



“Social Media For Development”

13 April 2016



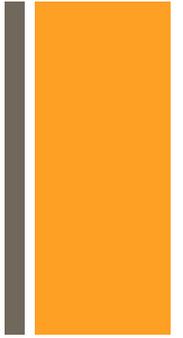
DIGITAL UBUNTU
A F R I C A

#SOMAConnect Forum
4th Edition

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Social Media & Development



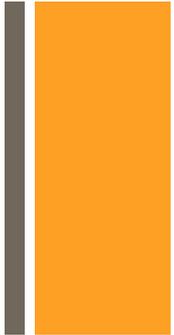
- Development is the accumulation of the freedoms 'to be and to do.' - Duncan Green
- Development requires 2 essential aspects – effective states & active citizens. – Amartya Sen
- Social media can be used by citizens as a powerful tool for change.
- People working together to drive change, fight for rights and promote justice, have the power to hold states accountable to their development commitments & responsibilities.





The Power of Social Media For Development:

- Social movements are built through relationships. Social media is about making human connections, building community, sharing stories & using the power of networks to spread information far and fast.
- **Viral Nature (Fast communication & no borders)**
- **Cost effective – SM tools are FREE**
- **Raise profile & visibility of your organization/campaign**
- **The possibilities are endless – beyond the ceiling of your imagination.**





#1MilliForJadudi

Ksh 7,256,096 (\$72k) in 3 days!

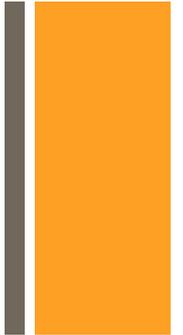


Photo by Mwangi Kirubi @mwarv

“Attitudes are contagious. Is yours worth catching?” Anon



#1MilliForJadudi Reflections:



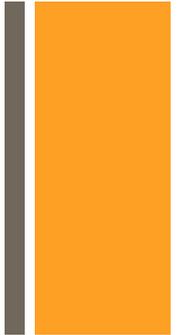
What worked?

- A very powerful story of an inspiring young man (Jadudi)
- A powerful story well written by Jackson Biko
- A very influential platform that reaches the right target audience (BikoZulu.com)
- A call to action (Simple & achievable; we did the math, targeted small amounts & cast our nets wide)
- 2 trusted individuals running the campaign
- More than 50 social media influencers who agreed to back the campaign the day before it launched





#1MilliForJadudi: Reflections



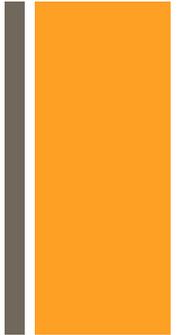
What worked?

- A reputable & credible institution backing the campaign (Africa Cancer Foundation) & providing a secure way for contributors to send donations
- A sense of urgency (The brain surgery had to be done ASAP)
- A powerful crowdfunding strategy developed by Zawadi & launched on twitter – FB & IG ripple effect.
- Passion. Passion. And More Passion.
- An army of foot soldiers keeping the campaign alive (Jadudi's UoN friends & family)
- Regular updates & continued engagement with supporters both during & after the campaign.





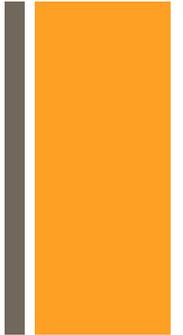
Then Just 2 Months Later ... Shock & Horror!!



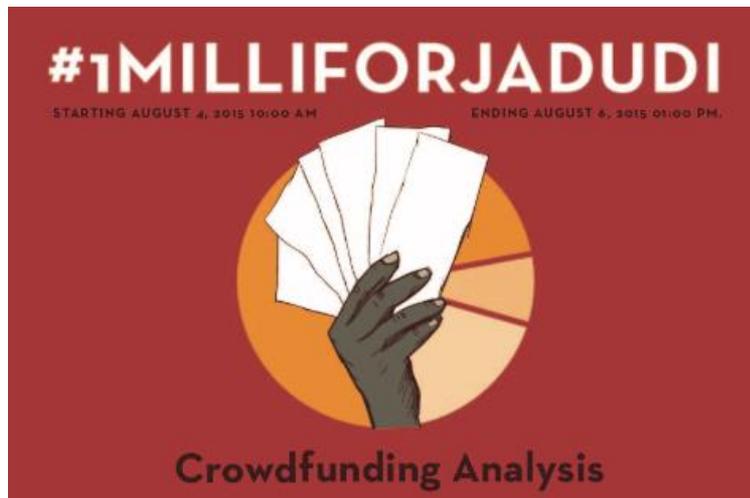
- The same forces that build us can be used to destroy us
- From #WeAreOne to #WeAreNone
- From collective power to a sense of powerlessness
- From anything is possible to here we go again
- Anonymity online allows people to abuse their power
- Who we are online is who we are offline & vice versa
- Silence is no longer an option!



What Do We Need To Foster An Effective #Crowdfunding Environment?



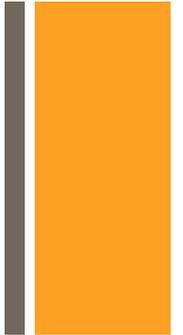
- Integrity
- Transparency & Accountability
- Credible Crowdfunding Platforms
- Efficient & Reliable Money-transfer systems
- Generosity
- Trust
- Abundance Mentality





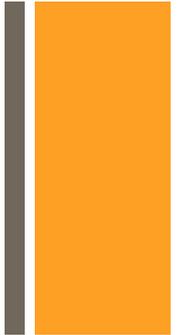
What Next?

- Nothing we do for social change is sustainable in these toxic digital spaces
- The real revolution is the evolution of consciousness
- If we don't organize ourselves, SM will disorganize us
- To effectively use social media for development, we must first liberate the internet
- Give #KOT something positive and powerful to do, talk about, or engage with every day. (POSITIVE TRENDS!!)
- We need to occupy Kenyan social media spaces with conversations that matter
- Every day, we are writing Kenya's story for the world to see.





Fostering A Culture Of #DigitalUbuntu in Africa



- What is Digital Ubuntu Africa About?

“Cultivating Responsible Digital Cultures In Africa.”

(Please Tweet using #SOMAconnect)

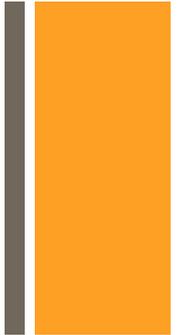
- I define responsible digital citizenship as ...
- For us to effectively use social media for development in Kenya, we need ...
- I would love the Kenyan digital space to be ...
- As a responsible digital citizen I commit to ...

I AM BECAUSE WE ARE





Join the #DigitalUbuntuAfrica Community



- Be The Change You Want To See Online ... Every Day!
- We invite you to submit an article about issues to do with building responsible digital cultures – www.digitalubuntuafrika.org



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JUST Ja DU di IT

“Some people dream of great accomplishments, while others stay awake and do them.” - Anon



Photo by Mwangi Kirubi @mwarv