

Uchaguzi Social Media Working Group

UCHAGUZI MEET UP TUESDAY, 19TH FEBRUARY, 2013

Notes from Social Media/ Umati discussion

Anyone joining the Uchaguzi Team needs to sign up here - <http://bit.ly/VtphQb>

TRAINING

Saturday February 23rd – Uchaguzi Training

Start: 12:00 EAT

Stop: 18:00 EAT

<http://www.meetup.com/Ushahidi-Community/events/104577812/>

Monday February 25th – Uchaguzi Training

<http://www.meetup.com/Ushahidi-Community/events/104578832/>

Start: 18:00 EAT

Stop: 20:30 EAT

One more training session is to be announced later in the week.

Agenda	Action	Due Date
BLOGGING	All bloggers	22/2/13
<p>All team members with blogs will join the 5 on 5 campaign. First post will be “5 things I will do before 4th March.</p> <p>Instructions</p> <ul style="list-style-type: none"> • Write a blog post on the above topic this week - by end of Fri 22nd at the latest • Tag at least 5 other bloggers and ask them to write a post and tag 5 other bloggers • Tag at least 5 tweeps and ask them to participate by writing and tagging 5 other tweeps • Tag at least 5 Facebook friends and ask them to participate by writing and tagging 5 other FB friends. • Send the link to your post to james@wamathai.com and daudi@were.co.ke Hash tag #High5KE and #uchaguzi if you want 		
REACHING OUT TO THOUGHT LEADERS		22/2/13
<ul style="list-style-type: none"> • Eric Wainaina • Juliani • Phillip Ogola • Chris Ebaba • Biko Zulu • Oyunga Pala • Kenya Human Rights Commission • IFRA • Nanjira 	<p>Nanjira Nekesa Christopher Alex Abu Nekesa Angela C Robert Angela C</p>	
UCHAGUZI ONE-PAGER		20/2/13

<ul style="list-style-type: none"> The one pager will be circulated to aid in selling the Uchaguzi agenda to thought leaders, other blogger etc 	Angie O	
HASH TAG		
<ul style="list-style-type: none"> There are several hashtags to watch during the elections: #KenyaDecides2013 #Decision2013 #Choice2013 #siasa2013 #KEDebate13 #Debate254 #KEElection13 #March4.We will us #NipeUkweli along side #uchaguzi. #NipeUkweli will be used to debunk myths and spread positive messages 	All	Ongoing
UCHAGUZI GRAPHICS		
<ul style="list-style-type: none"> Uchaguzi graphics ie banners, twibbons, buttons, AVIs etc will be circulated for use on blogs, facebook covers 	Angie O, Christopher	22/2/13
UCHAGUZI PROMOTIONAL MATERIALS		
<ul style="list-style-type: none"> Posters, shwag, stickers, wristbands need to be printed and distributed 	Angie O	28/2/13
PROTECTING UCHAGUZI SOCIAL MEDIA PROFILES		
<ul style="list-style-type: none"> Steps need to be taken to ensure that Uchaguzi social media profiles are safe from hackers 		
TALKING POINTS		
<ul style="list-style-type: none"> Talking points, which will aid with composition of tweets, will be shared. The team will share at least one tweet a day on Uchaguzi. 	Nekesa	19/2/13
ELECTION CENTRED INITIATIVES		
<ul style="list-style-type: none"> There are several election centred initiatives eg Umecklick, I Run This City, Umoja Pamoja, This Is My Kenya etc. Can we involve them in Uchaguzi? 		
UMATI		
<ul style="list-style-type: none"> We should consider targeted mapping of diverse communities where dangerous speech might be common Umati will be reaching out to communities through community radio. We will promote the community radio frequencies on blogs A soft copy of the Umati one-pager will be shared 	Angela C All bloggers Angela C	Ongoing 20/2/13

