



4th April 2025

SOCIAL MEDIA CAMPAIGN REPORT

BREATHE CITIES

1. Campaign Overview

Objective:

To increase public awareness and engagement on air quality issues in Nairobi, with a particular focus on reducing vehicular emissions in the public transport sector.

Key Messages:

- The importance of clean air in public transport spaces
- The role of sustainable mobility in reducing air pollution
- Call to action: Encouraging public engagement in cleaner transport solutions

Social Media Channels Used:

- Facebook
- Twitter/X
- LinkedIn

2. Performance Summary

a) Overall Reach & Engagement

Metric	Value
Total Reach	3,253
Total Impressions	4,469
Total Engagements	199
New Followers Gained	33

b) Platform Breakdown

1. Facebook	Reach	Engagements	Shares
	Impressions		
	344	63	4
2. Twitter/ X	Impressions	Retweets	Comments
	1080	10	11
3. LinkedIn	Engagement rate	Shares	-
	2459	5	-

c) Top-Performing Posts

1. Air pollution from vehicular emissions affects us all-from respiratory problems to heart risk. Swipe through our carousel to learn about these impacts and why cleaner air matters for Nairobi.
 - o Platform: Facebook
 - o Engagement: 10
 - o Reach: 237
2. “Usafiri wa umma: Ufunguzi wa miji. Mabasi, matatu, na treni hupunguza msongamano na uchafuzi”.
 - o Platform: tweeter/x
 - o Engagement:10
 - o Reach: 197
3. Discover the city's rhythm! Public transit, cycling, carpooling & electric vehicles – each option brings us closer to a sustainable future
 - o Platform: tweeter/x
 - o Engagement: 11
 - o Reach: 145

3. Audience Insights

Demographics:

- Age Breakdown:
 - o 18–24: 18%
 - o 25–34: 40%
 - o 35–44: 20%

- Others: 22%
- **Gender Split:**
 - Male: 87.5%
 - Female: 11.5%
 - Other: 1%
- **Top Locations:**
 - Nairobi, Kenya

Engagement Patterns:

- **Peak Engagement Times:** 9am and 9pm
- **Most Engaged Audiences:** Transport advocates.

4. Key Highlights & Lessons

A. Successes

1. Growth in Reach and Engagement

- 13.7% increase in engagement compared to past campaigns
- Interactive content such as visuals and info-graphics performed best

2. Community Building

- 11.2% increase in followers across platforms
- 16 user-generated posts sparked conversations around air quality

3. Effective Hashtag Strategy

- Campaign hashtags (#BreatheNairobi, #CleanAirForAll) used in over 35 posts
- Influencer partnerships amplified reach and visibility

4. Powerful Storytelling

- Testimonials and community narratives received strong reactions (7 shares, 13 comments)

- 120 views on video content highlighting real-life experiences

5. Action-Oriented Outcomes

- 17% of users responded positively to calls to action (petitions, volunteering)
- Campaign-linked events saw noticeable attendance increases

B. Challenges

Challenge Area	Description
Limited Awareness	General unfamiliarity with Breathe Nairobi reduced initial traction
Algorithm Restrictions	Organic reach suppressed by platform algorithms
Uneven Performance	Content Posts on environmental policy underperformed compared to visuals
Resource Constraints	Limited budget and small team affected promotion and content consistency
Measuring Offline Impact	Difficult to track real-world behavior change from online metrics

5. Recommendations for Future Campaigns

1. Enhance Visibility & Awareness

- Use more engaging formats like polls, quizzes, and live sessions

2. Invest in Paid Promotion

- Boost high-performing posts for wider reach
- Use targeted ads to reach specific demographics

3. Refine Content Strategy

- Increase use of real-life stories, data-driven visuals, and video content

- Ensure thematic consistency in weekly messaging

4. Leverage Analytics

- Track top-performing post formats and topics to inform future content

6. Conclusion & Next Steps

The **Breathe Nairobi** campaign successfully initiated meaningful digital conversations about air pollution and sustainable public transport in Nairobi. Despite limitations in reach and resources, the campaign made measurable progress in awareness creation and audience engagement.

Next Steps:

- Develop a stronger content calendar with regular themes
- Increase partnerships with community-based organizations and media
- Allocate budget for micro-campaign boosts
- Strengthen post-campaign evaluations with real-world indicators

With continued focus and strategic refinement, future campaigns can significantly drive behavior change and public transport operators participation in air quality improvement initiatives.