



NATIONAL COALITION
ON FREEDOM OF EXPRESSION &
CONTENT MODERATION IN KENYA

RESOLUTION

adopted by Social Media Influencers and Content
Creators in Kenya

TO COMBAT DISINFORMATION AND HATE SPEECH
ON DIGITAL PLATFORMS



Trademark Hotel
Nairobi

28 March 2024



Social media influencers and content creators in Kenya

having engaged in a capacity development training on addressing harmful content online in Kenya;

Recognising their crucial role as creators, consumers and conveyors of information and their responsibility towards contributing to a fact-based information ecosystem in the country and;

Acknowledging the importance of Media and Information Literacy in tackling harmful content online and having being empowered with requisite knowledge and enhanced capacities to combat disinformation and hate speech, **commit to**;

- 1. Advocate** for the implementation of capacity development initiatives that empower audiences to be discerning users and consumers online;
- 2. Condemn** the use and dissemination of disinformation and hate speech and continue to actively promote the creation and sharing of positive content in fostering an inclusive online space;
- 3. Encourage** peer to peer collaborative engagements to collectively address the issue of harmful online content including disinformation and hate speech;
- 4. Advocate** for protection of digital rights for creators and increased accountability by government and social media companies in ensuring safety of online users;
- 5. Promote** the creation and dissemination of factual information across digital platforms in Kenya;
- 6. Affirm** support to initiatives that aim to address disinformation and hate speech in Kenya; and
- 7. Propose** the adoption of localised solutions to effectively address harmful content across digital platforms in Kenya.



Corresponding to the above resolution, the trained social media influencers and content creators devised an action plan towards addressing harmful online content in Kenya and in promoting inclusive and safer online spaces over the next one year (2024-2025), as follows:

Action	Strategy	Actors
Continuous Advocacy	<ul style="list-style-type: none">• Community dialogues with society at large to advocate for safer online spaces.• Initiate development of a creators' forum/platform that shall serve as a collective voice for advocacy.	<ul style="list-style-type: none">• Social Media Influencers & content creators• Relevant CSOs• Community groups
Targeted Awareness Creation	<ul style="list-style-type: none">• Online engagement with audiences through X spaces, Instagram live.• Collaborations with like-minded creators in creating positive content.	<ul style="list-style-type: none">• Social Media Influencers & content creators• Experts
Civic Engagement	<ul style="list-style-type: none">• Author petitions to relevant government Ministries Departments and Agencies (MDAs) and social media companies.• Participate in relevant policy forums and dialogues with government on striking the delicate balance between digital rights and content moderation.	<ul style="list-style-type: none">• Relevant CSOs• Experts (FeCoMo)• Social media Influencers & content creators
Consultations with key stakeholders and experts	<ul style="list-style-type: none">• Meaningful engagement in effectively addressing online harms.• Sustainable partnerships for collective action to amplify impact.	<ul style="list-style-type: none">• National Coalition (FeCoMo)• Government departments & agencies (e.g. CA, NCIC)• Relevant CSOs



Signatories:

Amanda Nerima (Tiktok: @simp_4.mandie)
Blessing Ngaira (Instagram: @blesingngaira)
David Kavana (Twitter: @mc.kavana)
Dennis Rollins (Instagram: @DenisRollins_)
Desmond Mose (Tiktok: @mchanga_nuzi)
Emmanuel Bokea (Twitter : @holliekidd_)
Esther Nyonje (YouTube: Esther Nyonje)
Faithfulness Joshua (Twitter: @FaithfulnessJS)
Felicity Jayne (Instagram: @smile_.babyy_)
Godfrey Wachira (Tiktok: @Podking01)
Ian Nyangwara (Twitter: @ScorpyLil)
Ibrahim Lutta (Instagram: @lutta.edits)
Icram Amina (Twitter: @amina_icram)
Immaculate Onyango (Instagram: @Immahlex)
Joseph Kamau Kiragu (Twitter: @Joseph1Kamau)
Leilah Muchui (Instagram: @_.l3ilah_)
Nellius Wanjeri (Instagram: @_wanjeri_nellius)
Patrick Yegon (Twitter: Hon Patrick Yegon)
Robert Mwange (Tiktok/Instagram: @_i.robert)
Ruth Juliet Ochieng (Twitter: ruthjuliet5)
Ruth Njeri (Tanda Community Network)
Salat Hassan (Tiktok: @epicadventuresandsafaris)
Shampi Anna (UCSPAK)
Shelmith Wambui (Instagram: @miss.shelmith)
Namnyak (Tiktok: @namnyak.02)
Viola Konji (Pwaniteknowgalz)

Partners:



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