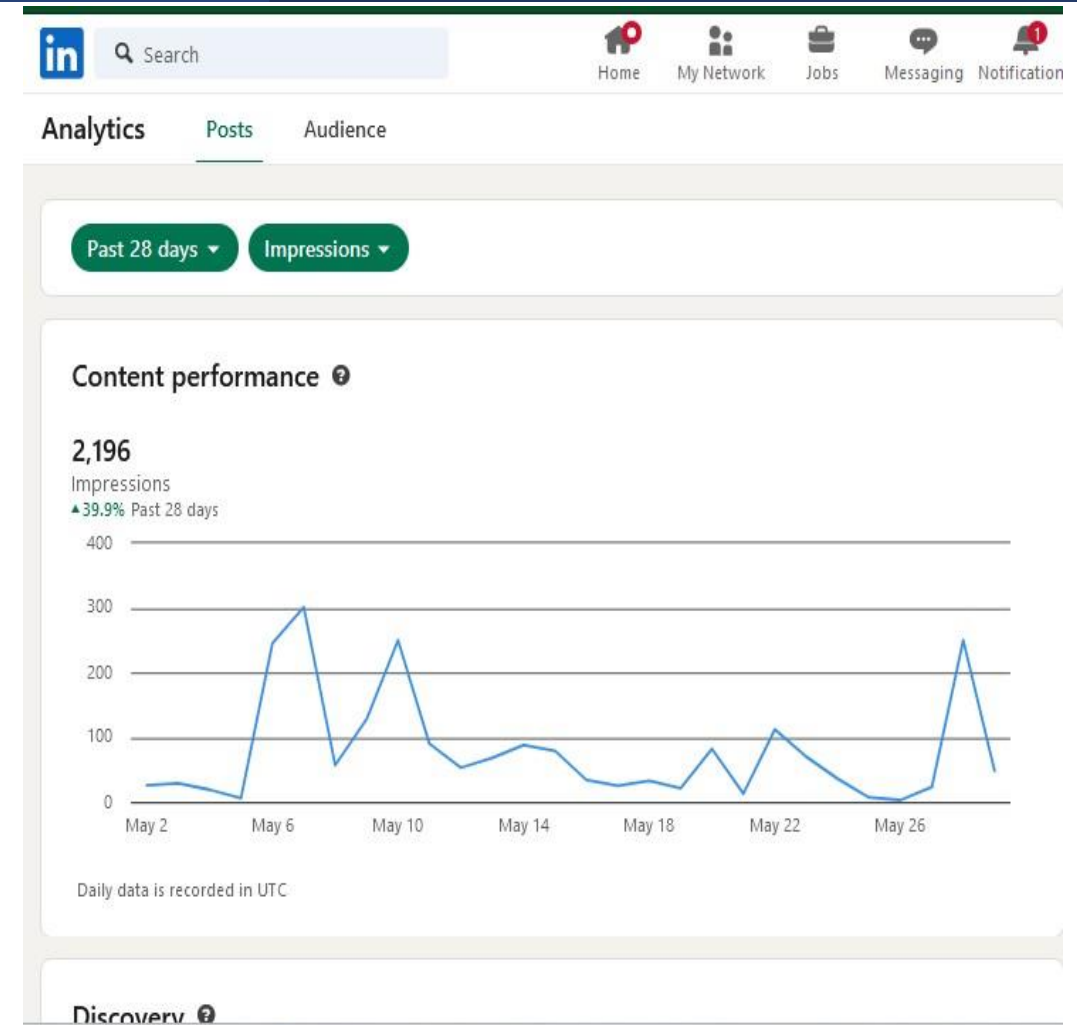
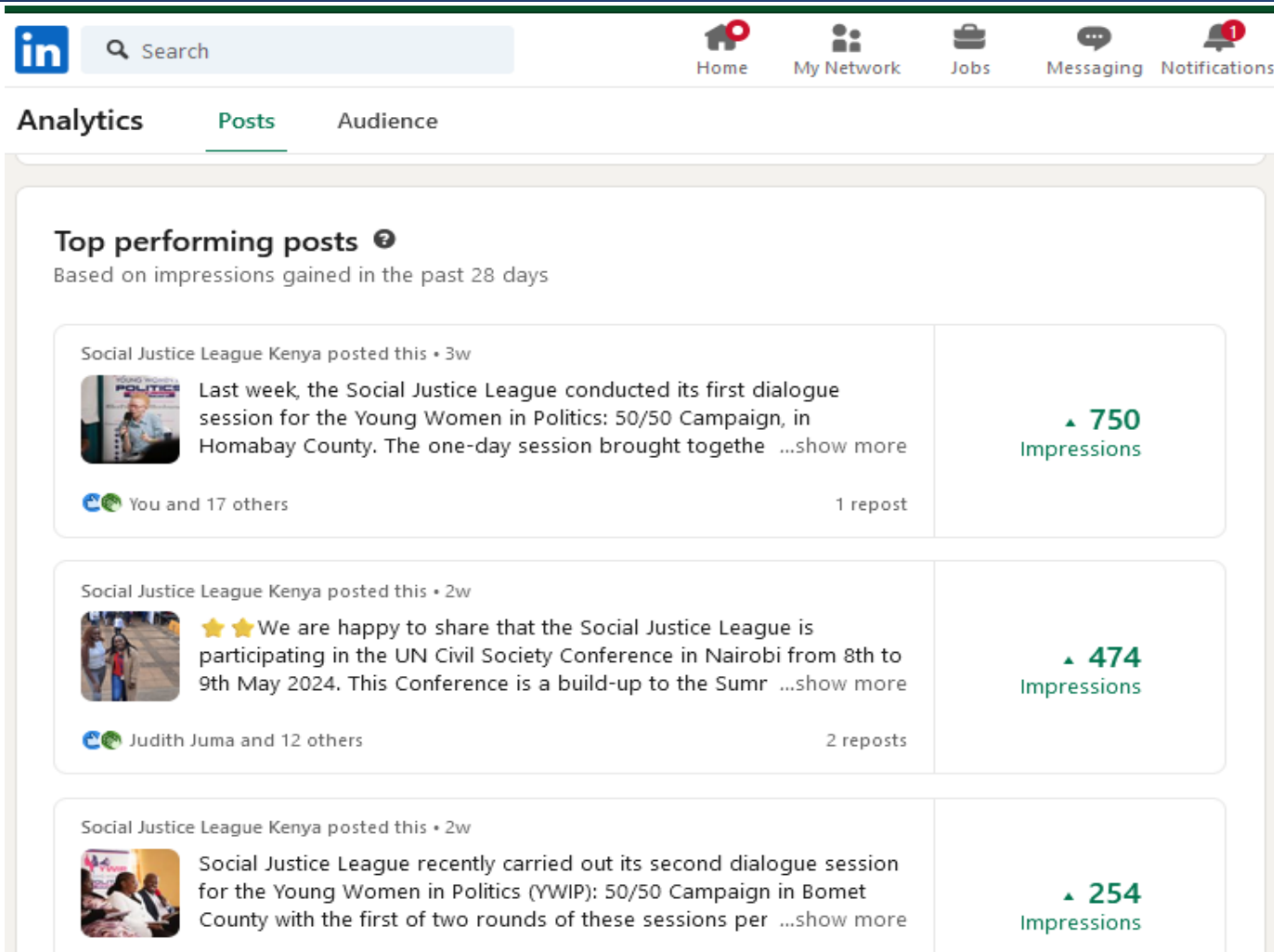


Social  
Justice  
League

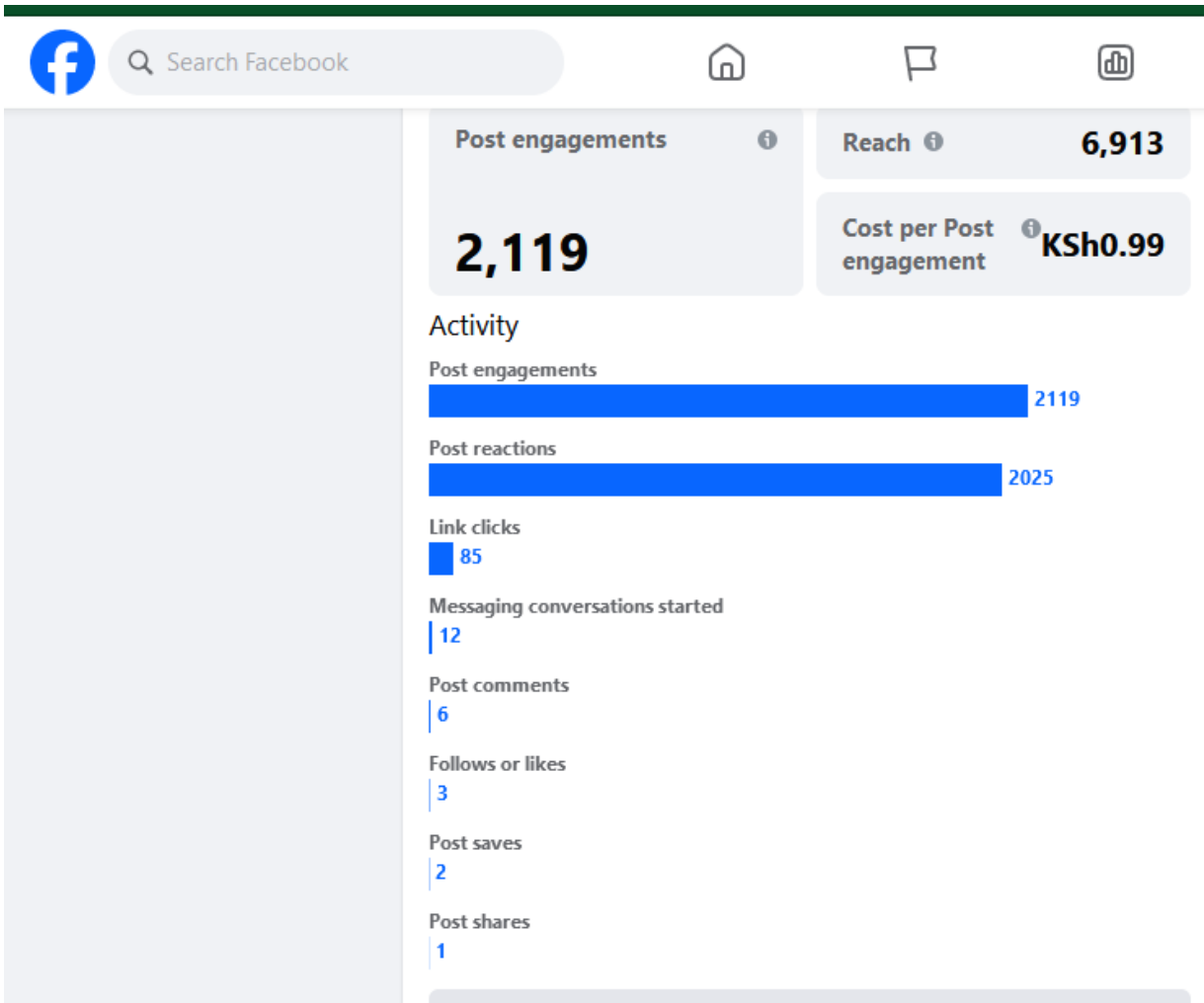
Are you a young woman who participated in the 2022 elections as a candidate and either won or lost in Homabay, Kiambu, Bomet or Samburu County?



# RESULTS FOR ANALYTICS ON SJL SOCIAL MEDIA PAGES (LINKEDIN)



# RESULTS FOR ANALYTICS ON SJL SOCIAL MEDIA PAGES (FACEBOOK: Project Entry Ad Video had the highest engagement with a reach of 6,913 people)



**Social Justice League Kenya**  
Published by Awuor Judith · 17 April ·

We have 🌟 Exciting News 🌟

👤 The Social Justice League Kenya is proud to unveil the Young Women in Politics: 50/50 Campaign.

The 10-month campaign, funded by the [Auswärtiges Amt](#) (Federal Foreign Office) Germany, through [Institut für Auslandsbeziehungen \(ifa\)](#)'s [Zivik Funding Programme](#), aims to stir conversations around the engagement of young women in political spaces, with specific focus on co-creating strategies and solutions with key stakeholders including communities, on ways to ensure their increased participation.

The campaign is currently targeting 4 counties: Homabay, Bomet, Samburu and Kiambu.

We invite you to watch our Video introducing the Project in the link below: 🌟🌟🌟

<https://www.youtube.com/watch?v=UOzKa3HtOOM>

#herjourneyherstoryherpolitics  
#50/50Campaign  
#youngwomeninpoliticske

**YWIP**  
YOUNG WOMEN in  
POLITICS  
50/50 Campaign

#HerJourney #HerStory #HerPolitics

With support from The German Federal Foreign Office through IFA (Institut für Auslandsbeziehungen)'s Zivik Funding Program

Institut für Auslandsbeziehungen

MESSENGER  
SJL Co-Founders speak about their CBO and the YWIP:50/50 Campaign.

Send message

# RESULTS FOR ANALYTICS ON SJL SOCIAL MEDIA PAGES (TikTok & Instagram)

NB: For TikTok & Instagram, the highest engagement was on the Bomet Dialogue Session and a Twitter Space organized discussing challenges of differently abled women in politics

