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SOCIAL MEDIA USE BY NON-PROFIT ORGANIZATIONS IN KENYA

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Abstract

Social media is used by individuals, companies, government institutes and organizations

to communicate to the public, to market their products, as well as conduct public

relations. In Kenya, companies, individuals and the government have mastered the public

relations and marketing aspect of social media, yet local organizations are still struggling

with finding their voice in the social media spaces. However, local organizations have

mastered the act of using social media to reach their audiences. Although research has

been done on how many Kenyan users are on various social media platforms, there is less

information on how organizations use social media to market their work.

The purpose of this project is to find out how organizations in Kenya are using

social media to market projects and publicize their work. The focus will be on national

and local non-profit organizations because international organizations such as the United

Nations (UN) the United Stated Agency for International Development (USAID) Africa

Medical Research Foundation (AMREF) amongst others, have heavy social media

presence influenced from their headquarters in Western countries. Social media use for

organizations in Kenya is important for communicating because not only is it fast, it is

affordable and has few limitations.

Introduction

Non-profit organizations use social media to publicize projects. This use has grown worldwide over the years. This is especially true for international non-governmental organizations (NGO) that use social media to communicate to their audience and showcase their work. According to Lake, (2016) non-profit organizations use of social media can be attributed to creation of relationships and engagement with constituents.

This project will look at the use of social media by non-profit organizations in Kenya. The project is informed by first looking at the history of Kenya's emergence use of social media and the Kenyans who began using social media as a means of communicating pertinent issues. Next, how Kenyans use social media to gather information and pass knowledge to the people will be explained. The project then discusses when non-profit organizations started using social media and how they use social media to publicize their work. Finally, the project discusses which non-profit organizations use social media and what they are used for non-profit organizations that do not utilize social media will also be discussed and ideas as to how they can use social media and how social media can benefit their organizations will be presented.

According to Creedon (2014), "Nonprofits overwhelmingly (88%) said their most important communication tools were email and their websites, even though fully 97% of them are on Facebook" (para. 3). Previous research showed most non-profit organizations prefer to use email and websites. The relationship between non-profit organizations and its audience has changed and now organizations utilize social media to communicate.

In Kenya, organizations have the knowledge that social media use is good for

communicating their messages and getting feedback from communities. Use of email and websites is still key to send messages, however some local organizations have embraced social media as a platform of reaching the people. Organizations use various social media platforms to convey their messages. Research on how social media has changed Kenya has been published. However, there is a gap in understanding how social media in Kenya grew, how non-profit organizations are evolving in the use of social media, and how they are exploiting social media to encode and decode messages.

Literature Review

The literature review gives meaning to this project because of the previous studies and articles done by other researchers. The focus of the project is on social media, non-profit organizations, marketing and public relations. The review of the literature is important to understand the marketing and publicity of non-profit organizations by social media. The study will review Twitter, Facebook and WhatsApp to obtain a deeper understanding of how the different platforms are used to convey messages of marketing and publicizing projects for non-profit organizations. The literature review will explain Kenyans use of social media and how the country is acknowledging public relations as a component of building and maintaining a brand. A review of user generated content on social media is also presented.

Social media

According to Schultz (2016) the amount of data created on the internet each day is extremely large: 500 million Tweets, more than four million hours of content uploaded to YouTube, 3.6 billion Instagram likes, 4.3 billion Facebook messages posted daily, 5.75 billion Facebook likes, 40 million Tweets shared and 6 billion daily Google searches.

Looy (2015), defined social media by identifying several analogies including one developed by Safko and Brake (2009). This definition refers to media that people use to be social or "the story is in the tactics of each of the hundreds of technologies, all of the tools that are available for you to connect with your customers and prospects, and the strategies necessary to use these tactics and tools effectively" (p. 3). In the end, social media are about online interactions and connections.

Yanacopulos (2016) says "Social media refers to online media such as texts, photos, messages, videos, blogs,1 tweets 2 and other platforms. The point of social media is that it is interactive, that it enables people to share information and it helps to foster conversations" (p. 134). Socha & Eber-Schmid (2016) defines social media as new media. "New Media is a 21st Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound" (Socha & Eber-Schmid, 2016).

Musau (2017) indicates that social media usage has drastically increased in the recent past, ranging from personal benefits to business and marketing of products. Kenyans have always been fast to exploit each new invention with lots of subscriptions. At the forefront, media personalities have used social media to ensure they reach their followers through the latest media invention. Muli (2016) indicates Kenya has made strides in Information Communications Technology (ICT) and social media in particular, so it was not unusual that the billionaire who made his fortunes from inventing Facebook and subsequent acquisitions of Instagram and WhatsApp, picked Kenya as part of his itinerary. Kenyans love of social media has changed the way they communicate, do business, are governed and the way they live.

Twitter. Twitter is a social networking and microblogging service that allows you answer the question, "What are you doing?" by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers." Twittering is also a less gated method of communication: you can share information with people that you wouldn't normally exchange email or Instant Message (IM) messages with, opening up your circle of contacts to an ever-growing community of like-minded people (Tweeternet, 2017). Kaigwa (2016) studied the beginning of Kenya's digital creative class and how blogging first existed as an alternative to social media. He explains the rise in popularity of Kenyans on Twitter at #KOT (Mark, 2016, para. 2). #KOT are active Kenyans on Twitter who come together for the same cause and spread messages in unison.

Kenya is fourth of African countries whose citizens tweeted most last year, with 76 million geolocated tweets (Ogutu, 2016). He continues to say, the Portland's Communications Report (How Africa Tweets, n.d.) stated that #Kenya was one of the most widely shared Twitter hash tags in Africa. Kenya was named as the tech hub of Africa in April 2015 despite its 40 per cent unemployment rate. The report further indicated that English was the dominant language on Twitter in Africa, helping bridge national and cultural barriers across the continent (Ogutu, 2016).

Facebook. Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues (Rouse, 2014). Korpijaakko (2015) says that Facebook social network site (SnS) is a relatively new space of technology use that is explicitly connected to identity performance. It was first established in 2004 by Mark Zuckerberg and his college friends at Harvard university, and was initially open only to

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those attending Harvard University but slowly expanded to other ivy league schools, then to other universities, then to high schools in 2005, then finally in 2006 to anyone over 13 years of age.

Udoh (2015) references his article to Facebook company findings that, 4.5 million Kenyans use Facebook each month, that's 2.2 million daily active users (DAUs). He continues to say that there are 95% active users on mobile phones in Kenya. Facebook had earlier revealed that its active user population in Africa has grown 20% to 120 million in June 2015 from 100 million in September 2014, and following this new announcement, 60% of all Internet users in Africa are active on Facebook (Udoh, 2015, para. 2).

WhatsApp. WhatsApp joined Facebook in 2014. The WhatsApp website (2017) says that WhatsApp started as an alternative to SMS. It now supports sending and receiving a variety of media: text, photos, videos, documents, and location, as well as voice calls. The user messages and calls are secured with end-to-end encryption, meaning that no third party including WhatsApp can read or listen to them. More than one billion people in over 180 countries use WhatsApp to stay in touch with friends and family, anytime and anywhere. WhatsApp is free and offers simple, secure, reliable messaging and calling, available on phones all over the world.

Almost half of Kenya's mobile users 49% use WhatsApp as their key messaging tool, a worldwide poll by Jana Mobile reveals (Adika, 2014). The poll was conducted in nine countries including Brazil, Indonesia, Mexico, Philippines, India, Vietnam, South Africa, Nigeria and Kenya. WhatsApp has gained momentum in Kenya. WhatsApp groups have made Kenyans have instant knowledge of what is happening around the

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country because it is easier and faster to spread messages on WhatsApp. People have opted to be on WhatsApp groups for different counties in the country for them to pass information far and wide.

User Generated Content

The emergence and rise of social media have made user-generated content one of the driving forces of online experiences today (Dennhardt, 2013). User generated content (UGC) is defined as online content that is publicly available and created by end- users in a creative effort and its manifestation in social media applications has recently attracted much research interest (Constantiuides and Fountain 2008; Keller 2009) (Dennhart, 2013). User generated content dominates social media (Matei, Russell & Bertino, 2015). This challenges traditional methods of collecting, disseminating and evaluating information. As much of the information exchanged on social media is often created or vetted by individuals or corporations whose identities, motives, or abilities are poorly or often simply unknown, we need new tools, theories, and practical strategies for evaluating the quality of the content and the credibility of its authors (Matei et al., 2015, p. 1).

Non Profit Organizations

Small nonprofits shared a huge amount of information regarding environmental issues and organizational updates via a variety of social media sites, in order to increase awareness of their organization and its mission (Hou & Lampe, 2016). A content analysis (see Appendix A) of nonprofits' Facebook and Twitter pages illustrates that about half of their social media posts were related to an information goal: news and updates of their website and organization; educational resources and environmental tools; and multimedia

content such as photos or videos (Hou & Lampe, 2016, para. 12). According to Cornell University Law School (2016) " a non-profit organization is a group organized for purposes other than generating profit and in which no part of the organization's income is distributed to its members, directors, or officers" (para. 1). The National Council of Non Profits website (defines non-profit as "groups that are tax-exempt under Internal Revenue Code Section 501(c)(3) as "public charities" because they are formed to provide "public benefit" (National Council of Non Profits, n.d., para. 1).

Marketing

According to Lake (2016), the process of teaching consumers on why they should choose a product or service over a competitor is referred to as marketing. Marketing is done to appeal to a certain audience. Most of the time, it is the audience which has shown interest in the products being promoted. Therefore, Shareef (1966) says computer, Internet, mobile technology, and handheld mobile devices such as mobile phones, smartphones, tablets, iPads, and social media like Facebook, YouTube, and Twitter are now included as effective marketing tools (Saravanakumar & Sugantha Lakshmi, 2012). Marketing managers are enthusiastic to develop their marketing strategies by focusing on the widespread benefits of these technologies (Jarad, 2014).

Public Relations in Kenya

The public relations profession in Kenya has grown and is evidenced by the increased number of job opportunities, consultancies and academic institutions offering public relations as a course (Naom, 2013). She further states that, public and private sector organizations have embraced the use of public relations as a strategic tool in reaching out to their audiences (For example the registration by Public Relations Society

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of Kenya (PRSK) for all Government Ministry Public Relations Officers and the continued creation of PR dockets within parastatals (which are organizations owned by the government) and, other private organizations.) The Public Relations Society of Kenya (PRSK) was established in 1971, when the founders of the PRSK felt the need to establish the professional body to guide and bring together public relations practitioners in Kenya. In respect to academic institutions, a host of universities and mid – level colleges offer tailored public relations courses that seek to develop well rounded practitioners, whose theoretical knowledge is applicable to the current trends and best practice principles.

The need for Public Relations solutions is rapidly increasing in the country and the East African region (Obura, 2017). Every organization, no matter how large or small, ultimately depends on its reputation for survival and success. Public relations is the way in which organizations, companies and individuals communicate with the targeted publics. Obura continues to say, his day-to-day work involves communicating with the targeted audience directly or indirectly through a number of channels including the social and traditional media with an aim to build and maintain a positive image and create a strong relationship with the audience. In over a decade, he has come to appreciate that public relations revolves around this universal truth: That people act based upon their perception of facts. In managing, controlling, or influencing people's perceptions, public relations initiate a sequence of behaviors that lead to the achievement of an organisation's objectives.

Use of Social Media in Kenya

Kariuki (2016) states that "Kenya now has 37.8 million active mobile phone

numbers with the Internet-cum-data market registering 21.6 million users" (para.1).

Kemibaro, (2016) reports the number of smart phone users has increased in Kenya.

Google Consumer Barometer states that social media searches are higher than email and

video by 58%. Irungu (2016) talks about the rise of low prices of smartphones which

increases the number of internet users. Also, he touches on how the smartphones are

giving way to technological development health, agriculture, education, energy and water

management leading to services being transformed.

Research shows that social media is a space being used by many people in the

world. It shows that Kenyans have embraced the use of social media as their platform for

engagement. Mobile phones have increased the rate at which Kenyans use social media

because of its convenience. Social media is not only used for marketing and publicity, it

is also used to pass on information, education and create awareness. It is apparent that

non-profit organizations prefer the use of email and website to communicate to the

people and are less conversant with the use of social media to connect to their audience.

It is significant to know how non-profit organizations are using these social media spaces

to their advantage because the organizations are not in the profit making business and can

benefit from free tools for communication. It is also pertinent to know the kind of content

that sells to Kenyans.

History of Social Media in Kenya

Social media gained its momentum in Kenya in 2008 when people began to

actively use Facebook. Prior to Facebook, popular platforms at the time were MySpace

and Yahoo. Kenyans such as Ory Okolloh Mwangi started blogging in 2006, however not

many people knew her until 2007/2008. "Ory Okolloh established herself as a prominent

blogger on Kenyan politics" (Tavaana, 2017). Ory co-founded *Mzalendo: Eye on Kenyan Parliament*. Mzalendo means 'patriot' in Swahili (Tavaana, 2017). Mzalendo is one of the organizations researched in this project paper.

Kenya held its general elections in December of 2007 and faced post-election violence thereafter. For three months the country had tension and international delegates, such as former United States Secretary of State Condoleezza Rice and former Secretary General of the United Nations Koffi Annan came to mediate between the two conflicting parties. The *Orange Democratic Party (ODM)* believed that *Party of National Unity (PNU)* had rigged the general elections and as a result ODM did not concede defeat.

In the meantime, Ory Okolloh partnered with Daudi Were a Tech Savvy Kenyan. They looked for techies in Kenya who could map out where violence was erupting in the country. People were getting killed, numbers were being doctored and the whole truth was not being reported by the media. "Okolloh had been covering the elections from inside Kenya but chose to leave once the violence started. The disconnect between local media coverage and information she received directly from her sources sparked the call for *Ushahidi*. She saw the need for those still inside the country to have information-sharing technology to communicate with each other and those seeking to help victims" (Tavaana, 2017, para. 2). *Ushahidi* was a blog which was used to map out incidents of violence as information was received via Short Message Service (SMS) or the web. Ory Okolloh became one of the most popular bloggers in the country giving rise to more bloggers. She also became one of the first popular Twitter users with a great number of following because of publishing truth and facts.

During the 2007 elections, a photographer by the name Boniface Mwangi took it

upon himself to go around the country to take photos of violence and its victims. Boniface became one of the most famous photo bloggers in Kenya and has a great following on his social media Facebook and Twitter pages. He began an organization (PAWA254) where young artists grow and nurture their talents. Boniface Mwangi was one of five winners of the Integrity Champions Award, is an award-winning Kenyan photojournalist and human rights activist (Mwangi, 2016). He was a staff photographer with *The Standard*, the second largest Kenyan newspaper, for four years. Boniface became the eye of Kenyans during the 2007/8 post-election violence and showed courage and compassion to capture thousands of images; some so gory they could not be published. In 2009, the then Secretary of State of the United States, Ms Hillary Clinton, wrote a letter commending Boniface for his work during the post-election violence, stating: "Your photography is absolutely stunning and tells an important and powerful story for the world to hear". His work has appeared in leading newspapers in the world from *The New York Times* to *The Guardian and Chicago Tribune, Los Angeles Times, The International Herald Tribune, The Sunday Times, The Telegraph, The Boston Globe* and the *British Broadcasting Corporation* Focus on Africa, among others.

In the literature review, social media has been described as an online media where people interact and connect. The internet which carries social media is seen as an effective tool to communicate to different audiences. The communication can be done in form of marketing where consumers are persuaded to purchase a specific product. In the case of this project; marketing for non-profit organizations in Kenya. Non-profit organizations use social media for information, education and multimedia purposes in form of photos and videos. Part of the information comes from publicly available content

for the use of end user known as User Generated Content. Public Relations is growing in Kenya and is used to communicate to existing and potential customers. Social media is a platform deemed effective for public relations activities such that media personalities have embraced its use and connect to their viewers and listeners on various social media platforms. The platforms used the most in Kenya are Twitter, Facebook and Whatsapp. Facebook is highly recognized in Kenya. In as much as it has more users, Twitter is considered as the social media with a greater impact. Whatsapp too is being utilized by 49% of Kenyans who access via phone or tablets. Kenyans love social media and that is why finding out how non-profit organizations use social media to for marketing and public relations activities is interesting to know. Based on this literature review, my research question is: how do non-profit organizations use social media for marketing and public relations?

Research Method

The method used in this project is qualitative research. Questions were sent out via email to three leaders of the organizations that have a presence on social media. The three organizations were: (1) Mzalendo, a political based organization (2) Inuka Kenya – Ni Sisi! a human rights based organization and (3) Youth Senate is youth based in policy making and decisions organization. These organizations were chosen because they have a history with how social media marketing in non-profit organizations has been used.

The interviewees were Jessica Musila from Mzalendo, Kimani Nyoike from Inuka Kenya Ni Sisi! and Tyson Majani from Youth Senate. These three subjects are significant in the development of social media in Kenya. They also use social media to market their projects and publicize their work and messages, and they each utilize different types of

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social media.

The questions (See Appendix B) were meant to address the needs of the organizations that led them to explore the use of social media, when the organizations began using social media, and the progress they have made so far. In addition, the questions were meant to find out the results of social media to the communities targeted by the organization. Finally the questions were intended to know the challenges faced along the way as well as the future prospects. Ory Okolloh and Boniface Mwangi were the pioneers of social media in Kenya. They served as an example to the people by showing them they can communicate in the social media platform and people will receive their messages. Both of them were highly inspired by the 2007/2008 post-election violence and so were many Kenyans. The pattern in which social media grew in Kenya is discussed by the leaders interviewed in this project.

Results

The need that led the three organizations to use social media was determined by various factors. Mzalendo founders were among the early adopters of intense use of Social Media in 2010 when the new Kenyan constitution was promulgated. They established Mzalendo's presence on Facebook and then Twitter under the @mzalendowatch handle. The organization has remained a trendsetter. Higher growth happened as a new Constitution brought about sovereign power with the people, provided room for public participation, the right to information and the right to free expression. In 2011, Kenya joined the Open Government Partnership (OGP) and with it was an open data store. This meant that Kenya joined OGP to increase the level of citizen engagement and have transparency of Kenya's public institutions and the government. The

partnership was done through Omidyar Network in the aim of creating economic and

social change. The information provided on the Open Data store helped to populate

version 2.0 of Mzalendo with critical government data that was previously inaccessible.

As a result Mzalendo was able to create the first citizen scorecards based on Members of

the National Assembly known in Kenya as, the Members of Parliament (MPs), plenary

activity, accessibility and constitutional development fund spending. The citizen

scorecard was seen to be action that would bring about change in Kenya such that it was

cited by incumbent MPs in their 2013 campaigns. From the beginning, Mzalendo sought

to be a repository that opens up Parliamentary information to make it accessible to

Kenyans with online access, researchers, media and civil society organizations to hold the

leaders to account. Mzalendo reported in their blog that 70% of their users are youth with

at least a high-school education (Mzalendo, 2017). The organization appreciates the

statistic because youth are the ones who source for news online.

Key among the reasons why social media was the focal point for Maskani Ya

Taifa was driven by the government propaganda machine using social media attempting

to silence dissent. It was important for Maskani Ya Taifa to disengage Kenyans from the

toxic ethnic hate that had engulfed social media. Many observers were of the opinion

that, unlike 2008 when there was bloody violence in Kenya, the post-election violence in

2013 was online and in specificly on social media. During that period, a section of civil

society working mainly in the areas of governance was apprehensive about the candidacy

of the current President, Uhuru Kenyatta and his Deputy, William Ruto. This was driven

by the fact that at the time of elections, the two were at the International Criminal Court

being tried for various crimes against humanity. The civil society thought their candidacy

went against the constitution of the Republic of Kenya and the civil society took to social media to discuss that point. Social media was a tool many used to fan hatred, bigotry and tribalism, and so Maskani saw an opportunity in it to drive a different agenda through civic education. The narrative used by the online audience that supported the party in government was that other citizens had no right to question government, because they had 'lost' the election. The narrative further divided an already delicate society. This was the basic reason why Maskani had to run online social media campaigns urging citizens to ask the hard questions and to keep the government accountable. After a while, Maskani's social media platforms began transforming the agenda. More citizens began actively questioning the government in terms of pledges made before elections, as well as mega developmental projects, which, today, have emerged as a massive gravy train for key officials within government.

Through the Youth Senate Parliamentary sessions, the youth linked to the organization articulated the special needs and aspiration of youths in different counties and discuss important national and regional youth issues. Together they lead the voice of the Kenyan youth in influencing policy and decision making that affects the Kenyan Youth in economic, social and political spheres. South Africa, Nigeria and Kenya have been listed as leading frontiers in internet penetration and proliferation of social media as a tool for both communication and influencing decision making according to technological experts. A more encouraging aspect from these findings is that young people comprise the largest segment of the society who have high online presence. Informed by this revelation, Youth Senate Kenya was motivated to tap into this new frontier; to tap into the power of social media.

There have been good results and/or impact of social media by the communities targeted by the organizations. For most researchers looking into Parliament business, Mzalendo's site with up-to-date legislators' contacts and searchable Hansard (an online record that has all the information for parliament debates) is a valued repository. The Parliament website does not provide MP biographical information therefore any media profiling Kenyan MPs depends on Mzalendo. The organization's twitter handle is a dependable source for accurate Parliamentary information and live tweets of plenary sessions. The social media pages link to the website and vice versa. The public has come to see Mzalendo as a vital go-between in engaging their MPs, often tagging the organization on social media even in conversations that have not been initiated by the organization. Mzalendo publishes a weekly blog and newsletter whose readers keep growing. Mzalendo's annual scorecard of MPs performance based on their Hansard contributions has been a useful pace-setter keeping the MPs accountable. This gives Mzalendo great publicity and positions them nationally. In addition, Mzalendo runs the annual People's *Shujaaz* Heroes Awards celebrating legislators that have moved things of great public interest.

Maskani Ya Taifa's work with civil society organizations (CSOs) saw them attend CSOs events. Maskani would promote the events mainly on Twitter and Facebook. Twitter has predominantly been Maskani's forefront platform in promoting activities by these organizations. YouTube also became Kenyans go to platform for videos of these events, especially in the backdrop of dwindling coverage of civil society on Television. Maskani formed its social media platforms after the 2013 General Elections. The progress has generally been positive with the growth of social media platforms,

especially thanks to the rising demand of Maskani's services to civil society organizations in Kenya. Of importance for Inuka Kenya (Maskani's host organization) was to see a shift in how Kenyans engage on social media. Maskani used social media to target the youth. The organization has been offering social media training to other organizations and youth groups in different counties to try and fill in the gap of unconcerned citizens to citizens who are aware of national issues of importance.

With a large number of young people online, Youth Senate felt social media would play a leading role in both expanding their audience reach and influencing decisions and policies touching on young people. They established social media accounts on leading online platforms including: Facebook, Twitter, Instagram, LinkedIn and Whatapp. Youth Senate experience has been of mixed outcomes; whereas their Facebook platform has witnessed significant growth over the last few years, the other platforms especially Twitter and Instagram has only witnessed growth in Kenya's urban counties. Their observation to establish the clashing differences established that the penetration of Twitter and Instagram in the countryside is happening at a slow rate with Facebook being the main social media platform. Some of the reasons provided include the ease of usage compared to other social media platforms. The organization therefore resorted to utilization of Facebook as their major social media platform to engage youth across the country. They are however still exploring possible avenues to enhance utilization of the other platforms.

The results from the use of social media by the organizations have been positive. Mzalendo runs on Pombola an open source software created from Kenya's unique experience. The organization has provided inspiration to other African countries such as

Nigeria, Ghana, Zimbabwe, South Africa and Uganda. Ahead of the 2013 election,
Mzalendo served as the unofficial alternate to the Independent Electoral and Boundaries
Commission (IEBC) website, providing all names and vital details of political aspirants.
This information was also disseminated on social media. In 2015 and 2016, Mzalendo
was voted the Best Political Blog in the Annual Bloggers Association of Kenya (BAKE)
Awards.

When the Maskani program started, citizens were apathetic to matters politics,
except from numerous instances where hate speech and tribal connotations were rife.
Maskani has seen it progress to citizens demanding social change and holding those
responsible to account. Partly, due to Maskani's efforts to counter propaganda and hate
online, there have been some positive change. Social media has been pivotal in the Youth
Senate's interventions and target group. It has come in handy to help them reach out to
areas which would have been difficult to reach where physically in a record time we have
been able to reach. With social media, Youth Senate has been able to engage young
people from across the country in an efficient and quick way. This enables Kenyans to
keep conversations going even when the Youth Senate are not physically present
everywhere.

Although organizations expect to face challenges they feel confident of a positive
future. Mzalendo expects their impact to increase with the start of a new electoral cycle.
Institutional growth and fundraising capacity has been hindered by the constrained civic
space, especially under the current government. The main challenge Maskani initially
faced was that of resourcing in a relatively new phenomenon of using social media for
public good and advocacy. At the beginning, there were high expectations that the efforts

would pay up immediately, therefore a bit of pressure was exerted on the Maskani team. The other challenge Maskani faced was that of online propaganda directed at Maskani platforms, and the biggest fear was that of personal security for personnel working on the project. Maskani expects that the use of social media for organizations is going to gain more appeal in Kenya. This is evident with most organizations beginning to hire staff to handle communications, including social media. For Maskani, they continue finding innovative ways on encouraging deepening the use of social media for public good. Youth Senate's major challenge over the last years on embracing social media has been to actualize a holistic utilization of all the major social media platforms to achieve the desired outputs and outcomes. They have particularly focused too much on Facebook and Whatsapp when Twitter is proving to be a central platform in Kenya, especially when it comes to expanding audience reach and impact. For the future, The Youth Senate intends to collaborate and partner with leading organizations that have firm experience in utilization of all major social media platforms.

<div align="center">**Discussion**</div>

The three organizations studied; Mzalendo, Inuka Kenya and The Youth Senate, saw the need of social media when they wanted to create social change and have active socially conscious citizen engagement. These organizations began using social media after events such as the promulgation of a new Constitution in 2010, ethnic hate driven by propaganda, policy making and post-election violence. These organizations have seen progress in the use of social media by the growth and utilization of their platforms. Mzalendo and Maskani have experienced growth on their Facebook and Twitter accounts. Youth Senate has experienced growth on Facebook however it is still working

on utilizing Twitter as a main platform to influence policy making decisions. The results felt by these organizations have been positive whereby they are considered as the go-to social media accounts for information. They have seen the social media conversation become one of holding leaders accountable and demanding for the people's rights. The organizations have reached areas they did not deem possible to reach without proper resources.

Inuka Kenya and Mzalendo are two of the organizations changing the face of social media in the country. They have turned social media conversations into issue based dialogue and have made other organizations see the importance of social media use. Youth Senate on the other hand is an organization with a worthwhile objective for Kenyan youth influencing policy making but has not fully utilized all social media platforms as a communications tool. The challenges faced by these organizations (or are likely to be faced) are that of lack of funding, fear of personal security because of the human rights work and Kenyans embracing social media, especially Twitter, which has proven to be a vital platform for online mobilization and communication. In the future, the organizations will seek innovative ways to improve their level of communication to Kenyan citizens and seek partnership that will enhance their work.

This project is that some of the national and local non-profit organizations in Kenya that have mastered the use of social media are those whose objectives are to uphold human rights, demand for good governance, and accountability from leaders and civic education. For many years organizations have depended on Information, Education and Communication (IEC) materials from external donor funding. The rise of new media has changed the dynamic because organizations can now inform, educate and

communicate to people through the use of new media. Visible change can be seen in organizations that use social media however, not many have mastered exploiting the various platforms.

Another important discovery is that unpopular social media platforms by organizations that could be utilized are YouTube and Instagram. Organizations in Kenya have social media accounts however, most accounts are dormant. Nonetheless, once in a while when they are active, they post relevant and useful information that benefit the public. It is interesting that non-profit organizations have been slow in adopting the use of social media. However, there are some organizations which have perfected the act of pushing and marketing their programs on social media. Therefore, if organizations in Kenya adopt the strategies used by Mzalendo, Maskani and Youth Senate, especially on Facebook, they will reach a larger audience. This especially applies for Facebook and WhatsApp because, as research has shown, most Kenyans have more presence on the two social networks.

Implications for the future

This study indicates that organizations need to invest in employees who have a public relations background. It is just recently that organizations have been posting communications vacancies with public relations as an education requirement. Most national and local organizations did not and still do not have a communications department and those who do have employed journalists. It is important to note journalists carry out different functions than public relations professions. Because organizations in Kenya lack investment in communications department and the role the department plays in marketing and public relations activities in social media, they

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continue to struggle in making their work visible. If organizations understood the power of public relations in creating awareness for their work, they would have videos on social media showcasing what they do. Non-profit national and local organizations in Kenya have for the longest time used brochures as their communications tool to publicize their work. Recently, organizations have not been publishing hardcopy newsletters because of limited resources. Those with capacity have been posting the newsletters on their websites. However, not many organizations have been doing newsletters because they do not have the skilled personnel to package their work. News bulletins are more popular within government institutions and government has mastered the act of having public relation practitioners publicize their work. One reason that newsletters and bulletins are not done by other organizations is a lack of staff with a public relations background. There are organizations that work for the good of all Kenyans, organizations that have a lot to write home about but are not utilizing social media platforms as they should. Some of the organizations are Katiba Institute, Poverty Eradication Network (PEN) Kenya Children's Home (KCH) Federation of Women Lawyers Association (FIDA) Interreligious Council of Kenya (IRCK) among others. Social media is a platform that organizations should utilize to disseminate their information and work. A public relations specialist will package organizations programs as expected. Public relations professionals are content producers and when organizations do not invest in them they lack the capacity of people who can publicize their work in creative and free spaces.

Most organizations in Kenya have not invested in having their staff use social media and those who have, just began seeing the importance. Even in seeing the importance, most if not all do not have a permanent staff whose job description is to run

social media and ensure content is constantly flowing in all platforms. For instance, there is an emerging trend in Kenya of using Vlogs. Young people are the ones exploring this option and prefer not to read but to watch and hear. These could be used by organizations to pass messages in interesting ways. There is also Snapchat which young people prefer using rather than Twitter. Organizations need to utilize these spaces to get their information to the public.

Non-Profit organizations could face negative consequences from their work on social media. The different non-profit organizations in Kenya focus on several mandates. There are organizations whose focus is to improve society's social amenities such as schools, water, and sanitation and hospitals. These organizations seek equality by providing basic services to communities. They do not focus on advocacy work. On the other hand human rights and governance organizations criticize the government and its work because of constant demand for anti-corruption and accountability. These national organizations have found a voice on social media to petition the application of rule of law. Kenyan government is reluctant to conducting civic education for citizen participation in public participation projects such as the budget making process. Therefore, accountability organizations mobilize and sensitize citizens on social media on what the budget entails and when they can participate in its making. For a government that is reluctant to being held accountable, the sensitization does not sit well with it and organizations face the threat of being shut down. This might work against non-profit organizations in future if the government decides to shut them down.

Social media being shut down by the government is one of the biggest risks for organizations especially in 2017 because it is an election year. Organizations are

advocating for peaceful, free and fair elections. They are ready to be observers for pre,

during and post-elections and report on any cases of insecurity and rigging. These groups

have already started strategizing and they have mailing lists on Gmail and Whatsapp

groups. The information received will be disseminated on other social media platforms.

Pictures and videos will work best for real time credible information as text information

will have to be verified before circulated to avoid panic and fake news. If the government

shuts down the internet, people will not know what is happening in other parts of the

country and have to rely on mainstream media. The people of Kenya rely a great deal on

social media for real time information. Organizations can use social media platforms to

spread positive agendas in the country and trigger mass action that will hold leaders

accountable and will be for the good of Kenya's future.

     The Media Council of Kenya views on social media use by journalists is an

opportunity for the future of social media in Kenya. The Media Council called upon

media houses in Kenya to implement and develop social media policies. The Media

Council of Kenya (MCK) Board Chairman Mr. Charles Kerich stated during a press

conference "While journalists, like all other citizens have the rights to be active on social

media and by extension enjoy freedom of expression, they should draw the line between

personal opinion in private space and walls and views that suggest that a journalist is

biased" (Mutegi, 2016). He also added that it is unrealistic for media practitioners to

spew biased opinions on their social media pages and expect not to be viewed as partisan

by people who expect fair coverage. The Council promised to work closely with media

houses that are yet to put in place such to develop social media policies. Mr. Kerich also

pointed out that media practitioners found openly affiliating with political parties and

must be perceived as neutral, will have their accreditation as journalists revoked since journalists should be perceived as neutral.

Conclusion

There is a need for further research in social media in Kenya. Topics include how social media brings in a different dynamic in the entire aspect of communications as it goes beyond the traditional corporate communication. Also, further research needs to be done on how social media influences politics and political decisions in Kenya. Finally, research can help show how non-profit organizations increase the use of social media and reach audiences in target communities.

Further research on social media going beyond traditional corporate communicate will be important because we will see how a paradigm shift happened. It will be interesting to know whether organizations that are not utilizing social media at the moment will be forced by circumstances to fully utilize social media. The research can also shed light on whether the organizations will have public relations practitioners strategizing for them and using the tactics on social media. It will be good to find out if organizations would ease and fasten internal communication with their employees by use of social media platforms such as Whatsapp. With generations changing and will the new generation force traditional employers to change their communication methods?

Further research on politics influenced by social media is important because the current seating government has hired Cambridge Analytica (CA) a data mining firm that was behind United Kingdom's exit from the European Union (Brexit) and the win of United States President Donald Trump. It is therefore important to study how online behaviors affect the environment. The information will also inform whether indeed, use

of social media algorithms could lead to a political candidate gaining an edge over the competition. With the constant changes in Kenyans' utilization of social media, and the use of algorithms to influence politics on the ground, further research is needed on how non-profits, will react to such a reality. Creative ways of communicating should also be explored. Organizations are beginning to learn how to use creative messages that can be encoded and decoded in the shortest, clearest and most precise way. They have started using graphics and online posters that give information in one piece. Cartoonists have been using their artistic skills to depict the occurrences in the country (See Appendix C). Organizations have also started outsourcing cartoonist's skills to pass on information. This is a useful tactic to apply in sending out messages especially to people who do not have time to read. It is also a worthwhile method to communicate to young people.

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Table 1. Content Analysis of Nonprofits' Facebook and Twitter			
Engagement goals	Code type	Facebook (25 nonprofits)	Twitter (23 nonprofits)
Information	News and updates	218 (29.0%)	171 (24.8%)
	Education, tools	113 (15.1%)	84 (12.2%)
	Media	47 (6.2%)	29 (4.2%)
Community	Other organization	29 (3.8%)	73 (10.6%)
	Conversation	24 (3.2%)	54 (7.8%)
	Giving recognition and thanks	44 (5.8%)	59 (8.6%)
	Live posting	37 (4.9%)	46 (6.7%)
Action	Event	162 (21.6%)	74 (10.7%)
	Call for action	78 (10.4%)	100 (14.5%)

Appendix B

Interview Questions

1. What was the need that led your organization into exploring the use of social media?

2. When did your organization begin to use social media and how has social media for you progressed so far?

3. What has been the result and/or impact of social media to the society you target?

4. What challenges have you faced along the way and what are the future prospects?

Appendix C

Cartoon 1 by Bwana Mdogo depicting Female Genital Mutilation

Cartoon 2 by Bwana Mdogo depicting how corruption cartels in Kenya think