



GLF Nairobi

Social Media Workshop

Moses Kemibaro

Dotsavvy

August 28, 2018



- Founder & CEO @ Dotsavvy since 2002
- Commercial Manager @ Perform Group since 2014
- Africa Sales Director @ InMobi in 2012
- Founder @ Dealfish EA (OLX Kenya) 2010
- TechBlogger @ MosesKemibaro.com



- Social Media Lead @ Dotsavvy since in 2018
- Digital Manager @ Old Boma in 2017
- Social Media Manager @ Trinc Media in 2016
- Social Media Manager @ Radio Africa in 2013

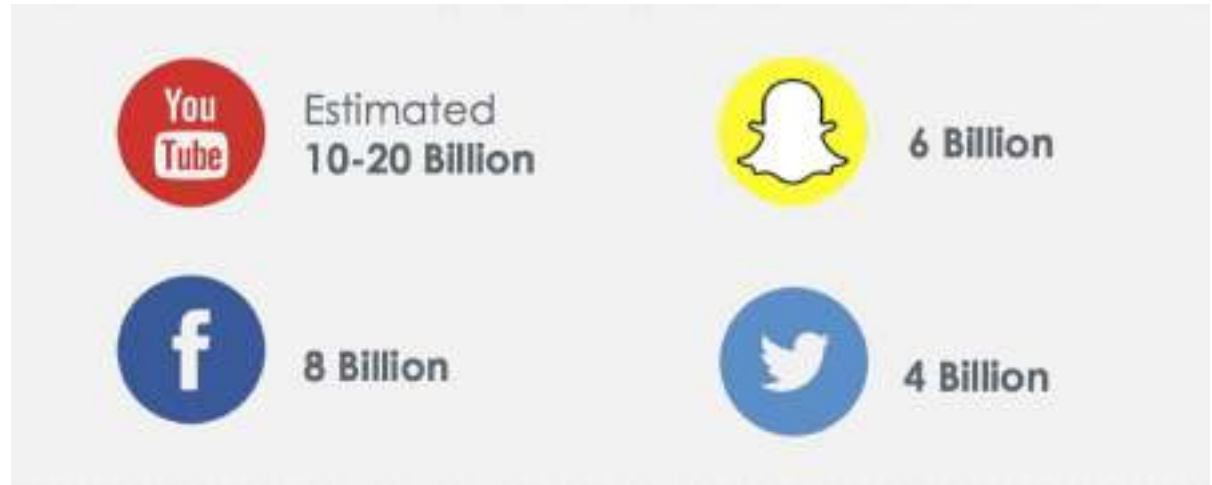
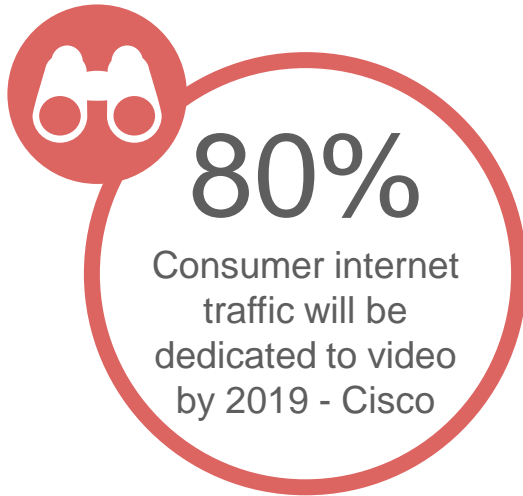


- How to build and tell your story
- Use social media platforms to spread your story effectively
- Utilize events to increase your exposure and effectiveness

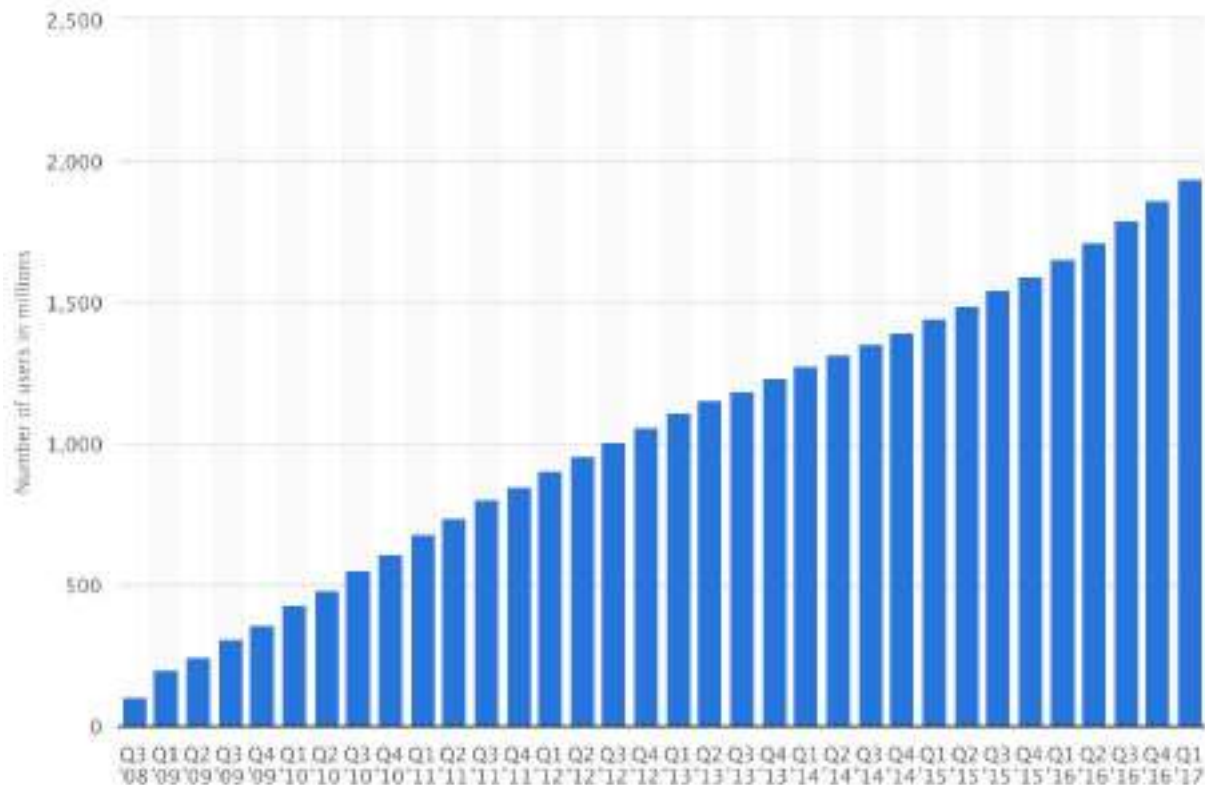
A woman with short brown hair and a red headband is sitting in a cafe, smiling while talking on a black mobile phone. She is holding a small black cup in her other hand. The background is blurred, showing other people and a window with a view of a city street.

The Digital Context

6 Video Engagement Dominates **Digital Platforms**

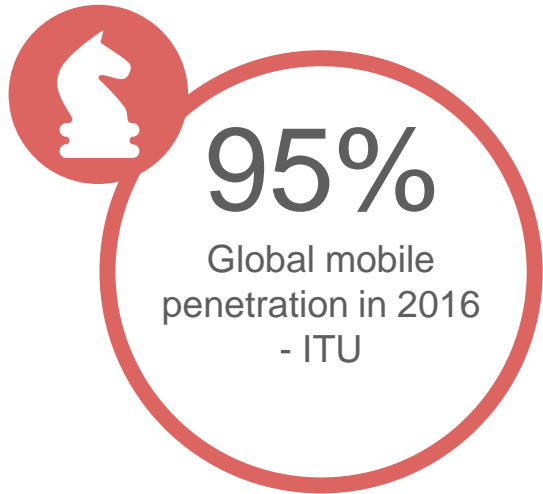


Facebook Is A Digital Behemoth



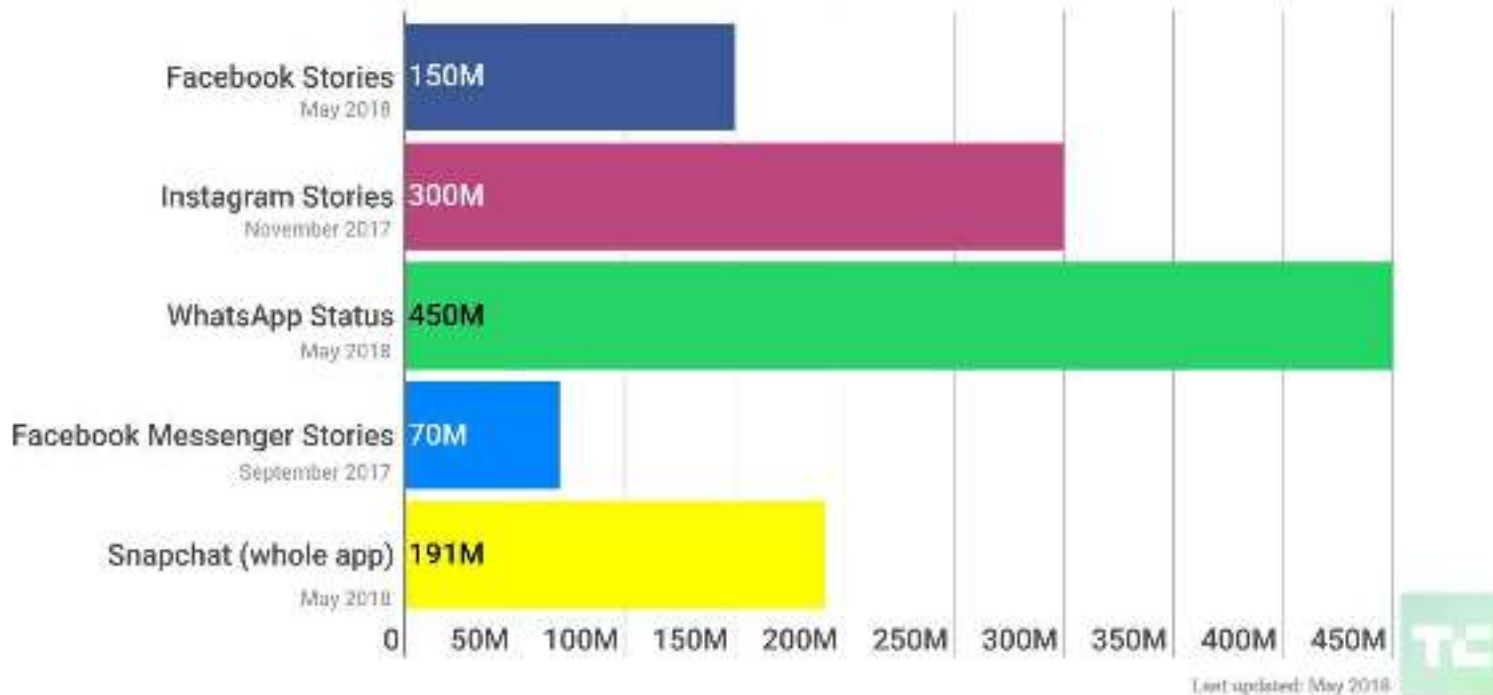
2B+

Facebook's
Monthly Active
Users (MAUS) –
June 2018



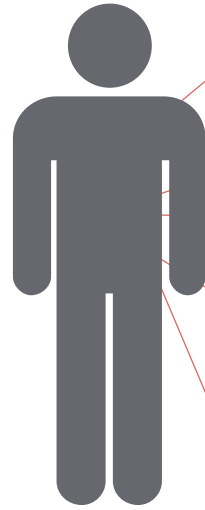
9 Social Newsfeed Is Being Eclipsed **By Stories**

Stories Product Daily Active Users



15M+

SOCIAL MEDIA USERS IN KENYA



in

2M+

f

8M+

You
Tube

5M+

t

2M+



5M

3 Drivers Behind **Digital Uptake In Africa**



CONTENT

Digital in Africa
requires an
investment in
**mobile-first
digital content**



COMMUNITY

Africans are
**young, mobile,
and social**, so
engage with them
accordingly



CONVERGENCE

**Affordable
smartphones &
broadband is
changing
everything**

Digital Content



What Is **Content Creation**



- Content creation is the contribution of information to any media and most especially to digital media for an end-user/audience in specific contexts.
- Typical forms of content creation include blogging, photography, videography, the maintenance of social media accounts, and editing and distribution of digital media.

Content Is The Atomic Particle Of **Social Media**

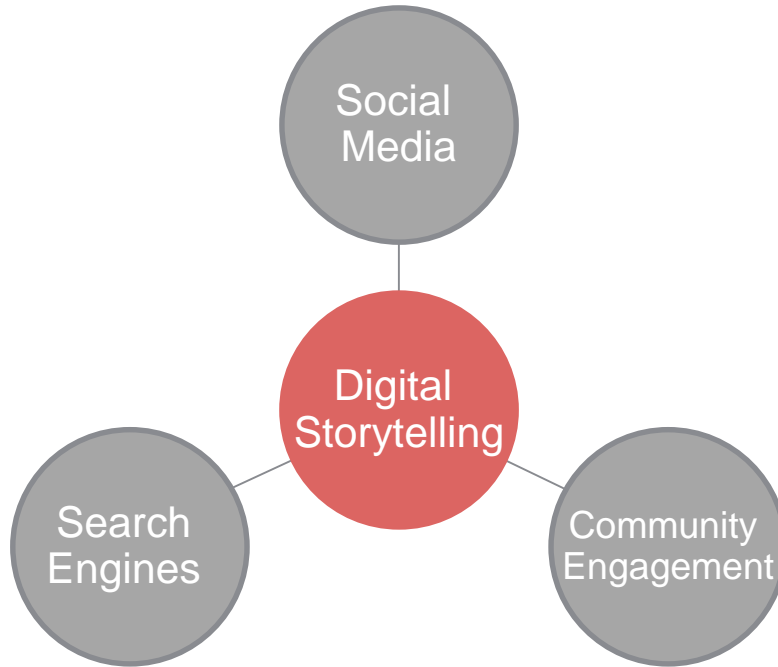


Rebecca Lieb

On Digital Content

“Content is the atomic particle of all digital marketing. Everything. There's no owned media without content. There's no social media without content. And there's no paid media without content. And there's certainly no media-media, as in actual digital publications, without content. Pushing back even earlier, when you search, you're searching for content”

Great Digital Content Is About **Storytelling**

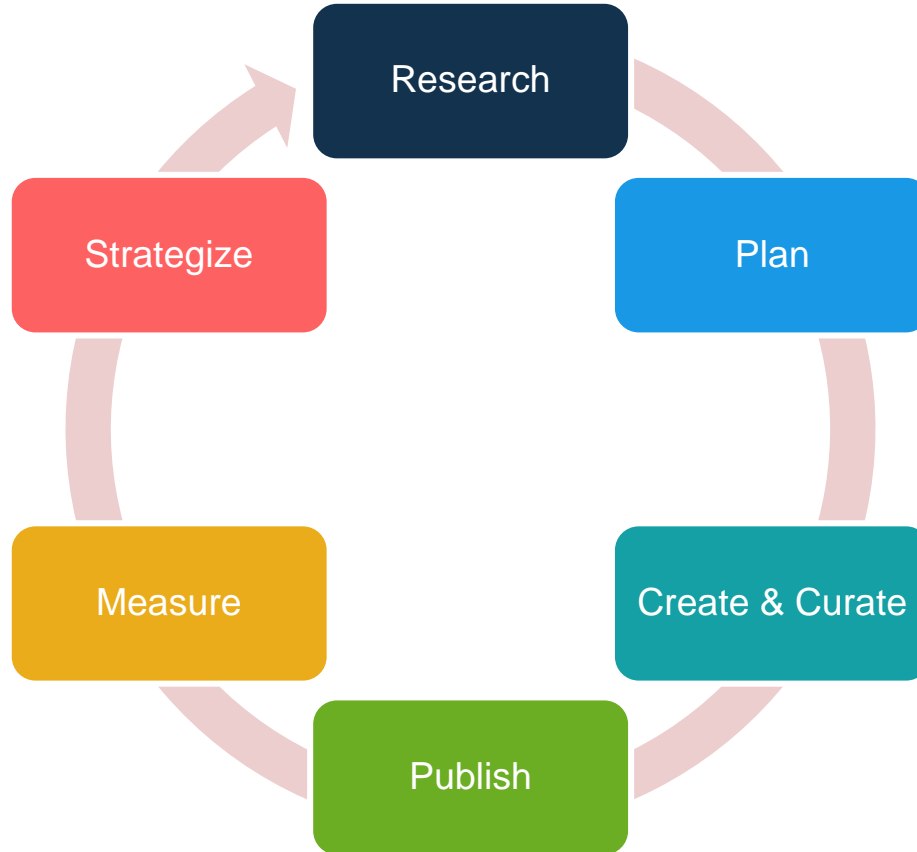


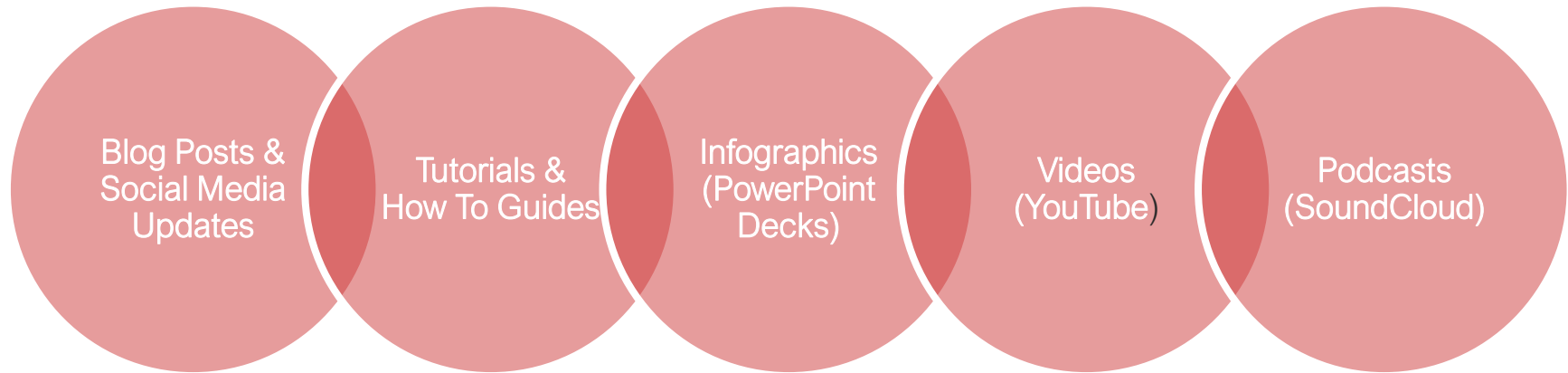
- You want to take your brand OUT of the story.
- Make the community of the content the HERO of the story.
- Digital storytelling is about content that is compelling

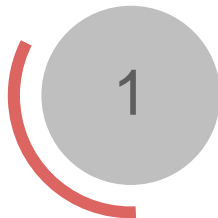
- It **'brings to life' who you are and why you do what you do** as a content creator
- It helps you **connect to your social media communities** in a personalized and authentic way
- **Builds relationships through relatable content**



Digital Content Creation **Workflow**







TOPICAL CONTENT

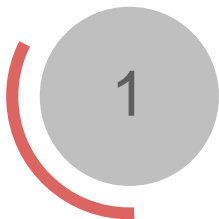
- Newsworthy
- Time-sensitive
- Limited repurposing



EVERGREEN CONTENT

- Timeless
- Wider relevancy
- Efficient

Digital Content **Key Considerations**



ENGAGEMENT

Digital content has to be **tailored** for target audience to **maximize impact**



PERSONALISATION

Focus on **what, who** and **how** your digital content will be used to **engage your TA**



OPTIMIZATION

Optimize your content across **digital platforms** for **higher impact**

Know & Embrace Your **Target Audience**



- Who do you want to reach? And why?
- What do you want them to know?
- What do you want them to feel?
- What do you need them to do?

What Is A **Digital Persona**?



1. Describes the ways in which certain types of people use digital channels
2. Usually one persona is created for each type of user/audience
3. Personas help brands focus on important aspects of the target audience

Defining **Personas**





John is in his late 20s and single. He is ready to take on the world. John has been a web designer since campus days and makes decent money from his clients. He's not rich, and believes that money corrupts. He also believes in the power of collective activism, and Arsenal Football Club! He is very wary of "being sold" when he visits websites and plays with loads of mobile apps. He's very passionate, but he's very smart. He uses a late model iPhone 5 and iPad 4 when he is on the move. He wants to grow!

Persona **Akinyi Odongo**



Akinyi is in her late 30s and dating. She has no children so spends a lot of time with her girl friends who share the same passions as she does – investing in their ‘chama’ and fashion. Akinyi’s an Architect with some disposable income. She’s making good money and dreams of starting her own architectural firm. She also supports her Mum and Dad back in ‘shaggs’ as the oldest child in her family. She is always online on Pinterest, Facebook & Instagram getting inspired. She uses an Infinix Zero2 and generally loves technology.

Persona **Duncan Kiptum**



Duncan is in his 40s. He's married with two kids and is a strong community member. Duncan wants to be part of something bigger than himself, but he's a little skittish and shy. He needs to feel heard and understood before he'll make substantial commitments. He drives a late model BMW and frequents the golf club. He has the latest Samsung Galaxy S6 and considers himself to be “with it”. A fierce Liverpool Football Club Supporter you can find him at Radisson Blu every game day for a drink with his mates!

The **Target Audience**

- Use **platforms such as Facebook, Twitter and Instagram** – allowing them to share photos and videos
- **Love sharing significant moments in their life on social media across the board**
- Social media is very discovery oriented, and in many ways **Instagram has become the new blogging platform for the target audience**
- They live their lives surrounded by digital content – **content they create and content they collect.**
- **Resonates with millennials and gen z which draws them to digital influencers**



- This is why video works so well.
- Movement and motion!
- Lots and lots of vibrant color
- Eye-catching.
- “Thumb-stopping”
- Great visuals are essential

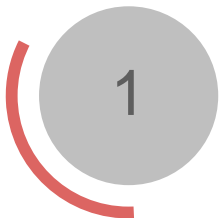


Consider The Things That **Get Attention!**



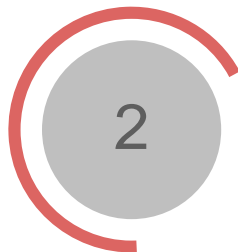
- What is unexpected?
- What is timely?
- What is provocative?

3C Digital Content Strategy



Communities

Empower & develop digital communities via digital platforms for engagement



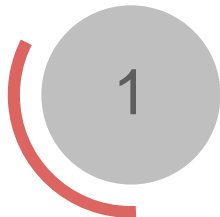
Content

Surprise, inspire & change perceptions for your digital communities



Context

Digital content **'brings to life' your differentiation** for your digital communities



Audit your current content & look at what you already have or own. Read the copy on every page and adjust it so that you are engaging them and telling them your story





Identify what your target audience wants.
The best way to do this is go speak to them or listen to their conversations on social media



Analyze the quantity of your content. What do you have which could be repurposed for social media and what do you not have lots of which can be produced?





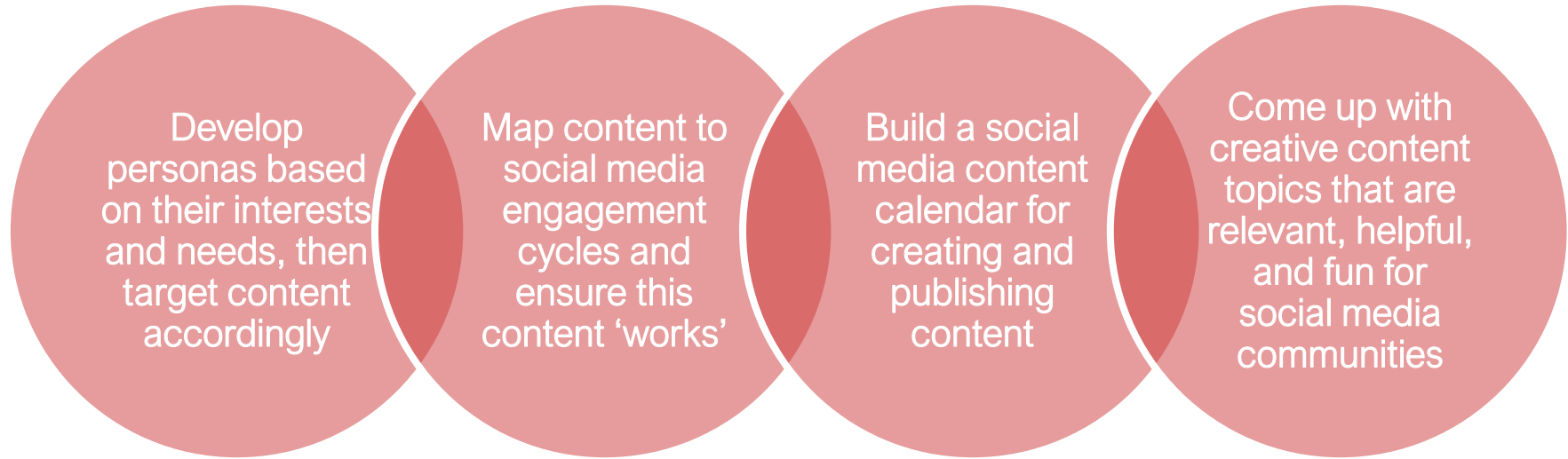
Create the social media content plan for how you will broadcast or publish your content on social media which must align with your overall social media strategy



Be results driven. Is your content performing well in terms of social media engagement? How many likes, followers, comments and shares is it getting?



Digital Content **Road-Map**





A digital content plan should answer the following questions:

- What types of content do you intend to post and promote?
- How often will you post content?
- Who is the target audience for each piece of content?
- Who will create your content?
- How will you promote your content?

What Is A **Content Calendar**?

- A content calendar is a shareable resource that can be used to plan all social media activities.
- The benefit of using the content calendar is that it that we can visualize how content is distributed on a weekly or monthly basis.



Sample Content Calendar

DAY	DATE	TIME	DATE & TIME	UPDATE COPY	LINK
Wednesday	2/4/2015	9:00:00	04/02/2015 09:00	Quote of the day	
	2/5/2015	12:00:00	05/02/2015 12:00	Sign-up for the Kotex Makeover Challenge here!	
	2/6/2015	15:00:00	06/02/2015 15:00	What do you crave? Tell us and you could win Kes. 1,000.00 KFC voucher	
	2/7/2015	17:00:00	07/02/2015 17:00	Fill in the space _____ for #MyDressMyChoice	
Thursday	2/5/2015	9:00:00	05/02/2015 09:00	Quote of the day	
	2/6/2015	12:00:00	06/02/2015 12:00	We are going to be at the Junction this weekend. Retweet to win a free #KotexMakeOver	
	2/7/2015	15:00:00	07/02/2015 15:00	Share your holiday fantasy for a chance to win it from #KotexGetaways	
	2/8/2015	17:00:00	08/02/2015 17:00	Quote of the day with photo	
Friday	2/6/2015	9:00:00	06/02/2015 09:00	Quote of the day	
	2/7/2015	12:00:00	07/02/2015 12:00	Just 2 more days to the next #KotexMakeover at the Junction. Retweet to win a free #MakeOver	
	2/8/2015	15:00:00	08/02/2015 15:00	The elections are just round the corner, what will YOU stand for in Kenya? Say it at iStand4Ke.com	
	2/9/2015	17:00:00	09/02/2015 17:00	Last week at TRM Mall was awesome with Elani. See pics here!	
Saturday	2/7/2013	9:00:00	07/02/2013 09:00	Quote of the day	
	2/7/2013	12:00:00	07/02/2013 12:00	Stand up and be counted! The #Kotex Makeover Challenge. Sign up here and she with the most votes gets the #KotexMakeover	
	2/7/2013	15:00:00	07/02/2013 15:00	Talking to your Man about periods. What should he know and not know? Tell us here...	
	2/7/2013	17:00:00	07/02/2013 17:00	Check out these #Kotex Makeover tips from our amazing makeup experts. See videos on our YouTube channel	



Blogging

Creating **A Great Blog Post!**

1. **Plan your blog post** by choosing **a topic that interests or you or you know well**, creating an outline, **conducting research**, and **checking facts**.
2. **Craft a headline** that is both **informative** and will **capture readers' attention**.
3. **Write your blog post**, either writing a draft in a single session or gradually word on parts of it. **Keep sentences and paragraphs as short as possible**
4. **Use images and/or videos** to enhance your blog post, improve its flow, **add humor**, and explain complex topics – **break things down as much as possible**
5. **Edit your blog post**. Make sure to avoid repetition, **read your blog post aloud** to check its flow, **have someone else read it and provide feedback**, keep sentences and paragraphs short, don't be a perfectionist, **don't be afraid to cut out text or adapt your writing last minute**.

Examples of **Great Blog Post Headlines**

- How to Turn 1 Idea Into 2 Months of Content Marketing
- Do You Truly Know How to Love Yourself?
- How We Increased Our Facebook Traffic by 332% in 2018
- Why Strong Customer Relationships Trump Powerful Brands
- Why Exercising Is a Higher Priority Than My Business
- 5 Reasons Arsenal Is A Better Football Team Than Manchester United – Number 2 Will Surprise You!
- 9 Ways to Entertain Your Toddler Without Using a Smartphone



The UN calls violence against the Rohingya in Myanmar a genocide. Facebook's failure to

BuzzFeed

News

Videos

Quizzes

Tasty

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9 Genius Ideas That Are Helping To Save The Planet And 9 That Are Doing, Well...The Opposite

For everything good, there's something equally evil.



Jamie Jones



We Need To Talk About This New Argument For Keeping Abortion A Crime

Anti-abortion groups claim decriminalising the procedure will increase sex selective terminations.



Gina Rushon • 5 hours ago

ADVERTISEMENT

What's the difference between a WP host and a digital experience platform?

FIND OUT



WPengine



Pro Boxers Review KSI Vs. LOGAN PAUL Draw



"To All The Boys I've Loved Before" Cast Finds Out Which Character They Really Are



What To Write About **On Your Blog**

- Set up a **content plan for your blog**
- Set a **writing goal**
- Add to the topic list
- Invite guest writers from time to time to complement your content
- Blog, share on social media, and **grow your community!**





- Choose an appropriate **tone of voice for your blog**
- Get help with writing - if you need it
- Read as many blogs as you can to see what's working and what's not
- Create traffic by **distributing your blog posts on your social media channels**

Setting Up Your **Blog /2**

- Add tags or keywords (SEO value)
- Set up **analytics to get valuable insights** on how your blog is performing
- Look like you are **interesting and interested in your readers**
- Check in with your **content plan to stay on track**





- **Optimize your blog** for various platforms (mobile, social, etc)
- Use feeds to update followers
- Readers can use aggregator, reader, or e-mail for updates
- Make sure to offer **e-mail updates**, too

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Build your beautiful site today

Everything you need for a
website that works for you.

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Content Management System (CMS) **WordPress**

60M

Over 60 million websites globally run on the open source WordPress content management system (CMS)

WordPress is highly flexible & scalable via a large range of themes & plugins

23%

WordPress used on by over 23% of the top 10 million websites as of January 2015

LAMP

WordPress is built on the globally popular Open Source LAMP (Linux Apache, MySQL and PHP) Stack. It was designed to be user-friendly meaning it is easy to manage, even for non-techies

WordPress **Role-Based Multiple Editors**



- Multiple author environment via role-based access for administrators, editors, author, contributors & subscribers.
- A subscriber cannot write or manage posts. A contributor can write and manage posts, but he/she cannot publish them as they need to be approved by an editor or administrator.



Opera News Mobile App Hits 1.1 Million Downloads In Kenya In Q1 2018

Published on June 5, 2018



[Edit article](#)



[View stats](#)



Moses Kemibaro

Commercial Manager - East Africa at Perform Group

[94 articles](#)



45



11



0



1

[Opera News](#) has reached a new milestone of 1.1 million downloads in the Kenya during the first quarter of the year, becoming the leading news mobile app in Kenya in the process which is no mean feat! The app itself has also achieved over 5 million downloads in Africa in the same period which is impressive!

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Once Upon a Time in Hiroshima

If we keep casting ourselves as the heroes of history, it'll come back to haunt us

Rahna Reiko Rizzuto
Aug 5 · ★ 9 min read



There's No Right Way To Be Trans

A parenting guide that goes beyond "ins..."

Martie Sircis
Jan 16 · ★ 14 min read



The Ultimate Guide to Filling Out Your Bracket for March Madness

David Glidden
Mar 13 · ★ 18 min read



Sucking the Life Out of Mona Lisa

We pay a price when we re-contextualiz...

Jorge Arango
Aug 4 · ★ 4 min read



Young People Are the Future—Too Bad Voter Suppression...

As we cheer for the teens leading the re...

Hanna Brooks Olsen
Feb 23 · ★ 5 min read

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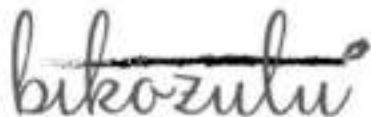
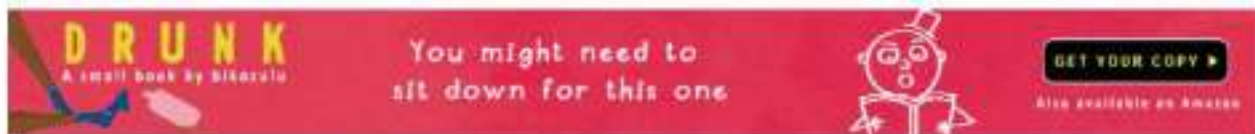
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Cajun Chicken Wings in Pineapple Tangawizi BBQ Sauce

AUGUST 22, 2018 / KALUHISKITCHEN / 0 COMMENTS

FIND SOMETHING YUMMY

SEARCH

The logo for BikoZulu, featuring the word "bikozulu" in a lowercase, handwritten-style font.[Home](#)[About](#)[People](#)[Fatherhood](#)[40's People](#)[Old Stuff](#)[The Fireplace](#)[Contact](#)

Emissaries From Nimbus.

14.08.2018 / People / 110 / 154

Sometimes when you are at an airport trying to get into AlwaysOn wifi and you look up, you might see them. Actually you see him first because he's always a stride ahead, the leader of the pack.

[CONTINUE READING...](#)



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OWAAHH

LISTICLES FEATURES QUICK READS PROFILES TRAVEL MUSINGS THREADS TOO EARLY FOR BIRDS ABOUT



Owaahh

**Owaahh**
12,000 likes

Like Page

Learn More

Trending PostsNicholas Biwott Was Not A Good
Man

The Three-Year Bank Heist

7 Brilliant Kenyan Actors Who

Blogging **Benefits**

1

SEO

Search engines love fresh content. By blogging, Google indexes new content that boosts your visibility on search engine results pages (SERPS)

2

CONVERSATIONS

Blogging enables you to connect with your social community via conversations with them, leading to valuable insights, feedback & engagement

3

LEADERSHIP

Blogging helps build trust and clout within an profession or industry by providing valuable expert information, ultimately leading to better engagements

4

ENGAGEMENT

Blogging enables you to show the personal side of who you are, what you do and your passions which provides a basis from which to build an engaged followership

5

SOCIAL

Every blog post is an opportunity for your audience to share your blog content with others via social media. it's free marketing & validates your credibility

Social Media



Social Media **Is Where We Live, Online**



Primary Uses Of Social Media Platforms



Large scale reach



Real-time conversation



Professional networking



Curated photos & video



Vertical, ephemeral storytelling

News Feed	Engagements	Username	Block	Mention	Followers
News Feed or Timeline, is the center of content discovery on social platforms where you see posts from friends, brands you are connected with and advertisements from organizations that want to connect with you	Engagements include actions that users take on a social post and include likes/reactions, comments, retweets/regrams, shares, etc	A Username is how users are identified on Twitter, Instagram and Snapchat, and is usually preceded by the @ symbol	The Block feature allows users to remove followers, disabling them from re-following, mentioning, direct messaging or otherwise contacting you on the platform	A Mention is a post or comment that contains another user's username anywhere in the body of the message	A Follower is another user who has subscribed to receive and view your posts in their feed. It is important to be well versed in these terms as they are part of the regular nomenclature on social media

Content Has To Be **Tailored For Social Media**



Image and video size:
1,080 x 1,080 px
Ratio: 1:1 (square)
Video Max Length:
45 min



Image and video size:
1,200 x 628 px
Video Max Length:
10 min



Image: 1,024 x 512 px
Video: 1,920 x 1,200 px
Video Max Length:
2min 20sec

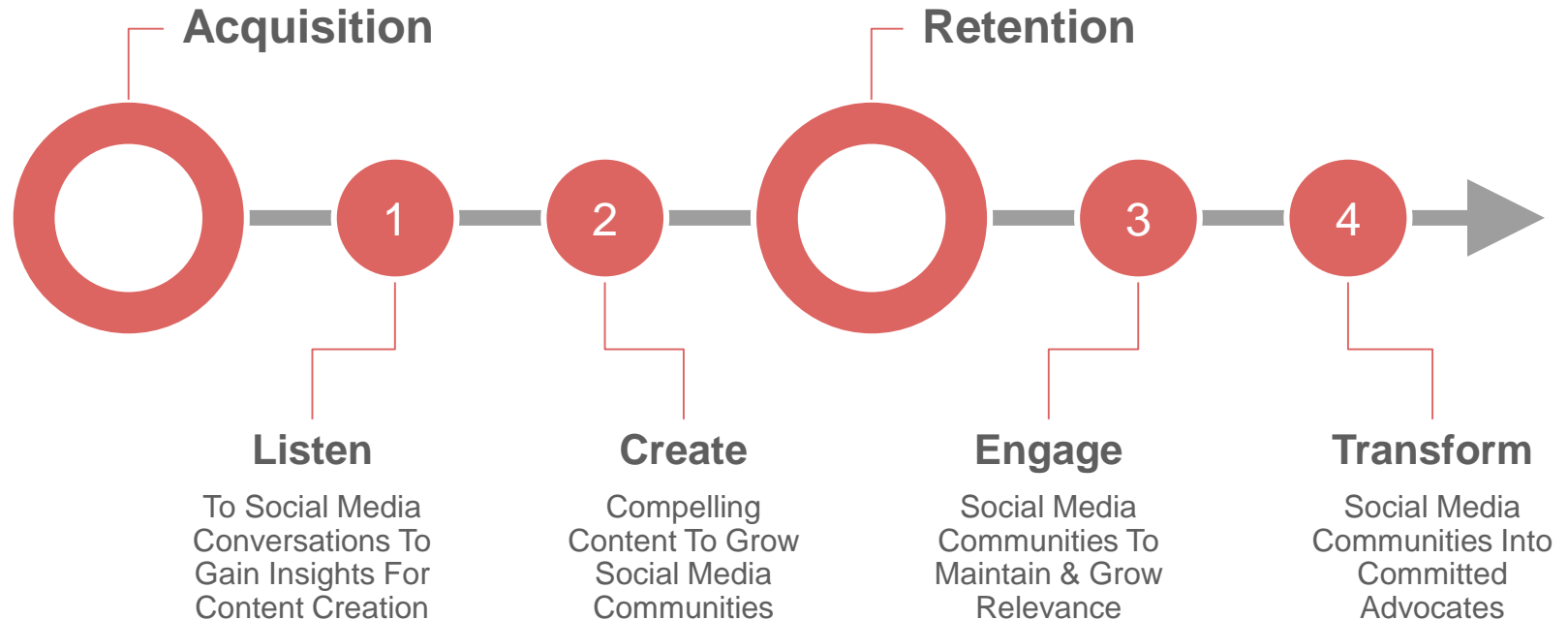


Image and video size:
1,080 x 1,080 px
Video Max Length:
1 min

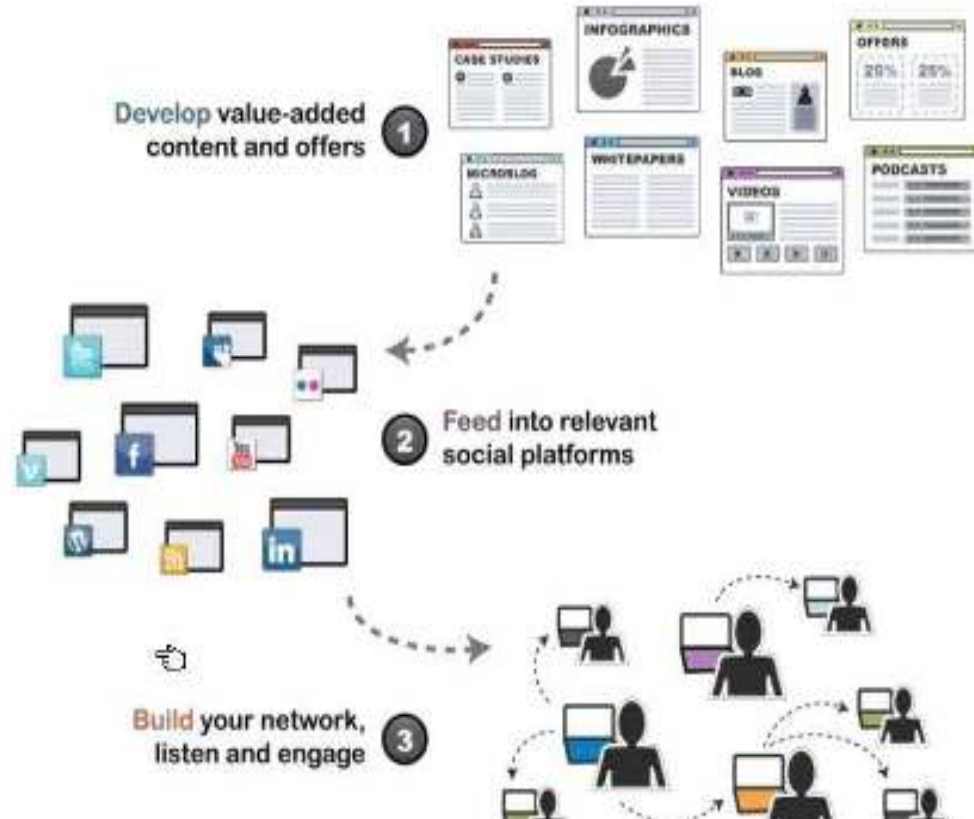


Image and video size:
1,080 x 1,920 px
Video Max Length:
15 seconds

Social Media **Workflow**



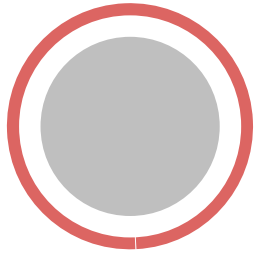
Digital Content Distribution & Social Media



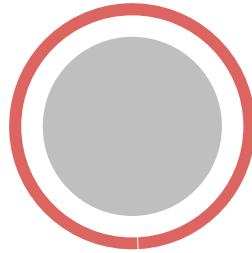


- Tightly focused on your existing and intended audience
- Helpful, useful and valuable content
- Entertaining content
- Content that is woven within storytelling

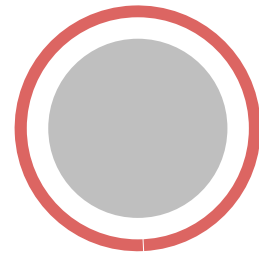
Two Things Drive **Social Conversations**



Content



Connections



Conversations

Social Media **Connections & Content**



- **Listening** Gaining insights from social media communities
- **Content** Any conversation communities may want to have with you
- **Creativity** Creating diverse conversations with social media communities
- **Individuals** Connecting with key voices, & digital influencers
- **Platforms** leveraging all digital platforms to support conversations
- **Strategy** Use connections to keep conversations interesting & connected

- Engaging social media content
- Engaged social media communities
- A social media engagement strategy
- Brand identity alignment
- Post frequency





CALENDARS

Create **rich topical content plan and calendars** that will cascade into social media updates on a monthly basis

UPDATES

Post helpful & engaging content on social media that keeps social media communities engaged whilst ensuring top-of-mind awareness





CONTENT

Finding, creating, repurposing & sharing content that social media communities care about & optimizing it to be engaging will get their attention

SCHEDULING

Proper scheduling of social media updates to have **the highest possible impact** is really important to make the right impact with longevity



Snackable Content **For Short Attention Spans**



3
Seconds

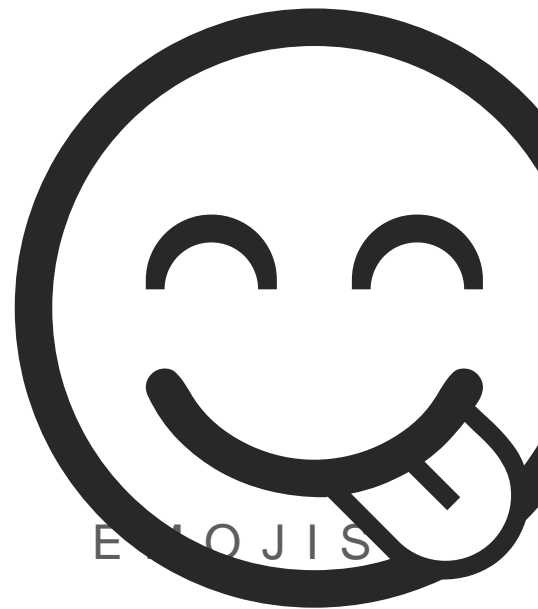
Highly Visual Content **To Drive Engagement**



I M A G E S



V I D E O S



E M O J I S

TL;DR **Too Long ; Didn't Read**



**Keeping
It
Simple**



- Increase brand recognition where relevant
- Expand reach and target new audiences
- Create, join or impact an on-going social media conversation

Hashtags **How To Use Them**

- Use SEO keywords
- Use popular hashtags
- Create branded hashtags
- Monitor your communities hashtags
- Don't add spaces or punctuation to them
- Avoid using lots of hashtags
- Capitalize hashtags appropriately
- Keep them short

Facebook **Social Media Approach**



- Have a specific Facebook strategy and plan.
- Post less frequently – 4/5 times per week is fine.
- Join or start a Group to showcase your expertise and build community.
- Plan to go live on Facebook regularly. Share helpful resources.
- Create and share entertaining posts.



Have engaging
conversations with
your followers

Live is the best way to interact with viewers in real time. Field their burning questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going.

Twitter **Social Media Approach**



- Have a twitter specific strategy and plan.
- Post less frequently – 4/5 times per week is fine.
- Join or start a TweetChat to showcase your expertise and build a community.
- Retweet helpful resources – articles, videos. Comment on news and current events
- Discovery – Search for conversations, topics, and people to follow

Instagram **Social Media Approach**



- Have a specific Instagram strategy and plan.
- Post less frequently – 3/4 times per week is fine.
- Be consistent with the look and feel of your posts.
- Follow hashtags to find new accounts to follow and comment on posts.
- Use Instagram Live & IGTV.
- Eye-catching photos and well-designed graphics work best on Instagram.

Instagram's IGTV /1

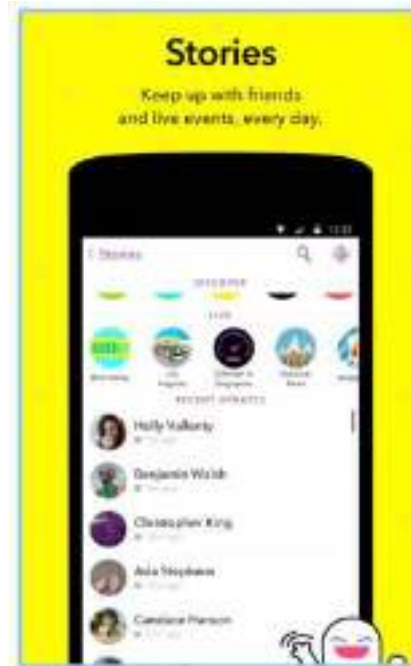
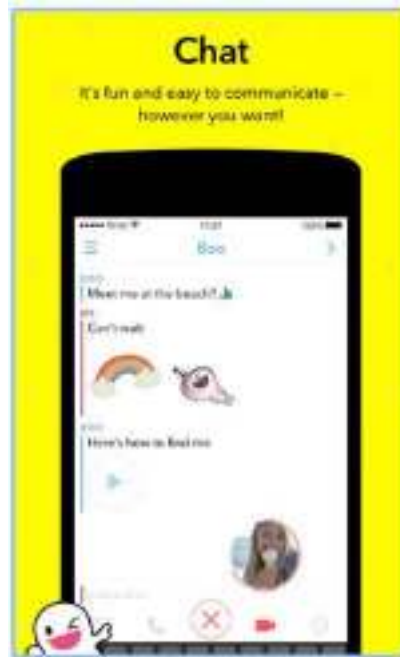


Instagram's IGTV /2

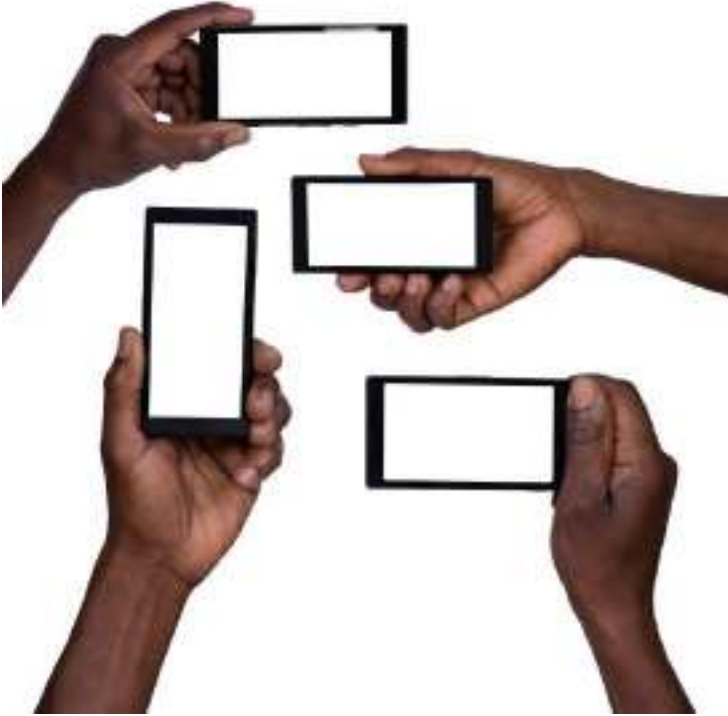


- IGTV uses full screen and vertical video optimized for mobile devices
- IGTV enables longer video formats from 10 second to 10 minutes and up to 1 hour
- Launched in June 2018 as a major challenger to Google's YouTube

Snapchat **Snaps, Chat, & Stories**



Social Media **Risk Mitigation**

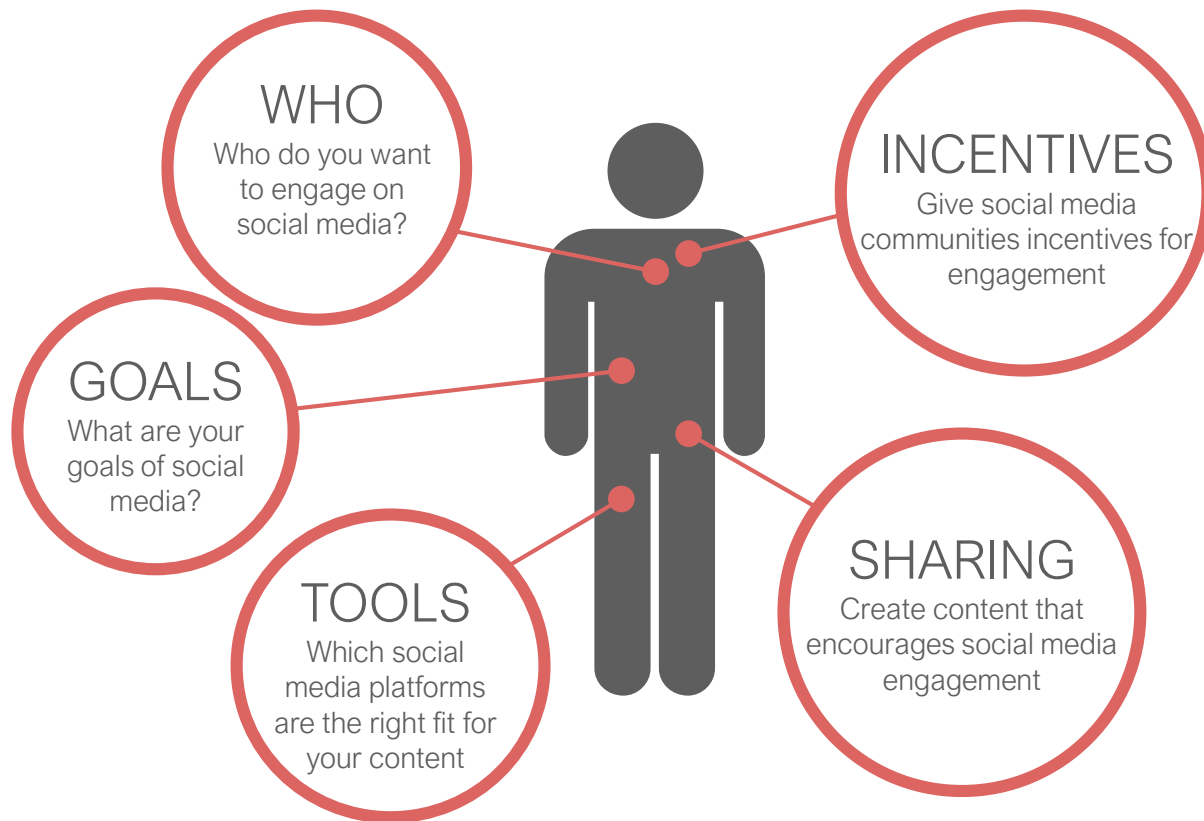


- **Monitor social media** for risky situations before they spin out of control using social listening tools
- **Identify digital influencers who are advocates or detractors** so as to engage them in a positive manner to 'win them over'
- **Formulate a crisis plan** in case a post or digital activity sets off a negative social media windstorm.

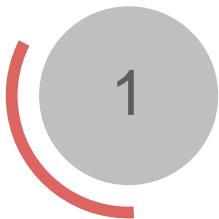


- Focus on **Facebook, Twitter, Instagram & YouTube**
- Use calls-to-action (CTAs) for **community engagement & conversions**

Social Media **Next Steps**



3 Keys To Social Media Success



Consistency

Showing up
regularly and being
present



Content

That people like to
watch, read, share,
comment on



Confidence

In your voice, in
taking risks, and in
being yourself!

A low-angle, profile shot of a young Black man with a beard and short, dark, curly hair. He is looking upwards, balancing a black and white soccer ball on top of his head. He is wearing a bright green and yellow patterned shirt. The background is a bright, slightly blurred outdoor setting with green trees and a clear blue sky. On the left side of the image, there is a large, semi-transparent red circle containing the text "Digital Influencers" in white.

Digital Influencers

Enter The Age Of **Digital Influencers**



**A BRAND IS NO
LONGER WHAT IT
TELLS THE COMMUNITY
IT IS – IT IS WHAT THE
COMMUNITY TELL
EACH OTHER
IT IS**

The Benefits of **Digital Influencers**

1

Social Reach

Digital Influencers can reach millions of existing & prospective community members on social media

2

Original Content

Digital Influencers produce original, and oftentimes effective, community relevant content for you

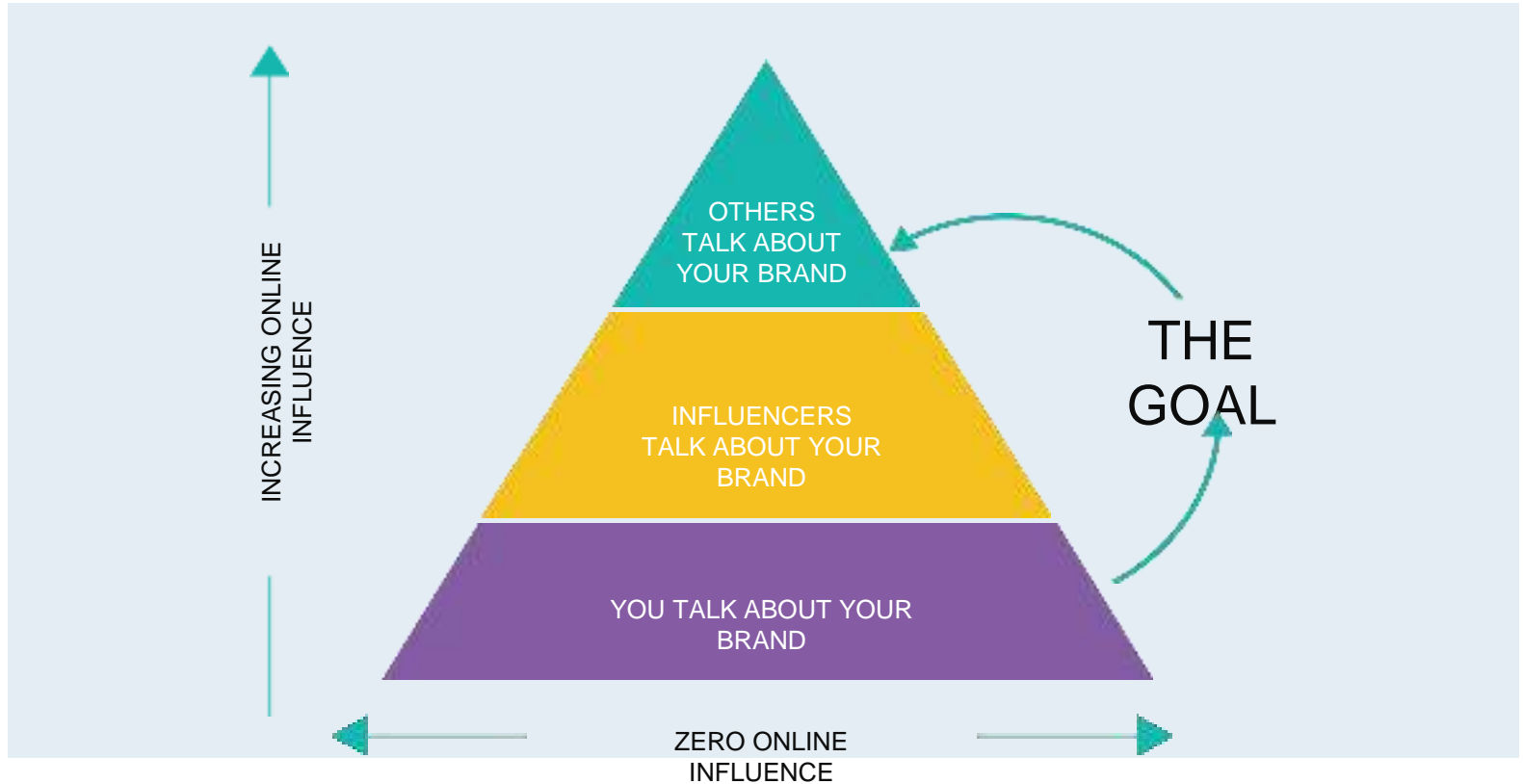
3

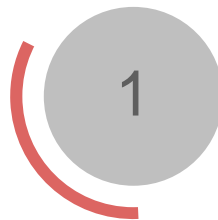
Community Trust

Influencers maintain strong relationships with their audiences, who have a certain level of trust in them



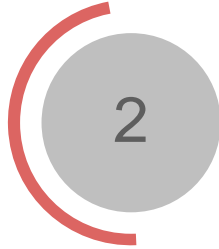
Digital Influencer Marketing **Goals**





INFLUENCER IDENTIFICATION

Finding out who they are and ranking them in order of importance in relation to your brand marketing objectives



INFLUENCER MARKETING

Increasing awareness
of your brand within
the digital influencer
community by offering
incentives for brand
engagement





INFLUENCER ENGAGEMENT

Work with digital influencers to increase market awareness of your brand amongst target markets and consumers

Digital Influencer **Advocates**



INFLUENCER ADVOCATES

Digital influencers who become committed advocates for your brand as a result of the previous engagement steps



Gary Vaynerchuck's **Digital Influencer Future**



Biko Zulu Influencer



Bikozulu with Michael Okungu Manase and Vellma Noel.

February 27 · 🇰🇪

These British brogues cost 55K. Actually they cost 55,800 bob. As in, if you had 56K in your account they'd leave 200 bob there for you to have a smoothie with. Do you know how you can tell you aren't the target market for these shoes? When you pronounce them as "Baker." The sales lady at Store 66 at Valley Arcade instantly knew that I wasn't going to buy them given that I couldn't even pronounce them. "It's 'Baka'" she corrected me politely.

Fine, Baka.

When a man casually buys a shoe for 55K, what are his fears in life? What makes him blink? When he says it's a tough month does he mean his disposable income is a meter? When he wears these shoes does he have the proverbial world at his feet? "Who is this man who buys shoes for 55K?" I asked the attendant.

She said most men who buy these shoes don't look like they can afford them based on their dressing, but there is a confidence in their gait that despises money. And they don't speak loudly or show hubris. Their arrogance is in their body language not on their tongues. They swipe. They have simple phones. Some wear checked coats. Most hardly tip.

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TWEETS 174K FOLLOWING 55.9K FOLLOWERS 991K LIKES 22.4K LISTS 2 MOMENTS 1

Following

Tweets Tweets & replies Media

Thee Trend Setter™ (Xtiandela) - 9 Sep 2016
#GainWithXianDela will always be on 🙌🙌🙌
- Tuesday - 10pm
- Thursday - 10pm
- Saturday - 10pm

Who to follow Refresh View all

Nathalin Ngatia @NathNgatia...
Followed by Paul Njuguna and others
Follow

Vincent @Vince...
Followed by Lydiah Kibony and others
Follow

DJ Joe Mfalme Instagram



djjoemfalme

Following



31,534 posts

294k followers

1,856 following

DJ Joe Mfalme Kenya's most sought after award winning professional DJ ► DJ at Capital FM Kenya ► DJ at Trace Mziki ► #JoeMfalmeLive connecting people through music. www.deejayjoemfalme.com



Social Media Tools



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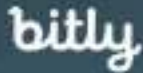
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- Add column
- Collapse
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Jeff Bullas @jeffbullas now
4 Cool Competitive Analysis Tools Every Digital Marketer Should Use: [#digitaltools](#) [bit.ly/2qZ1t0U](#)

Citizen TV Kenya @citizentv... now
Tonight on [#TahidiHigh](#), Tune in to [@citizentvkenya](#) from 7:30PM to watch the latest episode

FC Barcelona @FCBarcelona now
The Barça U14B team met up with an old friend in Japan...

Notifications @moseskemibaro

Mukami Mbogo @Moo_kah_mee 2h
An old soul, trying her best to own herself always! A democratic governance enthusiast...a patriot [My opinions are my own]

SleepLeads @SleepLeadsNow 15h
Hey, Want 2 Follow UR [#PASSIONS & #DREAMS](#)? Want 2 Escape the 9-5 Grind? Want 2 GROW UR [#HomeBiz](#) while U Sleep? [@AskTambling](#) FREE Training - [tld.bz/gTmtn](#)

Vincent @Vncnt33270818 21h

K&M @KMS371127 22h

bankotuch @bryerkevo 1d
[#IamKENYA](#) [#Gunner4Life](#)

Messages @moseskemibaro

Kenya Power @KenyaPower_Care Aug 9
Our technical team is addressing the fault. Kindly bear with us. ^CW

FIA @fia Jul 20
Hi, Thanks for following us! We are glad to share the same passion about motor sport. To know more about FIA's news and actions, follow the...

Carolyn Gathuru @CGathuru Jul 18
It was a pleasure!

MumsVillage Kenya @MumsVillage... Jun 21
Great. The conversations is currently on going via [#SABISRunda](#) and [#SABISinKenya](#). We hope to see you there. Thanks.

waithira @waithirakurone Jun 20
Hi. Got the email.

Herbert Polycarp @hrjula Jun 17
Hi moses been a while hope well...any feedback on the platform shared.

Activity @moseskemibaro

Lady Tweet
Replying to @...
Precisely. Or kindly that I my contribu aspect of se she has rece the chama ti

Tube Time
music to my locked!

AeroDork



- Integrate social media channels: **It's where people live, online**
- **Content** drives **conversions and conversations**
- Extensive use of video and visual content: **That's what people are consuming the most online!**

I SKATE TO
WHERE THE PUCK
IS GOING TO BE,
NOT WHERE IT
HAS BEEN.

Wayne Gretzky



AZQUOTES



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