



#RejectFinanceBill

Digital media monitoring of the
conversation

Background

Mr. William Ruto, nicknamed Zakayo, has increasingly faced criticism, culminating in the mass protests that have rocked Kenya over the past two weeks. The protests are themed #RejectFinanceBill and are led by Generation Z who've identified themselves as tribeless, leaderless and fearless.

The protests have been a success with the President ceding ground and refusing to assent to the bill that would have put an even heavier financial burden on Kenyans.



**We tracked coverage
of this revolution using
our AI digital
monitoring tools and
here are the insights**



Volume of conversation

Impressions

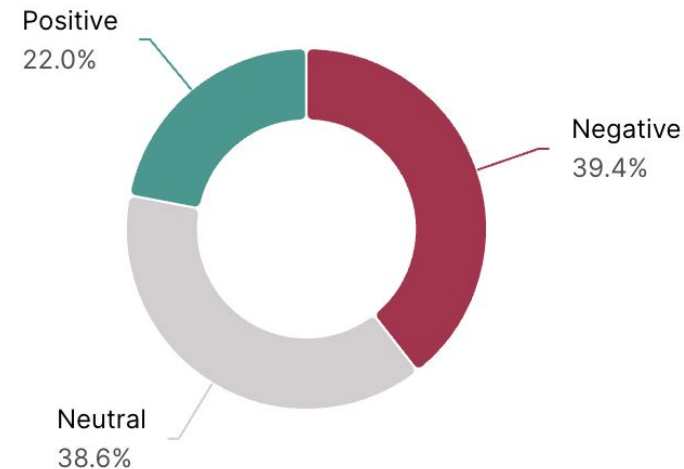
713.83M ↑

39,856,129.09% more than in previous period

Interactions

31.07M ↑

50,927,239.34% more than in previous period



There's been more than 31M interactions, generating 713M impressions across the public web. Close to 40% of the conversation is negative, and only 22% is rated as positive. In contrast, there are 22M Kenyans with access to Internet.



Tone of voice



The general tone of voice in these texts is one of **anger**, **frustration**, and **determination** in protesting against the Finance Bill 2024 and the government's actions towards it.




















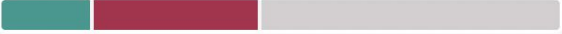
There are calls for resistance, accusations of dictatorship, and a sense of unity among the protestors.



Activist and influencers leading this conversation

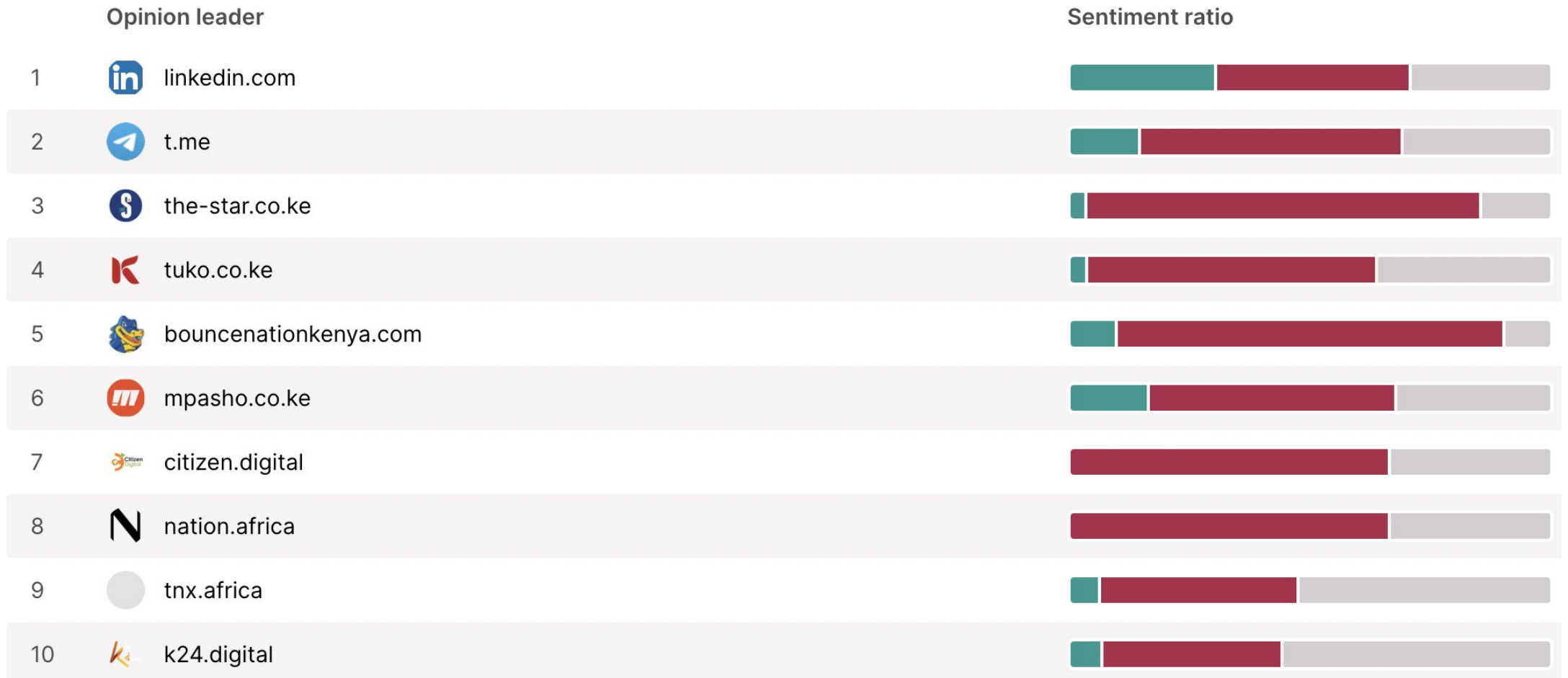
Key opinion leaders

Learn who has the most impact on public perception with their tone, reach, and audience engagement.

	Opinion leader	Sentiment ratio
1	 @C_NyaKundiH	
2	 @bonifacemwangi	
3	 @RobertAlai	
4	 Citizen TV Kenya	
5	 @Kimuzi_	
6	 @Osama_otero	
7	 @MuchiriiMike	
8	 @Honeyfarsafi	
9	 @MigunaMiguna	
10	 @wangepike_	



Sentiments on LinkedIn were more positive than on any other publisher website





Most popular emojis used: It displays a mix of emotions

Most popular emojis

Emojis can convey sentiment and tone in digital communication.

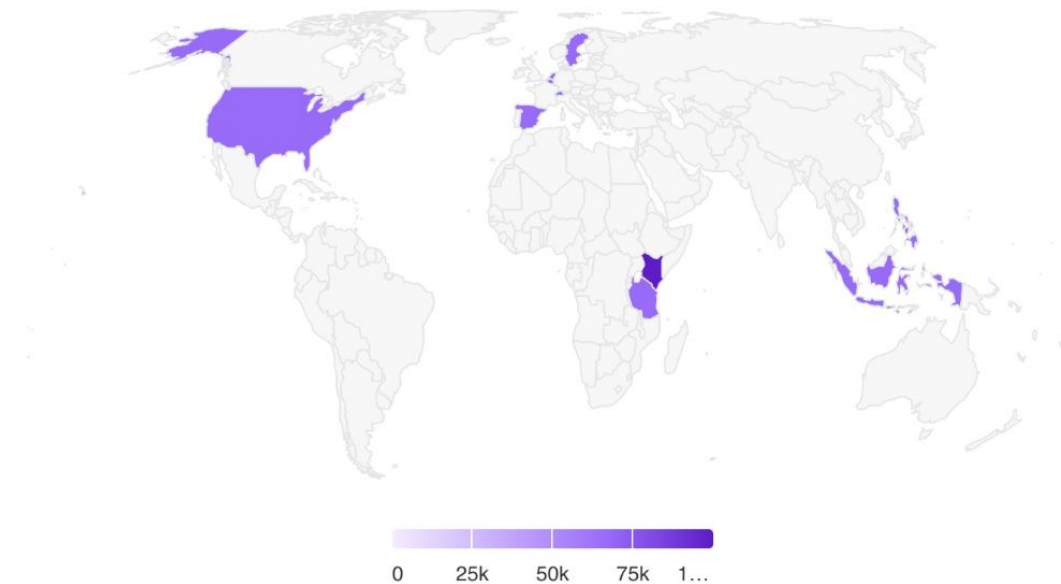




Kenya & the US lead in volume of conversation. Surprisingly the UK is missing in the top 10

Most popular locations

View which locations drive the most conversations about your topic.



	Top countries		Mentions
1	Kenya	50.45%	85.99k
2	United States	34.13%	58.17k
3	Tanzania	4.87%	8.31k
4	Philippines	2.6%	4.44k
5	Belgium	1.18%	2.01k
6	Indonesia	1.14%	1.94k
7	Netherlands	1.03%	1.76k
8	Spain	0.981%	1.67k
9	Switzerland	0.859%	1.46k
10	Sweden	0.841%	1.43k



While the UK misses in the list of top mentions, it does rank #10 with some of the most negative sentiments

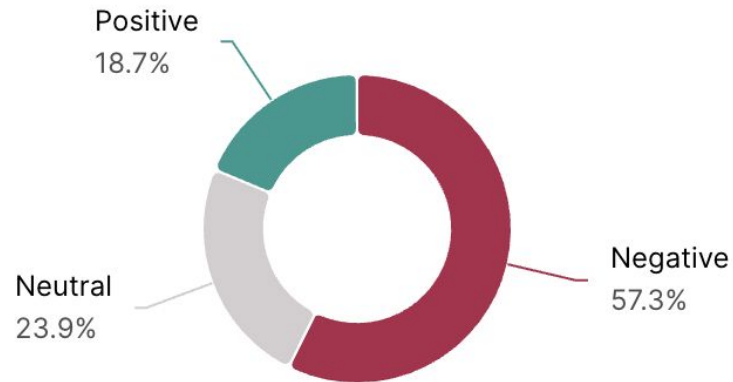
Sentiment in most popular locations

Learn how people in each country feel about your topic to target your messages more effectively.





What's the sentiment score on the President? We looked at mentions of "William Ruto" and "Zakayo"



Impressions
310.92M

Interactions
4.78M

Comments about the Presidents are notably more negative (57%) than those on the bill (40%). This is computed against 5M interactions looking at mentions of "William Ruto" and "Zakayo".



Our story: Who are we

Belva **Digital**

We are an award-winning martech agency helping brands connect with consumers while developing new growth & tech ventures.



Our promise over the year

Performance
marketing agency

Driving ROI through
digital marketing

2013

Digital marketing
agency

Helping businesses
understand digital

2018

MarTech agency

A growth accelerator
through marketing,
experience and technology

2023

**We do marketing in
a digital world,
not just digital marketing.**

Our approach

Connect

We connect brands to their ideal audiences enabling them to build valuable relationships

Engage

Our strategies are designed to drive engagement and deliver action.

Optimize

We use data and tools to ensure we are delivering on set metrics, while optimizing our plans to deliver this efficiently.

Getting You #FutureReady: Our Tech Services

Custom Software Development

- Web Application development
- Mobile App Development
- Enterprise Software Solutions
- Cloud Application Development

Mobile App Development

- iOS App Development
- Android App Development
- Cross-platform App Development

Web Development

- Responsive Designs
- Front-end Development
- Back-end Development
- Websites & E-commerce Solutions

Digital Transformation Consulting

- Strategy Development
- Tech Innovation implementation
- Change management

We Cover Africa

HQ in Nairobi.

Partners and offices covering SSA through our partnerships.

Currently servicing clients beyond Kenya: DSTV, EcoBank etc.





**Let's co-create
success together**

#futureready