



## Targeted sensitization and campaign programs using social and mainstream media platforms

Media has remained one of the key stakeholders for NCIC. The Commission continues to roll out programmes with the aim of taming and mitigating hate speech for peaceful coexistence across the country. In September – December 2020, the Commission conducted an integrated media campaign focusing on Television and radio stations, as well as social media platforms to reach out to the general public, including politicians and digital users. As a result, awareness and knowledge of the mandate of the Commission was enhanced, there was heightened visibility of the Commission through one-on-one discussions on cohesion matters, as well as 91,400 followers on Twitter, 9,000 Facebook followers, 16.1 million listeners and 2 million viewers reached with peace messages.

**Umoja ni nguvu.**  
United In common bond, let us build our nation together. let us embrace, tolerate and dialogue with each other.

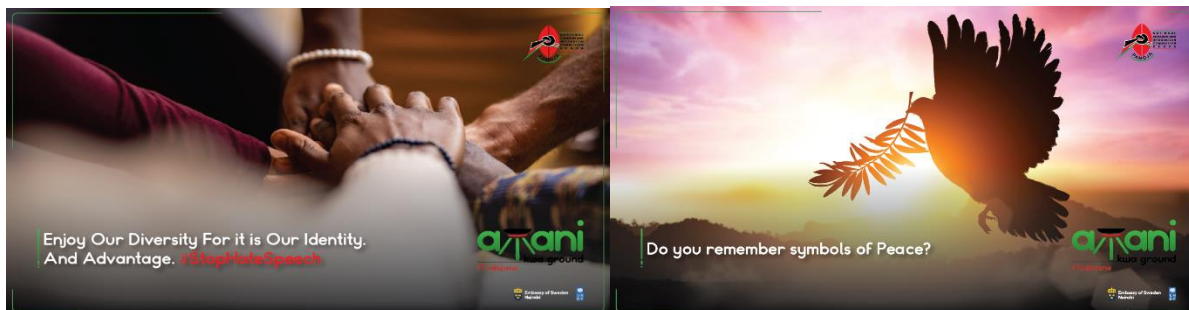
Just like a three legged stool, we are the foundation of our country.

#Tupendane #Tuskizane #Tuinuane.  
Muhimu ni..

**aTani**  
kwa ground  
#Tuskizane

Embassy of Sweden Nairobi UN DfP

*Sample of script shared with television and radio stations*



Sample of e-poster shared on social media




Screenshot of video animation

RADIO AFRICA CREATIVE		PART OF radio africa limited	
RADIOSCRIPT			
CLIENT:	NATIONAL COHESION AND INTEGRATION COMMISSION	DATE:	20/11/2020
TITLE:		WRITER:	STEVE
STATION:	JAMBO	EXEC:	MURAGE
REF:	20112020	DURATION:	PROMO
GIDI:	Fellow Kenyans... Umoja ni nguvu...hasa wakati huu siasa inazidi kutanda		
GHOST:	Pamoja...tunaweza inua jamii na nchi yetu kwa jumla Ni vizuri kuchukua nafasi kuelewana...ili tujenge nchi ilivyostahili		
GIDI:	Amani kwa ground ni muhimu kwa hivyo tupendane, tuskizane, tuinuane Na kama miguu ya kigoda,Tutasimama imara		
GHOST:	Tujitolee tuwe na amani kwa ground.... katika Gidi na Ghost Asubuhi hapa Radio Jambo Amani, Pamoja.		
GIDI:	Ujumbe huu umeletwa kwako na The National Cohesion and Integration Commission [NCIC], Sweden Embassy na UNDP		

Script used by Radio Jambo for activation

**National Cohesion and Integration Commission**  
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As Kenyans, having a united one Kenya is our duty.  
 #tuskizane #tuinuane #tupendane



12,710 People reached      2,814 Engagements      Boost Unavailable

Boosted on 15 Dec 2020 By Pino Pino      Finishes in 0 days

People reached	<b>12.5K</b>	Post engagement	<b>4.0K</b>
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**12,710** People Reached

**1,256** Reactions, comments & shares ⓘ

<b>1,245</b> Like	<b>1,245</b> On post	<b>0</b> On shares
<b>4</b> Love	<b>4</b> On post	<b>0</b> On shares
<b>1</b> Sad	<b>1</b> On post	<b>0</b> On shares
<b>5</b> Comments	<b>5</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

**1,565** Post Clicks

<b>1,479</b> Photo views	<b>0</b> Link clicks ⓘ	<b>86</b> Other Clicks ⓘ
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<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

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Sample sponsored content on Facebook