

Social Media Campaign Report October– December 2025

Reporting Period: October – December 2025

Organization/Sub-Grantee: Kusudi Cause Communication

Campaign Theme/Focus: Clean Air in Transport Sector / Waste Burning Awareness

1 Overview of the campaign (Oct – Dec 2025)

Between October and December 2025, Kusudi focused on strengthening public understanding of air pollution and promoting practical behaviour change. The social media effort centred on three priorities. The first was sustained messaging on vehicular emissions as a key pollution source. The second was amplifying insights from community and youth trainings to demonstrate growing capacity and engagement. The third was supporting awareness of the newly launched county air quality frameworks to underline their role in guiding action. The overall goal was to keep communication clear, accessible and solution oriented while reinforcing Breathe cities leadership in community driven clean air advocacy.

1.1 Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	34	1.7k	313
Instagram	34	4,867	1578
X (Twitter)	63	2.64k	179
LinkedIn	10	1.54k	326
TikTok	15	586	103
WhatsApp (Groups/Lists)	N/A	92	100

1.1.1 Total campaign reach:

The campaign achieved an estimated total reach of 11,285 across all platforms. Instagram contributed the largest share with 4,867, followed by X with 2,640 and Facebook with 1,700. LinkedIn added 1,540, while TikTok generated 586. WhatsApp community groups created an additional 92 direct views. The combined reach reflects steady multi-platform visibility over the quarter.

1.1.2 Most engaged platform:

Instagram recorded the highest engagement with 1,578 interactions, demonstrating strong audience resonance and consistent content performance. This was followed by LinkedIn with 326 engagements and Facebook with 313, both showing active responses to Kusudi's clean air messaging.

1.1.3 Top performing content:

The strongest engagement came from Instagram where visual content on vehicular emissions, training highlights and county frameworks generated significant interaction. These posts consistently attracted likes, comments and shares, indicating that audiences connected well with practical, solutions driven information presented in a clear visual format.

2 Key campaign activities this period

Date	Platform	Post Type (Text, Image, Video, Live)	Topic/Message	Link/Reference
28/11/2025	Instagram	Launch highlight photos	Launch of the Nairobi Air Action Plan and Data Management Plan Highlight video of the county and community members participating in a community clean up organized by Haki CC	Photos
6/11/2025	Instagram	Video of community clean up	Training of truck drivers organized by NAPTA	Community Clean up
30/10/2025	Instagram	Photos		Photos
28/11/2025	X	Photos	Milestone Launch	https://t.co/yt9q3bC1E6
24/11/2025	X	Video	Vehicular emissions Waste burning	https://t.co/KpO8h6xdCt
20/10/2025	X	Poster		Poster
26/11/2025	Facebook	Poster	Milestone launch	Poster
10/11/2025	Facebook	Poster	Vehicular emissions Clean up	poster
06/11/2025	Facebook	Video		Clean up

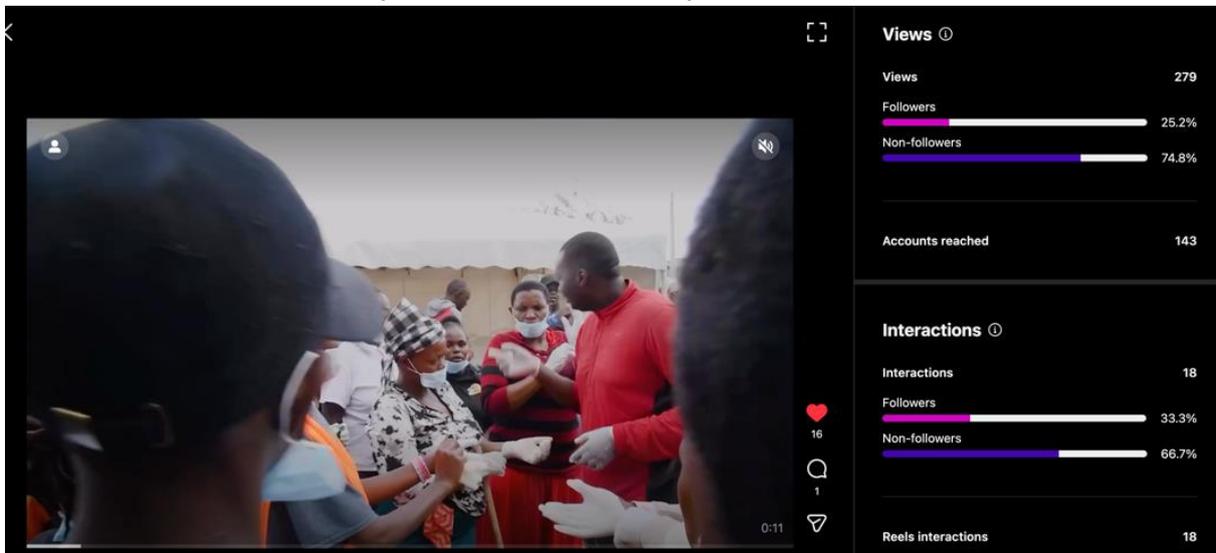
3 Engagement highlights

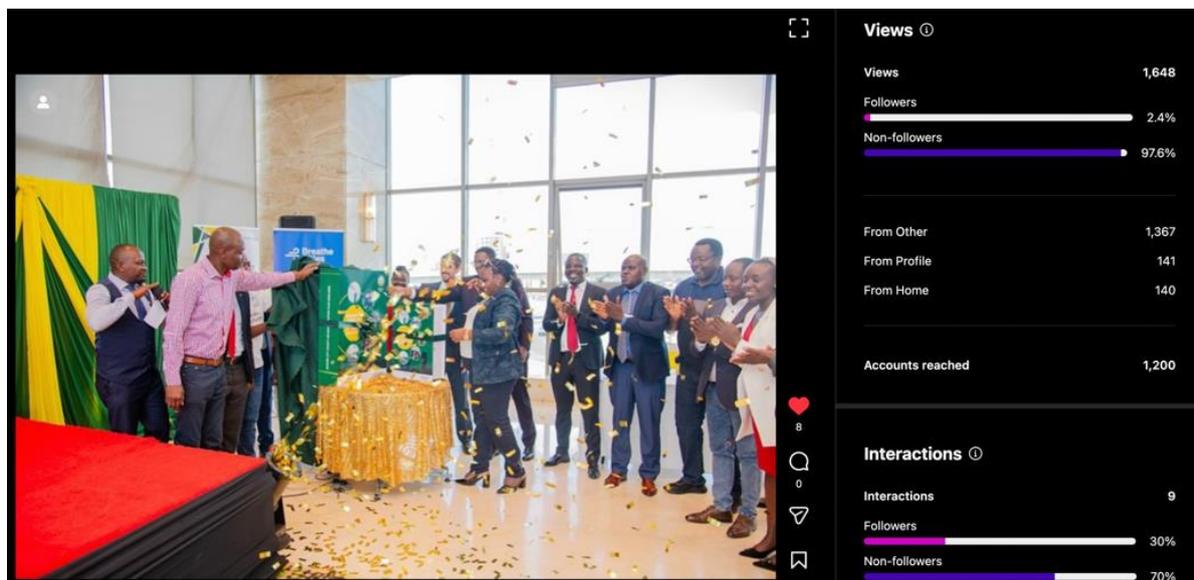
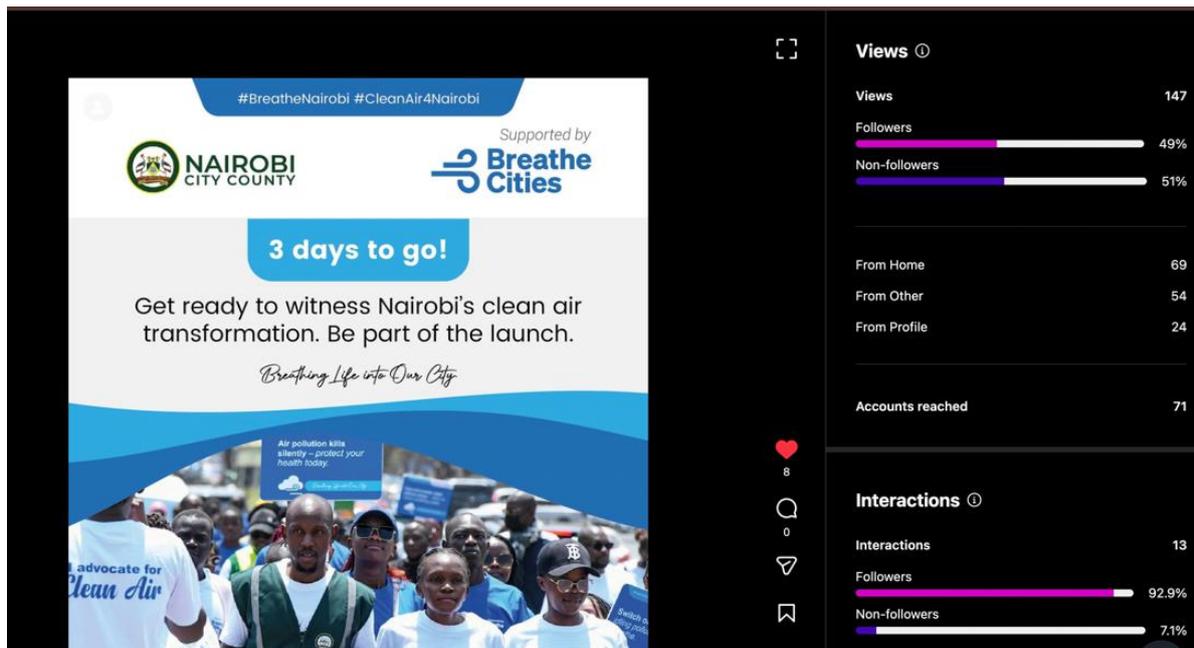
Across the quarter, several posts recorded strong performance and demonstrated clear audience interest in Kusudi’s clean air messaging. A post from the county launch event reached 1,200 accounts and generated 1,648 views, with more than 97 per cent of the viewers coming from non followers. This indicates significant external visibility and strong interest beyond the existing audience.

A community training reel also performed well, attracting 279 views and 18 interactions. Two thirds of its engagement came from non followers, showing that practical, people centred content remains effective in drawing new audiences into the clean air conversation.

Countdown graphics for the county launch contributed steady visibility and maintained engagement momentum. One of the countdown posts achieved 147 views and 13 interactions, with more than 90 per cent of the engagements driven by existing followers. This reflects strong support from the core community for institutional updates and event mobilisation.

These posts together highlight the value of visual storytelling, community activity features and timely event communication in sustaining audience interest across platforms.





4 Community feedback or insights

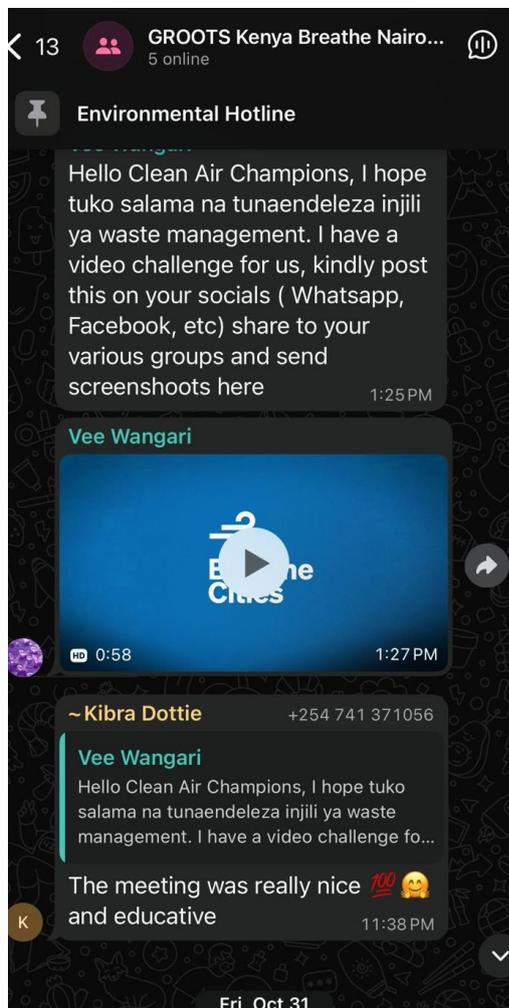
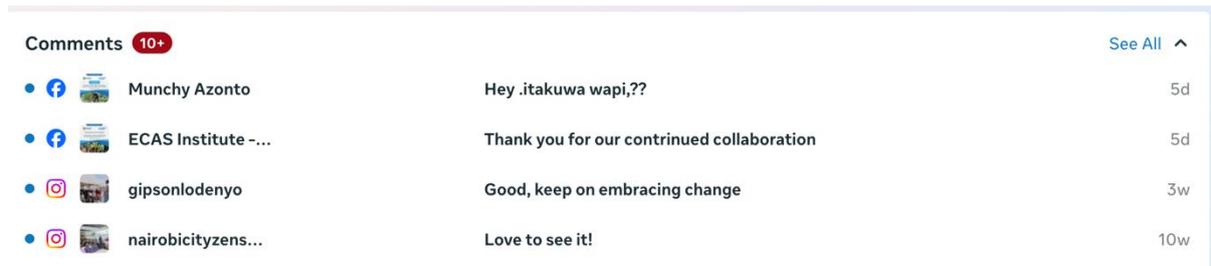
Audience engagement across WhatsApp groups and social media platforms reflected sustained interest in Kusudi’s clean air messaging and ongoing county processes. Several community members requested clarification on the venue and logistics for the public participation on the Ambient Air Quality Regulations, signalling strong intent to engage in formal policy consultations.

Discussions on waste management were active. Participants sought further guidance on safe disposal practices and raised concerns about the health impacts of open waste burning. One member highlighted smoke related chest irritation within their settlement, underscoring the relevance of continued sensitisation and community support.

The waste management video challenge was well received, with participants expressing that recent sessions were informative and beneficial. Members also demonstrated willingness to disseminate materials within their networks, showing commitment to amplifying clean air messages.

On Facebook and Instagram, feedback was positive and supportive. Users expressed appreciation for ongoing collaboration, encouraged continued advocacy and requested details on upcoming activities. The tone of engagement suggests that audiences value Kusudi's regular updates and view the initiative as a credible source of clean air information.

Overall, the recurring themes centred on clarity of public participation processes, practical waste management guidance and appreciation of consistent community centred communication.



5 Lessons & Recommendations

Lessons Learnt

1. Short, human centred videos delivered the strongest reach, particularly among non-followers, confirming that visual storytelling remains the most effective format for awareness campaigns.



2. Simple, relatable messaging generated more audience interaction than technical text, especially when tied to lived experiences such as waste burning or transport emissions.
3. WhatsApp groups proved important for real time engagement, with members actively seeking clarity on public participation details and waste management practices.
4. Community members responded positively when content highlighted practical guidance rather than only awareness messages.
5. Audience interest increased around county processes and regulatory updates, indicating a growing appetite for structured participation and policy information.
6. Organic reach varied across platforms, showing that timing, format and platform specific algorithms significantly influenced visibility.

Recommendations

- Increase the use of short reels and community focused videos to expand reach beyond existing followers.
- Strengthen practical, action-oriented messaging by pairing awareness content with clear instructions or guidance that communities can apply.
- Plan and release county process updates earlier to meet the audience’s demand for timely information on participation opportunities.
- Develop simple content templates and prompts for community generated posts to improve consistency while retaining authenticity.
- Expand targeted WhatsApp engagement by segmenting groups based on location or thematic interest to improve message relevance.
- Conduct A/B testing on posting times and formats to improve organic reach across platforms.
- Introduce periodic myth busting or Q&A content to address recurring concerns observed in group discussions and comments.

6 Attachments Checklist

Instagram

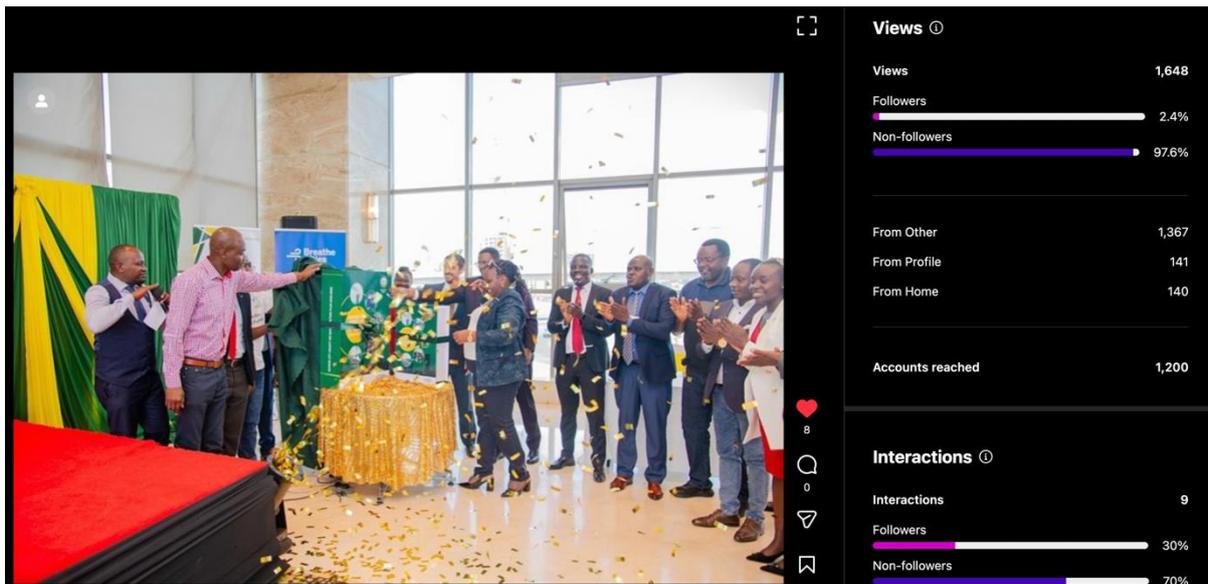


Fig 1: Most Interacted Instagram Post

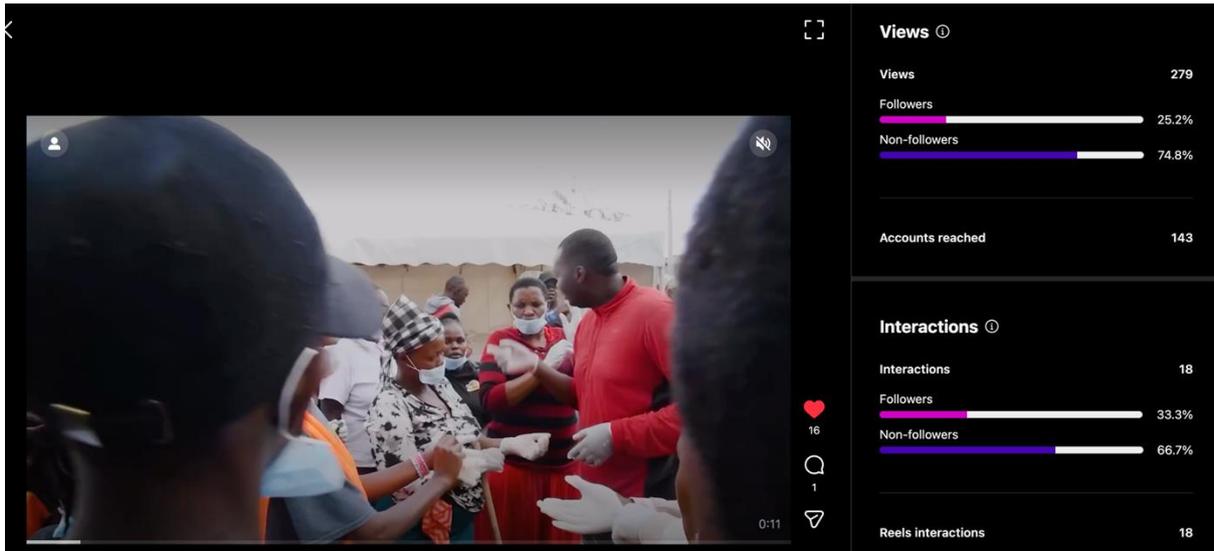


Fig 2 Most viewed Instagram reel

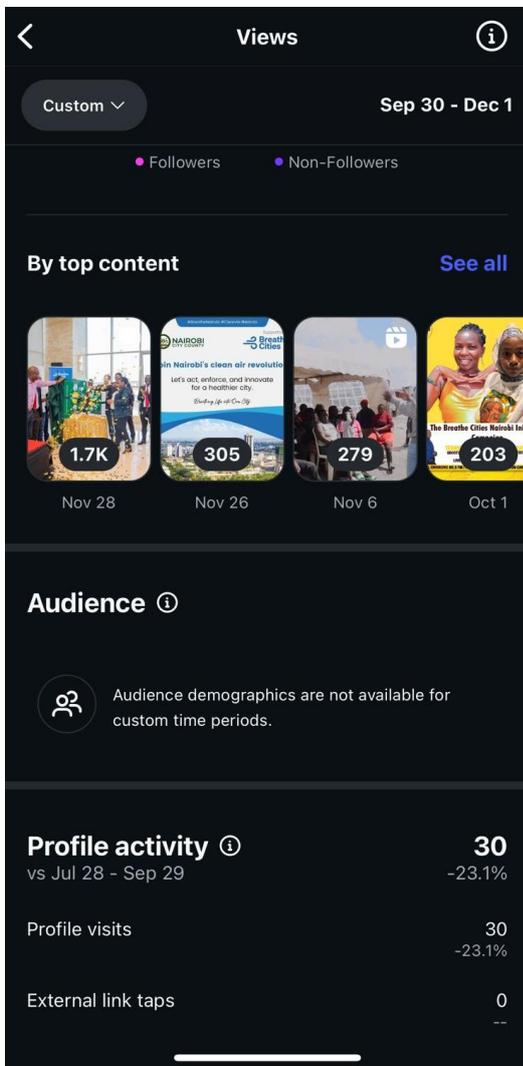


Fig 3: Instagram views during the two month period
Facebook



Fig 4: Instagram views and accounts reached during the three month period

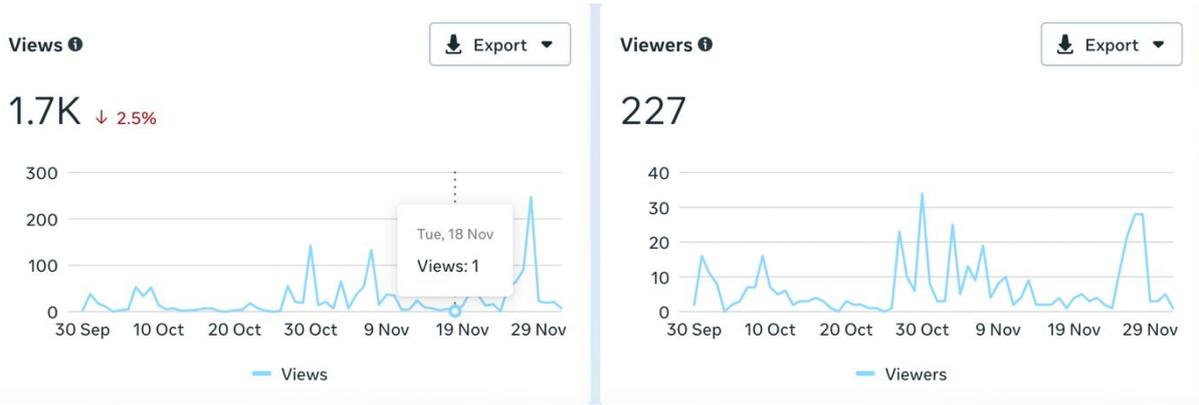


Fig 5: Facebook account viewership



Fig 6: Content Interactions



Fig 7: Facebook account profile visits

WhatsApp

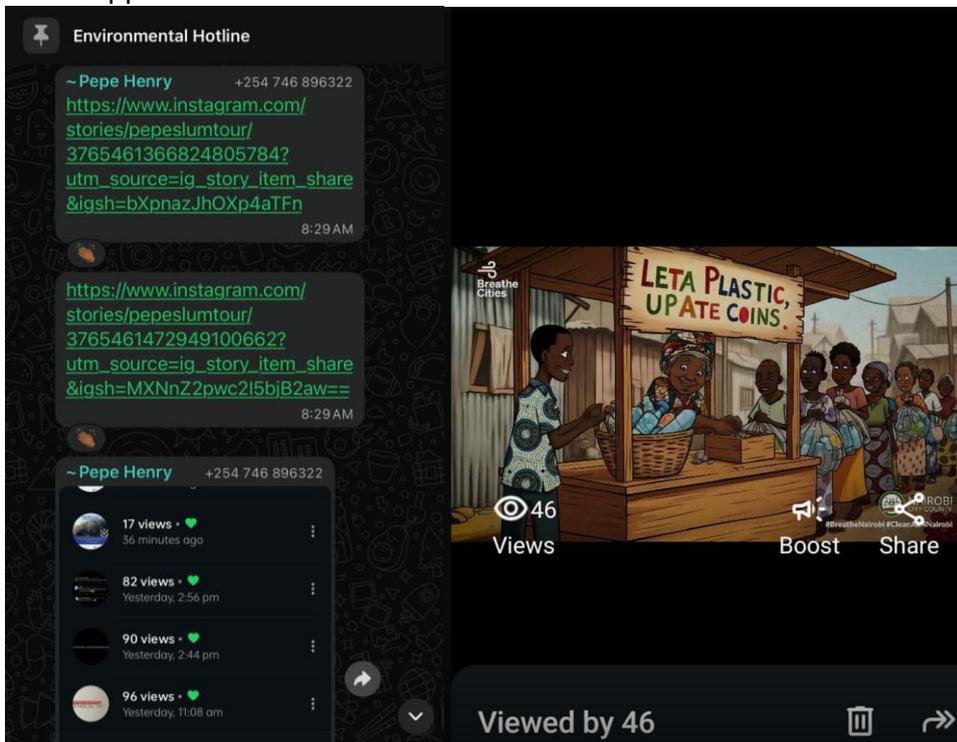


Fig 8: WhatsApp logs shared by breathe Nairobi air quality champions

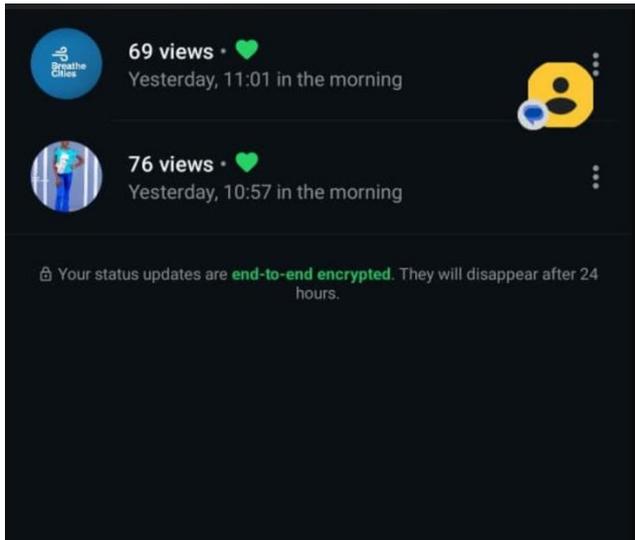


Fig 9: WhatsApp status logs shared by air quality champions

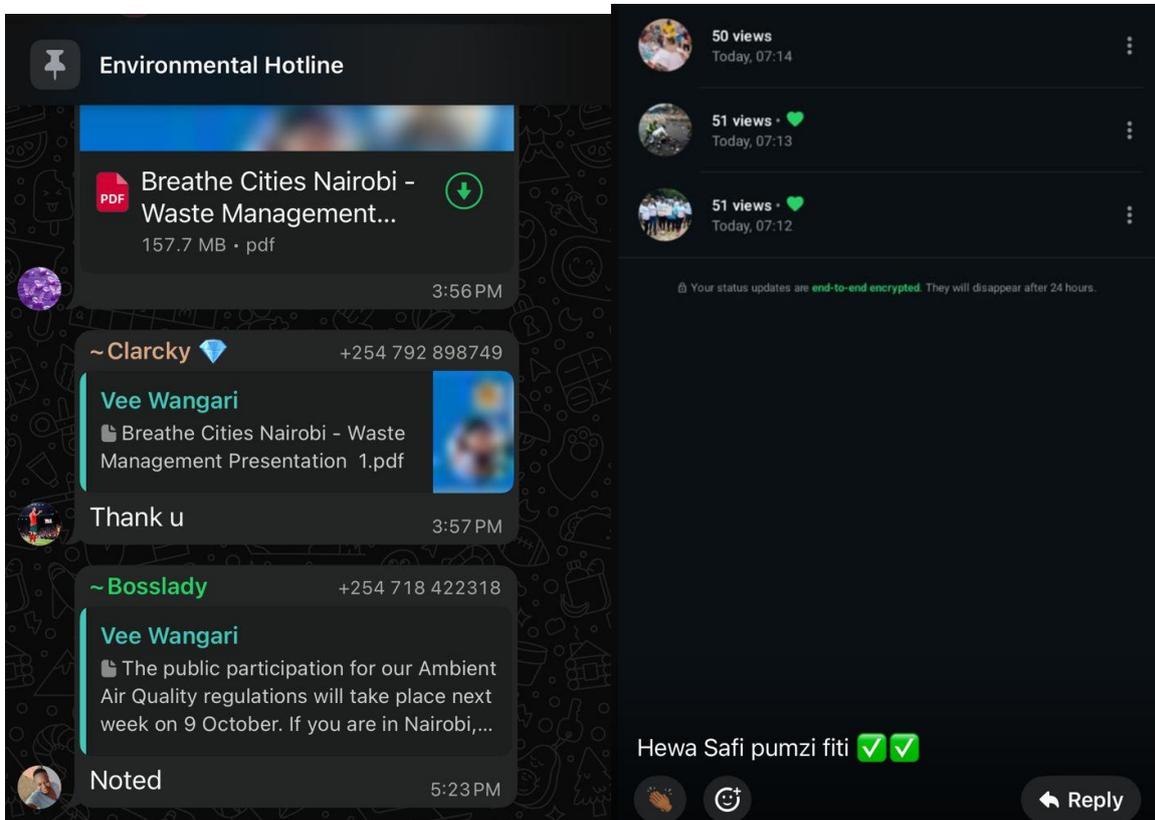


Fig 10: Major WhatsApp communications by champion on air quality

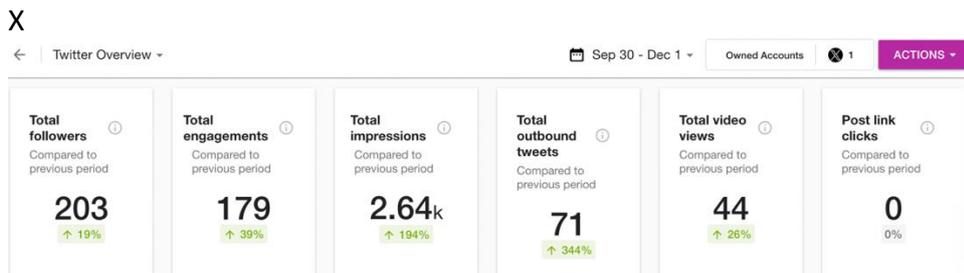


Fig 11: Overview of kusudi twitter analytics



What types of **engagements** are your Tweets receiving? ⓘ

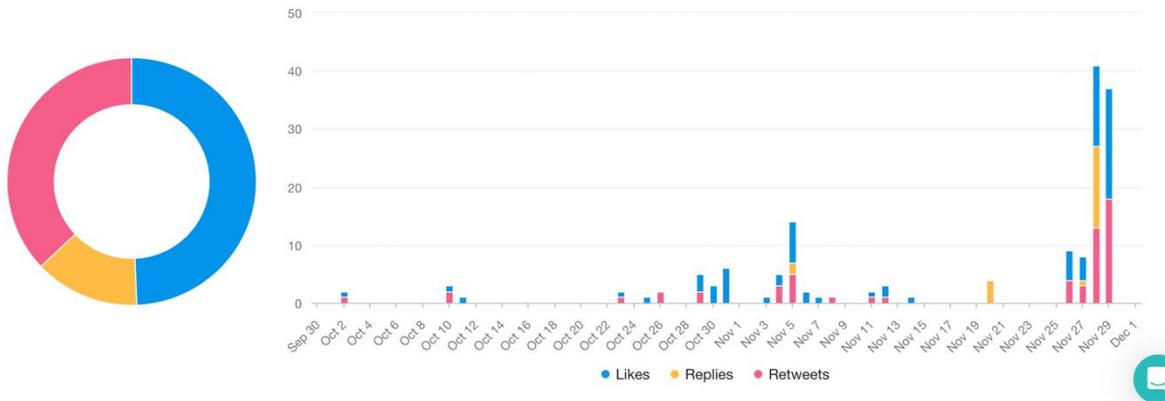


Fig 12: Engagements of tweets during the three-month period

What is the **content breakdown** of your total Tweets? ⓘ

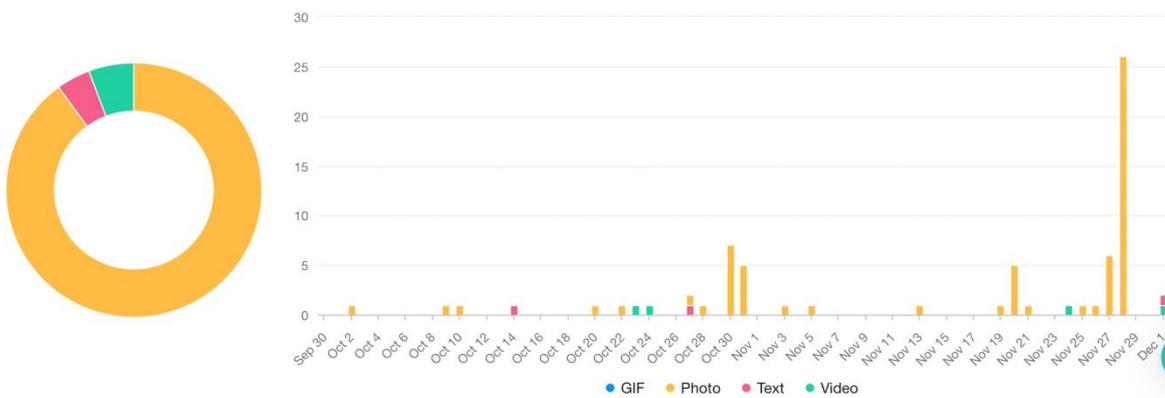


Fig 13: Breakdown of total twitter engagements

