



# **Occupy Movement**

## Digital media monitoring and analysis

July 8th, 2024

# Background

The conversation has evolved from calls to reject the finance bill to a call for Mr. President, William Ruto, to step down.

They are urging vigilance, discipline, and mobilization to make this happen, using hashtags such as #RutoMustGoNow and #RutoMustGo.

There is a strong emphasis on organizing and rallying revolutionary patriots, Gen-Zs, and Millennials to push for change through protests and social media activism.

We are tracking a number of queries and hashtags on X and TikTok:

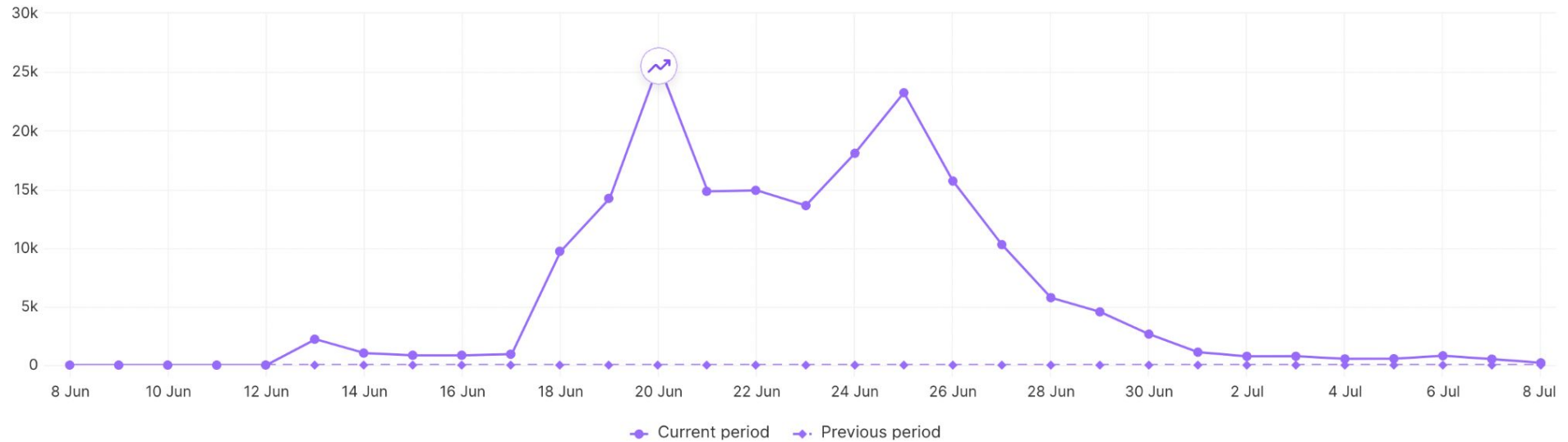
- ▶ #RejectFinanceBill
- ▶ #RejectFinanceBill2024
- ▶ #RutoMustGo
- ▶ William Ruto
- ▶ Zakayo

Duration: Last 30 days (June 9th - July 8th)



# Decline in chatter on the finance bill

20 Jun, 2024  
peak mentions  
25,643



The conversation around “reject finance bill” is on a downward trend after the government heeded to the calls of the protests. The conversation hit a peak on June 20th and June 25th.

June 25th was the crescendo of the protest that led to occupation of parliament.



# Finance Bill: Conversation Volume

Impressions

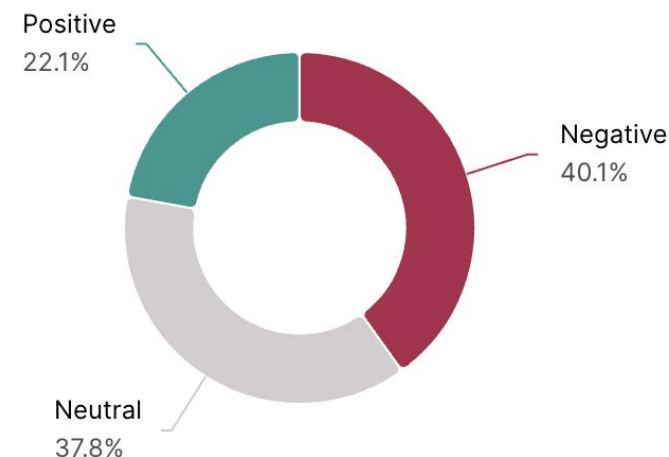
**746.34M** ↑

**22,754,178.45%** more than in previous period

Interactions

**32.39M** ↑

**48,336,470.15%** more than in previous period



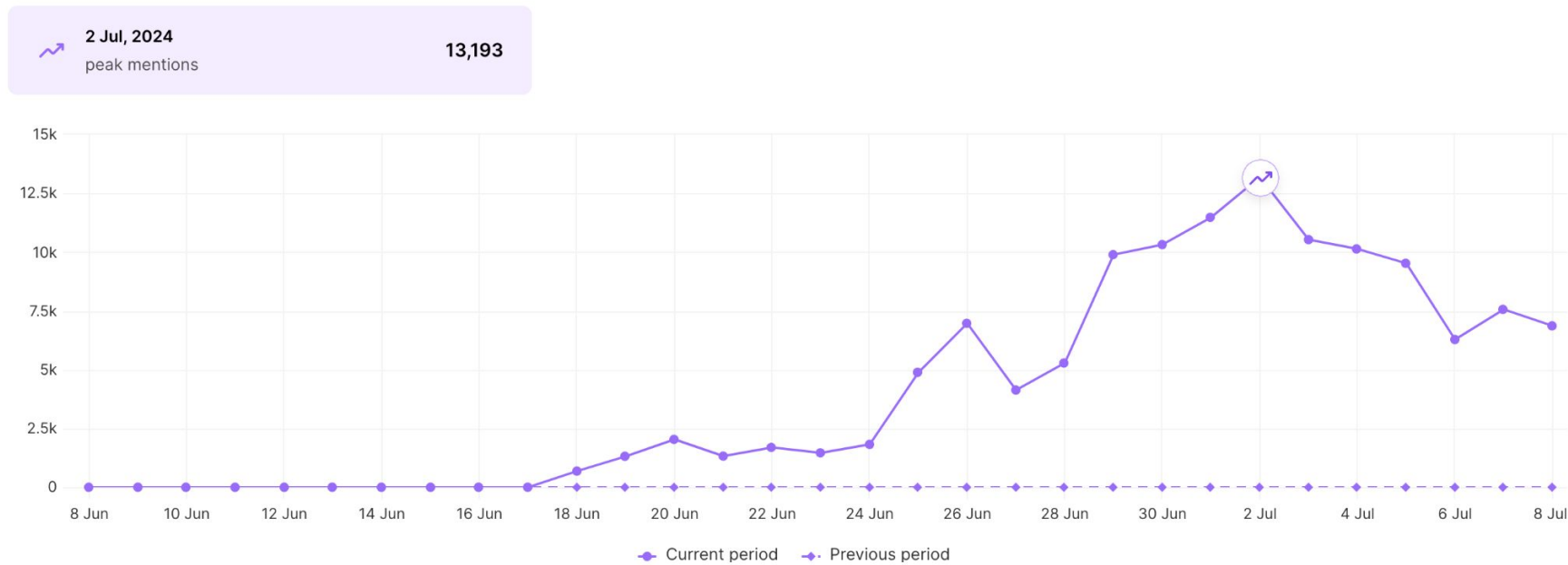
As at July 8th, the conversation around the bill had reached close to 750M impressions, with 1.3M more interactions since our last report on June 27th.

Note:

- Interactions: Users engaged in the conversation
- Impressions: No of times content is served/seen by the interacting users



# Conversation then shifted to #RutoMustGo which hit a peak on July 2nd



This trend has steadily grown from late June, rising to a peak on July 2nd as Kenyans took the streets with more calls for better governance.

This conversation appears to be dropping though, with lesser mentions since then. Focus has shifted to “occupying” certain institutions as opposed to calling the President to step down.



# #RutoMustGo : Conversation Insights

Impressions

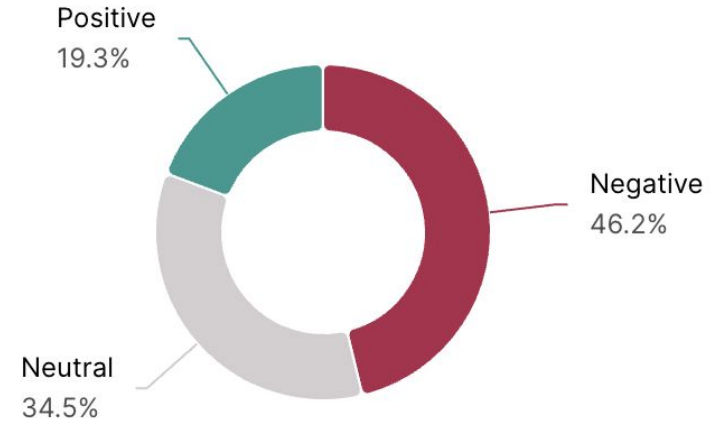
**834.15M** ↑

**534,565.19%** more than in previous period

Interactions

**16.76M** ↑

**677,296.32%** more than in previous period



This has had close to 17M interactions, generated over 800 million impressions. In contrast, this is 45% less interactions and close to 100 million more impressions than the “reject finance bill” conversation. An outright 46% is negative, 35% neutral and 19% positive.

Note:

- Interactions: Users engaged in the conversation
- Impressions: No of times content is served/seen by the interacting users



# Tone of voice

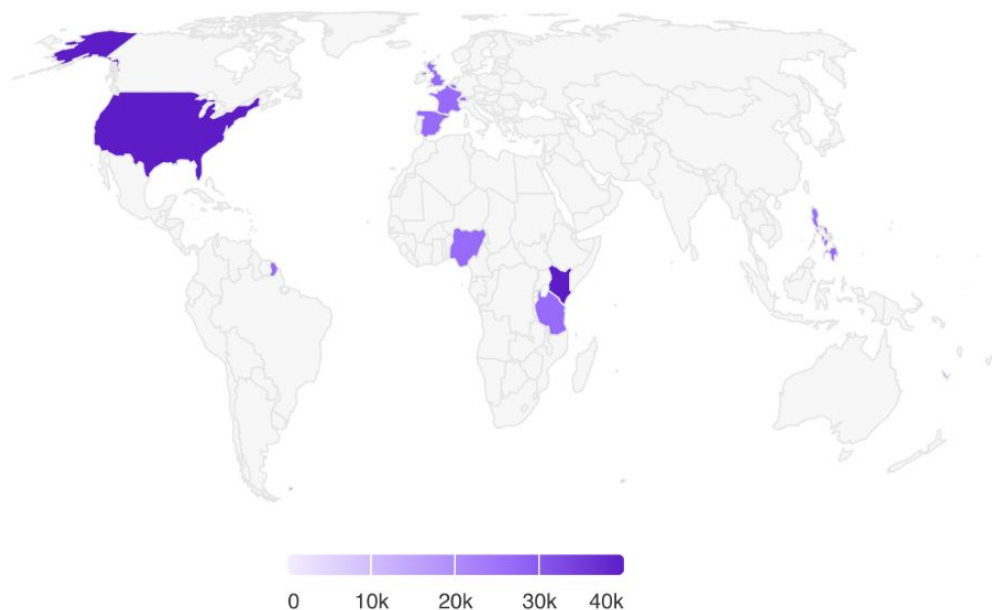


The general tone of all the texts is incendiary, revolutionary, and urgent, calling for the resignation of the President and his regime with a strong focus on mobilization and activism.



# Interestingly, this conversation is slightly louder in the US than in Kenya.

The UK is appearing in the top 10 as well, among other leading European & African countries.



Top countries		Mentions	
1	United States	37.71%	36.13k
2	Kenya	35.18%	33.71k
3	Tanzania	6.03%	5.78k
4	Philippines	3.32%	3.18k
5	United Kingdom	1.77%	1.7k
6	Spain	1.59%	1.52k
7	Nigeria	1.41%	1.35k
8	Belgium	1.39%	1.33k
9	Switzerland	1.31%	1.26k
10	France	1.27%	1.22k





# The most popular phrases are



	Most used in current period	Popularity change
1	william ruto	7,578.6% ↑
2	president william	4,963.6% ↑
3	finance bill	24,750.0% ↑
4	president ruto	6,450.0% ↑



# The most popular hashtags being used by netizens are

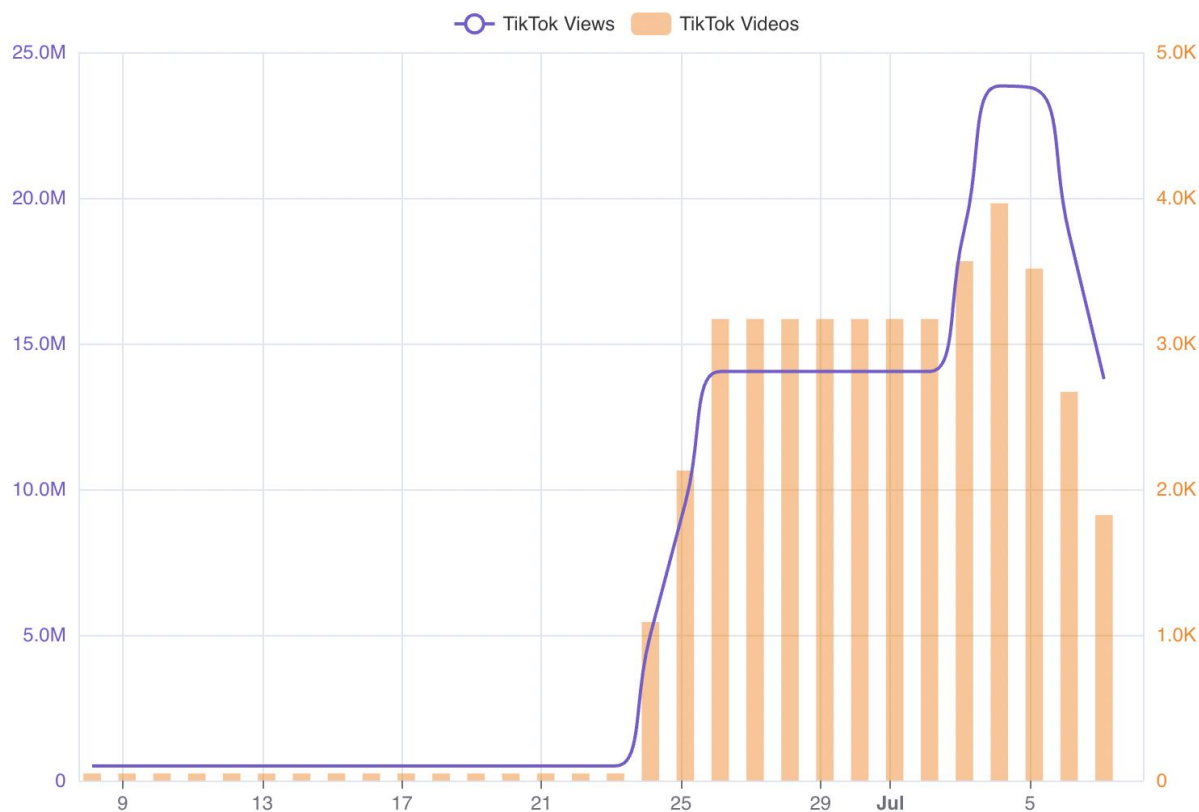
## Most popular hashtags

Amplify messaging or engage in discussions using relevant hashtags.





# #RutoMustGo on TikTok



It's a top trending hashtag on TikTok generating an average of 14M daily views, and 3k+ videos being published every day. The peak was on July 4th - close to 24 million video views on that specific day.

Overall, there's been close to 340 million video views from 46k+ videos.

The trend is reducing in popularity on this channel as well.



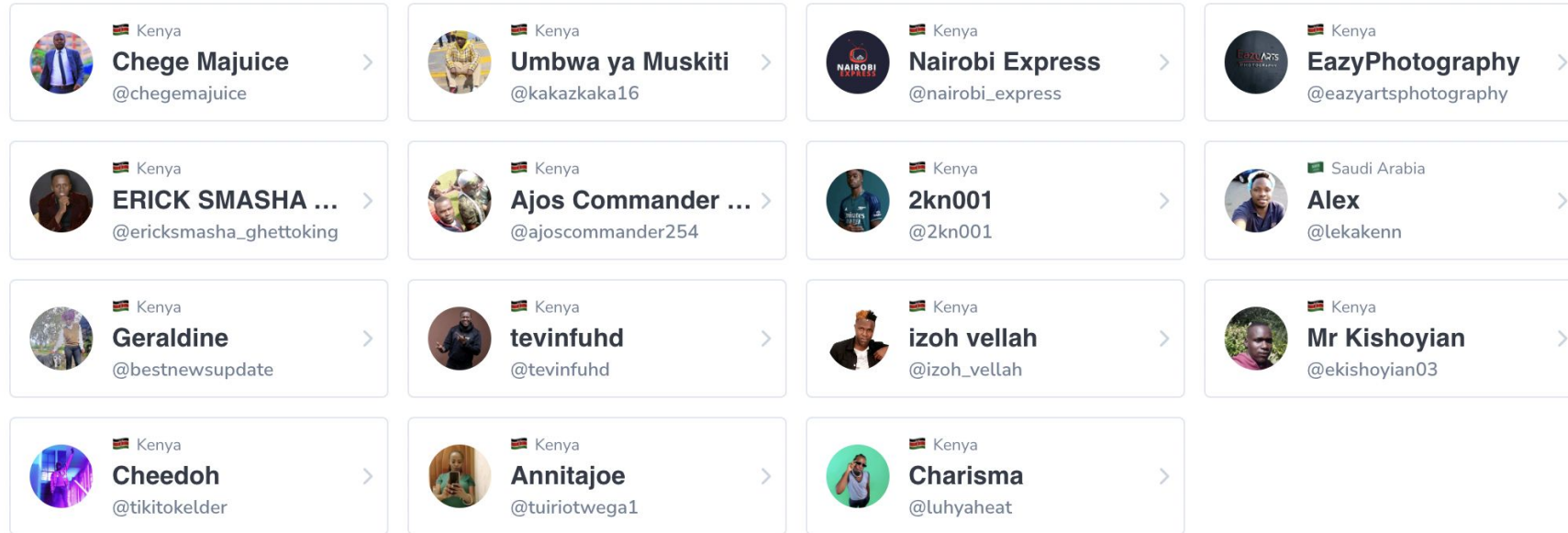
Total Views  
**339.9M**

Videos  
**45.9K**

Avg. Views / Video  
**7.4K**



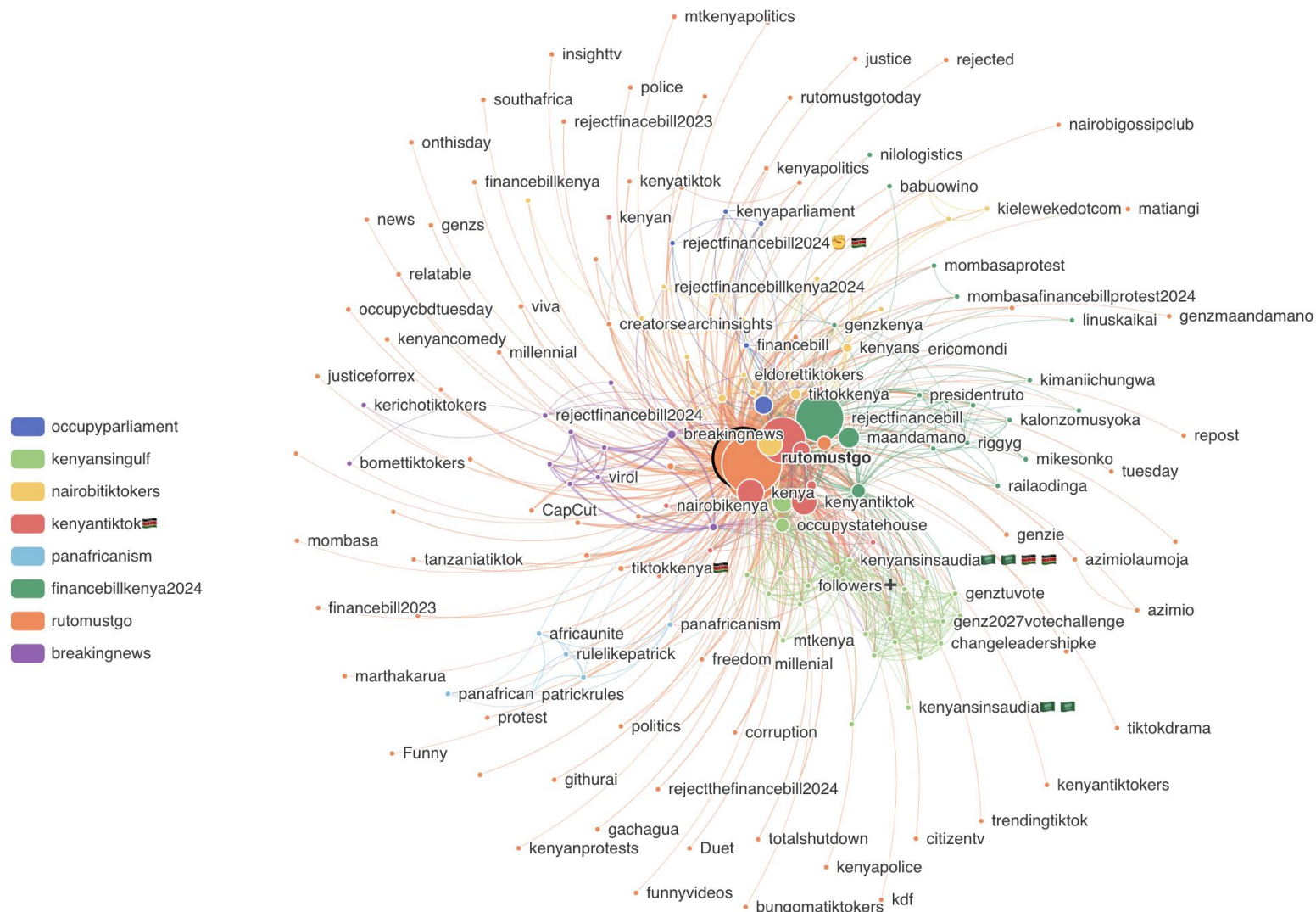
# #RutoMustGo : Leading voices on TikTok



The leading voices on TikTok are a reflection of the ordinary netizens. Unlike on X where the leading voices are a representation of popular activists, influencers, politicians and media houses. This highlights the virality of the TikTok platform where content takes precedence not the creator.



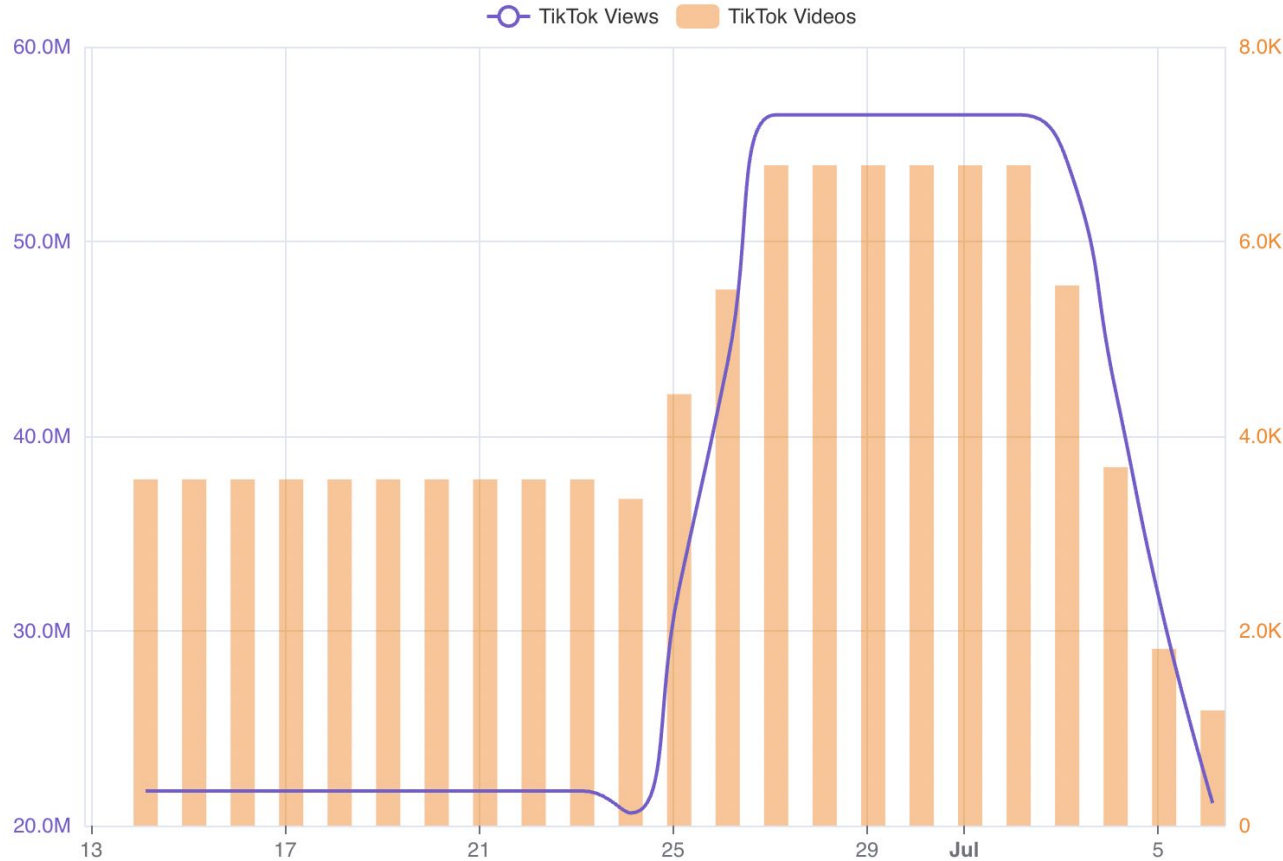
# #RutoMustGo : Related hashtags



There's a flood of hashtags associated with this conversation. All are centred on the call for better governance of Kenya. Close observation of this will identify the next focus of the conversation



# #RejectFinanceBill2024 on TikTok



This is a tracking of #rejectfinancebill2024 and associated hashtags e.g #rejectfinancebill

Close to 100k videos views have been generated, leading to over 800 million views on TikTok.

In comparison, this is double the views on the hashtag #RutoMustGo



Total Views	Videos	Avg. Views / Video
801.1M	99.4K	8.1K



# Most popular emojis used: It displays a mix of emotions from frustration, nationalism to humor

## Most popular emojis

Emojis can convey sentiment and tone in digital communication.





## What next?

While calls for the President to step down are decreasing, we anticipate that the public discourse will shift towards urging various government offices and institutions to address pressing issues. This trend is likely to be expressed through targeted hashtags such as #OccupyMOH and #OccupyCBDTuesday.

These focused protests are expected to persist, potentially leading to increased accountability, transparency, and improved governance in Kenya. They may inspire similar protests in other countries.

Platforms like TikTok and X (Twitter) will remain central to this conversation, with the tone ranging from frustration and courage to nationalism and humor (reflecting Kenyans' ability to satirize nearly any situation).



This report is prepared by the team at [Belva Digital](#) for purposing of helping the public appreciate the data behind the ongoing protests.



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