

Uchaguzi Media Monitoring Team

Welcome to the Uchaguzi Media Monitoring team.

This team will be in charge of monitoring citizen reports via different social media streams, i.e twitter, facebook, blogs. They will, in turn, create reports from these social media streams.

Why Media Monitoring Matters:

The Media Team will monitor media sources during an emergency to extrapolate actionable information useful for the response. Especially in the first hours of an emergency, when a short code or phone number for people to report via SMS is not available yet, these media outlets are the main important sources of information.

The Media Team will monitor social media, like Facebook and Twitter, which are some of the most active tools in spreading urgent needs and initial damages, but are also difficult and time consuming to monitor.

According to the specific work flow that will be designed for each specific emergency, the Media Team will be responsible for:

- Identifying the social media websites/feeds
- Monitoring these feeds on an ongoing basis
- Extracting useful and actionable information from those sources
- Passing the actionable information to the GPS and Translation Team (if applicable) to be geo-located and translated before being mapped by the Mapping Team



Learn more:

[Uchaguzi Media Monitoring Overview](#)

[Uchaguzi Media Monitoring Step by Step](#)