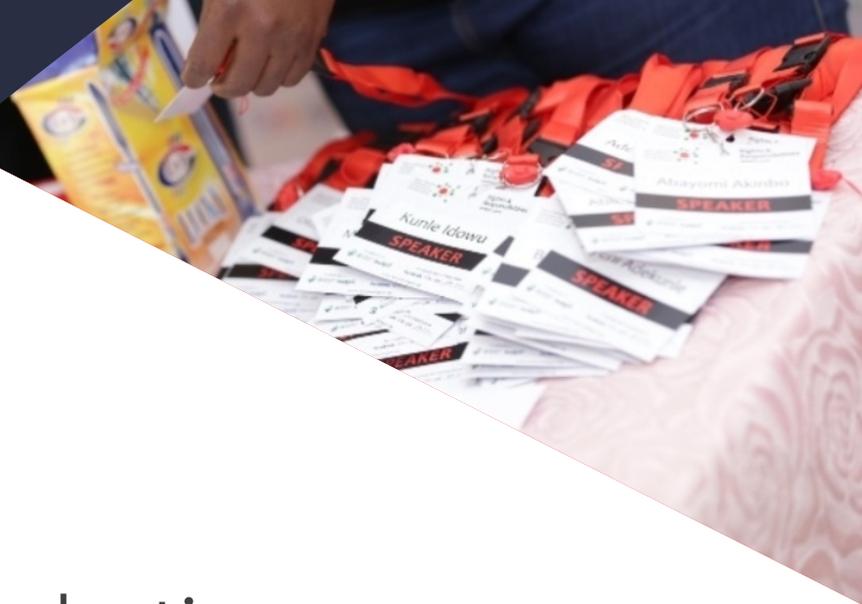




RIGHTS AND RESPONSIBILITIES

October, 2016
Abuja, Nigeria



Introduction

In May 2012, Enough is Enough Nigeria (EiE) partnered with the Shehu Musa Yar'Adua Foundation to host the **New Media and Governance Conference**, with the theme **Tools and Trends**.

Paradigm Initiative Nigeria (PIN) and BudgIT played crucial roles, by providing resource persons for the Conference. For the 2nd edition of the NMCG Conference, EiE, PIN and BudgIT hosted a two-day colloquium in October 2016, adding Citizens as a key element of the conversation.

This was reflected in the conference logo; a physical acknowledgment of the indispensable dynamic citizens exert on every democracy – as a bridge between new media and governance.

The focus for this NMCG Conference was the 'rights and responsibilities of citizens and government in using new media in a mutually beneficial way.' This was against a backdrop of regional, continental and international trends, where today's tools of technology increasingly embolden citizens through the power of anonymity to take on their governments and issues of governance.

With speakers from three African countries (Kenya, Tanzania and Nigeria), the Conference opened opportunities for collaboration in the areas of learning, development and civic awareness.

According to a recent report by the International Data Corporation (IDC), expenditures by corporate,

government establishments and individual users of Internet and communications technology rose markedly in Nigeria from 2016. Also, figures released from the Nigerian Communications Commission (NCC) in September 2016 peg the number of mobile Internet users in Nigeria (who are customers of the four major GSM network providers) at 93.5 million.

Undoubtedly, Nigeria's mobile Internet ecosystem is gaining momentum and given the country's significant human and economic resources, we expect online activity—particularly social media—to significantly influence the socio-economic and political landscapes.

The power of new media encompasses communications and connections; how we gather, consume and disseminate news, stories, and work-study related information. Increasingly, social media persistently asserts its place in politics on the continent.

Political office holders (elected and appointed), campaigners, government departments and agencies have utilized it as a tool to woo and engage the constituents they render services to, while the people have relied on social media to push back at oppression, protest corruption and make their voices heard.



This report aims to chronicle highlights of the New Media, Citizens and Governance Conference: Rights and Responsibilities, with a view to framing solutions that create an ecosystem for collaborative partnership in solving the challenges unanimously identified as detrimental to an uptake of sterling leadership and informed followers in our society.

The ultimate aim is to expunge the currently, somewhat, poisoned political environment, one that remains inimical to regional and national socio-economic development.

With the primary objective of galvanizing civil society and the public sphere to achieve the requisite level of coherency that turns “noises into voices,” this report follows the chronological order of the NMCG Conference via a multi-pronged approach.

Firstly, we curate the robust conversations that ensued at the event – predominantly those that cover the government's ability to persistently build relevant institutions whilst pursuing policies and investments that will spur sustainable improvement in citizens' quality of life.

The report then delves into practical steps citizens themselves can take, by using new media to ensure their wishes remain on the front burner over the election cycle in novel ways beneficial to national orientation, advocacy, security and socioeconomic progress.

Finally, the report proffers recommendations for improved governance to all stakeholders (government, CSOs, profit-making organizations and citizens) in Nigeria, and by extension its regional and continental peers.

A woman with short dark hair and glasses, wearing a vibrant, multi-colored patterned jacket, is speaking into a microphone. She is seated on a white chair. In the background, a banner with the word "budget" is partially visible. The top-left corner of the page features a red and dark blue diagonal graphic.

Conference Objectives

1. Convene professionals and thought leaders in the public and private sector to deliberate and articulate the critical importance of technology, social media and freedom of expression in increasing citizens' engagement with governance and governments.
2. Sustainably deepen the use of social media to navigate facets of governance—including national security, law-making and national orientation—and connect citizens to government stakeholders through the panel discussions.
3. Strengthen individual and institutional capacity for the use of social media tools.
4. Create a template for productive digital / new media advocacy and delineate best practices, with a cognizance of predominant and peculiar socio-cultural norms alike.



Content

Every session and panel was designed to meet specific needs covering citizen awareness, new media usage and open governance. It was crucial that the relevance, strength, and variety of content were structured to ensure we attracted the target audience and achieved all set objectives.

Speakers/Panelists

Each speaker was chosen based on their: name recognition and/or experience, ability to share their story and provide relevant information to participants on the designated topic.

Media and Publicity

We utilized both online (social media, emails, ads) and offline resources (newspapers) to announce the event, leveraging on media partners to get significant media mileage across all platforms or channels.

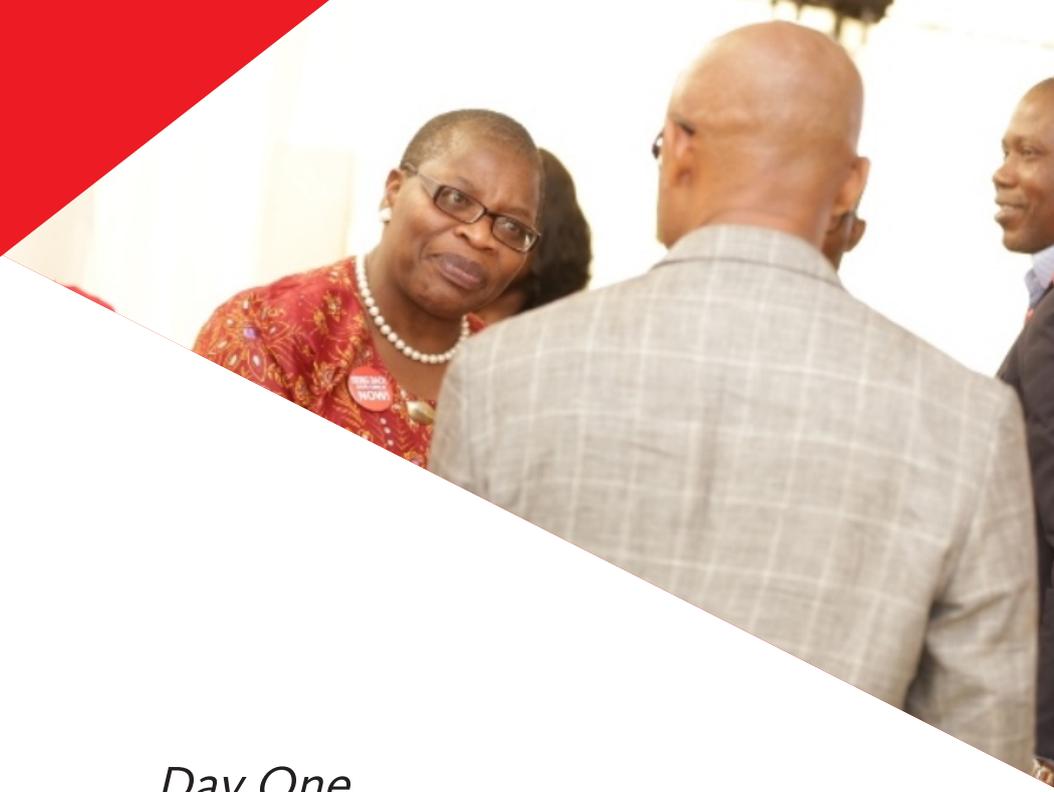


Opening Remarks

'**Gbenga Sesan**, Executive Director of PIN, built his speech on the premise that yesterday's news can be found in the newspapers while today's news is on social media, succinctly conveying the power of new media.

Noting that the first Conference in 2012 was held at a time when social media conversations were just gaining momentum in Nigeria, Mr. Sesan emphasized that the tone of the discussion has since shifted, and "one of the interesting conversations during that conference would be about unusual things that people discuss on the Internet."

He reiterated that upon the conclusion of the conference, participants would be more aware about not just the responsibilities, but also the power of citizens in a fledgling democracy like Nigeria's.



Day One

Session 1:

Office of the Citizen and New Media

"Delegated authority to government means that there is no government that can monopolize governance." – **Mrs. Oby Ezekwesili**

The former Minister of Education expressed her delight to be at the Conference, which she believes "speaks to where we ought to be in our journey to consolidating democracy." Mrs. Ezekwesili outlined how democracy has had a checkered history in Nigeria, going through three different cycles, with the third and current cycle of 17 years being the longest period of civilian rule in Nigeria's 56 years as an independent country.

Mrs. Ezekwesili said that there is no office greater than the *Office of the Citizen*, citing aspects of the UN declaration of human rights thus: *"...the will of the people shall be the basis of the authority of government and it shall be expressed in periodic and genuine elections..."*

She also quoted former US President Franklin D. Roosevelt for emphasis: *"Let us never forget that government is ourselves and not an alien power over us. The ultimate rulers of our democracy are not the President, Senators, Congressmen and government officials but (the) voters of this country."*



Mrs. Ezekwesili summed up her address by describing the conference as a convergence of citizens who are already important, and being critical capital for Nigeria's development, should now become a collective that must demolish barriers inhibiting the larger population from realizing their full potential.

This army must move the masses across the line and into the domain of the "Office of the Citizen," where active, engaged, informed discerning individuals are able to demand the quality of governance that is equal to, or perhaps higher than that of their contemporaries in exemplary constitutional democracies.

Session 2:

Rights and Responsibilities of Citizens and Government in Using New Media in a Mutually Beneficial way.

"I am struck by the Office of the Citizen." – Ebele Okobi

The Head of Public Policy for Facebook in Africa began the session by making a case for organized, coherent advocacy: *"I am here standing for the potentials behind technology as a platform to amplify voices. One of the amazing things about technology is that it takes away the intermediaries. It allows one person with access to a phone to be able to summon support."*

Ms. Okobi expressed her interest in ways the hitherto powerless emerge powerful through social media platforms, given that Facebook's mission is "absolutely aligned" with democracy and the amplification of disenfranchised demographics.

She pointed out the following:

The loudest voices are often those from Europe or the US; it is essential for the loudest voices to be from the African continent, where a greater burden of developmental challenges exists.

In a country of about 180 million people and a continent of some 1.2 billion inhabitants, it makes good sense for our voices to be heard in conferences about privacy and Internet freedom.

Comments about moving from "Hash-tag activism" to actual activism is crucial; Facebook is not particularly an expert in mobilization, rather what it does is offer the platform and engage directly with civil society, in terms of helping them in turn engage ordinary citizens in the causes and locations they cover.

A pointer to the power of social media is the interesting development where the Nigerian Senate now streams its deliberations on Facebook Live, an important step towards transparency, as citizens can now watch and react to all proceedings.

"I have lived through what the power of technology can do to change your life." – Titi Akinsanmi

Titi Akinsanmi, who is Google's Policy and Government Relations Lead for Sub-Saharan Africa reminded the audience about how the history of the Internet shows that though it was started by people who were largely academic researchers (with more similarities than dissimilarities in their perspectives), what we have today is a platform that

CITIZENS & Governance Conference



has to deal with a range of legal, cultural and belief systems.

About the Internet, she added:

It gives us all a level playing ground. The only aspect of inequality that needs to be consistently addressed and prioritized is access.

This platform we are presented with is what allows us to present the best version of ourselves, be it positive or negative; the choice is the individual's or professional entities'.

It gives everyone a voice.

Regarding Google and citizen usage, Ms. Akinsanmi said:

Google has a mission to organize the world's information and make it accessible, given that only information shared, can and will be organized.

Governance is critical to the ability of leaders and the led to operate, innovate, grow, and sustain quality of life and ideas within a democracy.

There would be no Google if the citizens—Google's end-users and the most critical part of its value chain—cannot access the information organized on their behalf/for their use.



"The Office of the Citizen is an office that you must not retire from. I exercise my Office of the Citizen because, though I have had a good life in terms of career and modest accomplishments, I care about what is going to happen to my grandchildren and some young ladies who are in a position I used to be about four decades ago." – Mrs. Oby Ezekwesili



"In exercising their office, rights and responsibilities, citizens decide on what one thing or more that they can focus on effectively, based on what they think they can put their energy and time behind." – Yemi Adamolekun

The Executive Director of Enough is Enough (EiE) Nigeria highlighted some factors that motivate citizens to take concerted action thus:

- Usually, there is a sense that people think there are issues to be dealt with, but more often than not they are looking for people who will champion the cause.
- The heart of it lies in people starting a campaign that they are willing to see to the end.
- There is always a personal connection and an investment in yourself when the cause is tied to you. This is why we always encourage people to take up and work on issues that are local to them.
- We are trying to build a portal that would help citizens do this, with people in the same community who have a shared challenge imposed by shortfalls in governance working together to bring solutions. We are calling it The **Office of the Citizen Portal**.
- The idea of using technology and digital citizenship to enhance governance is not necessarily that everybody has to have access, but that by empowering a few people who understand the issues and have access, they will

in turn see the benefit of taking the knowledge offline and engaging more of their peers.

After delivering a rousing keynote address, Mrs. Ezekwesili, Convener of the #BringBackOurGirls campaign group, responded to questions from the audience and said:

- ***Getting real change to happen is not just a touch-and-go affair; there has to be persistence. I, like many other people, thought our advocacy on #BringBackOurGirls would last for about one month. But it has been 926 days since the girls were missing and our advocacy is on Day 911, since we went to the Unity Fountain (Abuja).***
- ***Regardless of the barriers, obstacles and robust silence that may follow your demands as citizens, stay un-retiring and persistent until the goal that you sought to advance at the very beginning is accomplished. The Office of the Citizen is not an office that you retire from.***
- ***Creating a hashtag is a necessary condition for the effectiveness of digital citizenship in taking actions that produce a good outcome, but solely, it is not a sufficient one.***

She concluded with a summation of key lessons from the #BringBackOurGirls campaign:

- It is essential to ensure that a combination of physical presence/actions in tandem with everything that happens on social media continues in earnest.



- Despite the millions of people that might walk away, a crucial, vocal and influential part of the team must remain, to pursue the defined objectives to closure.

Ensuing question-and-answer sessions unanimously sought the transfer of actions from online/social media to offline engagements with stakeholders; this remains the remedy for converting "noise" into "voice."

Session 3:

New Media and National Orientation

This session focused on the role of new media in citizens' education. The ability to influence, shape and curate conversations remains the mainstay of the media industry, and galvanizing this to empower citizens formed the crux of discussions.

Aminu Davidson, representing Dr. Garba Abari, the Director-General of the National Orientation Agency (NOA), shed more light on the work of this organization concerning citizen education:

- NOA is structured such that it operates at National, State, Local Government and Ward levels. Due to its existence in every local government area in Nigeria, the NOA has a huge role to play in bridging the citizen-versus-government engagement gap.
- At the grassroots, communication with citizens is

achieved via town-hall meetings, the use of town criers and/or face-to-face interactions.

- In its interactions with citizens, the NOA also prioritizes gathering feedback about citizens' yearnings, observations and complaints raised about government programs.
- Over the years, the NOA has identified the core values in the Nigerian Constitution to include: patriotism, discipline, religious tolerance and integrity, and therefore uses these as guides in running campaigns that make it easier for Nigerians to know what is right or wrong.
- The NOA's campaigns are not always done in isolation; partnerships exist between the agency and civil society organizations, as well as the media. We believe in their involvement for any government policy to succeed.

Co-panelist Chidi Odinkalu, who was the former Chairman of the National Human Rights Commission, took the position that in many parts of Nigeria, the gap between actively engaged citizens and those excluded is not as steep as is currently constructed or perceived.

He explained how metrication of the impact of the digital media is a little difficult to accurately ascertain, similar to the "pass-on-rate" of old media.

Regarding culture and discrimination in Nigeria, Mr. Odinkalu said:

- *The idea that people who believe in God can*



honestly decide that somebody is so off-base and they cannot share a platform with them is bigoted and intolerable.

- *Culture changes positively or negatively, and one culture that has changed negatively in Nigeria is the culture of bigotry.*
- *Discrimination against anyone is discrimination against everyone. A country where decisions are made based on these irrationalities does not have room for citizens but neanderthals.*
- *In this Republic, there is only one thing that matters: the Citizen, who is recognized and protected by the **Constitution**.*
- *The Constitution grows and evolves because society evolves. The Constitution of the United States has evolved from not recognizing a black person as a complete human being to accommodating him as a President.*





Session 4:

Social Media Conduct 101: Thou Shalt Not Gaffe

Blunders and mistakes happen every day. But when this occurs on social media, in full glare of the public, it can be damning to individuals and organizations. So how does one avoid common pitfalls on social media? Moderator of this session Tolu Ogunlesi, Head of Digital Communications for The Presidency gave headline examples and argued that: *“these gaffes happen and a lot of the time they are not intentional,”* however, the effects are not always pleasant and can have long-lasting consequences.

“Thou shall apologize.” - Chude Jideonwo

Mr. Jideonwo, Co-founder of Red Media Africa, began this session by explaining how the immediacy of social media makes people struggle to create and/or adhere to rules that govern news and opinions, especially when dealing with a youth audience. The difficulty in navigating digital media stems from the fact that web and social media have different imperatives.

He added that:

The rush to judgment on social media is a deeply disturbing trend. Errors on social media are highly overblown and overrated.

It lies within the human nature to make mistakes; therefore, criminalizing mistakes eventually stops people from being human. This creates an atmosphere that makes it difficult for people, to be people.

We need to come up with a new sensibility where we understand the propensity of social media to lead to errors in thinking and we collectively agree to forgive ourselves. Then we can create a safe space or spaces for people to consistently have important conversations on social media.

“Thou shall know why you are on social media.”
–Aidan Eyakuze

Mr. Eyakuze, the Executive Director of East Africa-focused Twaweza asked: how do we avoid these social media blunders?

He asked the audience to realize that: Social media automatically turns users into billboards /advertisement of sorts, which become an extension of each individual's persona in the virtual world, and potentially offline as well. The first mistake to avoid is to assume that social media is a private space.

You should not insult people. You should not discredit an argument simply because you do not like the messenger of the argument; argue the case by engaging with the content being said or posted.

You must communicate using good grammar and proper spelling (in whatever language you choose) before posting.

Mr. Eyakuze also noted that contexts no longer matter in conversations on social media because social media itself is no longer private and everybody is capable of having various



conversations with anybody, at any time. Therefore, no control exists over how a message is received by the reader/ viewer, and *“the best that can be done is to try to explain why we say what we say, as we say it.”*

“Thou shall go over it again, again and again.” – Mercy Abang

Media Consultant Mercy Abang said people are bound to make mistakes on social media *“because there is no perfection to it. Rather, managing the situation when this happens is important.”*

Ms. Abang added that: “Shorthand writing is now a trend, even in serious conversations. Do not write wrongly and call it a trend; this is wrong and a major *‘thou shall not gaffe.’* Facebook is a forgiving community for these types of gaffes, but the Twitter community usually doesn't spare such and therefore encourages people to be good communicators.”

Session 5:

Case Studies - Focus on How Citizens Have Taken Action on Shortcomings in Governance, Accountability and Transparency Within Their Communities.

Abayomi Akinbo, Project Manager, BudgIT:

Social media is not just noise; it amplifies whatever you are doing offline. At BudgIT, social media is used to put information out there, but we have another platform called 'Tracka,' through which we go to communities and talk to people. We realized

(through Tracka) that many people do not know about the provisions for their community in the budget.

One can only question based on the information one has. If you do not have the right information, you cannot ask for accountability and transparency.

Out of Nigeria's 36 States, only 7 have their budgets online; it is therefore time for us to begin to demand information contained in our States' budgets. We also need to know our political representatives. This is the major way for us to foster transparency and accountability in the long-term.

Hamzat Lawal, Co-Founder/Chief Executive of Connected Development (CODE): A key thing about social media is the fact that it has created a platform where citizens can hold government to account and call them to action because citizens now follow up the funds meant for developmental projects.

For us, at **FollowTheMoney**, offline work takes up 70% of what we do, because we have to ensure that the information we put out online is verifiable and true.

We are always careful about what we share online because media houses pick our information as headline news.

‘Egghead’ Odewale – Social Commentator:

There are conversations that happen online, which transcend that space into traditional media, and



which policy makers also consume for their work of policy-making. It is one thing to have good policies, and another to enjoy good implementation.

Generally, the online media space and mass media in general have helped those in public office receive feedback from citizens about the decisions made on behalf of the people.

There is nothing currently happening on social media that is entirely new; what we see are the results of creativity and innovation.

Olumide Babalola – Principal Partner, Olumide Babalola & Co.:

There is a point to mobilizing on social media and there is a point in sensitizing and then, another requisite step of taking actions to make these changes happen.

It is not necessary in all cases that we have to mobilize people to go out and protest; sometimes a letter written to the person/organization in question might do the work.

The Constitution gives every citizen the right to privacy. Therefore, we need to know our constitutional rights, because if we do not know, we will not know when our rights are being trampled upon.

Parallel Sessions (Sessions 6 and 7)

Session 6:

Content Policy Workshop: Using Tools with Responsibility

“Abuse is inevitable with a tool as potent as the social media. What checks and balances exist—or are possible—such that users feel safe?” Titi Akinsanmi

Ms. Akinsanmi emphasized that Google is very fastidious about safety online:

Without becoming the police of the content that people put online, Google has guidelines in place that very much depend on communities being able to police each other. There is no human being or organization that has the resources to monitor (give or take) 600 hours of videos posted daily on YouTube.

But there are some right technologies in place, e.g. Content ID, to recognize when content is attached to a person's intellectual property or violates some other regulations.

More often than not, the generation we have using social media does not recognize that such regulations have been put in place, resulting in their constantly being flagged for violations of intellectual property or copyright issues.

A person is downgraded after about three flags, meaning he/she will have to go through a process



before posting anything again.

The same way plagiarism is not acceptable in the real world; it is also not acceptable in the social world. It is necessary to take responsibility for the content being put online, even though Google are not the ones providing the platform.

Ese Emerhi - Project Director, NDLink

Ms. Emerhi talked about her work with NDLink, an online advocacy and communications platform for development practitioners in Nigeria's oil-rich Niger Delta region:

NDLink's Social Media Toolkit is an e-book; an online tool that helps address some of the issues Civil Society Organizations (CSOs) are facing online and specifically in their usage/understanding of social media.

It is focused mainly on three tools; Facebook, Twitter and Google Analytics, but will be updated to include different segments covering tools now being used by CSOs.

Though conceptualized with the Niger-Delta in mind, a lot of the things covered in the e-book transcend the Niger-Delta region.

Some of the content within the toolkit includes: 'Why use social media?' and if you are going to start launching your social media presence there is 'How to start your strategy formulation' to facilitate successful advocacy campaigns.

- **Ebele Okobi, Facebook's Head of Public Policy for Africa:** Community standards exist and Facebook depends on its user community to report; it is good that people know what the standards are, so that they can accurately report abuse of the terms of usage.
- It has been noticed across Africa that we are under-reporting; the number of reports compared to the number of people online is very low.
- It is not required to send an email before reporting, but one can directly report into the tool by clicking on any content for options and then report. The platform was made as extensive as possible so that Facebook can get the right reports. The goal is to maximize the platform, and have as much speech as possible.
- Hate speech is any language that targets specific groups of people because of their gender, nationality, ethnic group, disability, sexual orientation, etc. We are not proactive in searching for it, but we act if it is reported, especially through the tool.
- Facebook does not allow hate speech or violent content. A platform that is replete with these kinds of content and consequently chases people away no longer maximizes free expression.

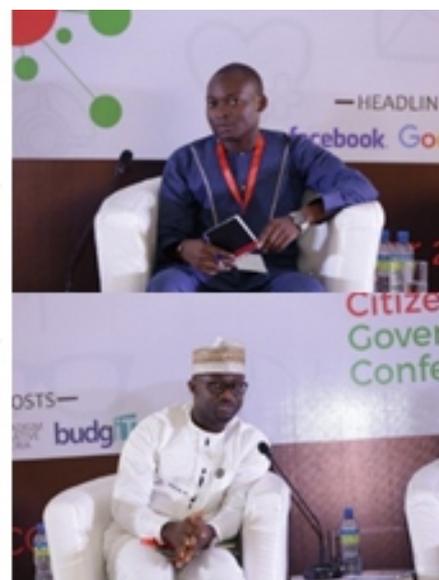
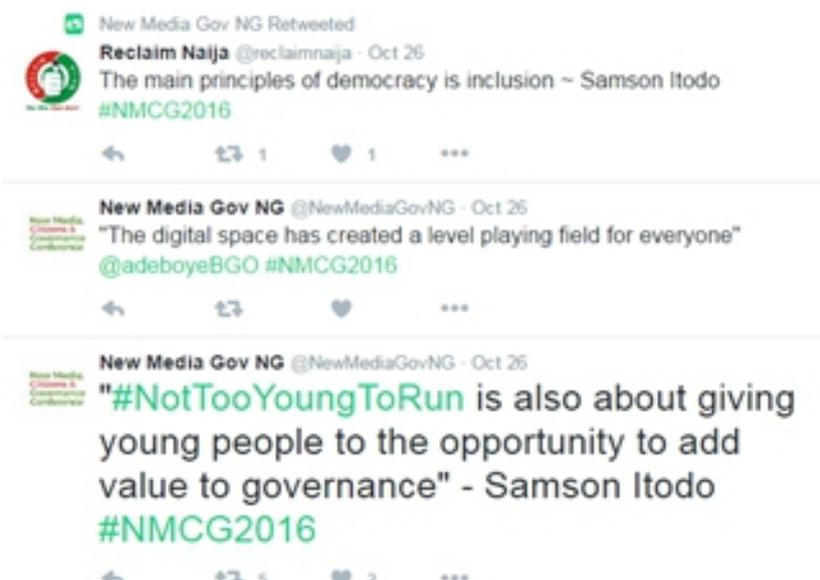


Session 7:

Effective and Efficient Law Making Case Study - The Digital Rights and Freedom Bill & #NotTooYoungToRun Bill

As facilitator of the session, Clement Nwankwo (Executive Director, Policy and Legal Advocacy Center) gave a background on the two Bills by way of introduction:

- These Bills are still going through the National Assembly process, and are at different stages of becoming laws or otherwise.
- **The Digital Rights and Freedom Bill** will go through the normal legislative process that a Bill needs to go through, while the **#NotTooYoungToRun Bill**, due to its constitutional implications, will need to go through the National and States' Assembly processes.





“Absolute power corrupts absolutely.” – Adeboye Adegoke

Mr. Adegoke, Program Manager at Paradigm Initiative Nigeria spoke about the Digital Rights and Freedom Bill, with highlights as follows:

- Government has reacted to the negative side of the digital space through this Bill, which is good. It is okay for government to come up with legislation and regulations to ensure perpetrators of digital crimes are arrested and punished.
- It is also important to have a balanced conversation; the debate around the Digital Rights and Freedom Bill came up to create this balance.
- Social media is the new 'Town-hall,' and it is important for government to engage on this platform. The only reason that a rumor will spread about government is because such governments are not communicating with the people.
- This Bill encourages government to follow due procedures, even in taking extraordinary measures to uphold national security.

“Leadership is therefore not about age.” – Samson Itodo

On the #NotTooYoungToRun Bill, **Samson Itodo, Programs and Communication Officer at Youth Initiative for Advocacy, Growth and Advancement (YIAGA)** said:

- The Bill seeks to reduce the age limit before running for office from 40 to 30 years for the office of the President; from 35 to 30 years for the Senate; from 30 to 25 years for the House of Representatives and from 35 to 30 years for the Governorship office.
- The Constitution is skewed to preclude young people from running for political office largely because of the challenge of aligning the voting age with the age required to run for office. As much as experience is very critical to leadership, it is just a function of one's exposure.
- One of the things that New Media has done is it has expanded the frontiers of capacity development and information sharing, giving a lot of young people access to information, which makes them valuable to the political process. Youth should therefore be given a space, if we truly believe that inclusion and participation are cardinal principles of democracy.
- The Bill has passed the first and second reading at the National Assembly. But, the truth is it needs 72 Senators, 240 members of the House of Representatives and 24 State Houses of Assembly to vote in support of this amendment; with the President also agreeing to an amendment of the Constitution.
- Citizens have a role to play in contacting their legislators to vote in support of this Bill.



Day Two

Session 8:

New Media and Elections

'Across the African continent, it has been established that New Media continues to play crucial roles in elections specifically. This set the tone for **Stanley Azuakola, Executive Editor, The Scoop NG**, who moderated the session.

Mr. Azuakola eased into proceedings with a hilarious account of how he joined Twitter, and in response to a question on inconclusive elections in Nigeria, he answered: *"Inconclusive elections are prescribed in our Electoral Act and are not necessarily a bad thing, provided the difference between the results of the candidates is not more than the votes that are invalid. It is not an INEC (Independent National Electoral Commission) problem and can be in order sometimes."*

"We cannot control the Internet but we can control what happens within our spaces."
– Fatu Ogwuche

Stressing the importance of new media and technology in providing transparency to elections, **Ms. Ogwuche, New Media Consultant at INEC**, cited the example of a company in Europe that is currently exploring ways for citizens to vote from home.

She juxtaposed this with Africa's reality, where incidences of social media being shut down during elections are rife in some countries, and reiterated the urgency of bridging these wide gaps in perceptions of social media that exist within various democratic societies.

Ms. Ogwuche also questioned the relevance of citizens' and accredited observers' opinions in Nigeria's electoral

reforms, calling for the legislative arm of government to improve on inculcating CSO and citizen views in electoral policies.

She shared the following views on divisive and destructive conversations on Twitter:

- Young people on Twitter in Nigeria hardly have a particular issue to agree on, and as far as these bridges and gaps exist between useful and engaging conversations, productive debates and actions will remain the exception in the run-up to the 2019 elections.
- There must be a collective agreement that e-voting is going to eventually happen. What would be constructive is if young people can agree that e-voting is something that must be worth exploring, going into 2019.
- If we can use our hashtags and the influence we have around it to drive conversations towards e-voting, then it is something that is going to be possible towards 2019.

"The discussion should not be about whether we desire to use new media to support elections, but rather about how we would increase and strengthen the use of new media in supporting elections." – Chuks Ojidoh

Mr. Ojidoh, Deputy Director at Community Life Project, supported the argument that new media and technology has helped Nigeria's electoral process achieve notable progress.

"We would recognize that we have gone very far comparing where we are now with where we were in say 2003/2007, in terms of openness, citizens' engagement and participation of citizens in monitoring elections," he said.



- Voting might go well, but between the voting and (result) collation, a lot of things happen; technology and new media can help us deal with this issue.
- The issue of midnight collation can for example be solved by using technology to send each polling unit's result to INEC immediately they are pasted, since about 80% of our polling units are located where we have GSM network.

“There is nothing for us, without us” - Sitawa Wafula

The Kenyan blogger and mental health advocate brought a different perspective to the NMCG Conference. Ms. Wafula said new media in Kenya has given citizens a platform to air their concerns, and make their leaders or anyone in power accountable –

something that was once practically impossible: “in Kenya, it has given people space to amplify their voices, therefore making them more participatory, wanting to know what is happening.”

Ms. Wafula spoke briefly on Kenya's (then) upcoming general elections:

- What has already started happening in Kenya is civic education. As the politicians have begun their campaigns, the citizens are already being made aware of how the process should take place and what their responsibilities are.
- Some citizens in Kenya have also been proactive, thinking of what could happen if there was a shutdown of the Internet during elections, but I personally doubt that there would be a shutdown.





Aidan Eyakuze shared how his organization, **Twaweza**, used new media during the 2015 General Elections in Tanzania:

We wanted to see if candidates could interact with citizens, so we went out and asked: ‘What do you make of candidates’ promises?’

The citizens said: ‘every candidate promises something and we have no idea how to judge the credibility of that promise. But, we would like to engage with them and ask them questions, thereby observing how they make these promises – their expressions and body language.’

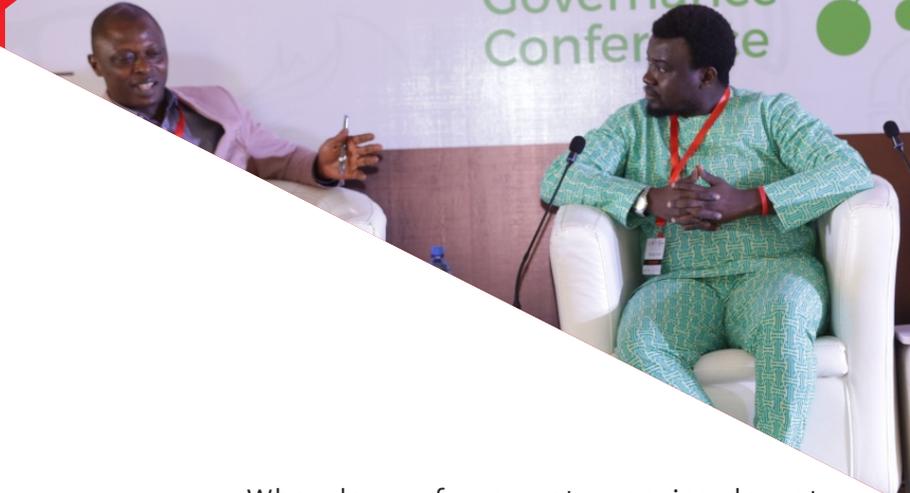
This led to the hosting of a series of live television debates, including a presidential debate. All

questions came from citizens as selected through Twitter, Facebook and WhatsApp, with over 600 questions received in the course of seven debates.

On the day of the debates, we curated the questions, asking the questions as they were sent in from the citizens. A national representative survey carried out about two months after the general elections showed that 40% of the population (20 million Tanzanians) did watch and engage with the debate.

So, using social media helped craft a different dialogue between the voters, the candidates and the manifestos they were presenting.





Session 9:

New Media and National Security

Is new media a threat to national security? How has new media influenced/impacted on matters concerning security? These were the crux of pertinent questions raised by and to panelists during this session, which was moderated by 'Gbenga Sesan.

"In 2016, the planet is not about stereotypes anymore; it is about continuous improvement." - Capt. Umar Aliyu (Rtd.)

Security expert Umar Aliyu focused on the place of institutions in leading the use of technology to secure lives and property. He said:

- The law enforcement agencies are still more inclined to stereotypes, and the bureaucracy that used to work some decades' past; but now we are forced to change, due to information technology.

- When law enforcement agencies do not respond, they react. Reacting was in tandem with those days when we enforced laws and combated crime. Today, we do not react – we respond, and should respond by “leading” crime, all of which is impossible until we enter crime and understand crime.
- You “lead” crime by staying a thought, a step and a mind ahead of the criminal. This is cheaper and more cost effective. Leading crime involves intellectual rigor, covering the psychology, sociology, dynamics and the statistics of crimes and criminals.
- With the help of new media, work that will take 50 years of physical labor is done at a desk, in an office. New media is like a global notice board, which is used to gauge 'pulse shots.' So, new media is not a threat to national security, but a challenge; one that is also surmountable.





Adeolu Adekola, Olamide Egbeyalo, Abayomi Akinbo



Aidan Eyakuze, Fatu Ogwuche, Stanley Azuakola



Gbenga Sesan, Tolu Adeleru-Balogun, 'Yemi Adamolekun, Seun Onigbinde



Gbenga Sesan, 'Yemi Adamolekun, Oby Ezekwesili, Titi Akinsanmi, Ebele Okobi



Chude Jideonwo



Cross-section of participants



Prof. Chidi Odinkalu



Mrs Oby Ezekwesili



'Egghead' Odewale, Olumide Babalola, Mercy Abang, Hamzat Lawal, Abayomi Akinbo



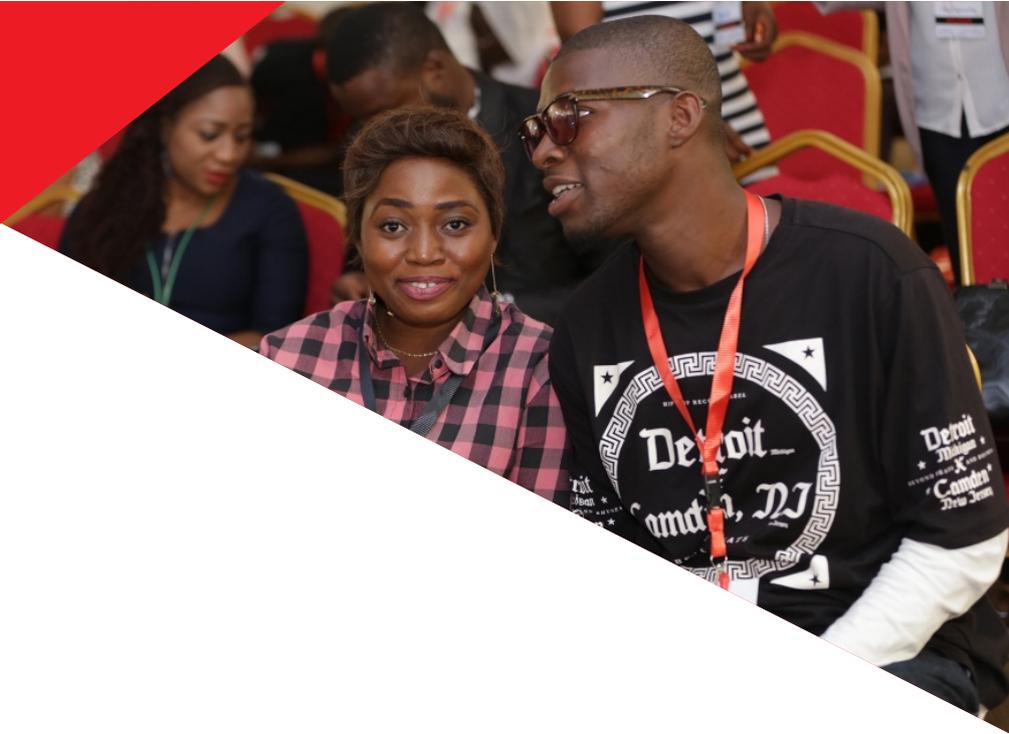
Femi Falodun, Kunle Idowu, Editi Effiong, Sitawa Wafula, Idris Okuneye (Bobrisky)



Salihu Yakasai, Aisha Augie-Kuta, Ifeanyi Aniagoh



Tolu Ogunlesi



Safety and Privacy Lightning Talk

'Gbenga Sesan, Executive Director of Paradigm Initiative Nigeria (PIN) gave a brief lecture during this session. He identified the first sign towards securing oneself online as a strong and secure password, noting that a significant amount of Internet users still take Online Safety for granted: *“until last year, the word 'password' was the most popular password used by the three billion people online across the world.”*

Mr. Sesan shared three rules as best practice:

- 1 When it comes to any sensitive data like money, do not access such through a cybercafé or with a friend's computer. The reason is due to cookies, which store your information with the aim of making it easier for you to log in next time.
- 2 Ensure you use very strong passwords you can easily remember as well. This does not always have to be in English, because passwords that are in local languages are more difficult to hack for a hacker who does not speak that language.
- 3 For people who do sensitive work and know they might be at risk can use anonymous accounts, as long as the account is not used to spread lies or hate speech.

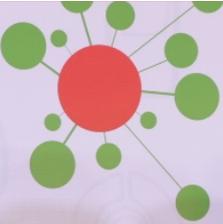
Session 10:

Engagement Unusual: Unconventional uses of New Media

Unarguably, this session proved unconventional itself even before it began, with a lot of 'controversies' surrounding the initial line-up of speakers. Two panelists pulled out at the last minute, issuing statements on social media platforms to announce the personal reasons behind their actions.

Therefore, a whirl of curiosity preceded this session, as the public expected what indeed turned out to be an unusual discussion. After the dust raised by the panelists who pulled out, the sessions was moderated by **Editi Effiong, CEO Anakle Limited**, who used Twitter to volunteer his participation.





Questions covered include:

- How do ordinary people on the different new media platforms succeed in getting extraordinary attention?
- What 'strategies' does a person need, to tell compelling stories and take on matters in an unusual manner, while not losing relevance of the message or their initial goal?

Panelist Sitawa Wafula whose work is primarily concerned with mental health gave illustrations on how to help epilepsy patients after an attack, also airing a video, which symbolizes the importance of mental health. She believes *“there is no health without mental health, and mental health is the basis of who we are and what we do.”*

Highlights of Ms. Wafula's contributions to the conversation are as follows:

- Everyone, whether they consider themselves a brand or not, should take time to define what success means for them. On my blog, you would see no comments on the posts most of the time, but, the amount of emails I get based on each post shows that there is still a lot of stigma. So, no one wants to be seen getting mental health information or support.
- The need to put the information out there keeps me going, because people keep requesting, and emailing me about different things they are going through in their lives. With mental health, it is a little bit tricky because it is a taboo topic, yet people really need the information.
- I have also got negative publicity, been trolled many times and experienced cyber-bullying,

though my message seems quite understandable. Sometimes your message might be clear and people know what you are talking about, but unfortunately you still get negative comments and reactions.

- As much as many people say they are not into politics, our persona is political, because there is always a political angle to everything. We are moving more into a state in which everything we do and say is online. We must consider what we are doing as a society and as people in the field of policy, to make sure the Internet is a safe space for every citizen online. People who do not have enough resilience to ignore the negative comments online must ensure they have a good online community around them.

Femi Falodun, Chief Operating Officer, ID Africa works with brands and clients across the continent in the field of digital media; he shared the following points:

- This conversation is about people who have mastered the art of engagement and are doing it for free. There are a lot of lessons to learn from these characters, acts and viral sensations on how to do better what we as established PR agencies currently do.
- There is no formula to going viral online, but there are elements that need to be put together; for example, honesty and authenticity. These viral sensations tell their stories and truths. Therefore, from what we have seen, understanding platforms, being authentic and



consistency are the things that work for them.

- If I were in government, I would leverage the power of new media with the Nigerian Army.

I would focus chiefly on content marketing, story-telling and visuals in engaging young people, because the Nigerian Army and all the other elements around the military are some of the strongest ways by which government can relate with its youth and favorably enhance perception whilst curating feedback.

Kunle “Frank Donga” Idowu, a comedian and actor who came to the limelight via social media platforms has used comedy and short video skits to tell stories about unemployment and the rigors of job-hunting using the perspective of a not-so-fresh graduate. For him:

- The level of ignorance is pretty high in our societies in Africa. One of the positive things about social media is that you have the opportunity, outside of the conventional media space, to put your voice and opinion out and to initiate an attitudinal change.
- All the while, I have always been passionate about unemployment for young people in the country. At that time, I felt strongly that there was a whole lot more that our leaders and government could do and also the unemployed graduates themselves. So, I wanted to share a few things I have discovered from my personal experiences, those of my friends and family who went for job interviews, concerning entrepreneurship and unemployment generally.
- I took my time and studied Instagram, Twitter and Facebook intensely and critically for eight

months. I noticed that there was a different kind of gang/team/citizenship that operated on these platforms. Instagram folks enjoy fashion, comedy, music and selfies with a whole lot of celebrities making it very popular, while I noticed Twitter was very potent with revolution, change and politics.

- One of the reasons things go viral online is because of empathy. When people begin to have an emotional connection with what you do, whether it makes them angry or happy, their attention will be gotten.

Idris Olanrewaju “Bobrisky” Okuneye shared how his SnapChat journey began some three months prior to the NMCG conference:

- I chose SnapChat because it is a video platform where you post videos and they go off in 24-hours.
- From the previous day's record, I have had 145,000 views on SnapChat because everybody was saying a lot about Bobrisky coming to #NMCG2016 to speak.

Mr. Okuneye says he has been successful in using social media to gain clients for the beauty products he sells. He adds that when he started using SnapChat, he knew what he wanted to gain from it “even though it did not make sense to some people, because in Nigeria you have to do some funny things to get people's attention while promoting whatsoever you know how to do.”



Session 11:

Advocacy and New Media

Undoubtedly, new media has reordered the way we carry out even the most mundane of activities; being essentially a platform to amplify a message or engage people on one's own terms. By extension, advocacy on social media remains a panacea in ensuring that public support for (or the recommendation of) a particular cause or policy is achieved. These themes served as a precursor to **social media influencer Japheth Omojuwa's** moderation of this session.

Mr. Omojuwa said: "There was the 2010 movement, which was strong in getting the then Vice-President to become the President; then there was 'Light up Nigeria' and so on. These movements were quite organic because there was no formation or organization. Over the years we now have organizations like EiE and BudgIT.

Since then we have had the Bring Back Our Girls movement and several similar campaigns, to raise funds for indigent students and Nigerians. This year alone, we have raised at least GBP40, 000 via Twitter."

"Social media actually leads to the mainstream media, even in terms of breaking the information." - Anne Muriungi

Ms. Muriungi, a Kenyan journalist, believes the success of social media in advocacy is aided largely by age:

"We need a lot of young people in this social media space who are keen and interested in doing a lot more of the homework, because a lot of what we see out there is repetition."

She notes independent funding as an unseen force exerting pressure on the impact of advocacy, citing a scenario where people in Kenya see civil society as puppets of the West.

"We are in a space where civil society will be donor-funded, but we need to make the system into what we can do of ourselves, for ourselves," she said.

In addition, Ms. Muriungi shared the following points:

- As civil society organizations, in holding government accountable, it is critical to separate the organization from the people behind the organization, because we need to realize that this is a game that is played by so many people.
- We need to look at the history of civil society movements and advocacy. Why were they formed? What are the big organizations that began from the West and where have they been to now? Was their cause collective or individual? I believe these inform to a large extent this CSO-effect of ours.
- What we may be seeing as structured civil society groups and organizations started from somewhere at a point where there was a collective of people who believed in the same



idea and then it grew.

- For individuals, your vote is your power; use it. In five years' time, we need to see a people that are not afraid to ask questions, not only for civil society but also in government.

“If only 5% (400,000 Nigerians) of the 8 million Nigerians on Facebook understood their rights and responsibilities and used these as active citizens, Nigeria would be a different place.” – Yemi Adamolekun

Ms. Adamolekun outlined EiE's roles and ultimate objectives thus:

- As an organization, EiE is focused on empowering citizens to engage government institutions in facilitating processes of good governance that benefit the larger society.
- EiE is a non-partisan organization, but I am very partisan because I must be, for me to cast a vote for someone on election day.
- There will always be a place for an EiE, because no matter who gets into government, you will always need somebody to check them. I hope the amount and scope of work we do will reduce over time. This is the expectation, and it is not going to be automatic.
- EiE started organically, but has ended up now being a structured formal organization, which has its challenges because we have funders we must report to.
- Social media has barriers with Internet access and penetration, as well as literacy. From that

perspective, we cannot possibly reach everybody.

- We say to people that have access to information to see themselves as thumbs, since the thumb is the only finger that touches the four other fingers easily; making it their job to educate other people.

“The core of anything that is going to change anywhere is people; their resilience, interest and drive. Social media is, therefore, just a form of media that people have at this moment in time.” – Oluseun Onigbinde

Mr. Onigbinde, Lead Partner at BudgIT said the scale of Africa's governance challenges are such that social media cannot be the sole way to systemic change, one where transparency and accountability are the ultimate goal.

As one of Africa's most prominent CSOs, he said BudgIT's main focus is premised on two questions: How do we raise the fold of active citizens? How do we ensure that more people buy into the Nigeria project?.

In achieving these goals in the course of advocacy, Mr. Onigbinde said social media has consistently proved insufficient for the change Nigerians desire, due to *“the level of interest in governance, as well as the structure of the society that we have.*

Our literacy span at different ends tilts more to those who are at the grassroots, who can barely read or write – or are just not that fluent in English Language.”



Mr. Onigbinde therefore advised against creating a barrier by sticking only with social media; rather more advocacy efforts should be targeted offline via print media, SMS or radio as civil society continues to explore other ways of engaging the demographics they serve.

“The savior that social media represents is the fact that I can speak, whether the government likes it or not, and they must listen” – Aisha Yesufu

Mrs. Yesufu, Chairperson of the Strategy Team for the 'Bring Back Our Girls' Campaign (remove italics) acknowledged that the social media end of the movement has attained tremendous impact. She noted that for a campaign able to sustain itself for 912 days, social media made, and makes reaching its target audience easier.

Some highlights Ms. Yesufu touched on are that:

One thing that social media did was to give people voices, because the conventional media as we used to know it and before we started having private broadcasters, was somewhat controlled and expensive.

Social media also made it possible for us to connect with people worldwide. The movement is not just here in Nigeria but all over the world. The fact that we had other people from outside the country, who are equally talking about it, through the help of social media, ensured that the government did not forget about it.

To achieve and sustain productive advocacy, she advised

- Sometimes it is not about doing things differently, it is about doing it consistently – not giving up and remaining tireless about the issue. You might even become an irritation, but just keep on being that good irritation because at the end of the day, someone will eventually do that right thing.
- The only way to focus on a message is to avoid being labeled or put in a box. Once you are labeled, there is an expectation placed on you to behave in a certain way. I do not take insults on social media personal because most times we generate conversations and it is not all the time that you must talk only to people who agree with you.

Regarding questions on leadership and political participation, Ms. Yesufu responded thus:

- Encouraging people to take up leadership roles is something we need to start early, as children, letting them know it is okay to aspire, to be proud of it and keep working towards it. We have to participate in politics.
- We also need to understand that, the fact that someone is outspoken on some issues does not mean that such an individual can be suited to certain positions of governance. We need people who can fit in and if you know you can fit in? Go in, and do not wait for anybody to give you that opportunity. Do not take 'no' for an answer; instead keep going until you get it and be a positive “irritant.”



- (In five years) I would like to see the corrupt ones bowing their heads in shame and not the incorruptible ones being made to look as if they are not smart, because they went into certain leadership positions and they did not take out money.
- I would also like to see a conversation where it is not about whether you are Igbo, Yoruba, Niger-Delta, Edo, Muslim, Christian, woman or a man, but about the fact that you are a human being and about what you are bringing to the table.



1 retweet 14 likes 11 hearts



Session 11:

Showcase of New Media Tools

“Government’s greatest power is not access to resources, but the ignorance of the citizen.” – Abayomi Akinbo.

Panelist Mr. Akinbo, Project Manager at Budget discussed in detail the tools the public-spending focused CSO routinely uses in its campaigns:

- Currently, we use Twitter and Facebook, but we also use Instagram because every social media platform has its unique audience. We believe that using social media amplifies the message you try to pass across to people, which is a good thing. We do combine tools to make infographics: Datawrapper, Infogram, Photoshop, Corel Draw and Excel.
- Budget is a product of a Hackathon in 2011, so in a way Budget is a tool. We have our application on AppleStore and PlayStore, from where it can be downloaded. With this app, you can get budget documents, infographics, data and related information, all of which can also be accessed from our website www.yourbudget.com
- **Tracka** is one tool that empowers citizens to have access to information and therefore ask questions. But this would be impossible if a citizen does not know who represents him/her in government, or who exactly to engage with. In cases where people are unaware who represents them at the National Assembly, we try to get the

information across to them by any means possible, because not everybody is on social media. This is why we host Town-hall engagements. These are part of the things we do, moving from one place to another, to speak to the people on how they can demand transparency and accountability with this tool (Tracka).

- The radio program '*Office of the Citizen*' runs on 'Nigeria Info 99.3' in Lagos and we are currently moving to Abeokuta as well. While we have the discussions on radio, we have people call in via telephone, and also get messages from Twitter, Facebook, WhatsApp and other platforms.

“For us to have a very active and vibrant citizenship, there has to be engagement between the citizenship and the government” – Adeolu Adekola

Mr Adekola is a program manager at EIE Nigeria and he shared the following insights:

- **ShineYourEye'** is a web and SMS-based tool, which means that you can go to www.shineyoureye.org and have as much access as we do to contact details for about 109 Senators and 360 House of Representative Members. Going forward, we are also going to scale up to cover the State Houses of Assembly.
- This is very important and crucial because part of what we do with this tool is to bridge the current information and knowledge gap. Part of our activities are focused on driving the conversation around the National Assembly and levels of transparency regarding its budget, attendance



and voting procedures.

- These are conversations we would like active citizens and Nigerians to take to their Representatives and Senators, and then ask questions of their leaders.
- Moving the conversation from the Internet and taking it offline to achieve real engagement is what 'ShineYourEye' is all about. Besides from being a web-based platform, it also has an SMS aspect, meaning you can send a text message (with this format: SYE-Polling Unit Number) to 20050 and get the same information.
- On Mondays, we have a radio program called "No Wahala Monday." It basically helps citizens resolve issues around anything and everything. Majorly it is just a handshake of conversations, so sometimes we just give the basic information and then refer people to our Twitter account for more information.

Olamide Egbayelo, Digital Media Manager, Paradigm Initiative Nigeria

Panelist Ms. Egbayelo superintends PIN's social media accounts and web applications. Participating in the discussion and simultaneously running the organization's Twitter account, she spoke on the tools of the trade:

- There is a tool called 'TweetDeck' where you can share information at important times even when you are offline. There, you can schedule your messages to be sent at such vital moments for

people to see and interact with, while you check back when you are available to respond to their requests or engagements.

- There is also 'Hootsuite,' which helps to schedule as many as four pictures on Twitter, Facebook, Google Plus, and so on.
- Other social media tools to enable you estimate impact and examples are 'TweetReach', 'Twitter Analytics' and 'Facebook Analytics,' which are free for users.
- If you are an organization or an individual, these analytics tools help you measure how people are relating with your profile and content.

Session 12:

Managing Social Media Accounts for Public Officials

The session commenced with Ayeni Adekunle who served as the moderator requesting each panelist to give a contextual background by sharing 'why they were selected to manage the social media engagements/accounts in the current space'.

Ayeni also led the conversation with the panelists on what are the highs and lows of their daily activities in bridging the gap between citizens and those they represent on social media by providing relevant information per time.

The panel had aides who were asked to pick twitter and facebook as their tool of choice and explain



why.

Rinsola Abiola, New Media Aide to Speaker, Nigeria's House of Representatives

Ms. Abiola spoke on the challenges and functions of her job in the following remarks:

- My job could be easy because we have what (content) to work with and we do not have so much of a communication gap in the office. I am being fed information constantly, so I know what to tell people when questions come up on issues we have been briefed about when we have talking points. If I am not authorized to comment on it, I make that very clear.
- It is difficult in the sense that no matter how diplomatic I try to be with people sometimes, just because of whom I work for and where my office is, one is already been seen as a sell-out.
- In making the affairs in the House of Representatives more transparent through #OpenNASS, I put a lot of pressure for quite a number of months before the Twitter handle for the House of Representatives was opened.
- We have WhatsApp groups for members of the House Committee on Media and for the members of the media team in the Office of the Speaker because although our jobs are interconnected, the mandates are different. So, WhatsApp is where we do a lot of our discussions. We also do broadcasts on WhatsApp if there is a press release issued.

- In addition to being a professional, I am still a politician. I am still connecting with my people and I can say that those who sent me are still happy with me.

Ifeyanyi Aniagoh, Senior Special Assistant on Social Media to the Governor of Anambra State

Mr. Aniagoh brought an added regional perspective to the panel, as chronicled below:

- There is that gap in Nigeria where those in government are seen as being 'there' and the people the other way. It is difficult because of the disparity between young people like us and information.
 - A lot of people do well on the Internet but they do not have access to information. People could say a lot of things on Facebook, but they will not spare a little time to go on Google to find what it means. So, when you make a post, people do not find out the truth, they just comment.
- What I do as a social media aide is outlined in five phases.
 - Checking the media space and getting the information out early enough.
 - Emergency alert service, using social media.
 - Social media entrepreneurship program, which seeks to employ thousands as we effectively engage young people online.



- Feedback: I run feedback for the government, through social media. We have a network on WhatsApp through which we talk to 89,000 people in Anambra State within 60-seconds.
- We use social media to manage those who follow the Governor online.
- In Anambra, the people dwell more on Facebook, so the Governor handles his Facebook account himself. Then, we also have an official Facebook page for the Governor, which is linked with Twitter and handled by his media team.

Bamikole Omishore, Special Assistant on New Media and Advocacy to the Senate President

Mr. Omishore was forthright about his hours and workflow:

- My job description is to help the Senate and the Senate President communicate what we are doing, to Nigerians home and abroad. I start as early as 6am to check some of the tweets and Facebook posts related to my principal, and then by 8am I discuss with the rest of the media team what we have been able to gather. I speak with my principal between 9 and 9:30am about the online conversations and ascertain his position.
- We switch to the @NGRSenate account between 9.30am and 1.30pm, trying to bring out what happens in the Senate in real time. We take note of the questions we get during this period

Esther Agbarakwe, Special Assistant to the Minister of Environment for Communications

Ms. Agbarakwe gave some context on how she came into this role:

- I think I was appointed for this role because I have already been doing something about social media and the environment. It is very important that one has the experience and knowledge to be able to do the work, whether in an advisory or assisting capacity. The Minister of Environment, Amina J. Mohamed, came in with her own brand on Twitter so it was easy to move with Twitter. She gave us three key strategy areas to deal with, in terms of our posts: content, currency and coordination.
- For us, we are still on Twitter. But when we have long videos of the Ministers (Minister of Environment and Minister of State for the Environment) speaking or some other engagements, we post on Facebook and then we continue the process on Twitter, live-tweeting events. Facebook is also good for our press releases, but we share them on Twitter as well, in order to have impact with both tools. So, we use both platforms actually, but Twitter is our best option.
- Adding the Ministers in a WhatsApp group is the best innovation I have done, because whenever I undertake media intelligence, instead of printing the results I just send it to



them. They read it and immediately take action; it also helps for reporting and quick policy decisions as well. So, for me WhatsApp is the best.

Salihu T. Yakasai, Director-General, Media and Communications, Government House, Kano

Mr. Yakasai, arguably one of the most active government aides on social media, shared the following pointers:

- Facebook is where we get the most feedback, because most of our people are largely on this platform. Many keep coming back to our Facebook page to engage with our information, so it does not matter when we post information, in as much as it is already on the page. If the issue at hand is one that we want to push out nationally, then Twitter works well for us, but if it is something for local consumption, we will use Facebook.
- I also go with WhatsApp, and I am currently in over 30 groups. In addition, my Governor is in most of these WhatsApp groups because he is very interested in the discussions, WhatsApp is very effective, in terms of strategic communication and feedback. One of the things that I use WhatsApp for is to get immediate updates from the grassroots.
- Facebook Messenger is also very effective for us, especially for our people that are outside the country who use Facebook a lot.
- Interestingly, more people use facts and figures to put you on the spot and try to get you to react. I

think that is encouraging, because in trying to respond, you have to go back and get answers for them. These facts and figures from the people are sometimes correct and if it is something you can advise the government to work on, you will be able to make a difference from within, knowing the facts and figures from outside.

Aisha Augie-Kuta, Senior Special Assistant on New Media to the Kebbi State Governor

- For me, it's not social media, it is new media and it is way beyond what we can imagine. It is basically anything that goes on digitally, which includes training, e-marketing, selling and creating brands and so much that goes beyond just having social media accounts. A lot of times we have people wondering why we are basically not engaged in general mundane discussions because it is way beyond what we want out there.
- One of the good things about Facebook is boosting posts, with which I have been able to get 70,000 impressions on Facebook with a small amount of money – even from people that are not actually following our State. So, we have been able to push a lot of information across to people, without them necessarily knowing where Kebbi State is.
- We do a more holistic story on Facebook because we have the space to achieve that. But on Twitter, with just only 140 characters, we are able to put out quick news on the spot as it is happening and also add 4 pictures to tell the story. What this does for us is that people anticipate the full story, which



will happen on Facebook later on during the day.

- Instead of sticking to just the government WhatsApp groups, we were able to also get ourselves into private and individual groups. Some are very political but more grassroots-focused, so we are able to listen to what the people are saying day-to-day and engage them directly in solving their problems.
- Whether we like it or not, we have to still look at things from the perspective of security. We as Nigerians have to learn to express ourselves without threatening, because that is the only reason the security people will come after us.
- I will also like for us to begin to advocate for rights of people with disabilities and then inclusion.





Conclusion

Delivering her closing remarks, **Yemi Adamolekun, Executive Director of EiE**, recalled that the first edition of the Conference which held four years ago, was an experiment of sorts.

She thanked Paradigm Initiative Nigeria (PIN) and BudgIT for walking the journey with EiE in hosting this second edition, also acknowledging Facebook, Google and Omidyar for coming on board to offer their support.

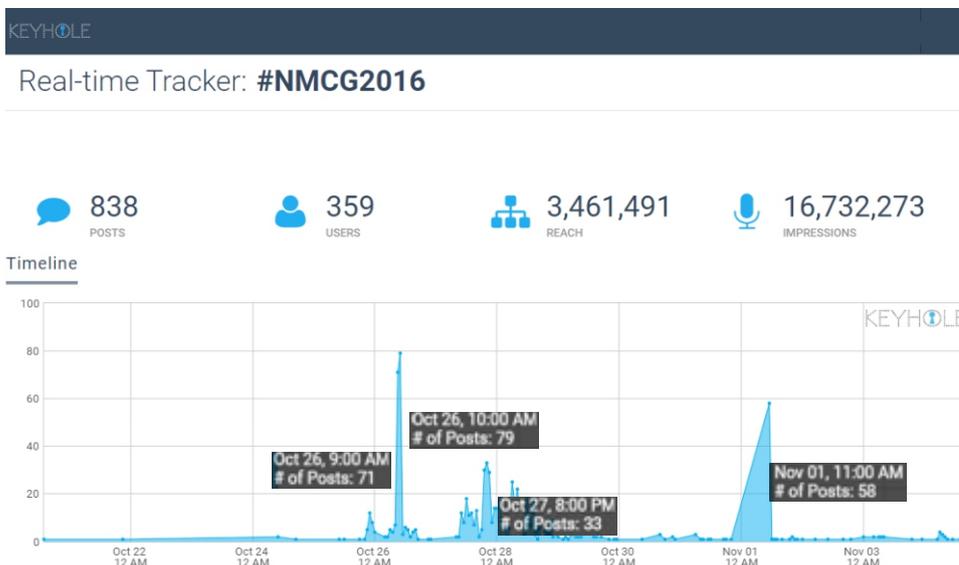
She added that Omidyar was one of the first organizations to believe in EiE, funding the organization in 2011 when the R.S.V.P campaign began, even though EiE was not formally registered at the time.

Ms. Adamolekun also extended her appreciation to other conference partners and the conference

speakers, specifically for their working relationships with BudgIT, PIN and EiE over the years and for honoring the invitation to *“join in what has been an interesting conversation.”*

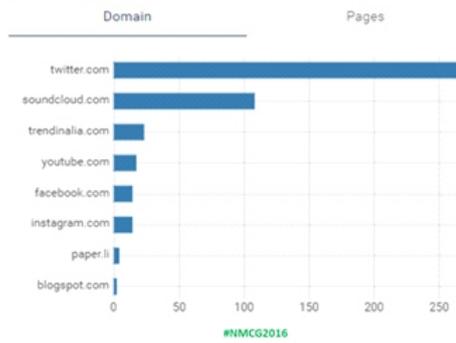
She concluded by underlining the reason why Citizens were a key part of this year's conference: “at the end of the day, new media is a tool and if there are no people using it, it becomes useless. Individuals drive change, so whatever change we want to see in whatever platform, in whatever way, has to be run by citizens.”

We all agree that Nigeria could be better and based on that, we do have a role to play in ensuring that comes to be. So, in our spaces, in whatever way, let us do what we can in using new media as a tool to engage government in demanding accountability as much as we can.”

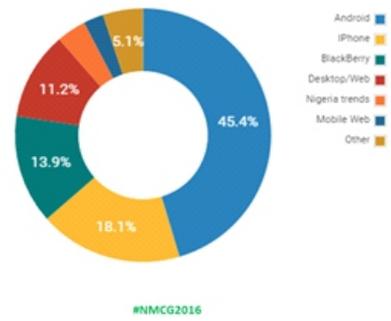




Top Sites



Top Sources

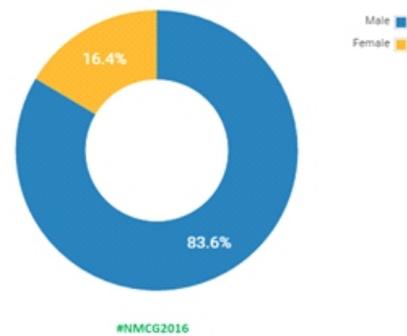


12

Location



Demographics



13



Recommendations

The following recommendations emerged from discussions during the NMCG 2016 conference:

Government and its Agencies

- Hurdles still exist in enshrining appreciable levels of accountability and transparency within government and its associated agencies. New media should be leveraged on, **not as a means of propaganda, but to engage citizens.**
- A **'social contract'** between government and citizens forms the basis upon which there is delegated authority from citizens to those that lead them. This is fundamental to helping citizens acquire the knowledge that is necessary for their definition of standards of good governance, and new media is one of the best tools to achieve these greater levels of communication.
- The **collation process during elections** has always been a weak link; targeted technology should therefore be introduced to mitigate this challenge. The issue of midnight collation of votes can be solved by electronically sending each polling unit's result to INEC immediately they are pasted, since about 80% of all polling units are located where adequate GSM networks exist.
- INEC has a large database of phone numbers of registered voters, which can be used for **civic education** – for instance, to dissuade citizens from selling their votes.
- Most military and law enforcement training

institutions are simply about mind-control; with habits created here that end up stereotypical and straddle human rights abuses. Security agents in Nigeria must therefore adopt **new methods** that demonstrate cognizance of the realities of crime and types of crimes within zonal and state lines alike.

- **Security agencies** must speak about their activities as much as is safely possible, or else the first person to speak about it is going to get the listenership, and thereby possibly misinform the public.
- Increased regional terrorism and insecurity have ensured military-civil relations are now “about 3% awake in our country,” so there should be a modicum of regular, defined **military-civil engagement programs**, to expand this new frontier of citizen awareness.
- **Innovation, imagination and meta-cognition** should be utilized by security agencies to recognize and resolve the sometimes inevitable clash between human rights and security.
- The Nigerian Army and all the other elements of the military remain one of the strongest ways by which government can extensively engage young people.

Civil Society

- CSOs must begin to organize in a more coherent way, to ultimately change the current **“noise” into “voice.”**



- Breaking down the Constitution and making it **accessible and comprehensible** to the general public is very crucial to improving the quality of Nigeria's democracy.
- Campaigns must be sustained, to ensure the National Assembly commits to passing laws that kick-start a full integration of technology into the electoral process (collation and e-voting).
- As citizens and CSOs with an in-road into the field of policy, attention must be geared towards legislation and awareness that ensures Nigeria's corner of the Internet is a **safe space** for every citizen online.
- Age regardless; the mass mobilization of citizens into **active citizenship** (and by extension into political leadership) is paramount, in the bid to attain proactively accountable governance and governments.
- CSOs should strive to transfer whatever gains being achieved on social media to the physical world (offline).
- ourselves as citizens. This creates an avenue for safe spaces or spaces for people to have important conversations on social media without fear of reprimand or cyber-bullying.
- The Constitution gives every citizen rights to privacy. Citizens need to know their constitutional rights, and avail themselves of the chance to engage with government officials with an online presence.
- Every social media platform has its pros and cons; identify your message and audience. Key into the specific platform that suits you or your agency, master the craft of engagement and remain consistent.
- There is no formula to going viral online, but there are elements that need to be put together, particularly honesty and authenticity.
- People who do not have enough resilience to ignore negative comments made online must ensure they have a good online community/support system around them.

Citizens / Organizations

- Citizens should organize, collate and disseminate knowledge with a sense of patriotism, and never assume social media is a private space.
- We must cultivate a sensibility that understands the propensity of social media to lead to errors in thinking, and collectively agree to forgive



Hosts



Enough is Enough Nigeria (EiE) is a coalition of individuals and organisations committed to instituting a culture of good governance and public accountability in Nigeria through active citizenship. EiE's #RSVP - **Register|Select|Vote|Protect**-Campaign is a key voter education campaign. EiE was an integral part of the **#OccupyNigeria** movement in 2012 and is currently very active in the **#OpenNASS** campaign.

At its 5th anniversary in 2015, the **#OfficeOfTheCitizen** campaign was launched to educate Nigerians on their rights and responsibilities. The coalition includes The Future Project; Paradigm Initiative (PI); Education as a Vaccine (EVA); Kudirat Initiative for Democracy (KIND) ; and LYNXs Nigeria. Partners include BudgIT & ReclaimNaija.



Paradigm Initiative Nigeria is a social enterprise that connects under served Nigerian youths with ICT enabled opportunities. Having worked with government, civil societies, private institutions and international organizations. PIN's projects build on years of combined experience and focus on socio-economic development.



BudgIT is a civic tech organization, raising the standards of transparency, citizens engagement and accountability, most especially in public finance. BudgIT's innovation comes with a creative use of government data by either presenting them in simple tweets, interactive format or infographics

Conference Speakers

Dr. Oby Ezekwesili is the Senior Economic Advisor of Open Society Foundation on the African Economic Development Policy Initiative and also the co-convener for BringBackOurGirls group.

'Gbenga Sesan is the Executive Director of Paradigm Initiative. He was Nigeria's first Information Technology Youth Ambassador and served as the Vice Chair of the United Nations Commission for Africa's African Technical Advisory Committee

Titi Akinsanmi is the Policy and Government Relations Lead for Sub-Saharan Africa at Google.

Ebele Okobi is the Head of Public Policy, Africa at Facebook. She leads the company's public work for Sub-Saharan Africa.

Chidi Odinkalu is Senior Legal Officer for the Africa Program of the Open Society Justice Initiative. He was the former chairman of National Human Rights Commission (NHRC)

Tolu Ogunlesi is Special Assistant on Digital Communication to President Muhammadu Buhari. He is also a popular blogger, one of Nigeria's most active Twitter users and renowned journalist

Chude Jideonwo was one of the founding members of EiE Nigeria. He is a Managing Partner of Red Media Group with a development subsidiary called "The Future Project". He is an award-winning journalist and media entrepreneur, nee media consultant and public speaker

Abayomi Akinbo is a Project Manager at BudgetIT since November 2014. He is also the Project Manager for Access Nigeria Project and a campaigner of Open Government Partnership Nigeria (OGP Nigeria).

Egghead Odewale is the Chief of Staff to the Minister of Steel and Solid Minerals Development. He is a PhD candidate at the Harvard University's Berkman Klein Center.

Hamzat Lawal is an environmental activist, an anti corruption crusader who co-founded "Follow The Money" and leads the team which comprises :data analyst, journalists, legal practitioners, activists, information managers, students, academics and development consultants.

Ese Emerhi joined PIND Foundation in 2014 to launch NDLink as Project Manager where she provided strategic leadership for NDLink for its first 2 years in operation. Today, she works as the Advocacy for the Niger Delta Development (ANDD) Program Manager.

Clement Nwankwo is the Director for the Abuja-based Policy and Legal Advocacy Center, (PLAC) which is currently working on election monitoring and promoting free and fair elections. He also co-founded Nigeria's first human rights group in 1987 - the Civil Liberties Organisation.

Adeboye Adegoke is ICT Policy Manager at PIN since July 2014. He was co-founder of The Monk

Media Yellow Pages. Prior to joining PIN, he was the Head of Business Development and Client Support Service at Tawona Workspaces Limited.

Samson Itodo heads one of Nigeria's foremost youth think-tanks on democratic governance for Advocacy, Growth and Advancement (YIAGA). Samson Itodo has in the last ten years worked on widening civic space for youth in Nigeria and Africa.

Stanley Azuakola is a multiplatform journalist whose dream is to harness the power of the media to influence minds, rally citizens and effect change. He is currently the editor of The ScoopNG, Nigeria's first platform strictly dedicated to politics, policy and public affairs.

Yemi Adamolekun provides leadership for EiE Nigeria's projects and manages relationships with the organization's stakeholders, partners and funders and coalition members. She has 17 years work experience in the private and public sector in Nigeria and the US.

Yemi has a first degree in Mathematics & Economics from the University of Virginia; an MSc in Development Studies from the London School of Economics and an MBA from the University of Oxford.

Fatu Ogwuche is an Elections and Technology Consultant and a Mandela Washington Fellow with expertise in developing technology for elections and Situation Rooms. She is currently working on election projects in Ghana, Gambia, Kenya, Liberia and the US.

Chuks Ojidoh is a grassroots mobilizer and community organizer with over twenty years experience in developing innovative strategies for promoting citizens engagement especially at the community level.

Captain Umar Aliyu is a National Security Resource and Solution-Option Consultant. He is a Business Partner with Integrated Risks Solutions, a business security consultancy firm in Nigeria where he proffers enterprise-environment and business-security-risk solutions for various clients.

Okuneye Idris Olanrewaju (Bobrisky) is the most popular Nigerian on Snapchat. He has been able to garner a large fan base and followership by engaging in an 'unusual' way.

Femi Falodun is a Chief Digital Officer for BHM Group and COO at ID Africa, Femi has worked on PR, Content Marketing and Digital Communication for some of Nigeria's biggest brands.

Kunle Idowu (Frank Donga) is a film maker, an actor, a mobile content maker and the creator of the 'Frank Donga' comedy series. He is the Creative director of Maxanfilms.com.

Japheth Omojuwa is a Nigerian thought leader and socio-political influencer, a columnist in Nigerian dailies with features on national and international platforms including CNN, BBC, Aljazeera, Daily Mail & Guardian and with articles translated into French, Portuguese, Greek and Deutsch.

Oluseun Onigbinde is the Lead Partner of BudgIT, a civic organization he co-founded in 2011 which works to simplify access to government data and also drives institutional reform. He is a contributor to Data Journalism Handbook and also a member of the OpenSpending Wiki Group, an initiative of the Open Knowledge Foundation based in the United Kingdom.

Aisha Yesufu was the Chairperson of the Strategic Team of the #BringBackOurGirls movement which has been advocating for the rescue of #ChibokGirls abducted from their school on April 14th 2014 by Boko Haram terrorists. She is also an advocate for education especially for poor children.

Olamide Egbayelo was the Digital Media and Communications Team Lead for PIN. She managed the online implementation of the Rockefeller Foundation-funded Digital Jobs Project in Nigeria.

Adeolu Adekola is the Program Manager for EiE where he oversees the day to day operations and ensures projects continue to meet expectations. Prior to his role at EiE, he contributed to and successfully executed projects in the aviation, real estate, finance and IT sectors.

Ayeni Adekunle is a stammerer, a failed microbiologist, failed author, failed actor, failed musician and a third class university graduate. Today, he is the Founder/Chief Executive Officer of Black House Media, a Lagos-based communication organization known widely as BHM.

Rinsola Abiola is the Special Assistant (New Media) to the House of Representatives Speaker Yakubu Dogara. She is also the CEO of Kareesmah.

Bankole Omisore is the Special Assistant (Advocacy & New Media) to the Senate President, Senator Bukola Saraki.

Esther Agbarakwe is currently a Special Adviser to the Honourable Minister of Environment. Esther is also the founder of the Nigerian Youth Climate Coalition, one of the partner organizations of EiE Nigeria.

Ifeanyi Aniagoh is the Senior Special Assistant on Social Media to the Anambra State Governor.

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