

Promoting Peace and Civic Engagement: Digital Social and Behavior Change Strategies for Voter Education

Author: Hellen Collete

Co-author: Roggers Kinoti

Affiliation: Centre For Behaviour Change and Communication

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INTRO AND OBJECTIVE

USAID Kenya and East Africa's Office of Democratic Governance Peace and Security aims to support an inclusive, peaceful society through the Kenya Inclusive Governance Performance and Participation Program (Kenya – IGAPP) which emphasizes a Kenya-owned, led, and managed strategy, working through local partners. To enhance communications, CBCC designed a three-month digital media campaign to inspire issue-based discussions, helping citizens reflect needs and priorities. The campaign aimed to provide a platform for civic and voter education and promote peace ahead of the country's general elections.

METHODS

Partners included ACT!, NCKK, ELGIA, NENDO, MSP, and USAID. The planning process involved seven steps: Co-diagnosis, Co-design, Co-capacity strengthening, Co-implementation, Co-measurement, Feedback loops, and Replanning. Desk review and a pre-assessment in ten counties identified pressing issues such as corruption, economy, insecurity, tribalism, unemployment, education, public debt, food prices, and health. Audience segments were categorized as Sina Kura (Don't have a vote), Pengine Nitapiga Kura (Maybe will vote), Sitapiga Kura (Will not vote) and Nitapiga Kura (Will vote).



RESULTS

- A unified digital campaign #WekalIssuesMbele aimed to help Kenyans refocus on critical issues.
- It utilized Facebook, Twitter, Instagram, and YouTube, supplemented by traditional mass media. Messages targeted voter education, civic education, and peace messaging.
- The campaign achieved significant reach: Facebook: 463,297 people, 3,844,478 and 369,773 Twitter and YouTube impressions respectively and videos on CBCC's platforms garnered 411,513 impressions with higher engagement from videos and GIFs. Google ads and TV campaign reached millions more. The campaign had a collective reach of 11,424,161.

CONCLUSIONS

- Collaboration was highly effective with recommendations for long term engagements that start early to address voter apathy.
- Working with micro-influencers expanded reach, emphasizing effectiveness of versatile, coordinated efforts..