Report

Women@Web

DIGITAL LITERACY WORKSHOP

Held on 31st August 2018
At The Heron Portico Hotel
Nairobi, Kenya

SP

siasa
P L A C E

We the people...inventing the future

DW Akademie

Contents

Introduction and Summary

Siasa Place in partnership with DW Akademie held a Digital Literacy Workshop in Nairobi, on 31st August 2018. The purpose of the workshop was to equip women with information on Digital literacy; Content creation; Digital storytelling; tools, skills and impact; Understanding digital ecosystem; Citizen Journalism, as well as online security.

In attendance, there were thirty three participants from the expected forty which was a very good turn out based on the fact that our target group is composed of usually very busy women. They were women form various organisations like Dada Power which is an organisation that mentors highschool girls, Vitabu Vyetu which is an organisation that improves literacy levels for children aged 3-13 from the urban slums through tailor-made reading programs, Badili Africa which is an organisation that addresses the scarcity of young women running for public office starting with their student governments, Vijana hub,   script writers, bloggers, entrepreneurs and health practitioners.

Beyond just educating the women, the workshop enabled those present to engage rigorously on the overall challenges that digitally literate women face, and most importantly, share their different experiences, as well as perspectives. During some of the interactive sessions, it was clear that regardless of the women's line of work, some of the online encounters they faced were comparable.

This report, covers sessions that were conducted by the facilitators, key points raised by members of the audience and the recommendations. The four sessions were on the following topics:
- **Digital Literacy, Netiquette and Content Creation.**
- **Understanding the digital ecosystem, managing digital footprint and citizen journalism.**
- **Digital Storytelling; Tools, skills, and creating impact.**
- **Digital safety and Security; mitigating online risks, data protection and management.**

Our hashtag **#WomenAtWebKE** was number one trending in the country with a total of 11,820,646 impressions which was a clear indication that women being on the web was of vital importance. The online engagement was tremendous as diverse voices joined the conversation and followed the ongoings of the training as it ensued. (See Appendix 1).

As participants reflected on the lessons learnt from the different presentations made by the facilitators, and familiarities shared by their fellow attendees, they seemed determined to change;
- How they use the online space, devices, clearance of internet cookies, change of weak passwords, and finally use of multi-factor authentication.
- Grow more aware of actual online tools that they can implore in their work to maximise on impact.
- Decimate information with the simplest applications and enhance their reach.
- Broaden their networks as the online space grants access to people and spaces that they generally wouldn't get direct access to.
- Be cautious with their data, how to protect it, how to share it and many more.

Opening Remarks

In her opening remarks, the Executive Director, Mrs. Nerima Wako-Ojiwa began by welcoming all those in attendance. She went on to emphasise the vision of this project, which was to ensure that there is an increased number of women online, and that they are also safe while doing so because many women aren't as free as they should be when engaging. She highlighted that the DW_Akademie Women@web project was not only happening in Kenya, but other countries within the East African Region– Tanzania, Uganda and Rwanda.

As Mrs Wako-Ojiwa was reiterating the power of online spaces, she shared with the audience how social media, especially platforms like Twitter have been very instrumental in disseminating Siasa Place's vision and agenda. Online engagement has shifted the agenda of the young people in Kenya and through an organisation like Siasa Place, it has been able to structure how these conversations are had. Today, the organization is able to hold live twitter chats, participate in national conversations about governance, electoral processes and active citizen participation not just in Kenya but within the African continent and globally.

Unfortunately, some women do not think of social media as a tool that they need as much and most times, you find that they are uncomfortable navigating the online space, noted Mrs. Wako-Ojiwa. Social media is an unregulated space, and there are many factors that make women feel this way. The sad reality is that women are the ones mostly subjected to abuse, labels, and other issues that can deter them from fully interacting online and this is why this training was so important. We can't have women who make 52% of the population unable to engage actively in conversations if we seek any kind of progress.

We must therefore, build the capacity of women so that their engagement is protected and impactful. Mrs. Wako-Ojiwa added that it is important as a woman to not second-guess yourself on these platforms, as we also should belong on them much like anybody else. Posting the impactful work that we do is not bragging, but reaching out to those in our spaces, communities and sometimes, the world. She concluded her remarks by reminding those in attendance that "we are attending the workshop to learn what strategies and tactics we can use to create good content, be confident, make more impact, but also understand the safety measures we should take."

Digital Literacy, Netiquette and Content Creation
by Mwende Ngao

Ms. Mwende Ngao who worked as a writer and in the production department of various TV shows and films and is currently a Producer/Director at Matotoya Films began by introducing herself as a storyteller. "We are all storytellers whether you know it or not." She then proceeded to ask those in the room the following questions, in order to assess their level of understanding of what digital literacy is:

•   Who does their job online?
•   Who is doing some online work?
•   Who is online for leisure?

Majority of the participants fell under all of the above categories, which was an indication that Ms. Ngao's content would be of great input to the participants. Her session set the ground for what was to be an intense, interactive and learning workshop curtailed specifically to cater to the needs of the participants. Many women online could resonate with her work and how she's been able to achieve impact being that she exists in a space that most often than not is seen to have no structure. A lot about content is highly subjective which makes it difficult to completely categorize what is and what isn't professional.

Digital Skills VS Digital Literacy
There is a difference between Digital Skills and Digital Literacy, and a lot of people are not aware of them. Digital skills can encompass the general use of social media, such as writing a post or checking your email.

What is Digital Literacy?
Audience contributions:
"Digital literacy is about creating a space for women online in a patriarchal world where a lot of the

conversations are controlled by men. These spaces are so important because they allow women to be part of broader conversations, and to be able to add their voices to even physical spaces that they aren't ordinarily invited into." **Racheal Mwikali**

"Digital literacy is about capacity, age and the explosion out there about ICT, because it is not like women have oodles of time. Women engagement is usually about what's important to them at specific times and changes depending on various factors." **Lorna Diaz**

According to Mwende, Digital Literacy is about being able to do more than just using Google. It's the ability of engaging beyond searching for easy answers and actually reading, comparing, analysing and sythersing information that's online. Being digitally literate therefore enables an individual to effectively use the tools and platforms available online to enrich their information.

It enables one to judge the right channels to use for communication or general dissemination of information. You also know how to verify information by closely checking your sources. This is very crucial for women to know because they are in a space that they would not necessarily be able to physically exist in, with such ease. If you are digitally illiterate you are depriving yourself of information, that could also open other doors to other opportunities.

Why is it important to be digitally literate?

Audience Contribution:

"It's important to be digitally literate because no one can tell a woman's story better than her." **Doris Onyango**

"Women do not care to be literate about online engagement because of the negativity they have seen from other women's experiences. Most times, it is seen that women are attention seekers when they devolve into various topical issues." **Kimani Esther**

"The hesitation around women's digital literacy is because there is no fluidity, especially since women are put in boxes, making it difficult for them to engage on a lot of issues. There are things that when I tweet about, I am not taken seriously and it is worrying. I should be able as a woman to engage in anything and not be boxed, or judged." **Giovanna Bunei**

"There's a lot of expectations on women engaging online and this makes them filter out a lot that they want to say or engage on. The fear of being singled out and judged harshly is such a hindrance that many of the women can't gather the courage to be bold about their opinions online." **Ruth Mbugua**

The career path that women are in sometimes hinders their engagement because of how society is set up. If you're in "serious" corporate type of career there's a fear of being misjudged if maybe you engage in issues that don't relate to your career. A woman is seen as a single entity and any diversion from this imposed identity becomes a burden upon this woman." **Bina Maseno**

Content Creation

Any information can be content depending what you want to share, or how you want to place yourself. For example, for photographers, a plate of food in a restaurant is content for their page.

However, for another individual who is not interested in photography, they will see it as food that needs to be eaten without taking pictures of it.

Therefore, for one to understand the process of content creation, they have to first consider the field they are in and the message/content they want to share. They have to also research and try out different platforms to see which one will appeal most to their target audience. Some photographers might want to first open an instagram page and not a LinkedIn, because the former will showcase their work much better than the latter.

Netiquette and Digital Citizenship

Digital citizenship is understanding that the online space is a world of its own which demands from us who engage in it some kind of rules and regulations while netiquette is the understanding that the internet is simply a tool and that users still need to be aware of the appropriate ways in which to conduct themselves online. In simpler words, "it is etiquette on the internet".

Q: How do you engage online without seemingly policing people? Should there be a line where we draw the rules and will these rules inhibit people's participation? How far is too far with content sharing or use of sensitive language?

Audience Contribution:
"I would police friends if they say something that is not in line with their brand. I believe brands are important and should be protected, but I guess the issue is also about finding a balance." **Aduma Wilkister**

"If you post something that is very sexist you deserve to be called out. Men generally have the liberty to say whatever they want to which should not be allowed. In many instances, there is a lot of intrusion when women engage on issues not deemed popular. Sometimes even comments thrown in many whatsApp groups about women are deeply misogynistic." **Mwikali Racheal**

"Respectability issues around decency is a word that needs defining. Who defines what is decent or not? And where does that fit into this thing called netiquette? When online communities expect some sort of respectability from women in what they do, it sets impossible standards upon the women themselves making it difficult to engage." **Lorna Dias**

"We are struggling with being visible and open about our views on issues. I fear having my name online and giving honest opinions. I fear not being taken seriously if I talk about other issues. We are struggling to balance out where our professional lives begins/ends and where our lives as humans begins/ends." **Terembe Cherono**

"Women are judged harshly online and even trying to navigate the situation becomes difficult. Many women are struggling not to commit a twicide (twitter suicide) because the online space is harsh and unforgiving with people set on making women's engagement policed and limited." **Giovanna Bunei**

"Women online are policed not just by men but also by women, and women themselves police themselves. This is such a big issue as trying to find a balance between letting women be, and what that means for the women." **Bina Maseno**

"I avoid responding to the fools on twitter but my concern is with the respectability politics especially when it comes to women. There's a requirement for women to be even more respectable beyond realistic standards where they can be attacked but don't respond." Lorna Dias

Ms. Ngao also shared more **tips and tools for social media safety and management of digital footprints:**

- Read the Microsoft digital literacy standard curriculum
- Set up Google alerts so you can be notified when someone uses your name; this will also allow you to manage your digital footprint well.
- Google and learn about Applied Digital Skills.

Ms. Ngao ended her session by letting the participants know that is advisable to take care of their mental health, and this can de done by taking online breaks if they feel that they need to.

Session II:

Understanding the digital ecosystem, managing digital footprint and citizen Journalism By James Smart

What do you use social media for?

Audience Contribution:
"Most of us use social media for venting when there is no space to do so. We put things out into the universe." **Lorna Diaz**

"I use social media for complaining, creating solutions, supporting various causes, networking etc." **Rachael Mwikali**

"I use social media anytime I have an opportunity to talk about how malnutrition kills." **Samir Nassir**

What is social media?

Mr. Smart noted that social media can include the following:

- *Social networking*
- *Recommendation of sites*
- *Microblogging*
- *Blogging*

For many, it is also an alternative to mainstream media, and for journalists like myself, social media is a pathway to accessing feedback from the people. As Mr. Smart delved into the presentation, he emphasized that not everyone who uses social media is a journalist. Journalism requires a certain set of skills, and it should not be assumed that anyone visibly active on a certain platform is a journalist.

There are also core principles about social network, and these range from participation, collectivism, transparency and Independence. For instance, Kenyans on Twitter (KOT) deciding to go after Uganda's President Museveni using the hashtag #FreeBobiWine, #FeesMustFall, #BringBackOurGirls, #LipaKamaTender are all good examples of collectivism.
The importance of social networks continues to grow today, and it easily out performs news sites, in terms of engagement. Looking at statistics, in 2008, Facebook had more users than CNN and now it dwarfs it by more than 25 times.

There are also several advantages of using social networks;

- Finding people: Essentially crowdsourcing the public for information on the whereabouts of witnesses or other key figures in a story.
- People who self-publish: Activists (holding regimes to account), bloggers or anyone in need of a voice who would otherwise not be given a voice.
- Big events: The August 8th poll fallout was an excellent example of how journalists could harness the power of Twitter to follow leads and chase down stories. The ensuing chaos was too big and too fast-moving for journalists to manage on their own.
- The butterfly effect: A small action creating a ripple effect. It has to be a tweet containing very valuable information, which can be hard with 280 characters.

Correlation between Social Media and Journalism

Audience Contribution
"Benefit of the fifth estate is that it gives journalists leverage on how to write stories. We are writing this based on what the people are saying." **Lorna Dias**

"These people need to know the difference between mainstream and social media, so that they are able to question the honesty of the conversation, from an informed place" **Esther**

"The responsibility of anyone saying anything out in public with an authority is very high usually because these people have influence." **Giovanna Bunei**

"There was also a consensus agreement that we need to speak in a language that most people understand, and that also appeals to the masses. We as people need to break down information and

also explain national issues in our mother tongues. We need to write our own stories in a manner that we celebrate." **Racheal Mwikali**

"We need to move from noise to voice." **Stella Nderitu**

Many of the participants also raised concerns on misinformation about citizen journalism. Not everybody who speaks on television or radio is a journalist. This differentiation is however not obvious to many in rural areas/constituencies, who believe that everybody on these platforms are trained journalists.

Citizen Journalism

Citizen Journalism is the active role of citizens in the process of collecting, reporting, analyzing and disseminating news and information. Our citizen journalism starts with our phones, using whatsapp, twitter and all these platforms. The beginning of citizen journalism starts from the organization you are working in, or the issues surrounding you. There are challenges that come with smartphone journalism, and those interested in it should pay attention to ensure that they are addressed:

- Some smartphones do not have high quality cameras.
- The sensor that handles exposure is high quality but only a fraction of the size of a DSLR camera.
- Very bright light and very darks are a problem.
- Phones are light and make them hard to stabilize.
- Microphone on the phone is supposed to be used for phone calls so the audio is often distorted or muffled, unless an external microphone is used.

There are also other online resources, such as the reporters centre that gives you several tips on how to conduct good interviews, use your phone camera, and so forth. Mr. Smart ended his session by sharing guidelines on how one can use social media for political messaging.

- **Accuracy and accountability:** One has to validate their news to avoid spreading rumours or false information.
- **Truthful posting and publishing:** Content authors should be committed to being honest and correct in their content publishing, and should be responsible for all their content as published.
- **Hate speech:** Political content should only be published on social media in adherence to the Constitution, NCI Act and other relevant laws with regards to hate speech.
- **Disclosure and Independence:** Political content authors should disclose any content published as a result of special requests, personal interests and affiliations so that the public is aware of, and is not unfairly influenced by, the content thereof.
- **Electoral laws and context norms:** Use of social media platform for political advertisements shall be done in adherence to the electoral laws of Kenya.

Other Challenges faced by women in media spaces

Audience Contribution
"Sometimes appearing on such spaces requires that you have to prove yourself twice as hard because

you are a woman." Not only are people questioning what you are saying, but how you look, how you respond, and so forth." **Nerima Wako**

A lot of times, especially in mainstream media, there is a label on how intelligent women should look like, and we need to demystify these stereotypes. There is no look of an intelligent woman. Any woman with an afro, a headwrap, short or straight hair can be an intelligent woman. No woman should negotiate her femininity to appear on TV, and they should acknowledge that we are all different, we are not homogenous. We need to show what diversity and intelligence looks like – and it is a woman." **Scheaffer Okore**

"Equality is that a woman can also be mediocre. "Equality is to give space for women to also be human beings." **Mwende Ngao**

Session III:

Digital Storytelling; tools, skills, and creating impact
By Ms. Bonnita Aluoch

Ms. Alouch started the session by sharing what she does on her travel blog "Bonita on Safari", which she then termed as Digital storytelling. She uses technology to tell her travel stories and some of the digital tools she uses, which include Facebook, Instagram and LinkedIn.

Digital tools
Some of the case studies she used to show how the social media tools have been utilised:
1. Facebook Pages: Brandon Stanton using Facebook to tell different stories, such as Humans of New York.
2. Instagram: Some storytellers liko Biko Zulu use Instagram to tell full stories without necessarily having to refer to any other digital tool.

3. Twitter: Most people who communicate on twitter can choose to use threads, gifs, photos, hashtags and moments.
4. Blogs: One can also choose to tell a story like Bonita on Safari.

How to use Social media to share your story with writing or messaging:

There are several ways that one can tell digital stories.

Personal narratives: These are told in the story teller's voice. The stories revolve around significant life events or experiences in some cases they are emotionally charged. A powerful story is likely to be told if one has strong feelings or opinions about the subject of interest. Common themes include: Travel, relationships, memorial, or other life experiences.

Historical stories: These are told in the form of recorded speeches, historical photographs and news headlines. An example could be Hillary Ngw'eno's Makers of a nation.

Instructional stories: These stories give instructions in different areas. They could be in form of videos, flow diagrams, and blogs. Dennis Ombachi's blog; We men should cook would be a good reference. As much as there are different types of telling stories online, there are also different types of Online users. These range from creators, networkers, researchers, regulars, inactives, critics, and joiners

Skills necessary to tell better digital stories;

• Use of photo editing tools like Snapseed or canva to make visually appealing images.
• Try to use phones with high quality cameras.
• If you are writing, ensure proofread your work.
• If you have a blog, use backgrounds and fonts that are easy on the eye.
• Be consistent if you want to build a brand.

Ms. Alouch ended the session by encouraging those into blogging to try and brand their content. "Sometimes it easy for someone to steal your ideas or photos and easily make them their own."

Digital safety and Security; mitigating online risks, data protection and management. By Bright Gameli

Dr. Gameli began his session by explaining what cyber security is, and ways in which one can get hacked.

How easy is it for someone to get hacked?

- Opening a website is good enough to tell a hacker how much battery you have left, and a malware can be forced to you to download and take over your computer.
- Opening a malicious document can allow the hacker to record you and also activate your camera.
- Breaking into a computer with windows takes about 6 minutes.
- Breaking into a Mac takes about 6 seconds.
- The more information there is about you online, the easier of a target you become.
- A hacker can understand your interest, hobbies, find your location, and then send you information based off of these.

What can you do in case you are hacked?

- Scan with an antivirus.
- Get a technical person to check what the issue is.
- Get off the internet if you think you have been hacked.
- Shut the computer down.
- Clear your cookies. (This should be done at least once a week.)
- Change your password using a different browser.

Precautions

There are several safety measures that both an individual and organization can take to avoid getting hacked.

Individuals
- Download all documents using google drive.
- Add a Two-step verification on all your social media accounts.
- Download the Cerberus App– It only costs 5 sterling pounds a month, and allows you track your phone once lost or stolen. You can also give it instructions and control what is being typed.
- Do not do sensitive work or share sensitive information on public wifi (Always hotspot yourself when carrying out internet banking)
- Try to clear your cookies every single week.
- Make sure your devices have been encrypted. Ensure that you remember the key used during the encryption process.
- Always update your computer.
- Use strong passwords – with spaces and preferably in your mother tongue.

Organizations:
- Have Response planning in place and always carry out a root-cause analysis, in case you have been hacked.
- Have mitigation control techniques in place to ensure that you never face the same problem ever again.
- Never disclose your passwords to people or technological information of your organization.

The live demonstrations covered:
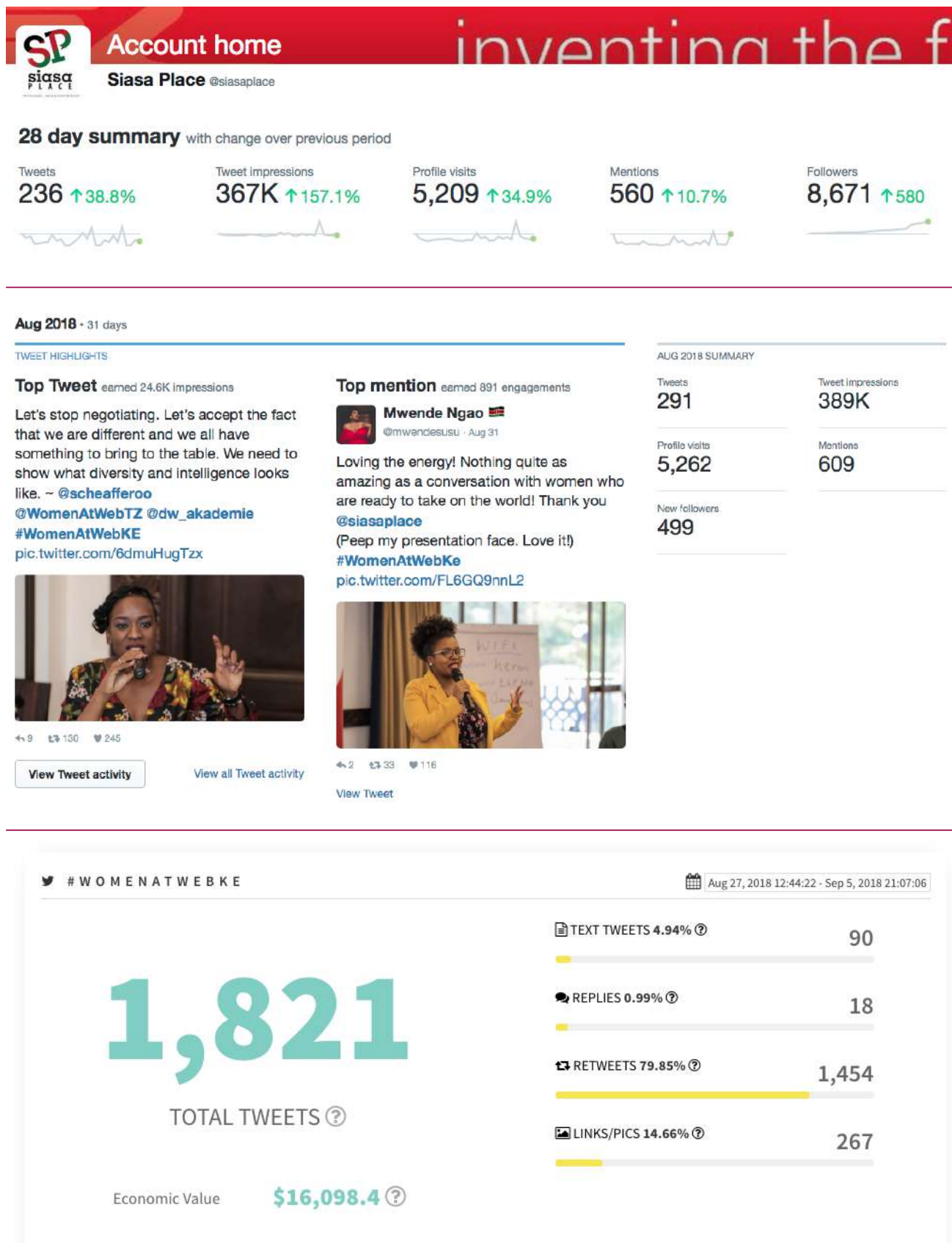- Data confidentiality, Integrity and Availability.
- Online Security Basics.
- Differentiating public and private information.
- Social Engineering.
- Deep reconnaissance techniques on an organization.
- Social media exposure techniques for exploitation.

Dr. Gameli agreed to share more reading materials as a reminder of the live demonstrations and general awareness on cyber security.

Conclusion:

- It was evident that many of the women who are engaging online started doing so without any form of skills or training. Most of them started and have been learning as they go which should not be the case anymore.
- Many risks that online engagement poses upon women users can be halved if there is knowledge prior to online engagement.
- The training enabled the women be able to structure a lot about their online work or engagement especially using the security tips taught during the training.
- Engaging online is like working in a silo as algorithms usually pairs people according to their similarities so it's never really as broad unless the user becomes intentional about branching out into various platforms.
- More of these trainings should be done as it clarified a lot of myths about women being online, what that should look like, what it's about and created broader conversations.
- The event ended very well with participants in high spirits, and appreciative of the lessons they took from all the sessions.
- There were multiple requests to have more engagements such as these especially for women in politics in areas other than Nairobi.

Appendix

Account home

Siasa Place @siasaplace

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
236 ↑38.8%	367K ↑157.1%	5,209 ↑34.9%	560 ↑10.7%	8,671 ↑580

Aug 2018 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 24.6K impressions

Let's stop negotiating. Let's accept the fact that we are different and we all have something to bring to the table. We need to show what diversity and intelligence looks like. ~ @scheafferoo @WomenAtWebTZ @dw_akademie #WomenAtWebKE
pic.twitter.com/6dmuHugTzx

↩9   ♺130   ♥245

View Tweet activity   View all Tweet activity

Top mention earned 891 engagements

Mwende Ngao 🇰🇪
@mwendesusu · Aug 31

Loving the energy! Nothing quite as amazing as a conversation with women who are ready to take on the world! Thank you @siasaplace
(Peep my presentation face. Love it!)
#WomenAtWebKe
pic.twitter.com/FL6GQ9nnL2

↩2   ♺33   ♥116

View Tweet

AUG 2018 SUMMARY

Tweets	Tweet impressions
291	389K

Profile visits	Mentions
5,262	609

New followers
499

🐦 **#WOMENATWEBKE**   📅 Aug 27, 2018 12:44:22 - Sep 5, 2018 21:07:06

1,821
TOTAL TWEETS ⓘ

Economic Value   **$16,098.4** ⓘ

📄 TEXT TWEETS **4.94%** ⓘ		90
💬 REPLIES **0.99%** ⓘ		18
🔁 RETWEETS **79.85%** ⓘ		1,454
🖼 LINKS/PICS **14.66%** ⓘ		267

11,622,504	2,609,392	626	2.91
Potential impacts ⑦	Potential reach ⑦	Contributors ⑦	Tweets/contributor ⑦

4,168.36	367	158	2.32
Followers/contributor ⑦	Original tweets ⑦	Original contributors ⑦	Original tweets/contributors ⑦

Activity ⑦

Aug 27, 2018 12:44:22 - Sep 5, 2018 21:07:05

— Contributors — Originals — Retweets — Replies — Links/pics — Total Tweets
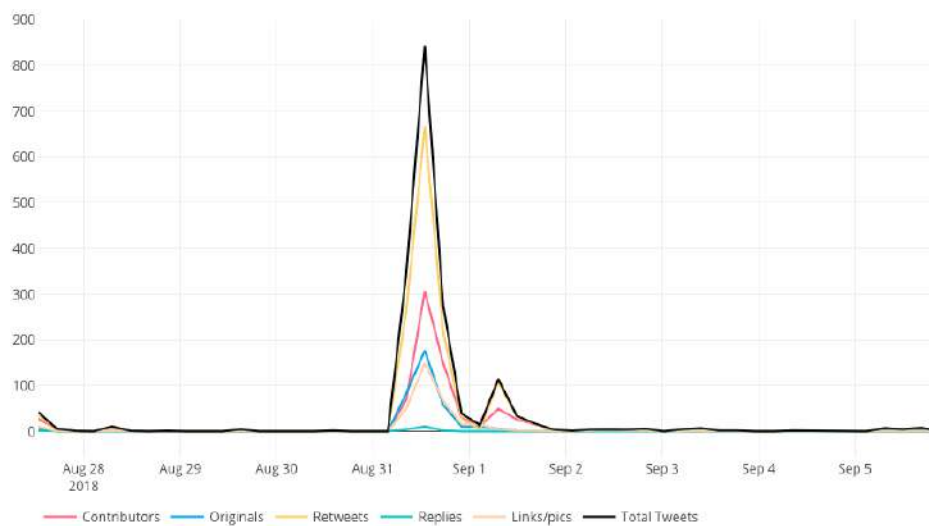
CONTRIBUTOR RANKINGS ⑦

Show top 5   Share rankings ⌄

MOST ACTIVE ⑦	Total tweets	RETWEETERS ⑦	Retweets	ORIGINAL TWEETS ⑦	tweets
@darlingtone_e D_Godfather	87	@darlingtone_e D_Godfather	87	@njeerimaina #WomenStoriesKE	33
@jamrockjammie Clean Bandit	80	@jamrockjammie Clean Bandit	80	@siasaplace Siasa Place	33
@graymarwa Grayson Marwa	76	@graymarwa Grayson Marwa	76	@theurbanwear The Urban Wear	19
@siasaplace Siasa Place	68	@miriamwanda Miriam Wanda	60	@terembecherono Terembe ☐◼☐	14
@miriamwanda Miriam Wanda	62	@bonitaonsafari Bonnie	42	@vijanahubke Vijana Leadershi...	14
@bonitaonsafari Bonnie	47	@khamatibenards Mwalimu Benard...	36	@iam_wanjiru Wanjiru Nguhi...	12
@khamatibenards Mwalimu Benard...	36	@siasaplace Siasa Place	35	@navigatornewton Navigator Newton	7

Gallery

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