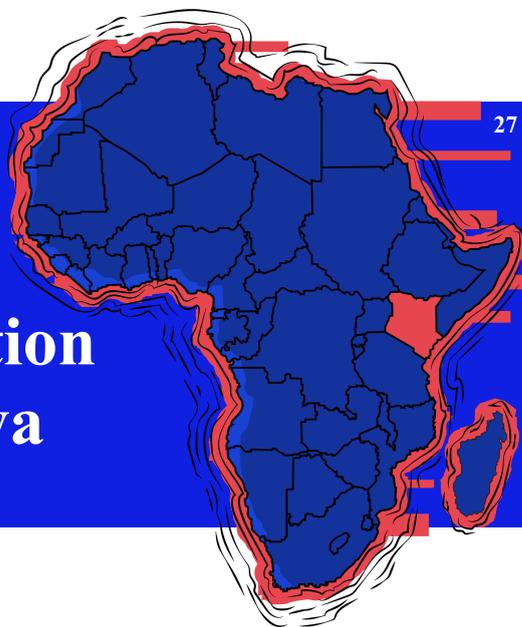


Pulse Report**Biweekly overview of information manipulation & interference in Kenya**

*This **PULSE Report** is a biweekly analysis of coordinated online hate speech, cyberbullying and trolling, information manipulation, and other online harms, as well as the abuse of artificial intelligence (AI) technologies to target vulnerable communities or subvert public discourse in Kenya. It also identifies weaponised narratives and the key actors undermining information integrity. It analyses the tactics or techniques used to subvert or polarise local audiences.*

1. Executive summary

Harmful narratives targeting Kenya's Somali ethnic group saw an increase between 07 and 19 August 2025. This escalation followed [land disputes](#) between Somali pastoralists and local communities in Kitui county, with some users inciting retaliatory violence. Kenya's health cabinet secretary, Aden Duale, who is of Somali descent, was also targeted with hateful rhetoric when the government announced the closure of all regional offices of the Social Health Authority (SHA), the body responsible for public health services. Other online posts broadly portrayed Somalis as violent aggressors and linked them to terrorism and the Al-Shabaab militant group.

The Gates Foundation's launch of a new long-term contraceptive in Kenya triggered widespread conspiratorial claims portraying the initiative as a depopulation plot. Posts revived old sterilisation allegations and said Kenya was a 'testing ground' for Western medical experiments. Influential accounts such as @amerix played a central role in amplifying these narratives.

At the county level, disturbing content of youth involvement in firearms and extremist activity also emerged with TikTok videos glamourising gun use. The content has attracted both aspirational and vigilante policing responses.

Notable narratives and incidents

A narrative is a technique for presenting or understanding a situation or series of events, promoting a particular viewpoint. Information manipulators develop 'persistent' narratives that play on emotions, fears, or pre-existing beliefs to inject an ideological spin on the facts, manipulate public perceptions, and exploit cognitive biases that shape public opinion.

- a. Kenyans of Somali ethnicity pose a security threat and should return to Somalia:** Hate speech targeted the Somali community, with users advocating retaliatory violence against Somali herders who allegedly attacked a local community in Kitui county. Many urged them to 'return to Somalia'. Other posts also portrayed political figures from the ethnic group as threats to Kenya.
- b. Kenya is being used as a testing ground for global population control:** Between 05 and 26 August 2025, disinformation [framing](#) a new long-term contraceptive backed by the Gates

Foundation as a population control plot spread online, [reviving](#) past debunked sterilisation claims and fuelling distrust in foreign-backed health interventions.

County radar: The notable emerging incidents or campaigns at the county level

This section provides a concise overview of notable incidents, campaigns, and insights into emerging trends and issues in the information landscape within the focus counties (Busia, Homa Bay, Lamu, Mombasa, Nairobi, and Nakuru). It aims to inform readers about the emerging conversations shaping public discourse in these countries.

- a. **Growing involvement of young men in extremist activities such as shooting:** On 18 August 2025, a TikTok user posted a [video](#) glamourising gun use as part of a series where he teaches young men to handle firearms. His posts attracted high engagement and comments, with some seeking access to weapons and others warning him about vigilante policing networks.

Key actors

An actor is a person, group, company, or nation-state that acts with deliberate purpose. Information manipulators are considered bad actors who purposely and repeatedly engage in manipulative or disruptive behaviour, which is usually to radicalise, polarise, or subvert the public.

Individual actors:

- a. [@ranker.kg](#), a TikTok creator with 5,805 followers, posts videos glamourising firearms by showcasing himself shooting and training young men how to use the weapons.
- b. [@amerix](#), a men's health influencer with 2.2 million followers on X, spreads conspiratorial anti-vaccine narratives that portray Kenya as a testing ground for Western health experiments.

Noteworthy tactics, techniques, and procedures (TTPs):

TTPs describe the behaviour and strategies threat actors use, focusing on the structured frameworks or infrastructure they use for executing cyberattacks. Using TTPs to diagnose information manipulation allows investigators to develop early warning systems. It also allows watchdogs to identify vulnerabilities in influence operations that can be used to disrupt the attack.

- a. **Amplify existing conspiracy theory narratives:** The Disinformation Analysis and Risk Management (DISARM) framework defines this [tactic](#) as amplifying conspiracy theories already circulating online. Following the 04 August 2025 contraceptive announcement in Kenya, old false claims resurfaced, including debunked allegations that Gates admitted vaccines reduce population and that a 2013 tetanus vaccination campaign sterilised Kenyan women.
- b. **Create a dedicated hashtag:** The DISARM framework defines this [tactic](#) as launching hashtags to frame narratives and manufacture legitimacy. In August 2025, X account [@Shujaa202](#) used the hashtag [#return2somalia](#) to push rhetoric championing the exclusion of Kenya's Somali community.

2. Weaponised words: the narratives and incidents shaping public discourse

This section highlights amplified ‘meta’ narratives, citing specific examples and listing a selection of the most noteworthy incidents or narratives.

a. Kenyans of Somali ethnicity pose a security threat and should return to Somalia (Analysis by Moffin Njoroge)

Several posts between 07 and 19 August 2025, called on Kenyan Somalis to ‘go back to Somalia’ and labelled them terrorists. The anti-Somali rhetoric was largely prompted by clashes between members of the Kamba community living in Kitui county, about 185 kilometres east of Nairobi, and Somali pastoralists seeking grazing land. The online hostility was exacerbated by the closure of the SHA regional offices, which some users blamed on the health cabinet secretary Duale.

One of the most notable posts during this period was a TikTok [video](#) posted on 18 August 2025, which featured a woman who said that Somali herders searching for grazing land had attacked residents of the Mutha area in Kitui county. The video showed the woman standing in front of a torched house and included a Swahili caption translating to: ‘Somalis have torched our houses so that we can run away and leave them with our lands as grazing grounds for their camels.’ The video received 113,500 views and 7,140 interactions.

The video attracted several hateful and inciteful comments targeting the Somali community, including suggestions of violent ways residents could retaliate against the herders. One user claimed that Somali herders had attempted to encroach on land in Meru county but were repelled by locals, some of whom were armed. The user also criticised the Kamba community, which is the main ethnic group in Kitui, for being ‘cowards’ and added that acquiring firearms in Kenya is easy. The comment received 25 replies. Some comments promoted harm against the herders and their camels, including cutting the animals’ legs, poisoning grazing land, and using poisoned arrows against the herders and their animals.



Screenshot of TikTok [video](#) mentioning the attack by Somali herders in Kitui (Source: CfA using TikTok)

The trend of incitement against Somali pastoralists continued when the same video was [shared](#) on X on 20 August 2025 with the caption: ‘Kitui residents cry for help as herders of Somali origin torch

their homes to grab more grazing lands for their camels.’ The post received 50,400 views and 1,226 interactions, again drawing similar hateful responses.

One of the [replies](#) featured a video of a boy, who appeared to be of Somali descent, playfully tapping a wall with his foot while waiting for an elevator in a residential building alongside his family. The reply said the boy’s actions were evidence of Somalis’ ‘primitive’ culture and referred to them as ‘animals’. Three other replies ([1](#), [2](#), [3](#)) advocated for violent measures against Somali herders, suggesting that the Kitui county government should emulate former governor Charity Ngilu. Ngilu was heard in a leaked audio clip [encouraging](#) residents to arm themselves against the herders and pledged to fund and train men to use weapons against them. Other replies advocated for Kitui residents to [kill](#) or [burn the herders’ camels](#) or [poison the grass](#).



Screenshots of X posts advocating for retaliation against Somali herders ([top](#), [bottom](#)) (Source: CFA using X)

Users also targeted health cabinet secretary Duale. Between 07 and 19 August 2025, there were 115 mentions of Duale and the term terrorist on X ([1](#), [2](#), [3](#)), generating a total engagement of 322 and 5,590 views. An X [post](#) published on 08 August 2025 referenced an improvised explosive device (IED) [attack](#) that was carried out by Al-Shabaab on 05 August 2025 in the northeastern Garissa county, which injured eight Kenyan police officers. The post referred to Duale as an ‘Islamic and terrorist leader’ while also claiming that he knows the militants who have been killing people in northern Kenya.

Attacks targeting Duale and the wider Somali community were also sparked by the 19 August 2025 [announcement](#) of the closure of all SHA regional offices, a move aimed at aligning staff with organisational needs and cutting costs. An [X post](#) responding to the announcement said: ‘What did Kenyans expect from a terrorist [referring to Duale] running the health docket. I keep saying all these transformations [president William] Ruto has been saying are all in his brainless head.’ The post received 36 views and no interactions. One of the [posts](#) also referred to Duale as an ‘Al-Shabaab sympathiser’.

The X hashtag [#return2somalia](#) was also used to target the Somali community between 17 and 20 August 2025, but did not get much traction. The hashtag had four original posts from the X account [@Shujaa202](#) in reply to other posts.

- i. The first [reply](#) on 17 August 2025 was in response to a [statement quoting](#) Duale as saying that ‘there is no superior community or region in Kenya’.
- ii. The second [reply](#) on 18 August 2025 was in response to a [user](#) who said that they grew up believing Islam was a religion of honour until they met Kenyan Muslim politicians. The post contained an image of five Kenyan Somali political figures. @Shujaa202 responded that Islam was a religion of honour but the issue lies with ‘Somali culture that does not assimilate with other cultures, persisting on trying to demand submission from other people!’
- iii. The third [reply](#) on 20 August 2025 was in response to a [post](#) by Mandera senator Ali Ibrahim Roba, who is of Somali origin. Roba accused former deputy president Rigathi Gachagua of committing treason by sharing fabricated falsehoods with a foreign government. Roba was referencing remarks Gachagua made to the Kenyan diaspora in the United States, including accusations linking Ruto to Al-Shabaab. @Shujaa202 replied: ‘When you go back to Somalia 🇸🇴 you can make your proclamations there in the uncivilized manner that you’re used to! Who the f@ck do you think you’re talking to? Living off another country’s assets because you can’t live & breed like rats in your own home ? GTFOH 🤬 #return2somalia.’
- iv. The last [reply](#), also published on 20 August 2025, was a response to the earlier [post](#) on the torching of houses in Kitui by Somali camel herders. @Shujaa202’s reply said that the attacks had nothing to do with camel grazing but were part of a Somali plot to invade and occupy land in the area.

b. Kenya is being used as a testing ground for global population control (*Analysis by Ivy Kemunto*)

On 04 August 2025, the Gates Foundation [announced](#) the launch of a world-first, eight-year hormonal intrauterine device (IUD) in Kenya, Nigeria and India, aimed at providing long-lasting and affordable contraception. The initiative is part of the foundation’s [\\$2.5 billion commitment](#) to women’s health in low- and middle-income countries.

Between 05 and 26 August 2025, a conspiratorial narrative targeting the contraceptive programme gained traction on X, with 11,415 mentions, 2.84 million views, and 71,387 engagements. Several posts accused Gates of using Kenya as a testing ground for population control.

One X post, published on 14 August 2025, [claimed](#) the contraceptive would cause permanent infertility, miscarriages, and haemorrhages, framing it as part of a sinister foreign agenda. Another X post published on 24 August 2025 [framed](#) the programme as a depopulation plot orchestrated by Gates in collaboration with the so-called ‘rogue Kenyan government’.

A separate X post made on 08 August 2025 by popular men’s influencer @amerix [dismissed](#) Kenya’s need for contraceptives altogether, arguing that the country was not overpopulated and accused the government of blindly adopting unnecessary medical solutions championed by foreign actors. The post received over 217,800 views and 6,777 interactions.

Some users endorsed the post’s message, with one [replying](#) that the introduction of the contraceptive aimed to ‘launch barrenness in Kenya’ while another [lamented](#) that Kenyans had become a ‘testing lab’ for foreign medical experiments. Other users pushed back against @amerix’s claim, such as a user who [insisted](#) that ‘no one is forcing’ anyone to take contraceptives.

A conspiratorial [reply](#) positioned the Gates-funded contraceptive as a Zionist plot designed to ‘eliminate the growth’ of the Asian and African populations in order to seize their natural resources

and effect racial replacement. The user said: ‘That’s not the main goal [of the contraceptive], it’s to suppress and eliminate the growth of the Asian-African population, which has a lot of natural resources, and ultimately the Asian-African population will become extinct and can be taken over by Zionist Jews.’



Screenshot of sample X [post](#) framing the Gates-backed contraceptive as an unethical medical experiment on Kenyans (Source: CFA via X)

Some X [users](#) revived older claims that originally circulated between 2013 and 2014, which [alleged](#) that a neonatal tetanus vaccine campaign, led by the World Health Organisation (WHO) in Kenya, was secretly part of a sterilisation programme. The campaign, which aimed to reduce neonatal deaths from tetanus, a potentially fatal bacterial infection affecting newborns, has been widely implemented in low- and middle-income countries to improve maternal and child health.

An [amplified](#) X post that was originally published on 29 March 2025 claimed that Kenyan doctors had tested certain vaccine vials and found them to contain chemically bonded human chorionic gonadotropin (hCG), a pregnancy hormone. The post linked these findings to earlier research by Dr. Gursaran Prasad Talwar, who allegedly described hCG as the ‘ideal target’ for his ‘anti-fertility’ birth control vaccines purportedly developed in collaboration with the WHO. Another [user](#) cited Namibia’s alleged rejection of Gates-funded health interventions, urging Kenyan women leaders to stop what he described as ‘making women infertile’.

During the same scan period, related conversations expressing suspicion about a hidden agenda behind recent foreign-backed health interventions in Kenya intensified, recording 3,406 mentions, 204,990 views and 12,850 engagements on X. These posts were dominated by recurring phrases such

as ‘testing ground’, ‘Bill Gates’, ‘population control’, ‘contraceptive’, ‘infertility’, ‘sterilise’, and ‘guinea pig’.

3. County radar: Notable emerging incidents or campaigns from the county level

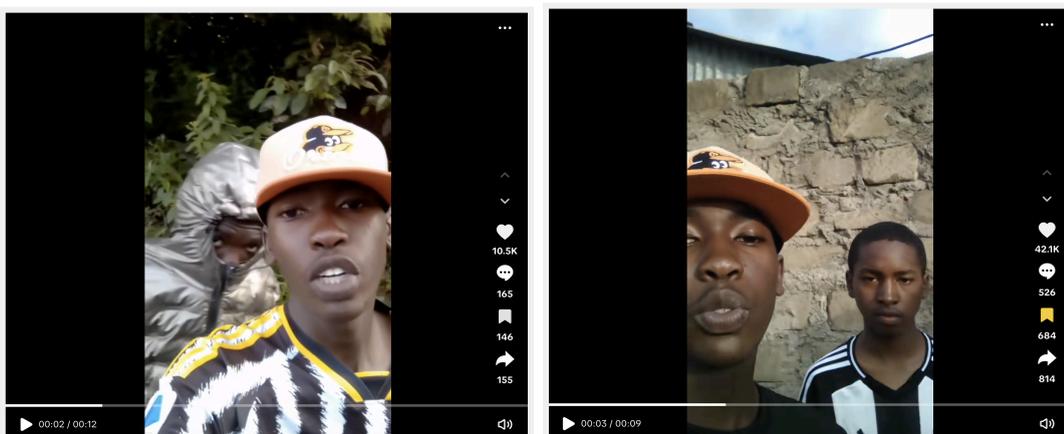
This section provides a concise overview of notable incidents, campaigns, and insights into emerging trends and issues in the information landscape within the focus counties. It aims to inform readers about the emerging conversations shaping public discourse in these counties.

a. Growing involvement of young men in extremist activities such as shooting (Analysis by Moffin Njoroge)

On 18 August 2025, the TikTok account [@ranker.kg](#) posted a [video](#) alongside three other young men in a bushy and isolated location. In the video, [@ranker.kg](#) explained that he had brought the others to that location so that each could fire a gun. The firearm was not visible in the video, but the sounds of gunshots could be heard. The video received 93,500 views and 6,995 interactions.

The account has previously posted several videos about firearms, how to use them, including these three videos posted between May and June 2025:

- i. In the first [video](#), posted on 01 June 2025, [@ranker.kg](#) appears in a bushy area with another young man and tells viewers that the other man is going to demonstrate how to fire a gun. The gun goes off, although the weapon is not visible in the video. The video received 83,948 views and 9,075 interactions. One comment asked where they could get an AK-47 or a Glock pistol.
- ii. In the second [video](#), which has since been deleted, [@ranker.kg](#) responded to a viewer’s request to hear a gunshot. He charged the weapon and fired three times. The video received 6,044 interactions but the number of views could not be determined since the video had been deleted.
- iii. The third [video](#), published on 18 May 2025, showed [@ranker.kg](#) with another young man who said he wanted to be shown how to use a gun. Ranker.kg then asked the man to charge the weapon as he had shown him, which he did. The video was captioned: ‘#my best student.’ It received 391,041 views and 38,366 interactions. One comment said: ‘show me your ways master 😄😄.’ Another user commented: ‘mi nataka uniplug 🐱🐱🐱’ (in Swahili, meaning I want you to help me acquire a gun).



Screenshots of TikTok videos of Ranker.kg showing other young men how to use firearms ([left](#), [right](#))
(Source: CfA using TikTok)

Aside from comments by users inquiring about how to acquire firearms, one user warned @ranker.kg that he had been mentioned in [Nairobi Crime Free](#), a Facebook group allegedly associated with [vigilante police officers](#) who operate outside the bounds of the law. In this group, members usually report criminal activity, while the vigilante police post [warnings](#) to young criminals, especially those from Nairobi's low-income neighbourhoods. These warnings often encourage the criminals to change their ways or surrender their weapons before they are killed. Another comment on one of ranker.kg's TikTok [posts](#) warned him about [Saigon Punisher](#), an alleged anonymous police officer who runs a crime-busting Facebook page with 42,000 followers. He is said to target young criminals. He reportedly operates alongside other vigilante police officers who run anti-crime Facebook pages, such as [Hessy wa Dandora](#) and [Wendy Black Panther](#). These pages have 34,000 and 8,500 followers, respectively.

4. Actor spotlight: The people and organisations amplifying toxic content

This section highlights the key accounts, entities, or actors involved in amplifying toxic online content in Kenya and provides an in-depth assessment of their identities and motivations.

a. @ranker.kg

[@ranker.kg](#) is a TikTok user who describes himself as a performing artist. The user regularly posts videos of himself firing firearms or teaching other young men how to use the weapons. The user has 5,805 followers and has posted 39 videos, which have collectively received 95,500 likes. The user also has an [Instagram](#) page and a [YouTube](#) channel. The user only posts content featuring firearms on TikTok, while the content on the other two accounts is music-related.

b. Eric Amunga (@amerix)

This [X account](#), created in April 2014, is run by Amunga, a self-described men's health expert with over 2.2 million followers. The account regularly posts content framed as medical advice, especially on reproductive health. One such [post](#) published on 18 July 2025 received over 119,100 views and 3,570 interactions. He also posts about [masculinity](#), with one such post attracting 131,900 views and 6,572 interactions.

Between July and August 2025, the account consistently framed Kenya as a passive testing ground for experimental Western health technologies. In a widely circulated [post](#) published on 08 August 2025, the actor dismissed Kenya's population challenges as exaggerated and accused the Gates Foundation of pushing unnecessary health solutions to the 'gullible' Kenyan government. The post recorded over 217,800 views and 6,777 interactions.

Another [post](#) published on 03 July 2025 questioned the legitimacy of recent vaccination programmes in Kenya and urged parents to reject immunisations not listed under the Kenya Expanded Programme on Immunisation schedule. This schedule details which vaccines should be given to children and at what age. This post recorded 127,900 views and 131,033 interactions. In a separate post on 13 August 2025, the account [mocked](#) Ugandan officials for rolling out the malaria vaccine, an [initiative](#) that began in April 2025. The account portrayed the officials as blind followers of discredited COVID-era protocols. The post saw 66,500 views and 3,502 interactions.

The account also routinely imports global anti-vaccine rhetoric into local conversations, amplifying conspiratorial narratives that link prominent international figures to alleged medical harm. In one post, published on 20 January 2025, the account [blamed](#) former US National Institute of Allergy and

Infectious Diseases director Anthony Fauci for orchestrating harm during the COVID-19 pandemic under the guise of public health. It cited his role in advocating for precautionary measures such as lockdowns, mask mandates, and vaccines. The post recorded 198,600 views and 5,479 interactions.

The account often combines health messaging with conspiracy theories. In June 2023, it [asserted connections](#) between Gates-backed mosquito trials in Texas and subsequent malaria outbreaks as evidence of orchestrated harm. His framing of the IUD contraceptive rollout in Kenya fits within conspiracy theories where philanthropic efforts are painted as covert mechanisms of population control and bio-surveillance.

5. Tactics and techniques: unveiling the actors' modus operandi

This section outlines the tactics, techniques, and procedures (TTPs) used by actors in the identified narratives. It focuses on strategically disseminating content and coordinating its online presence.

a. Amplify existing conspiracy theory narratives

The DISARM framework categorises this [tactic](#) as an operation that amplifies conspiracy theories already circulating online. This enables operators to tap into existing communities and conversations without needing to create new narratives or build engagement from scratch.

This tactic was observed in August 2025 during the backlash against the Gates Foundation's reproductive health efforts in Kenya. Users resurfaced [older](#) conspiracies, including posts that falsely claimed Gates admitted in 2010 that vaccines would reduce the global population. Another post [revived](#) long-discredited allegations that a 2013 WHO tetanus vaccination campaign secretly sterilised Kenyan women. These claims have been [debunked by the WHO](#). By circulating these older narratives, operators linked them to current developments, such as the launch of the new Gates-funded IUD programme, portraying it as a continuation of population control efforts in Kenya.

b. Create a dedicated hashtag

The DISARM framework [defines](#) this tactic as launching hashtags or searchable terms to frame a narrative to manufacture legitimacy, allowing campaigns to trend, attract attention, and influence public conversation.

This tactic was used by the X account [@Shujaa202](#) using the hashtag [#return2somalia](#) to target the Somali community in Kenya. The hashtag had four posts and was used in replies to X posts mentioning, or made by leaders from the Somali community. Posts with the hashtag asked the Kenyan Somali leaders to go back to Somalia.

6. Conclusion

Kenya's digital landscape saw an increase in narratives that continue to exploit deep-seated social fault lines, particularly ethnic identity and public health fears. Narratives targeting Kenyan Somalis risk inflaming intercommunal violence and normalising hate speech, while conspiratorial framing of contraceptives undermines public health trust and amplifies suspicion of global partnerships.

Robust content moderation, public awareness campaigns, and collaboration among civil society, government, and tech platforms are essential to counter these harmful narratives and foster a safer, more cohesive digital environment, as CfA and Siasa Place continue monitoring these trends.

*This report was written by Code for Africa (CfA) iLAB investigative data analysts **Nirali Patel, Dorcas Solonka, Moffin Njoroge, Agape Karashi, and Ivy Masese**. The report was reviewed by iLAB investigations manager **Jacktone Momanyi**, and edited by iLAB copy editor **Gloria Aradi**. The research was overseen by CfA iLAB editor **Athandiwe Saba** and commissioned by CfA editor-in-chief **Justin Arenstein**.*

Do you know of incidents of suspected information manipulation, coordinated influence operations or other forms of disinformation or weaponised toxic content that you think we should investigate? Share your leads with us, securely, on ilab@codeforafrica.org.



*This report contributes to a growing knowledge base that documents African-focused information manipulation, influence operations, and weaponised disinformation. The knowledge base is curated by the **African Digital Democracy Observatory (ADDO)**. The research in this specific report was produced by analysts attached to ADDO member Code for Africa (CfA), including CfA's **CivicSignal** media monitoring lab, its **iLAB** forensic investigation unit, and its **PesaCheck** fact-checking team.*