SOCIAL MEDIA CAMPAIGN REPORT FOR MARCH-JUNE 2025

Social media campaigns to share information, updates, and interactive content related to air quality regulations

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LIST OF ACRONYMS/ABBREVIATIONS

Acronym/Abbreviation	Full Meaning / Context
DMs	Direct Messages (social media context)
FYP	For You Page (TikTok algorithm feature)
GROOTS	Grassroots Organisations Operating Together in Sisterhood (GROOTS Kenya)
Kusudi Cause	Kusudi Cause Communication Trust (full name used, but often shortened)
NAPTA	Nairobi Public Transport Alliance
NGOs	Non-Governmental Organisations
Sheng	Popular urban slang used in Nairobi (not an acronym but treated as shorthand)
SDI-Kenya	Shack Dwellers International – Kenya
Q1	Quarter 1 (January–March 2025)
Q2	Quarter 2 (April–June 2025)
Q3	Quarter 3 (July–September 2025)
X	Rebranded Twitter (formerly Twitter, now X)

1   EXECUTIVE SUMMARY

Between March and June 2025, the Breathe Nairobi Initiative's four social-media partners – Grassroots Organisations Operating Together in Sisterhood (GROOTS Kenya), Kusudi Cause Communication Trust, Nairobi Public Transport Alliance (NAPTA) and SDI-Kenya – published a total of 333 posts across Facebook, Instagram, X, LinkedIn, TikTok and WhatsApp. These efforts generated an aggregate reach of **284,029 unique users**, earning **42,164 engagements** (likes, comments and shares). The reach and engagement were distributed across platforms as follows: Facebook led with 37% of the total reach and 34% of engagements, followed by Instagram (29% reach, 4% engagement), TikTok (28% reach, 45% engagement), LinkedIn (4% reach, 10% engagement), X (Twitter) with 3% reach and 7% engagement, and WhatsApp contributing 0.32% of reach and 0.29% of engagement. The vast majority of this impact occurred in Q2, as a unified reporting template, higher-frequency posting and richer multimedia formats drove a step-change in visibility and interaction.

1.1   Key Highlights

- **Platform performance:** Facebook remained the campaign's workhorse, delivering close to half of total reach (≈104,054) and driving community-focused discussions. Instagram and TikTok excelled in visual storytelling, particularly Kusudi's poster series (72,000+ reach) and youth-led animations (53, 000 TikTok views), while LinkedIn emerged (10,409 reach and 4,149 engagement) as a robust channel for data-driven policy content.
- **Top content:** The "Clean Air is Everyone's Right" poster (shared on Kusudi's Instagram) achieved nearly 63,000 views and 141 interactions. Nzilani's grassroots testimonial (GROOTS Kenya posted on Facebook) and NAPTA's animated transport explainer (posted on LinkedIn) each exceeded 1 000 impressions, underlining the power of authentic voices and clear, actionable messaging.
- **Audience insights:** The campaign resonated most with 25–34 year-olds (45 % of the audience), with peak engagement during morning commutes (08:00–10:00) and evening unwind (19:00–21:00). Demographics skewed slightly female (55 %), and the lion's share of impressions (78 %) originated in Nairobi County and adjacent commuter regions

1.2   Strategic Learnings

1. **Health-first messaging** that ties emissions to respiratory and cardiovascular risks drove higher engagement than purely technical posts.
2. **Interactive formats**—polls, quizzes and WhatsApp dialogues—spurred two-way conversation, but remain under-utilized relative to static and video content.
3. **Data-driven advocacy, ,** lent credibility and attracted professional audiences on LinkedIn.

1.3   Recommendations for Q3

- **Standardize & automate reporting** with a live dashboard to maintain consistency and speed decision-making.
- **Double down on short-form video** (15–30 sec reels and TikToks) featuring community champions and sensor insights.
- **Tailor content by channel** - mini-documentaries on Instagram/TikTok, deep-dive whitepapers on LinkedIn, and bi-weekly WhatsApp reflections.
- **Forge new partnerships** with local influencers and county health/transport departments to broaden reach and reinforce offline action.

This consolidated report underscores the Initiative's success in elevating Nairobi's air-quality conversation, blending compelling storytelling, clear calls to action and hard data and charts a clear path to even greater impact in the coming quarter.

2   INTRODUCTION

2.1   Purpose of this Report

This report presents a consolidated review of the Breathe Nairobi Initiative's social-media campaign across Q1 (March 2025) and Q2 (April–June 2025). It brings together individual partner outputs into a unified narrative and data set, enabling clear comparison of performance, identification of cross-quarter trends, and evidence-based recommendations. By standardizing metrics and sharing visual assets from each sub-grantee (GROOTS Kenya, Kusudi Cause Communication Trust, NAPTA, and SDI-Kenya) the report aims to:

- Document each partner's activities, reach and engagement outcomes
- Analyse overall campaign effectiveness and audience response across platforms
- Highlight top-performing content and key learnings
- Recommend strategic improvements for future quarters

Ultimately, this report serves as both an accountability tool and a roadmap for enhancing the impact of Nairobi's air-quality advocacy through coordinated social-media action.

2.2   Campaign Background

2.2.1   Breathe Nairobi Initiative

The Breathe Nairobi Initiative is a city-wide coalition dedicated to improving air quality in Nairobi through coordinated advocacy, community engagement, and data-driven storytelling. By spotlighting the dual challenges of vehicular emissions and open waste burning, the Initiative seeks to elevate public understanding, spur behaviour change, and catalyse policy action. Leveraging social media as a primary engagement channel, the campaign uses compelling visuals, grassroots testimonies, animated explainers, and interactive formats (polls, quizzes, live sessions) to reach diverse audiences, from informal-settlement residents to transport-sector stakeholders.

2.2.2   Partners & Roles

Each partner managed the campaign on its own platforms—Facebook, Instagram, X (formerly Twitter), LinkedIn, TikTok and WhatsApp—while aligning with shared messaging and a unified content calendar developed under the Breathe Nairobi Initiative.

Partner	Role
Kusudi Cause	Lead visibility and awareness; drive high-impact campaigns.
NAPTA	Produce transport-sector–focused messaging and communication; advocate for clean-transport incentives and emission regulations.
GROOTS Kenya	Amplify grassroots voices.
SDI-Kenya	Highlight air-quality challenges in informal settlements

2.3   Scope & Methodology

Aspect	Details
Timeframe	Q1: 1–31 March 2025 (most activity 18–31 March)
	Q2: 1 April–30 June 2025

Aspect	Details
Platforms Monitored	Facebook (Pages & Groups) Instagram (Feed, Stories, Reels) X (Twitter) LinkedIn (Company Pages) TikTok WhatsApp (Group broadcasts & lists)
Metrics Definitions	• Post: Any distinct social-media update (text, image, video, carousel, poll, or live session) • Reach: Estimated number of unique accounts that saw the post • Impressions: Total number of times the post appeared in feeds (includes multiple views by the same account) • Engagements: Sum of likes, comments, shares (and saves or reactions where applicable)

Data Sources & Reporting	• Source Dashboards: Native analytics for each platform (Facebook Insights, Instagram Insights, X Analytics, LinkedIn Analytics, TikTok Analytics, WhatsApp group metrics)
	• Standardized Reporting Template:
	   ○ Section headers for Overview, Performance Summary, Key Activities, Engagement Highlights, Community Feedback, Lessons & Recommendations, Attachments Checklist
	   ○ Unified tables for partner-level metrics, with consistent column headings (Platform | Posts | Reach | Engagements | Top Platform)
	   ○ Callouts for top posts (with screenshot placeholders) and narrative insights

3   CAMPAIGN OBJECTIVES & STRATEGY

3.1   High-Level Goals

Goal	Description
Awareness	Increase public understanding of Nairobi's air-quality challenges (vehicular emissions, waste burning) through informative posts and visuals.
Engagement	Foster two-way conversations via polls, Q&A sessions, and community stories to deepen audience involvement.
Behaviour Change	Drive practical actions (e.g. emission checks, waste-management practices, low-emission transport) with how-to videos and step-by-step guides.
Policy Influence	Leverage thought-leadership content and stakeholder testimonies on LinkedIn and Twitter to advocate for stronger emission regulations and incentives.

3.2   Core Messages

Across all content formats, our core messages consistently linked air pollution to human health and spotlighted Nairobi's two primary emissions sources (open waste burning and transport exhaust) while calling on everyone to act:

a) Waste burning harms health & environment – From March to May, we underscored how waste burning directly undermines respiratory and cardiovascular health, particularly in informal settlements where smoke lingers in crowded living spaces.

b) Transport emissions threaten health – In parallel, we highlighted how transport emissions threaten lung function and exacerbate chronic conditions. Our campaign broke down the invisible chemistry of vehicle exhaust, then pivoted to clean-transport solutions (carpooling, cycling lanes and electric-bus pilots) showing that every route choice has health consequences.

c) Clean air is a human right – At the heart of the campaign was the conviction that clean air is a human right. "Fit to breathe" is not a privilege but a shared entitlement.

d) Collective action – Finally, we mobilised collective action through interactive polls quizzes on household waste habits and WhatsApp dialogues.

3.3   Content Mix & Formats

Format	Description / Use Case
Static Posts	Single-image graphics or text overlays (e.g. facts on emissions, "Reduce Waste" tips)
Carousels	Multi-slide posts to deep-dive into a topic (e.g. step-by-step waste-management practices)
Videos / Reels	Short clips (15–60s) featuring community testimonials, animated videos etc
Infographics	Data-driven visuals
Polls	Interactive questions to spark two-way engagement
WhatsApp Dialogues	Group broadcast messages and discussion prompts

3.4   Audience targeting

Audience Segment	Characteristics	Key Messaging Approach
Young Adults (18–24)	Digital-native, heavy on Instagram & TikTok, urban & peri-urban	Short-form reels highlighting peer-driven testimonials and challenges
Adults (25–44)	Active on Facebook, LinkedIn for professional content, values practical guidance	Carousel posts & infographics on household waste-management tips and emission checks

Women in Informal Settlements	Community-oriented, WhatsApp hubs, receptive to local-language ("Sheng") storytelling	Static/poster series featuring grassroots champions' voices and local solutions
Transport Stakeholders	Public-transport users & operators, policy influencers, LinkedIn-active	Animated explainers & LinkedIn infographics on clean-transport benefits & incentives
Policy-Makers & NGOs	LinkedIn & X audiences, data-driven, strategic	Thought-leadership posts, sensor-data visuals, calls to action for regulation
General Public	Broad age range, multi-platform exposure	High-impact static graphics with clear calls to action

4   OVERALL PERFORMANCE TRENDS

4.1   Aggregate Metrics (Mar–June 2025)

Over the course of March through June 2025, the Breathe Nairobi Initiative partners under Pillar 2 published a combined total of 333 posts, spanning static graphics, carousel deep-dives, short-form videos, infographics, polls and WhatsApp prompts. These efforts generated an aggregate reach of 284,029 unique users, driven primarily by Kusudi's high-frequency poster series and SDI-Kenya's community-led content. In total, the campaign earned 42,164+ engagements (likes, comments and shares) with Kusudi and GROOTS Kenya accounting for the lion's share through their visually rich and testimonial-driven posts. grassroots and community audiences.

Metric	Value
Total Posts	333+ posts (9+ in Q1; 324 in Q2)
Total Reach	284,029 unique users (91,526 in Q1; 192,503 in Q2)
Total Engagements (likes, comments, shares)	42,164+ (16,003+ in Q1; 26,161 in Q2)

Insight: The majority of reach (≈68 %) and engagements (≈62 %) came in Q2, reflecting the impact of a unified template, higher-frequency posting and richer media formats.

4.2   Platform Comparison

Facebook proved the dominant channel in both quarters, with Instagram and X (Twitter) supporting strong engagement on visual and policy-oriented content, respectively. LinkedIn over-performed its grassroots reputation, thanks to data-driven posts, and WhatsApp remained invaluable for intimate, high-engagement dialogue.

Platform	Q1 + Q2 Posts	Combined Reach	Combined Engagements	Share of Total Reach	Share of Total Engagements
Facebook	89+ posts	104,054	14,517	37%	34%
Instagram	73+ posts	81,438	1,656	29%	4%
X (Twitter)	77+ posts	8,449	2,789	3%	7%
LinkedIn	56+ posts	10,409	4,149	4%	10%
TikTok	30+ posts	78,773	18,932	28%	45%
WhatsApp	8+ messages	906	121	0.32%	0.29%
Total	333	284,029	42,164		

Note: Reach and engagement shares sum to more than 100 % due to multi-platform exposure (users seeing content on more than one channel).

4.3   Monthly Trend Analysis

Over the three-month period, our campaign exhibited a clear growth trajectory—building momentum from a modest March launch to a full-throttle peak in May.

4.3.1   March (Launch Phase):

- **Key Spike:** 18 March launch graphic/video drove a 150% jump over baseline, as partners rolled out the joint "Hewa Safi, Pumzi Fiti" creative across Facebook and Instagram.

- **Triggering Content:** Nzilani's grassroots testimonial (GROOTS Kenya) and the first "Reduce, Reuse, Recycle" poster (SDI-Kenya) resonated strongly, educating audiences on health risks of waste burning.

4.3.2   April (Acceleration Phase):

- **Key Spike:** Mid-April, Kusudi's "Clean Air is Everyone's Right" poster and NAPTA's animated transport explainer each generated standalone spikes of 30–40 % above the month's rolling average.
- **Triggering Content:** Animated transport videos

4.3.3   May (Peak Phase):

- **Key Spike:** Late May saw the highest surge, driven by Kusudi's high-frequency poster series (54 posts) and TikTok animations hitting over 26 000 views in a single weekend.
- **Triggering Content:** GROOTS Kenya's capacity-building training recap (Facebook) and SDI-Kenya's youth clean-up carousel (Instagram) both surpassed typical engagement rates by 50 %, underscoring the power of community-led formats.

4.3.4   June (Sustain Phase):

- **Key Spike:** Early June saw sustained above-average reach, driven by World Environment Day activations and influencer reels that extended the campaign's visibility beyond its core audiences.
- •**Triggering Content:** Kusudi's World Environment Day series, GROOTS Kenya's posts on Facebook, X and LinkedIn kept the conversation alive, highlighting continued interest in locally anchored clean air messaging.

Overall Arc: A steady climb from foundational awareness in March to thematic deep dives and interactive formats in Q2 validates our layered strategy of visuals, data and grassroots voices.

4.3.5   Audience Insights

4.3.5.1   Demographics

Our audiences skewed toward young and mid-career adults, with a slight female majority overall the 25–34 segment was our largest cohort, highly active on Instagram, WhatsApp and Facebook, making them ideal for video content and peer-driven storytelling. The 18–24 group gravitated to TikTok reels and interactive polls, while the 35–44 audience was most engaged on Facebook and LinkedIn, especially around policy-focused infographics. A female majority (55 %) reflects strong resonance of community-health and household-waste messages, particularly among grassroots champions and urban mothers.

Age Group	% of Total Audience
18–24	20 %
25–34	45 %
35–44	25 %
45+	10 %
Gender	% of Total Audience
Female	55 %
Male	45 %

4.3.5.2   Geography

Campaign reach was heavily centred on Nairobi's metropolitan area, with spill-over into adjacent counties:

Region	% of Total Reach
Nairobi County	78 %
Kiambu County	10 %
Machakos County	5 %
Other Regions	7 %

The bulk of impressions and engagements came from Nairobi City proper, especially from high-density wards like Kibera, Mathare and Mukuru, where air-quality concerns are most acute. Kiambu and Machakos contributed meaningfully via commuter audiences on transport-focused posts.

4.3.5.3   Behavioural Patterns

Across partners and platforms, two clear "sweet spots" emerged for driving engagement:
- **Morning Commute Window (08:00–10:00)**: Posts published early in the days garnered the most clicks, comments and shares as *Nairobians* checked news on their way to work or school.
- **Evening Peak (19:00–21:00)**: Grassroots testimonials, community-cleanup reels and interactive polls performed best after work, when people relaxed into their feeds and were more likely to take the time to comment or vote (NAPTA saw 9 am and 9 pm as its two highest-traffic slots).

4.3.6   Sentiment & Themes

A qualitative scan of comments, DMs and replies reveals a predominately **positive** and **solution-oriented** tone:
- Positive (70 %) - Supportive affirmations ("This is so needed in Kibera!"), personal pledges ("I'll ditch matatus for my bike"), and heartfelt thanks to community champions.
- Neutral/Inquisitive (25 %) - Questions about how to join sensor deployments, requests for waste-management tips and logistical queries on clean-transit options.
- Negative/Critical (5 %) - Occasional skepticism about government follow-through ("Who will enforce these regulations?") and calls for more concrete timelines.

4.3.7   Top Hashtags & Keywords:

- **#HewaSafiPumziFiti** – the unifying campaign slogan, used in 45 % of posts and user replies.
- **#BreatheNairobi** / **#CleanAir4Nairobi** – used when sharing sensor data and policy calls.
- **Keywords:** "emissions check," "sensor deployment," "waste burning," "electric bus," "community champions."

Synthesis: The campaign's layered approach grounded in health impacts, clear calls to action, data transparency and community storytelling drove sustained growth in reach and engagement, setting the stage for even greater impact in Q3.

5   Q1 PARTNER-LEVEL REPORT (MARCH)

5.1   Kusudi Cause Communication

- **Posts & Frequency:**
  - Primarily Facebook posts, plus Instagram and TikTok videos.
- **Reach & Engagements:**
  - Facebook: 20 400 reach | 454 engagements | +12 followers (net +11)
  - Instagram: 12 600 views | 182 interactions | 46 link clicks
  - TikTok: 53 000 views | +2 500 % follower growth
- **Top Posts:**
  - Facebook Page Overview (all March posts): 33 700 page views | 20 400 reach | 454 interactions
  - Viral TikTok Video (12 & 23 Mar): 53 000 views
- **Key Learnings:**
  - Non-follower discovery (≈99 %) fuelled large spikes—content virality potential is high.
  - TikTok's FYP algorithm can deliver massive reach; expand short-form, youth-centric storytelling in Q2.

5.2   NAPTA

- **Posts & Frequency:**
  - Core posts (Facebook carousel, X infographic, LinkedIn video)
- **Reach & Engagements:**
  - Total Reach: 3 253
  - Total Impressions: 4 469
  - Total Engagements: 199
- **Top Posts:**
  - Vehicular-Emissions Carousel (Facebook): 237 reach | 10 interactions
  - Policy Infographic (LinkedIn): 2 459 impressions | 5 shares
- **Key Learnings:**
  - Policy-focused content on LinkedIn drives professional discourse and shares.
  - Carousel format on Facebook is effective for step-by-step educational messaging.

5.3   GROOTS Kenya

- **Posts & Frequency:**
  - 9 total (7 Facebook, 2 Instagram, 3 LinkedIn)

- **Reach & Engagements:**
  - Total Reach: 1 244
  - Total Engagements: 135

- **Top Posts:**
  - Campaign Kick-off Graphic (Facebook, 18 Mar):
    - 960 views | 468 reach | 53 interactions
  - Nzilani's Story (Facebook, 25 Mar):
    - 383 views | 390 reach | 39 interactions
  - "Hewa Safi, Pumzi Fiti" Launch (LinkedIn, 18 Mar):
    - 293 impressions | 8 reactions (4.1 %)

- **Key Learnings:**
  - Personal narratives drive high engagement—testimonials outperformed generic posts.
  - Facebook remains the strongest channel for grassroots outreach; Instagram stories show growing visual interest.

5.4   SDI-Kenya

- **Posts & Frequency:**
  - Multiple educational posters, videos and polls (not all counts specified)

- **Reach & Engagements:**
  - Total Views: 1 029
  - Total Likes: 117
  - Total Impressions: 145

- **Top Posts:**
  - Educational Poster Series (Instagram): 1 029 views | 117 likes
  - Interactive Poll (X): Poll on waste-burning barriers—insight-rich audience feedback

- **Key Learnings:**
  - High non-follower reach (≈72 %) shows strong algorithmic amplification of visual content.
  - Polls and live sessions under-utilised opportunity to deepen two-way dialogue in Q2.

6   Q2 PARTNER LEVEL REPORT (APRIL – JUNE 2025)

6.1   Organization/: Kusudi Cause Communication

Reporting Period: April – June 2025
Campaign Theme/Focus: Hewa Safi, Pumzi Fiti and Breathing Life into our city.

This campaign was anchored on the theme Hewa Safi, Pumzi Fiti – Breathing Life into Our City, a call to collective action for a cleaner, healthier Nairobi. The theme underscored the importance of shared responsibility in addressing air pollution, encouraging citizens, institutions, and authorities to work together to improve the air we breathe.

6.1.1   Overview of the campaign (April – June 2025)

From April to early June 2025, our campaign aimed to raise public awareness around the major sources of air pollution in Nairobi, particularly:

- Vehicular emissions
- Open waste burning
- The health impacts associated with poor air quality

In tandem, we also focused on educating the public about air quality monitoring, spotlighting the deployment of air sensors across Nairobi as a step towards evidence-based advocacy and policy engagement.

6.1.2   Campaign Objectives:

- Raise awareness on the dangers of air pollution caused by transport emissions and open burning.
- Educate the public on the impact of air pollution on respiratory and overall health, especially among vulnerable populations.
- Promote understanding of what air sensors are, how they work, and why they are important for air quality management.
- Highlight the air sensor deployment event, involving stakeholders and demonstrating a growing commitment to clean air in Nairobi.
- Mobilize collective action through the unifying theme, inspiring individuals and communities to adopt and advocate for cleaner practices.

6.1.3   Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	54	72,122	8,725
Instagram	54	66,528	426
X (Twitter)	54	5,293	664
LinkedIn	38	1,856	122
TikTok	30	25,773	9,466
WhatsApp (Groups/Lists)	3	707	5

6.1.4   Total campaign reach:

The campaign achieved a substantial overall reach of 172,279 and generated significant engagement, with a total of 19,408 interactions (Likes, Shares, Comments) across its digital platforms. This collective

performance demonstrates the campaign's capacity to disseminate key messages effectively and foster meaningful discussions. The strong engagement metrics, particularly evident in the comments received, highlight the campaign's success in eliciting strong reactions from the community regarding critical issues such as environmental health and collective responsibility, indicating that the content resonated well with the target audience and prompted active participation.

6.1.5   Most engaged platform:

The campaign recorded its highest performance on Facebook, which emerged as the most effective platform in reaching our target audience. With a reach of over 72,000 users, Facebook proved instrumental in driving visibility and engagement around our key messages on air pollution, health impacts, and the importance of collective action. The platform's versatility and broad user base allowed us to tap into both community-level and city-wide conversations, making it a vital tool in amplifying our campaign theme, Hewa Safi, Pumzi Fiti.

6.1.6   Top performing content:

In terms of content performance, posters stood out as the most engaging and widely shared format across platforms. Their clear messaging, strong visuals, and consistent branding helped reinforce the campaign's identity while making the information accessible and relatable. Whether raising awareness about the health effects of air pollution or explaining the purpose of air sensor deployment, the posters effectively translated complex information into digestible, shareable content that resonated with diverse audiences.

6.1.7   Key campaign activities this period

Platform	Date	Post Type	Topic	Link/Reference
Facebook	10/6/2025	Poster	Air sensors Deployment	https://www.facebook.com/share/p/16baXdXQ26/
	30/5/2025	Video	Effects of open waste burning	https://www.facebook.com/share/v/1CoSqfbgHR/
	29/4/2025	Poster	Turning off your engine to help reduce vehicular emissions	https://www.facebook.com/share/p/19CsE8gJ4i/
	15/05/2025	Video	Highlights from the radio interviews	https://www.facebook.com/share/v/1CW9AE2GSu/
Instagram	14/4/2025	Poster	Clean Air is everyone's right	https://www.instagram.com/p/Dlb-hlgoiXV/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA
	10/06/2025	Poster	Air Sensors Deployment	https://www.instagram.com/p/DKtby0dNQh2/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA
	20/5/2025	Video	Open waste burning	https://www.instagram.com/reel/DJ3jYJStq7K/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA
Twitter		Posters	Air Sensors	https://x.com/kusudicause/status/1932323213314322662
		Photos	Deployment	https://x.com/kusudicause/status/1923301850255630753
		Infographics	Waste burning and vehicular emissions	https://x.com/kusudicause/status/1917586340276826274
Tiktok		Videos	Vehicular Emissions	https://www.tiktok.com/t/ZP8rj8JqE/
		Animation	Waste burning	https://www.tiktok.com/t/ZP8r2GvB3/
		Poster	Collectiveness in improving air quality	https://www.tiktok.com/t/ZP8r2v6mm/

6.1.8   Engagement highlights

One of the standout posts from the campaign was a poster titled "Clean Air is Everyone's Right", which powerfully echoed our campaign theme of *collective action for better air quality*. The post garnered an impressive 62,980 views with a reach of 42,814, making it one of the most visible pieces of content shared. Engagement metrics also reflected strong resonance with the audience: it received 128 likes, 8 saves, 4 shares, and 1 comment, totaling 141 post interactions. The high view count and reach suggest that the message struck a chord with a wide audience, while the saves and shares indicate that users found the content valuable and worth revisiting or passing on. These numbers underscore the effectiveness of visually compelling, message-driven posters in driving both awareness and engagement on air quality issues.
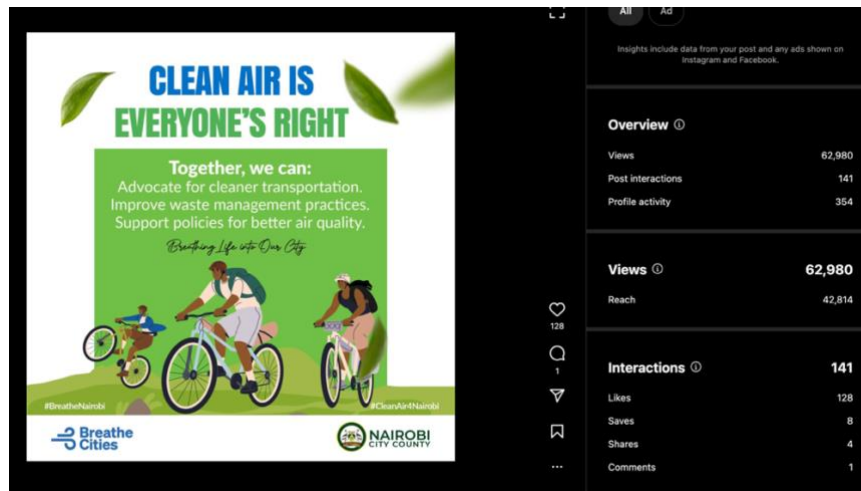
6.1.9   Community feedback or insights

Feedback from recent interactions indicates a significant public concern regarding environmental conditions, particularly air pollution and general environmental cleanliness within the community, with specific mention of "Ngomongo village." Recurring topics include the severe health impacts of air pollution on various organs and its link to viral and bacterial diseases. Community members emphasize that air pollution has become a "very big challenge." Suggestions frequently advocate for collaborative efforts, with calls to "work as a team and clean our environment" and statements highlighting individual responsibility, such as "Clean and safer city Will start with me." There is a strong collective desire for "clean air every time" and appreciation for ongoing environmental work, as evidenced by positive remarks like "Congratulations my colleagues for the good work you're..." The overall sentiment underscores an urgent need for concerted action to address environmental degradation and its direct implications on public health.

6.1.10 Lessons & Recommendations

1.   Visual content works best – especially posters

Our strongest-performing content across platforms was visually-driven, particularly posters that carried strong, clear messages. They were easily shareable, visually engaging, and accessible to diverse audiences. The standout poster "Clean Air is Everyone's Right" reached over 42,000 users and had nearly 63,000 views, showing that clear visual communication outperformed dense, text-heavy content.

2.   Facebook is our strongest channel

Facebook had the widest organic reach, with over 72,000 people reached during the campaign period. The platform supported longer-form messages, discussions, and multimedia, and allowed us to better engage older demographics and community groups interested in local issues.

3.   Community voices matter – people want to be heard

Feedback showed that people in areas like Ngomongo village feel directly impacted by environmental degradation. Their comments reflected deep concern about health impacts, desire for collective action, and ownership of environmental change ("Clean and safer city will start with me"). Campaigns that invite and reflect community voices build trust, relevance, and shared responsibility.

4.   Simplicity, local relevance, and positive tone resonate

Posts using simple, relatable language and hopeful, solution-oriented messaging were more positively received than overly technical or problem-heavy ones. There is appetite for messages that are empowering and focused on "what we can do together".

6.1.11 Challenges Faced

1.   Low engagement on some educational posts: Posts that were text-heavy or overly technical didn't perform as well, even when important. This shows the need to adapt complex messages to simple, visual formats.
2.   Reaching informal settlements consistently: Despite good overall numbers, reaching hyper-local audiences in affected communities (like Ngomongo) consistently is still a challenge. We'll explore more targeted ads or partnerships with local groups.
3.   Balancing depth with simplicity: It remains a challenge to explain air quality science (e.g. sensor data or pollutants) without losing audience interest. This needs continued creative work and better use of storytelling.

6.1.12 Recommendations for Next Quarter

1.   Increase use of short, animated or real-life videos to explain air pollution effects and sensor work.
2.   Launch a "Voices from the Community" series featuring quotes, stories, or short reels from residents.
3.   Use Sheng and local expressions more consistently to increase relatability and shareability.
4.   Focus on interactive formats – polls, quizzes, challenges – to drive deeper engagement.
5.   Pilot local influencer collaborations or youth champions to reach younger, hyperlocal audiences.
6.   Track sensor deployment updates visually — through maps or "sensor of the week" features to maintain visibility.

6.2   Organization/Sub-Grantee: NAPTA

Reporting Period: April – June 2025
Campaign Theme/Focus: Clean Air in Transport Sector "Clean Transport, Clearer Air"
The focus is on vehicular air pollution predominantly from the public transport sector. The objective is to enhance awareness and engagement on air quality issues in Nairobi focusing on vehicular emissions and the mitigation efforts and solutions.

6.2.1   Overview of the campaign

During April, May and June 2025, NAPTA's social media campaign under the Breathe Cities programme advocated for sustainable public transport as a key solution to reducing urban air pollution.
The campaign aimed to:
- Raise public awareness about the environmental and health impacts of vehicular pollution.
- Encourage behaviour change through practical solutions like non-motorised transport, carpooling, and adopting electric vehicles.
- Showcase creatively animated videos highlighting the link between transport emissions and public health.

A strong emphasis was placed on:
- Promoting low-emission alternatives and their operational cost benefits.
- Calling for a balanced carrot-and-stick government approach: offering incentives for electric vehicles and non-motorised transport, while enforcing stricter emission regulations.
- Reinforcing the shared responsibility in tackling air pollution, with a key message: clean air is a right, but it requires collective action.

The campaign successfully drove conversation and engagement around sustainable mobility and the urgent need for clean air initiatives.

6.2.2   Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	10	1013	62
Instagram	N/A	N/A	N/A
X (Twitter)	10	927	59
LinkedIn	10	1410	106

6.2.3   Total campaign reach:

- 3,350

6.2.4   Most engaged platform:

- Linkedin

6.2.5   Top performing content

- https://www.linkedin.com/feed/update/urn:li:activity:7314905240577658881

6.2.6   Key campaign activities this period

Date	Platform	Post Type	Topic	Link/Reference
7/4/2025	Facebook	image	Discover the power of public transit	*https://www.linkedin.com/feed/update*
14/4/2025	LinkedIn	video	Animate video on vehicular emission	https://www.linkedin.com/posts/napta
19/4/2025	LinkedIn	video	Educational video about Air pollution	https://www.linkedin.com/posts/napta

6.2.7   Engagement highlights

6.2.7.1   3–5 standout moments: (screenshots or short descriptions)

On our facebook page we conducted a poll asking people if they Have done an emission check on your vehicle this year. Majority of the people voted Yes.

6.2.7.2   Attach screenshots or links to most engaging posts

- https://www.linkedin.com/posts/napta

6.2.8   Community feedback or insights

Generally, the social media campaign received strong community support, with many directly and indirectly praising its focus on cleaner air and healthier urban living. Feedback highlighted the urgent need for improved, reliable public transport as a foundation for reducing car dependency and pollution. While many offered constructive ideas such as electric buses, better cycling infrastructure, and more green spaces, some expressed concerns around funding, inclusivity and the feasibility of implementation. The campaign sparked high engagement and meaningful dialogue, with the public calling for transparency, community involvement, and tangible action.

6.2.9   Lessons and Recommendations

1. Content featuring video clips of real people speaking about air pollution garnered high engagement, largely due to the relatability of personal, real-life experiences especially when conveyed in simplified, everyday "sheng" language.
2. Animated videos also attracted attention, while posters with catchy, curiosity-driven headlines like ―cost saving…‖ proved effective in sparking interest.

These insights highlight the importance of curating relatable and timely content, leveraging high-traction formats, and consistently boosting posts to maximize reach and impact.

6.3   Organization/Sub-Grantee: GROOTS Kenya

Reporting Period: April – June 2025
Campaign Theme/Focus: Waste Burning Awareness

6.3.1   Overview of the campaign (April – June 2025)

6.3.1.1   Goals of Social Media Efforts:

In the Month of April, May and June our social media efforts aimed to amplify grassroots understanding of waste pollution and mobilize collective action to address waste challenges within their communities. The goal was to create an informed and engaged discussion community that could reflect, respond to, and participate in localized solutions to the effects of waste management and how it affects the quality of air and creating a ripple effect to their health.

6.3.1.2   Prioritized Messages:

1. **Understanding Local Waste Pollution**: The Champions during their online and offline meetings were able to have lively discussion on their group WhatsApp platform creating a localized content that would propel their outreach and advocacy actions.
2. **Community Ownership and Action**: The champions were able to have discussions on their role when it came to waste management and how and indicate key air pollutants in their areas, they held WhatsApp discussions, group meet up discussion in their communities as they had more interactive sessions regarding waste management and how best to curb it.

6.3.1.3   Outcomes We Worked Towards:

1. **Increased Awareness** – _Community members were able to recognize the extent and danger of local waste pollution through WhatsApp driven discussion.
2. **Attitude and Behavior Change**: Challenging the narrative of apathy by encouraging proper waste disposal, recycling, and civic action through community testimonies and champion-led messaging.
3. **Stronger Collaboration:** Attracting interest and collaboration from local government, NGOs, and private actors willing to support community-led waste management solutions.

6.3.2   Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	6	5,279	3,485
Instagram	5	1,063	763
X (Twitter)	2	247	60
LinkedIn	5	5,232	1,583
WhatsApp	5	180	109

6.3.2.1   Total campaign reach:

- 12,000+

6.3.2.2   Most engaged platform:

- WhatsApp

6.3.2.3   Top performing content:

- Testimonials

6.3.3   Key campaign activities this period

Date	Platform	Post Type	Topic	Link/Reference	Comments
9th May	Instagram & Facebook	Poster	Testimonial (Impacts of air pollution)	https://bit.ly/44aT4aB	
9th May	Linked In & X	Poster	Testimonial (Impacts of air pollution)	https://bit.ly/43Uq5Xi	N/A
20th May	Instagram & Facebook	Images	Capacity Building Training	https://bit.ly/4n0wucb	
20th May	LinkedIn & Facebook	Images	Capacity Building Training	https://bit.ly/4kFXf47	N/A
22nd May – Ongoing	WhatsApp	Texts	Community Air pollution discussions	https://bit.ly/44dZgP0	

June 23	X	Images	Community training (Taka Yangu, Jukumu Langu)	GROOTSKenya/status	

6.3.4   Engagement highlights

i.   On GROOTS Kenya's Facebook wall, the capacity-building training post generated significant engagement from champions across various counties, reaching an engagement rate of 1,526 with 11 comments. This was a remarkable showcase of how champions are beginning to understand the impact of air quality on health, and it sparked meaningful discussions on the community's role and the responsibility of government in addressing air pollution.

ii. WhatsApp discussions have been a key highlight this quarter. Champions actively followed up on the trainings, identifying major air pollutants in their local areas, which boosted their confidence and inspired them to create stories documenting their learning journeys, which they will share with fellow community members. Their understanding of air quality led to productive linkages with environmental officers. Notably, on June 13th, champions in Utalii Ward in partnership with local leaders will do a clean-up exercise and community sensitization on waste and air pollution.

6.3.4.1   *Attach screenshots or links to most engaging posts*

i   **https://bit.ly/4n0wucb**
ii   *https://bit.ly/44dZgP0*

6.3.5   Community feedback or insights

GROOTS Kenya's social media posts focused on sensitization and awareness around waste management and air pollution, which sparked meaningful conversations, particularly within the WhatsApp groups. These discussions created a ripple effect, as champions actively shared feedback, asked questions, and exchanged ideas based on the content shared.

A key outcome was the increased ownership of the campaign in the weeks that followed, several champions began to curate their own localized content, inspired by the training and online discussions. They are now planning to share these stories and messages on their personal social media platforms, expanding the reach and sustainability of the campaign from within the community itself.

Recurring themes in the interactions included:
i.   Requests for more information on specific air pollutants and their health impacts.

ii.   Suggestions for more community-based clean-up activities.

iii.   Concerns about waste collection systems and government accountability.

6.3.6   Lessons & Recommendations

During this campaign quarter, we learned that sharing real-time activities, such as capacity-building trainings, significantly boosts engagement across platforms. These posts offered authenticity and relatability, allowing the audience to connect with on-the-ground efforts and see the direct involvement of community champions. Additionally, testimonials from participants especially when highlighting personal transformation or community impact generated strong reactions and fostered meaningful dialogue.

6.3.6.1   What Worked Best:

i.   Testimonial-style content, where champions shared their reflections or success stories, encouraged others to join the conversation or replicate the efforts.

ii.   WhatsApp group discussions served as an organic extension of our digital campaign, allowing grassroots feedback, peer-to-peer learning, and real-time follow-ups.

6.3.6.2   Areas for Improvement:

i.   Limited video content, which could have further captured the energy of events and given voice to community members.

6.3.6.3   Strategies to Try Next Quarter:

i.   Introduce short video reels or mini-documentaries highlighting a "day in the life" of champions leading environmental action.

ii.   Launch a community storytelling series, where each week a different champion shares their experience with waste management and air quality.

iii.   Co-create content with county environmental officers or youth influencers to broaden reach and legitimacy.

6.3.7   Challenges Faced:

i.   Limited access to high-quality visuals or footage from remote areas.

ii.   Time constraints in gathering, editing, and scheduling consistent content.

6.4   Organization/Sub-Grantee: Shackdwellers International - Kenya (SDI-Kenya)

Reporting Period: April – June 2025

Campaign Theme/Focus: Waste Burning Awareness

Within the period of April and June, our social media campaign was aimed at bringing to focus the issue of air pollution as a result of waste burning. Within informal settlements, there is a major issue when it comes to waste management with most people choosing to burn their waste which plays a big role in contributing to air pollution. Our campaign was focused on highlighting the major health

and economic issues that arise from air pollution while also suggesting alternatives of how to properly dispose of waste, as well as methods to create revenue from the collected waste. We prioritized the message of reducing, reusing and recycling, and creating a circular economy from the waste collected in the informal settlements. We also incorporated ideas from the community members themselves and have them tell their story through our platform.

6.4.1   Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	12	3062	411
Instagram	12	939	159
X (Twitter)	11	872	92

6.4.2   Total campaign reach:

- 4,873

6.4.3   Most engaged platform:

- Facebook

6.4.4   Top performing content:

- Instagram reels/short videos

6.4.5   Key campaign activities this period

Date	Platform	Post Type (Text, Image, Video, Live)	Topic/Message	Link/Reference	Comments
May 9	**Instagram & Facebook**	**Video**	**Community champions speaking on their firsthand experience on how poor waste management affects their daily life in informal settlements.**	**https://www.instagram.com/p/DJbOfTgqPWY/**	**One of the top viewed videos packing a powerful message.**
April 14	**Instagram & Facebook**	**Carousel post**	**Community clean up activity**	**https://www.instagram.com/p/DIbWh-cq4FT/?img_index=1**	**Showcases the reality on the ground with the youth at the community level.**

6.4.6   Engagement highlights

One of our X posts showing a poster of myth busting common air pollution myths, replied with a study report done in Mukuru on the exploration of the use of solid fuels for cooking and household air pollution in informal settlements.
https://x.com/Wanavijiji_sdi/status/1919314173181186414

A carousel post on Instagram showing youth from Mathare and Kibera on an exchange program as they were participating in a river cleaning activity received comments from people who were excited to see youth taking charge in creating change they yearn to see in their communities.
https://www.instagram.com/p/DIbWh-cq4FT/?img_index=1

From the content we posted, we figured the most viewed content was mostly videos or photos of the community champions as it resonates more with them seeing their person advocating for a cause they are all fighting towards, a cleaner future.

https://www.instagram.com/p/DI3u-Pxqgdl/
https://www.instagram.com/p/DJbOfTgqPWY/

6.4.7   Community feedback or insights

From one of the polls we had posted on X about what our followers felt was the biggest barrier to reducing burning of waste in their community, everyone who participated voted that their main barrier was the lack of alternative methods of waste management showing just how important it is to educate the public on proper waste management methods.

https://x.com/Wanavijiji_sdi/status/1916963508375441877

6.4.8   Lessons & Recommendations

We found out that short videos work best in reaching a wider audience, especially when it's made by community members themselves because they feel more included in the campaign. Seeing their fellow youth taking charge of handling the issue of pollution and doing their part in cleaning up the community energises them and refuels their hope for a better future.

We particularly favoured posting on Instagram and Facebook as the two platforms are connected which makes it not only simpler to post on both platforms simultaneously, but also exposing the content at hand to a wider audience across the two platforms.

We would prioritize including our posts into our LinkedIn platform to engage a whole other audience that may not follow our other social media platforms.

7   CHALLENGES & MITIGATIONS

7.1   Operational

7.1.1   Challenges:

- Several partners came on board mid-March, compressing Q1 reporting and limiting early momentum.
- Small teams and tight budgets hindered rapid production of video and animation assets.
- Coordination across five organisations sometimes led to missed posting windows or last-minute calendar changes.

7.1.2   Mitigations Taken:

- In Q2, we implemented a shared content calendar with clear deadlines and check-in calls, ensuring all partners published on schedule.
- Kusudi developed content for joint use.

7.2   Technical & Data

7.2.1   Challenges:

- Q1 partner reports varied widely in structure, making cross-comparison difficult.
- Mid-April changes to Facebook's news-feed weighting temporarily suppressed organic reach for link-heavy posts.
- WhatsApp reach and engagement could not be precisely quantified, and follower-growth data was inconsistently reported.

7.2.2   Mitigations Taken:

- Roll out a unified Excel template to standardise exports.
- Shifted content mix away from link-only updates toward more native video and image posts to counter algorithmic shifts.
- Begin tracking WhatsApp engagement via message-forward counts and replies, supplemented by qualitative summaries.

7.3   Audience Barriers

7.3.1   Challenges:

- Infographics explaining sensor data or emissions chemistry sometimes underperformed versus more emotive content.
- High posting frequency in late May led to small dips in average post engagement rates.
- Younger audiences on TikTok and Instagram were less exposed to detailed policy posts, while LinkedIn audiences skipped community-focused stories.

7.3.2   Mitigations Taken:

- Introduce A/B testing for infographic formats simplifying dense visuals into multi-slide carousels to boost readability.
- Adjusted posting cadence in June to balance hero content with "light" engagement pieces (polls, teasers), reducing fatigue.
- Developed platform-specific spin-offs: bite-sized TikTok reels of policy posts, and LinkedIn "deep-dive" PDFs for community content.

8   STRATEGIC RECOMMENDATIONS

8.1   Standardise Reporting & Dashboard

Action: Enforce the shared Excel template from Day 1 of each quarter—complete with drop-downs for post counts, reach, engagements and follower growth—and build a live Google Sheet dashboard that auto-imports these figures.
Benefit: Ensures consistency, reduces data-entry errors and provides real-time visibility for all partners.

8.2   Enhance Video & Interactive Formats

Action: Double down on short-form videos (15–30 sec reels and TikToks) featuring community champions, and roll out weekly interactive polls/quizzes on Instagram Stories and X.
Benefit: Leverages mobile-first behaviour, sustains high engagement and combats content fatigue.

8.3   Tailor Platform-Specific Storytelling

Action:

    Facebook: Continue high-frequency poster series and community-driven video.
    Instagram & TikTok: Launch "day in the life" mini-documentaries of champions.
    LinkedIn: Publish quarterly "state of Nairobi air" whitepapers and sensor maps.
    WhatsApp: Formalise bi-weekly reflection prompts and voice-note testimonials.
Benefit: Meets distinct audience needs, maximises each channel's strengths and broadens overall reach.

8.4   Forge Cross-Sector Partnerships

Action: Partner with local influencers (e.g. cycling advocates, health professionals) for takeovers, and co-brand content with county health departments and transport associations.
Benefit: Enhances authenticity, taps into new follower networks and bolsters offline advocacy connections.

8.5   Plan Quarterly Learning Sessions

1. **Action:** Host a virtual "Campaign Check-In" at the end of each quarter, where partners review performance, share top insights and co-create the next quarter's content calendar.
2. **Benefit:** Fosters continuous improvement, aligns messaging and builds a stronger sense of collective ownership.
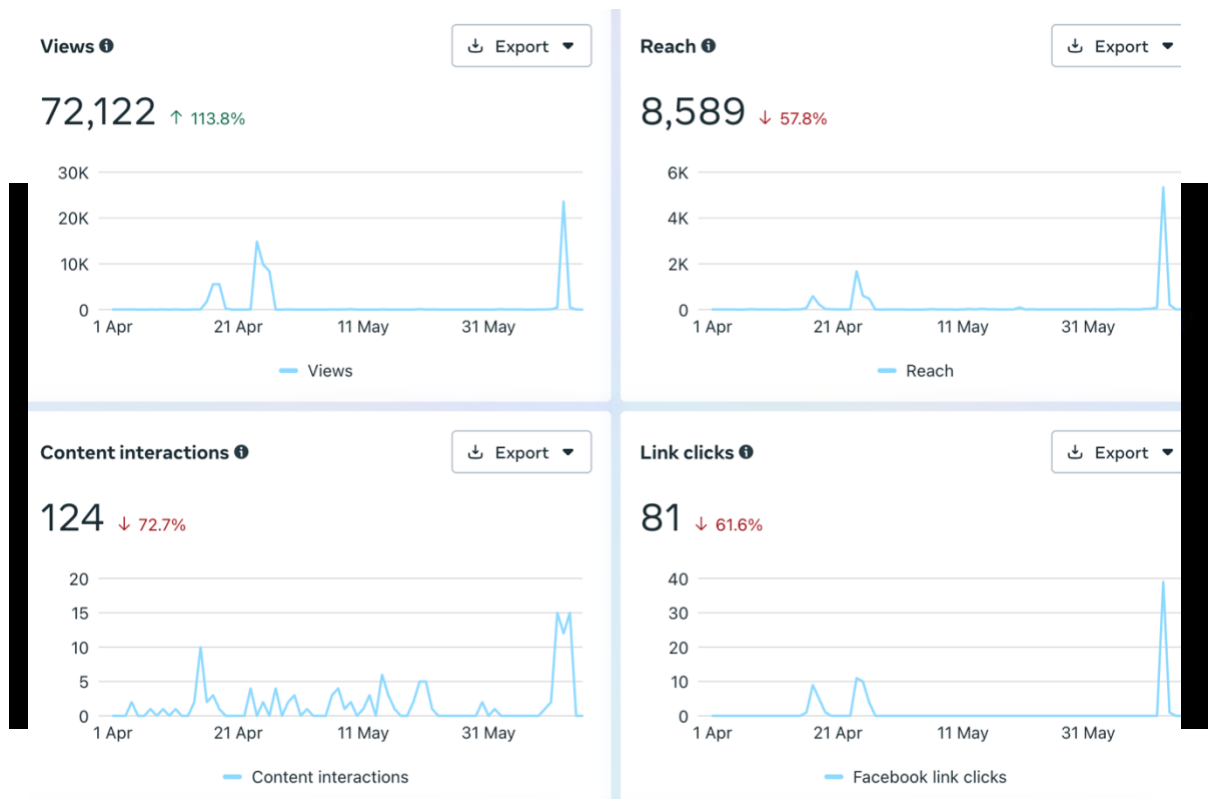
9   ATTACHMENTS

9.1   Facebook Analytics

9.1.1   Top content by reach
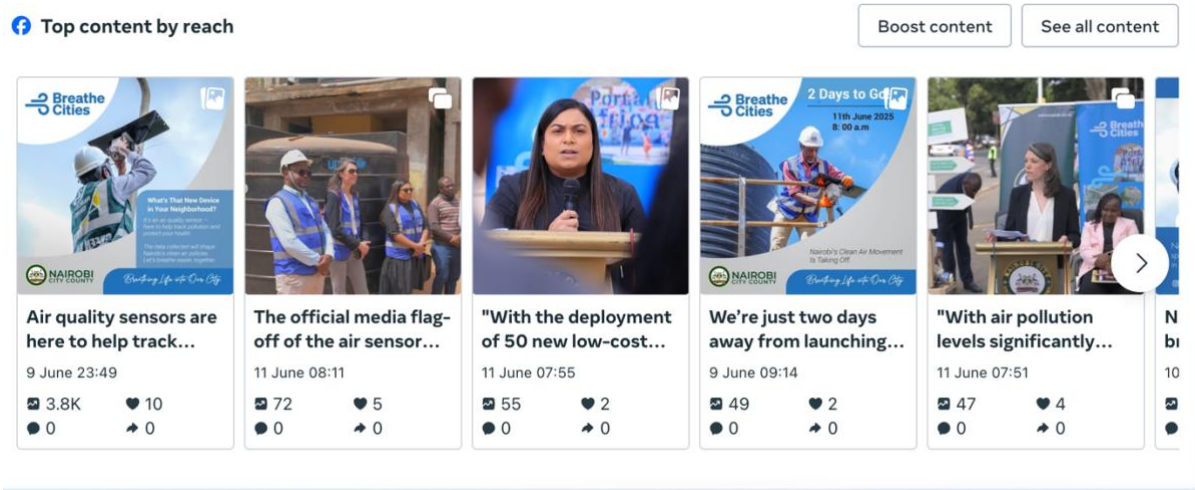
9.1.2   Published Content
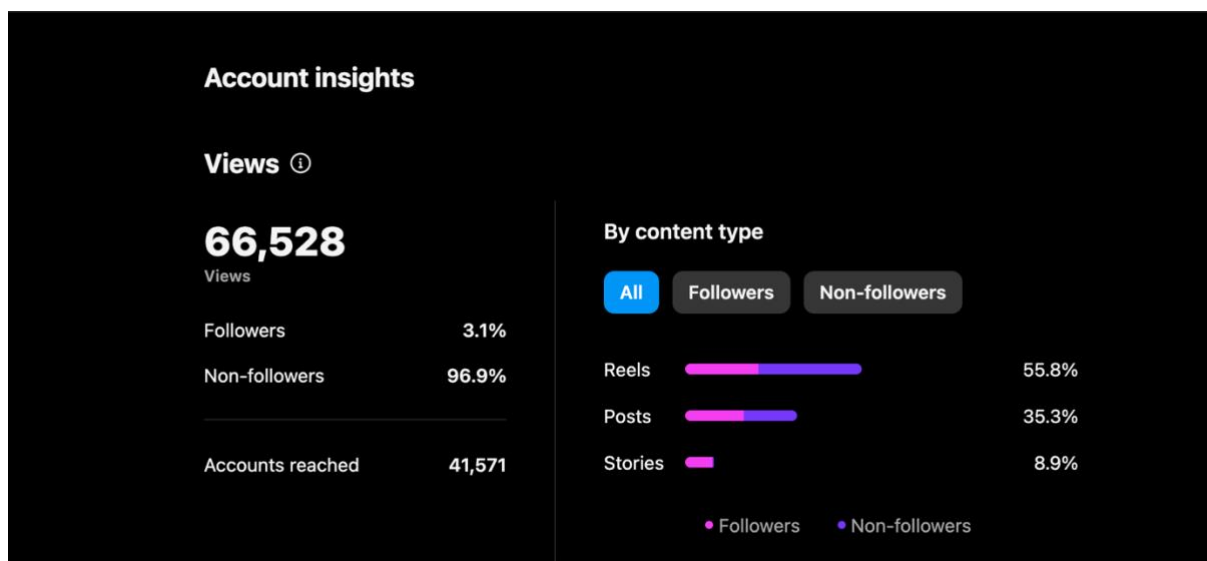
9.1.3   Overall Facebook Performance

9.2   Instagram Analytics

9.2.1   Top performing Instagram content
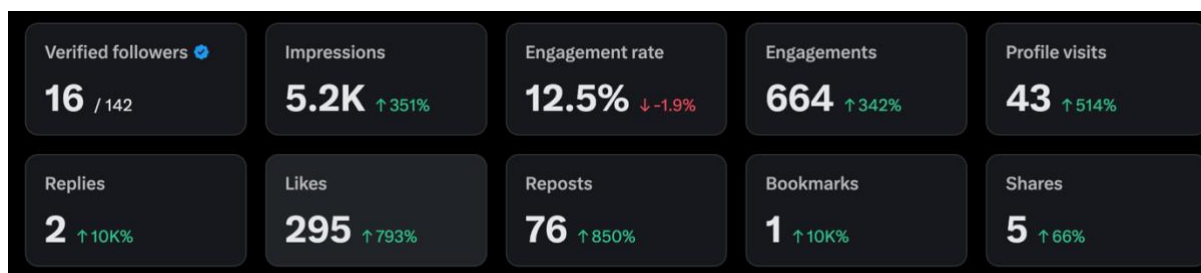
9.2.2   Overall Instagram Account Insights
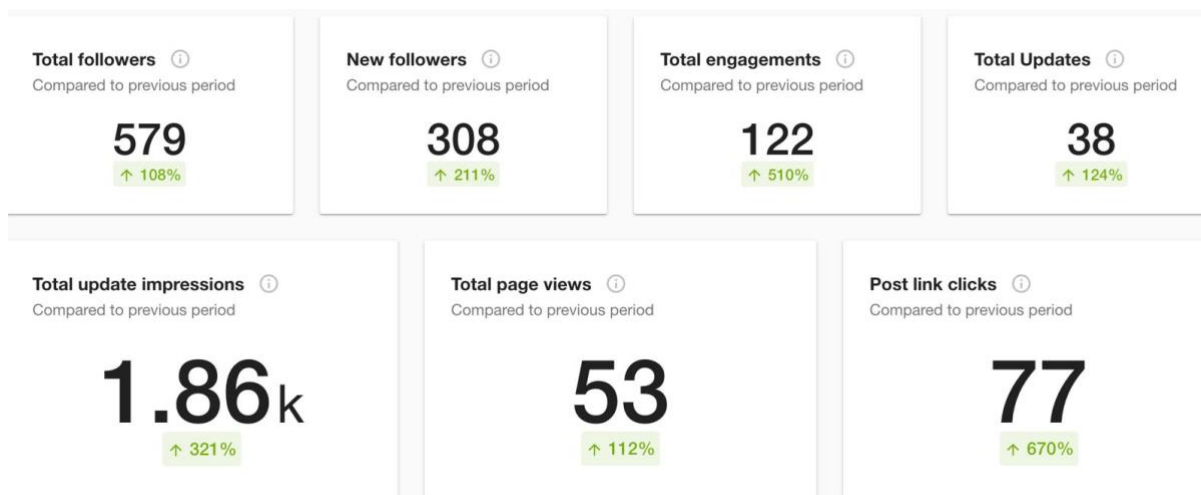

9.2.3   Instagram Profile Activity

9.3   Twitter Analytics

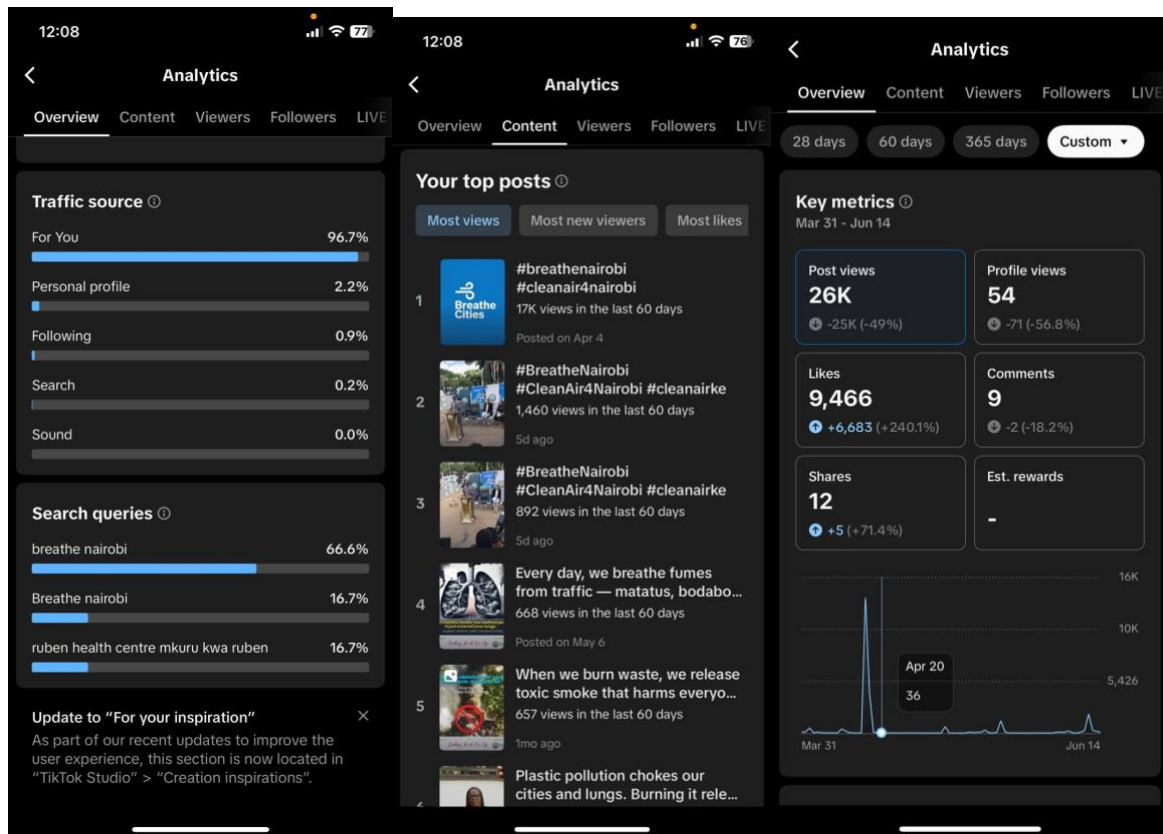### 9.3.1   General Account Perfomance

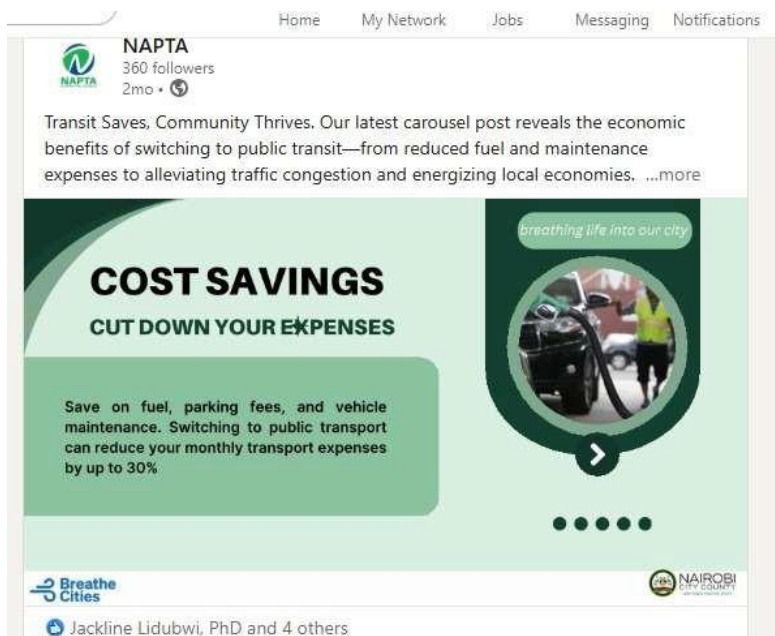## 9.4   LinkedIn Analytics

9.4.1   General Account Performance

9.5   Tiktok Analytics

9.6 Please attach or link to: Screenshots of key posts or interactions:

- Links to top-performing videos or posts

  https://www.linkedin.com/feed/update/urn:li:activity:7319339536839241729

- Campaign posters, flyers, or animations used:

https://www.linkedin.com/feed/update/urn:li:activity:7317520161085747201

- Sample captions or scripts

Transit Saves, Community Thrives. Our latest carousel post reveals the economic benefits of switching to public transit – from reduced fuel and maintenance expenses to alleviating traffic congestion and energizing local economies. Discover how every ride contributes to a sustainable future.

hashtag#CleanAir4Nairobi hashtag#BreatheNairobi

9.7   Please find attached:

- https://bit.ly/44aT4aB
- https://bit.ly/43Uq5Xi
- https://bit.ly/4n0wucb
- https://bit.ly/44dZgP0

9.7.1   Links to top-performing videos or posts

- https://www.instagram.com/p/DJbOfTgqPWY/
- https://www.instagram.com/p/DI3u-Pxqgdl/

9.7.2   Campaign posters, flyers, or animations used:

- https://drive.google.com/drive/folders/1Jn2TjJeMI5Gd2cTKJ-twkDs94hCzi0lZ