

Social Media Campaign Report April – June 2025

Reporting Period: April – June 2025

Organization/Sub-Grantee: NAPTA

1 Campaign Theme/Focus: Clean Air in Transport Sector

“Clean Transport, Clearer Air”

The focus is on vehicular air pollution predominantly from the public transport sector. The objective is to enhance awareness and engagement on air quality issues in Nairobi focusing on vehicular emissions and the mitigation efforts and solutions.

2 Overview of the campaign (April – June 2025)

During April to June 2025, NAPTA’s social media campaign under the **Breathe Cities programme** advocated for sustainable public transport as a key solution to reducing urban air pollution.

The campaign aimed to:

- Raise public awareness about the environmental and health impacts of vehicular pollution.
- Encourage behaviour change through practical solutions like non-motorised transport, carpooling, and adopting electric vehicles.
- Showcase creatively animated videos highlighting the link between transport emissions and public health.

A strong emphasis was placed on:

- Promoting low-emission alternatives and their operational cost benefits.
- Calling for a balanced **carrot-and-stick** government approach: offering incentives for electric vehicles and non-motorised transport, while enforcing stricter emission regulations.
- Reinforcing the shared responsibility in tackling air pollution, with a key message: **clean air is a right, but it requires collective action**.
- Amplifying the launch of Air Quality Monitors around Nairobi

The campaign successfully drove conversation and engagement around sustainable mobility and the urgent need for clean air initiatives.

2.1 Overall Performance Summary

Platform	No. of Posts	Total Reach	Total Engagements (Likes, Shares, Comments)
Facebook	10	1013	62
Instagram	N/A	N/A	N/A

X (Twitter)	10	927	59
LinkedIn	10	1410	106
TikTok	N/A	N/A	N/A
WhatsApp (Groups/Lists)	N/A	Approx. Reached	No. Forwarded/Replies

2.1.1 Total campaign reach:

3,350

2.1.2 Most engaged platform:

LinkedIn

2.1.3 Top performing content

<https://www.linkedin.com/feed/update/urn:li:activity:7314905240577658881>

3 Key campaign activities this period

Date	Platform	Post Type (Text, Image, Video, Live)	Topic/Message	Link/Reference	Comments
7/4/2025	Facebook	image	Discover the power of public transit	https://www.linkedin.com/feed/update/urn:li:activity:7314905240577658881	N/A
14/4/2025	LinkedIn	video	Animate video on vehicular emission	https://www.linkedin.com/feed/update/urn:li:activity:7317520161085747201	N/A
19/4/2025	LinkedIn	video	Educational video	https://www.linkedin.com/feed/update/urn:li:activity:	N/A

about Air pollution	7319339536839241729
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4 Engagement highlights

3–5 standout moments: (screenshots or short descriptions)



4.1.1 On our Facebook page we conducted a poll asking people if they have done an emission check on their vehicle this year. Majority of the people voted yes.

Attach screenshots or links to most engaging posts

<https://www.linkedin.com/feed/update/urn:li:activity:7319339536839241729>

5 Community feedback or insights

Generally, the social media campaign received strong community support, with many directly and indirectly praising its focus on cleaner air and healthier urban living.

Feedback highlighted the urgent need for improved, reliable public transport as a foundation for reducing car dependency and pollution. While many offered constructive ideas such as electric buses, better cycling infrastructure, and more green

spaces, some expressed concerns around funding, inclusivity and the feasibility of implementation.

The campaign sparked high engagement and meaningful dialogue, with the public calling for transparency, community involvement, and tangible action.

6 Lessons & Recommendations

Content featuring video clips of real people speaking about air pollution garnered high engagement, largely due to personalisation of the real-life experiences especially when conveyed in simplified and everyday "sheng" language.

Animated videos also attracted attention, while posters with catchy, curiosity-driven headlines like “cost saving...” proved effective in sparking interest.

These insights highlight the importance of curating relatable and timely content, leveraging high-traction formats, and consistently boosting posts to maximize reach and impact.

7 Attachments Checklist

Please attach or link to: Screenshots of key posts or interactions



- Links to top-performing videos or posts

<https://www.linkedin.com/feed/update/urn:li:activity:7319339536839241729>

- Campaign posters, flyers, or animations used

<https://www.linkedin.com/feed/update/urn:li:activity:7317520161085747201>

- Sample captions or scripts

Transit Saves, Community Thrives. Our latest carousel post reveals the economic benefits of switching to public transit—from reduced fuel and maintenance expenses to alleviating traffic congestion and energizing local economies. Discover how every ride contributes to a sustainable future.

[hashtag#CleanAir4Nairobi](#) [hashtag#BreatheNairobi](#)

