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Growth, Prospects and Challenges of Social Media Platforms in Kenya

Dr. Sukanta Sarkar
Associate Professor, Department of Economics, Gambella University, Ethiopia,
*Corresponding email: ahsankhan258@hotmail.com

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Abstract

The paper revealed how social media has progressively evolved, is full of potential, and yet faces a multitude of challenges in Kenya. It has ascertained that social media has opened countless new ways for businesses to reach their target audience. The communication has changed from being business-to-business to people-to-people whereby the concepts grow together with the users. Moreover, the use of social media can be instrumental in fostering brand loyalty as well as maintaining customer relationships for a long time. Each one of us has reasons for engaging in social media. In the case of Kenya, there were 13.05 million social media users that were active in January 2024. The local users of social media spend on average 3 hours 43 minutes per day which are 1 hour and 13 minutes longer than the world average. The most popular social media were Facebook, Instagram, and TikTok in Kenya. The number of users has been continually growing since 2018. There are numerous problems that social media faces in Kenya. It could serve as a great platform for the promotion of democracy; however, it could also be a means for the spreading of hate speech and incitement of ethnic conflicts. Consequently, there ought to be adequate monitoring of social media platforms so that they could be safer and also be beneficial for societal development.

Keywords: Facebook, Internet, Telegram, Tiktok, Instagram, LinkedIn, and Social media.

Introduction

Social media are the systems and applications that allow individuals, groups, and producers to interact online communities, share material, and exchange ideas. It has totally transformed the manner in which people in society communicate and share information, ideas, and materials. Besides this, it can be employed for promoting purposes, thus giving brands the opportunity to interact with their communities, build their brands, and promote their products to help. People use social media to stay connected and interact with friends, family, and acquaintances. It comprises a vast array of information such as blogs, wikis, social networking sites, photo sharing sites, instant messaging, videos, etc. In present times, a multitude of social systems have made this interaction possible by allowing users to communicate with each other anytime and anywhere. The first social media site was Six Degrees, established by Andrew Weinreich in 1997. The social media platforms are Instagram, Facebook, WhatsApp, TikTok, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat, with Facebook being the largest with close to three billion users worldwide. Instagram and YouTube are presently the most powerful platforms. Instagram is perfect for sharing visual content and brand building. Users will be able to accomplish products, and promote products by using such platforms. According to Meta, Kenya has the large number of WhatsApp users. The most widely used platform is YouTube, with the largest one being TikTok. While video platform YouTube is said to be the social media leader due to its popularity among people, TikTok is a well-

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known platform in Kenya. Kenyans use social media for various purposes, including communication, entertainment, news and information, and mobile marketing. There is research to determine the long-term effects (both positive and negative) of social media usage.

African social media usage largely depends on global platforms such as Facebook and WhatsApp, however, there are significant regional differences in the use of these platforms. While global networks are still the most popular, there are more and more African-developed platforms such as the Pan-African network UWA and messaging apps like Ayoba that concentrate on local needs and cultural connection. Facebook is still the first social media platform that is used by the majority of the population throughout the whole continent in terms of user base and market share. WhatsApp is the most common tool for communication in a number of countries like South Africa, Kenya, and Nigeria, where there is a huge user base for both personal and business use. YouTube is very much in demand as a video platform all over the continent. X (formerly Twitter) is a platform where the users can get the latest news and participate in discussions, there is a high level of interaction in Western Africa. Instagram, TikTok, and LinkedIn are also popular, and their usage depends on the country and the demographic group.

UWA is a Pan-African social network that connects people of African descent worldwide and offers features ranging from communication to marketplaces and health tips. Umoja is an app that helps to maintain peace and talk about development issues in Africa. It is a product of a Nigerian and a Congolese developer. Ayoba is an instant messaging app of MTN that also comprises music and other features, thus, is a favourite among MTN users. Nairaland is a forum that has been around for a long time and is very popular in Nigeria, frequently praised as the "Nigerian Twitter." Agbora is a social network that was just specifically created in Africa. YeraTube is a platform in Africa for sharing and commenting on videos from streaming. Social media usage is at its peak in Northern and Southern Africa. Facebook and Messenger have a large number of users in Northern Africa. WhatsApp is the most used app in South Africa, with Facebook and TikTok coming next. Moreover, Western Africa is the region with the highest presence on X (formerly Twitter).

Literature Review

Kalyango and Adu-Kumi (2013) examined the contribution of online and wireless digital media to political governance in Africa as compared to social media. They found that digital media such as mobile phones have gone into the deep parts of African countries where even the traditional media cannot reach. Nyamboga (2014) wrote an article on the usage of social media in Kenya and mainly focused on forms, benefits, opportunities, and challenges faced by media users in the Kenyan media sector. Kamwaria et al. (2015) asserted that mass media is a perfect and influential public relations tool which governments can use to communicate with the public on policy and development issues. This is because it is simple and cheap to use. Nganga and Bundi (2018) studied the access and use of social media by Kiambu TVET College students. The goal of this research was to discover the communication prevalence among the college students of TVET. Kirea et al. (2018) indicated that instead of looking at social media platform as an agent of social change, society should focus on the support aspect as the most important issue to be discussed. Brenes et al. (2020) explained that students who don't use social media have social and emotional, business, and political problems.

Badaru and Adu (2020) recommended that the media should be used to deliver effective political education in order to stimulate students' interest and participation in politics. Mulua and Yanqiub (2020) centered their study on social governance and information literacy.

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The goal is to raise the Kenyans internet users' understanding of the law through the development of their critical thinking skills and their ability to locate and solve illegal content and online issues. It is needed for ensuring subnet safety, respect, harmony, and tolerance. According to Ongeri (2021), the world is witnessing a rise in the use of social media to create awareness about mental health. However, in contrast to the general populous social media usage in Sub-Saharan Africa, few studies have reported on the possible utilization of social media for health purposes in the region. It increasing knowledge, social media also strengthens relationships with professionals. Saul et al. (2021) conducted a study that explored the impact of activities, social support, and the expansion of religious affiliations on Kenya. The results of this study provide guidance social governance policymakers for the betterment of the society.

Kajwang (2022) investigated how social media influenced the insurance sector in Kenya. Besides, most study's findings also demonstrate that social networks are powerful and have a positive influence on the performance and the profitability of insurance firms in Kenya. Matema and Kariuki (2022) studied the relationship between social media and social support. Their research recommends that users should take the right and conscious use of social media to promote relationships that go beyond race, culture, ethnicity, and religion. Erhiegueke (2022) was concerned with the questions of how and where Nigerian popular musicians use social media to influence young Nigerians in the 21st century. Social media is an essential tool in the music industry for communication with the audiences. Gore (2023) explore the changes of African politics on the web and social media and maintained that our knowledge base should be central in forthcoming research. These refer to the physical features of the internet, the effect of the internet and the relationships, the features of the users, and the collaboration or conflict between them.

Baba et al. (2024) uncovered that lawmakers in Ghana have an overall positive influence on the media. Ghanaian parliamentarians are once again utilizing social media platforms to interact with the electorate. Soita and Njorge (2023) examined the use of social media, including implementing security features to prevent people from being misinformed and ensuring that clients are not harmed. Abuda et al. (2023) examined the use of complicated media and discretionary scenarios to effectively support candidates who use divisive tactics online. They explain that social media offers new ads that disrupt old ads and give power to analysts to look beyond ad dollars when evaluating promotion in races. Munene and Oloo (2024) also discovered that social networking sites have played a significant role in the propagation of lies in various areas of Kenya. They recommend that social media companies, particularly Facebook and Twitter, should be more responsible and implement measures to stop the spread of fake news.

From the above discussion it is clear that social media remains to be vital for the citizens of Kenya with news and information that are fast spreading. Along with this, it has also emerged to be an effective economic empowerment tool as well as a social and political platform for engagement and education. Apart from being the most common way of communication, it has now become quite significant, especially in tough situations where there are very few options available. Also, there is a rise in the number of people who are getting jobs through content creation and digital marketing. Social media acts as the cheapest way for businesses to get in touch with their customers, especially in the rural areas where the people are uneducated. On the other hand, students and professionals use it for learning, networking, and collaborating.

Objectives

The general objective of the paper is to explore growth, prospects and challenges of social media in Kenya. The specific objectives are:

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1. To examine the status and growth of social media in Kenya.
2. To identify the prospects of social media in Kenya
3. To evaluate the challenges of social media in Kenya, and
4. To observe policy and schemes of government for development and monitoring of social media in Kenya.

Methods and Materials

Study Area: Kenya is a developing country situated in the eastern part of Africa. It has a land area of 580,367 km^2 and a population of 52,428,290 people. It shares borders with South Sudan, Ethiopia, Somalia, Tanzania, and Uganda. Kenya has a population density of 82/km2. The capital city of Kenya is Nairobi, and Swahili is the national language. Other popular cities in the country are Mombasa, Nakuru, and Ruiru. Kenyan shilling is the official currency. The country is made up of 47 semi-autonomous counties. The economy of Kenya is the largest one among the countries of east Africa. The nation has multiple cultures and traditions. Christianity is the major religion in the country. Almost 85.5% of the population adheres to this religion, followed by Islam (11%). About 60% of the population is living in the coastal areas. The country is an energetic participant in the East African Community trade bloc.



Source: https://www.burningcompass.com/countries/kenya/kenya-map.html

Research Method

Design and approach: The study is based on secondary data. The author has used a qualitative and quantitative approach in the study. Secondary data is collected from statista.com, government report, research articles etc.

Method of analysis: The study used several methods for qualitative analysis, such as descriptive analysis, analytical content analysis, and textual analysis. To reveal the social media platforms in Kenya in general and preferences perspectives in particular, descriptive analysis, content text analysis, and rank analysis have been performed.

Results and Discussion

Kenyans are reported to be the people who spend on average more than four hours per day on social media. WhatsApp and TikTok are two of the most attractive apps, with TikTok being the platform that has been called the one with the maximum average time spent per user. X

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(formerly Twitter) and Instagram are also very popular among users. Besides entertainment, social media has become a tool for economic activities (like online businesses), social interaction, and political participation. The country's youthful demographic is the main factor behind this social media trend, as most of the population is between 18 and 30 years old. The emergence of digital influencers and content creators is an increasingly popular trend, and there are organisations like the Digital Content Creators Association of Kenya that have been established to facilitate the industry. Just like in other countries, Kenya is experiencing the disadvantages of social media, such as misinformation, hate speech, and the possibility of social unrest. As a reaction, government has contemplated measures such as the requirement of National IDs for social media accounts in order to control the misuse.

In the last few years, social media has been at the center of major discussions in terms of communication, media consumption and businesses in Kenya. The digital media era has always been a challenge for the communication channels and social relations. The impact of social media platforms has been the deepest of all. Social media usage in Kenya has escalated at a rapid rate in the last couple of years, with a number of users estimated to be 40 million. The increase in usage is attributed to various factors such as the spread of smartphones and mobile phone penetration, the youth trend and the open access to Wi-Fi in the rural areas by people. These platforms in Kenya are also vehicles through which users carry out various activities such as daily communication and socialising, weekly entertainment, and monthly content consumption.

The most famous social media stages in Kenya embrace WhatsApp, Facebook, TikTok, and more. Facebook is the most common stage in Kenya, with 52% of Kenyans aged 15 and above using Facebook. Survey conducted as of January 2024 reveals that WhatsApp and TikTok are the most used social media in Kenya. Meanwhile, data being released by leading social media stages, that the number of users aged 18 and over in Kenya utilising social media is 13.05 million at the start of 2024, corresponding to 41.9% of the total population aged 18.

The use of social media in Kenya has noticeably expanded over time, mainly due to the penetration of mobile phones and a young population. Although growth has slowed down recently, it is still at a more sustainable level. The increase in usage is mostly attributed to the penetration of mobile phones as well as the expansion of internet connectivity. It is expected that the social media advertising market will also be largely mobile-driven. The influencer marketing sector is expanding, and a good number of the population are following influencers online. Social media has become the most influential tool for political debate, the spread of information, and social movements that have affected all from elections to the management of crises. Mobile phones being readily available and affordable have made it easy for Kenyans to access social media. Social media presents new opportunities for businesses and entrepreneurs to connect with customers and for content creators to grow their careers.

Table 1: Most used Social Media Platforms in Kenya (Q_3, 2024)

Social Media	User %	Social Media	User %
WhatsApp	86.8	Telegram	43.8
Tik Tok	70.2	Facebook Messenger	43.7
Facebook	68.5	Snapchat	32,6
Instagram	67.8	Pinterest	32.1
Twitter (X)	56.9	LinkedIn	32.0

Source: https://www.statista.com/statistics/1229091/most-popular-social-networks-in-kenya/

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Table 1 focuses on the most regularly used social media platforms in Kenya. The research revealed that WhatsApp is the leader in social media followed by TikTok, Facebook, Instagram, and Twitter. WhatsApp has 86.8% share of all users, while LinkedIn only 32.0%. Three times more people use WhatsApp than LinkedIn. According to the Advanced Report 2024, published in partnership with Visual Capitalist, Kenya ranks first worldwide in terms of time spent on social media. Kenyans are on average 3 hours and 43 minutes per day on social media, excluding other online activities.

Open Wi-Fi provides users with relatively fair access to the internet and social networking, especially in areas where home internet is not available. It might be interest to the majority of Kenyan social media users to know that a large number of users access social media from home, thus making people and locks in content. In urban areas, the use of social media for communication, content creation, and collaborative processes can be highly efficient. In remote areas, where the mere act of going online can be a challenge, enterprises need to think of Internet cafes and households as their sources of internet content. In towns, free Wi-Fi and workstations are two of the most valuable social communication venues. The business implements social media channels to advertise its offerings, interact with new clients, and co-work with other industry members.

Table 2: Number of social media users in Kenya

Year	Number of User	Year	Number of User
2014	3.60	2019	8.20
2015	4.20	2020	8.80
2016	5.10	2021	11.00
2017	6.70	2022	11.80
2018	7.70	2023	10.55

Source: https://www.statista.com/statistics/1304674/number-of-social-media-users-in-kenya/, Note: Figure in millions.

Table 2 presented changes in the number of the social media users in Kenya, revealing that the volume of the users has been on the rise since 2014. In the last 10 years, the number of social media users has more than tripled. In 2014, the number of the social media users was 3.6 million, and 7.7 million in 2018. The total number of the social media users was 8.8 million in 2020 and 11.8 million in 2022.

Table 3: Daily average Social media use by People in Countries

Country	Duration (Hours)	Country	Duration (Hours)
Kenya	3.43	Saudi Arabia	3.10
South Africa	3.37	Argentina	3.08
Brazil	3.34	Mexico	3.04
Philippines	3.33	Malaysia	2.48
Nigeria	3,23	Ghana	2.43
Columbia	3.22	Egypt	2.41
Chile	3.11	Thailand	2.30
Indonesia	3.11	Bulgaria	2.26

Source: Business Today Desk (05, 2024). Kenyans spend the most time on social media globally, surpasses South Africa and Brazil: Report.

Table 3 presented the daily average of social media use by people from the top countries. It determined that Kenya is the country with the highest social media engagement, thus it is above South Africa and Brazil. The reason for Kenya to be ranked first is its internet penetration rate that was 40.8% of the population at the beginning of 2024. South Africa was the second place with a daily average of 3 hours and 37 minutes online, Brazil was the third with 3 hours 34 minutes, the Philippines was the fourth with 3 hours 33 minutes, and Nigeria was the fifth measuring 3 hours 23 minutes in the daily internet usage.

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Ghana and Egypt were also among the top twenty countries, with average daily social media use of 2 hours 43 minutes and 2 hours 41 minutes, respectively. Globally, YouTube is the platform that consumes the largest portion of total social media time. Japan had the lowest average social media time, i.e., the citizens only spent 1 hour and 53 minutes per day.

Table 4: Distribution of Facebook users in Kenya on Age Basis (May, 2023)

Age (Years)	Percentage (%)	Age (Years)	Percentage (%)
13-17	3.1	45-54	5.1
18-24	37.6	55-64	2.1
25-34	33.4	65+	4.6
35-44	14.1		

Source: https://www.statista.com/statistics/

Table 4 observed the distribution of Facebook users in Kenya based on age groups. It suggests that social media is more attractive to people of 18-34 age groups. Financial differences have remained between internet users in the last several years, and the incorporation of social media into the lifestyle for different income classes in Kenya has brought about some changes in this. Besides that, the variations in the use of social media by different age groups have also been raised. There are changing patterns of social media consumption among the Kenyan social media users.

The count of Facebook users in Kenya was more than 14 million in April 2022, which is roughly 24.4 percent of the total population. A vast majority of the users (37.6 percent) were in the age bracket of 18 to 24 years, and 33.4 percent of the users were in the age bracket of 25 to 34 years. Furthermore, the users of age 13 to 17 years made up just a little over three percent of the youth segment on Facebook in Kenya. By May 2023, almost half of the Instagram users in Kenya were females (48.5 percent). In total, there were 2.95 million Instagram users within the country, representing a little over five percent of the population. The social media app was the most popular among those aged 18 to 24 years. Therefore, according to the May 2023 report, male and female social media users in Kenya make up 51.5% and 48.5%, respectively.

Growth and Importance of Social media in Kenya

Social media remains crucial in Africa due to its multifaceted roles such as widen access to information and education, opening up the economy for new opportunities, facilitating the political engagement of the citizens through activism, and enabling communication and cultural exchange. It is the media that is most instrumental in the revolution of the development on the continent as it works both as a platform for businesses to promote their goods, a place for the population to air their views where the traditional media is scarcely existent, and a medium of interaction among people who are geographically far apart. Social media offers a very cheap method for businesses to win a larger market, interact with their customers, and increase the number of their sales and this is mainly done through such platforms as Instagram and TikTok. Such platforms are mostly used for advertising, and LinkedIn for professional networking. It has been instrumental in the rise of influencers and content creators, which in turn has led to the rapid development of the gig economy throughout the whole continent. Social media being a major provider of news and information cannot be overlooked especially very crucial it was in such situations as the Arab Spring. They are the instrument through which political opinions the citizens possess are expressed, social movements are organised, and mass demonstrations are planned. They have greatly helped in the enrichment of political discourse and marginalised gaining more political influence.

Through the usage of social media, people have the freedom to be in contact with their friends and family members without any hassle, to tell the story of their lives, and even to create new relationships

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which are geographically distant from them. In particular, this means a great deal to people who have a need to communicate because it is much cheaper to talk via social media than by the old means, in case the place is such that the conventional methods are expensive. Different platforms have been turned into the new classrooms where content, tutorials, and resources are shared by teachers and learners thus learning has become more accessible to all. Moreover, it is an excellent tool to spread information and news rapidly which is a great support for both formal and informal learning as well as discussions.

Social media have been very essential in Kenya especially in delivering news to the people being the major source of news via the internet and also the political debates have been done through social media which besides being a public space has been a platform for discussion of different political inclinations. They have been very helpful in the economic growth of a person through use in advertising of products and the creation of job opportunities for those who are engaged in content generation and are at the same time social media influencers. Social media have been instrumental in creating social interaction and allowing people to acquire new things through it.

Social media have been a very useful tool in communication especially for the younger generations and during the COVID-19 pandemic period. Besides, there are still some problems, such as the possibility of misinformation and provocations, as well as the gap in digital literacy. Social media allow people to access and share news much quicker than through the old methods of media. It makes permissible the getting of the news in the hour of occurrence and a meeting point for the arguing the issues which are the ways of the traditional media houses. A lot of Kenyans are nowadays using social media to get the latest news. Social media is by far the cheapest and most effective of marketing tools that a business can use especially in the case of rural entrepreneurs whereby one can hardly access the traditional ways of marketing in such places. In addition to that, it has opened up the doors of employment to the youth in the creative industry especially to those who are involved in content creation. Social media Platforms is a channel through which youth can access gig work that is very important considering that a large number of youth are out of school.

Social media eliminate the barriers of geography, culture, and society and connect people, thus it creates digital communities that can collaborate and network. Students utilise social media for projects, sharing of educational content, and making connections with professionals. It is used as a medium for political ideas and as a tool for social and economic changes. Influencers and users can extend the reach of messages, support the chosen causes, and be the leaders of social changes. Social media may be used to disseminate lies and provoke violence as it is the case in election-related activities. The capability to take advantage of social media (especially for rural entrepreneurs) is determined by digital literacy and internet access. There are concerns about privacy and security of users.

Social media has facilitated a new age of connection and interaction for Kenyans which in turn has led to improved personal and social relationships. It has removed various communication barriers, thus enabling people to be close to their friends and family even if they are thousands of miles apart. In the recent years, the use of social media has immensely increased in Kenya with platforms like Facebook, Twitter, Instagram, and WhatsApp becoming a major part of the lives of a significant proportion of the population. Social media has become a powerful tool for communication, marketing, and collaboration in the business world. Professionals in Kenya are using platforms like LinkedIn to communicate with colleagues, bosses, and friends in the industry. Besides, companies are using social media to create brand awareness, engage with target audiences, and disseminate the information on products, services, and programs to the community. Instagram and Snapchat are two platforms that help users to express their views through pictures and short videos. The wide use of social media in Kenya has been instrumental in changing the face of public discourse as well. People now have a forum to show their views, discuss local and global issues, and participate in social and political debates.

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Social media platforms are the ways with the help of which people can be in contact with their friends, family, and people they love irrespective of the location in the world. Such connections feed and up level the user's character, confidence, and power. Problems, for instance, illiteracy and restricted internet access in the third world, may be alleviated provided that the authorities resort to a citizen-centric approach rather than a communication one. Everybody likes to share information through social media, and it is a widely favoured activity. However, social media usage can have an impact on mental health. On the one hand, it encourages socialization, raises self-esteem, and facilitates empathy. On the other hand, it can increase stress, cause more depression and loneliness, and make the user feel pressured to compare himself with others. Therefore, users should be cautious when using social media. The lack of infrastructure and technology in the African regions makes social media a source of problems.

Challenges of Social media in Kenya

Africa's social media is not without challenges, notably limiting access to infrastructure issues such as lack of electricity and expensive data, the proliferation of misinformation and hate speech which can escalate to violence in the physical world, as well as problems of digital inclusion and content moderation. Such problems diminish the political power, the social participation, and the access to education of those populations. The internet is considered a luxury and thus very few can afford it, especially those living in rural areas. Even having access to the internet is hindered, as the absence of a reliable power source in some areas makes it difficult to connect to the internet and use social media. Low literacy rates make accessing social media difficult for certain people. Also, social media platforms receive various types of misinformation, which in turn can lead to the rise of false news and political polarisation.

Users on social media platforms face cyberbullying, harassment, defamation, and the spread of hate speech, which sometimes bring tragic results in the physical world. Tech companies have been blamed for not doing enough in content moderation, which allows the continuation of the harmful material and its potential contribution to violence. Even though social media can be an effective means for citizens to get involved and participate in the political process. The rise of misinformation can cause people to become more discontented and distrustful of democratic institutions. Quite a number of apps and websites are not friendly to people, and there are fewer policies that require accessibility.

The digital economy of Sub-Saharan Africa is poor, not well-connected, and gender inequality exists. Data speed, internet censorship, fake news, and high technology are influencing African media. There are hurdles that social media may encounter in Africa such as turning into a platform for crime, production of hateful videos, encouragement of online bullying, criticizing others etc. The fact that more users have experienced severe bullying than mild bullying indicates that cyberbullying is more likely to be reported. In a huge way, cyberbullying can affect people. Negative side effects, including mental health problems, isolation from society, and physical harm, are factors that highlight the main issue as well as the need to provide assistance to the people who have been impacted.

Rules concerning the use of social media by government employees involve instructions on how the employees should use social media. Government workers are advised not to share private or confidential information on their personal social media accounts. They should be familiar with the non-disclosure agreements they signed when joining the government and make sure their social media use is in line with these agreements. Certainly, social media can be a tool for citizens to express their views and get the attention of the politicians. Also, policymakers may use social media to engage with citizens and partners in the policy-making process. For local authorities, social media might be an effective means of creating awareness around services, events, and important community news.

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Policy and Schemes of Government for Development and Monitoring of Social media

The government of Kenya is introducing social media regulations and management through different measures such as a national coalition against harmful content and the establishment of a national monitoring and evaluation policy. Although there is no single, comprehensive social media policy, the government is gradually creating one through partnerships and various programs that focus on solving problems such as misinformation and the use of social media for development purposes. A national coalition has been set up to work with technology companies in order to ensure that content moderation decision making is aware of the context considers local cultural and social aspects. The National Monitoring and Evaluation Policy 2022 is designed to increase the level of accountability and provide a way to measure the effectiveness of public policies and programs.

The government is looking at the social media as a tool to inspire the change of the way they deliver their services and to make e-governance more effective by providing user-friendly and interactive platforms for data sharing and government engagement. Along with implementing the strategies, the government is involving the stakeholders such as civil society, private sector (like Safaricom), and international partners through consultation. One of the major issues that the government focuses on is the fight against misinformation and harmful content for the promotion of peace and democracy. The initiatives are investigating the ways in which social media could be a source of positive socio-economic development; examples include the use of mobile platforms for fundraising or the dissemination of information regarding the locations of potential violence. The government is backing the local platforms and innovations like those which help businesses to engage with consumers and reach wider markets.

The Kenyan government is tightening its grip on social media by requiring these platforms to set up physical offices in the country for easier regulation and by instructing them to monitor and suppress "violent, hateful and unbalanced content". This is a reaction to the problems of disinformation and abuse online, as well as the government's efforts to control the public narrative. Platforms are being instructed to keep an active eye on "violent, hateful and unbalanced content" and to respond accordingly. These steps are intended to make platforms more answerable for the content on their sites and to lower the incidence of online abuse, incitement, and disinformation. The government is calling for closer cooperation between itself, the telecommunication providers, and the social media companies. A national coalition was established in 2023 by UNESCO and the National Cohesion and Integration Commission to fight the spread of harmful content online.

Conclusion

Kenya is the popular country in the world in terms of social media use, where the locals are putting considerably more time in apps such as WhatsApp, TikTok, and X than it is on average worldwide. The usage of these platforms to an extraordinary degree is a result of a young population, a high mobile phone penetration rate, and a digitally savvy youth demographic. The social media platforms are being used in the most efficient way possible as they are the main instruments of communication, news, commerce, political dialogue, and activism in the country but having obstacles like misinformation and the possibility of misuse coexisting.

Social media forms a significant part of the Kenyan community. Facebook, WhatsApp, Twitter, and Instagram, are the top social media platforms in the Kenyan society. It remains a good tool for interaction within the information society. Responsible use of social media, increased internet access, and digital literacy are some of the changes brought about by social media. Social media is a revolutionary tool that has many advantages in society. It is viewed as a double-edged sword in society. Besides this, social media has been employed in the election of abuses and violence. Also, it has vital roles for socio-economic changes of the organisations. Additionally, it is great for the promotion of services and products. At the beginning of 2024, Kenya had a total of 22.71 million internet users, and the total internet penetration was 40.8 percent. The total number of social media users in the country

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was 13.05 million as of January 2024. Social networking sites are great platforms for exchanging knowledge and information. Social media has been used to promote open government, transparency and participation.

Some of the negative aspects of social media in Kenya may include that it may be a time-waster and tend to create an anti-social era thus having a bad impact on the culture, increasing the instances of cyberbullying, being a venue for criminal activities, the spread of emotionalism, and hate speech. The more hours are spent on social media, the more one can become a victim of cyberbullying, social anxiety, depression, and may be exposed to substances that are not suitable for their age. It was given as a tool and played an important role in the conflict. Social media platforms are used by young people to be part of the political issues, whereas their governments are executing steps to limit the politicisation of the online community. The rise of social media has opened both lucrative and political doors. The expanded use of social media platforms has opened up more areas where people can engage in governance processes. The increased use of social media is making politicians nervous. It is very important to realise that digital media is still beyond the reach of many. Therefore, such platforms give people the freedom to express their views and the society as a whole to evaluate progressive governments' decisions.

Revolution starts when you say no to those who pretend to have control over you, and revolution comes to an end when you embrace a new status quo, new normal weather which is a change. There are mammoth details about the causes of a revolt, but there's one common cause, that is the frustration which germinates underneath surface

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