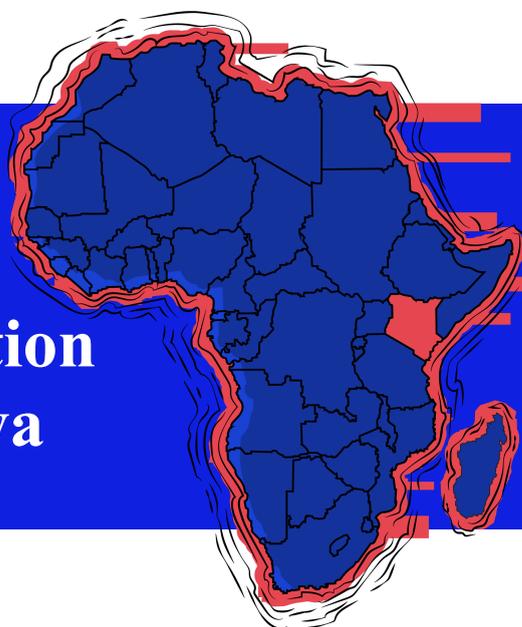


*Pulse Report***Biweekly overview of information manipulation & interference in Kenya**

*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

Coordinated campaigns exploiting ethnic, gender, and religious fault lines shaped Kenya's online space in early July 2025. The [#KikuyuStarterPack](#) campaign recycled misleading AI-generated media and false data from the [#KikuyuPrivilege](#) [sometimes spelt [#KikuyuPriviledge](#)] campaign that ran earlier in the [year](#), alleging economic and political favouritism towards the Gikuyu, Embu, Meru, and Akamba (GEMA) communities.

The [killing](#) of three Kenya Defence Forces (KDF) soldiers in a suspected Al-Shabaab attack in Lamu county on 15 July 2025 sparked outrage over security, which intensified after the 19 July 2025 [arrest](#) of activist Boniface Mwangi. His charges, downgraded from terrorism to illegal possession of ammunition, prompted the [#FreeBonifaceMwangi](#) campaign, with critics accusing the government of focusing on silencing dissenters instead of addressing militants.

President William Ruto's aide, Farouk Kibet's sexually toned [remarks](#) towards a nominated member of parliament (MP), Sabina Chege, on 07 July 2025 sparked gendered slurs as well as anger over disrespect towards women in politics. Days later, the [#YouBetrayedUs](#) campaign targeted Kenya's 05 July 2025 vote, renewing a United Nations (UN) mandate to combat LGBTQ+ discrimination, framing it as a betrayal of the country's cultural and religious values.

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. **GEMA communities enjoy political and economic privileges at the expense of other communities:** The [#KikuyuStarterPack](#) campaign claimed GEMA communities' political dominance has given them [preferential access](#) to services and infrastructure over other ethnic groups.

- b. **The government is focused on silencing dissent while neglecting security threats:** Posts online [accused](#) the government of suppressing dissent instead of tackling security threats after Mwangi's arrest, which followed a terrorist attack that killed three soldiers.
- c. **Women in politics are sexualised:** Kibet's sexually derogatory remarks about Chege prompted sexualised insults against her, while some posts condemned the incident as typical of systemic disrespect and exploitation of women in Kenyan politics.
- d. **Kenya's UN vote in support of LGBTQ+ rights is a betrayal of the country's cultural values:** The #YouBetrayedUs campaign used false claims to denounce Kenya's vote for renewing the LGBTQ+ rights mandate as a breach of national values.

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. **Political choices in Nakuru County are influenced by ethnic loyalty:** A video of Nakuru Town West MP Samuel Arama advocating ethnically-based rotational leadership in Nakuru reignited debate, drawing both support and accusations of promoting tribalism.
- b. **Islamic principles and cultural norms are being undermined by modern legal rulings and social changes:** A TikTok video on marriage trends in Lamu prompted slurs against Christian men marrying local Muslim women, while in Mombasa, Muslim leaders' opposition to a Supreme Court ruling on inheritance for children born out of wedlock drew mixed reactions.

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.

- a. **Individual actors:** Four pro-government X accounts, @contentcur_, @calwizy_, @favour_ke1, and @ChelseaBoy254_, amplified the #KikuyuStarterPack campaign. Each of these accounts has a history of pushing politically aligned or state-backed narratives.

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. **Create dedicated hashtags:** The Disinformation Analysis and Risk Management (DISARM) framework defines this tactic as creating campaign-specific hashtags, as seen in both the #KikuyuStarterPack and #YouBetrayedUs campaigns, which framed ethnic inequality and cultural betrayal, respectively.
- b. **Reuse existing content:** The DISARM framework defines this tactic as recycling content from past operations. The #KikuyuStarterPack campaign reused AI-generated media and false statistics from the #KikuyuPrivilege campaign to amplify claims of GEMA favouritism.

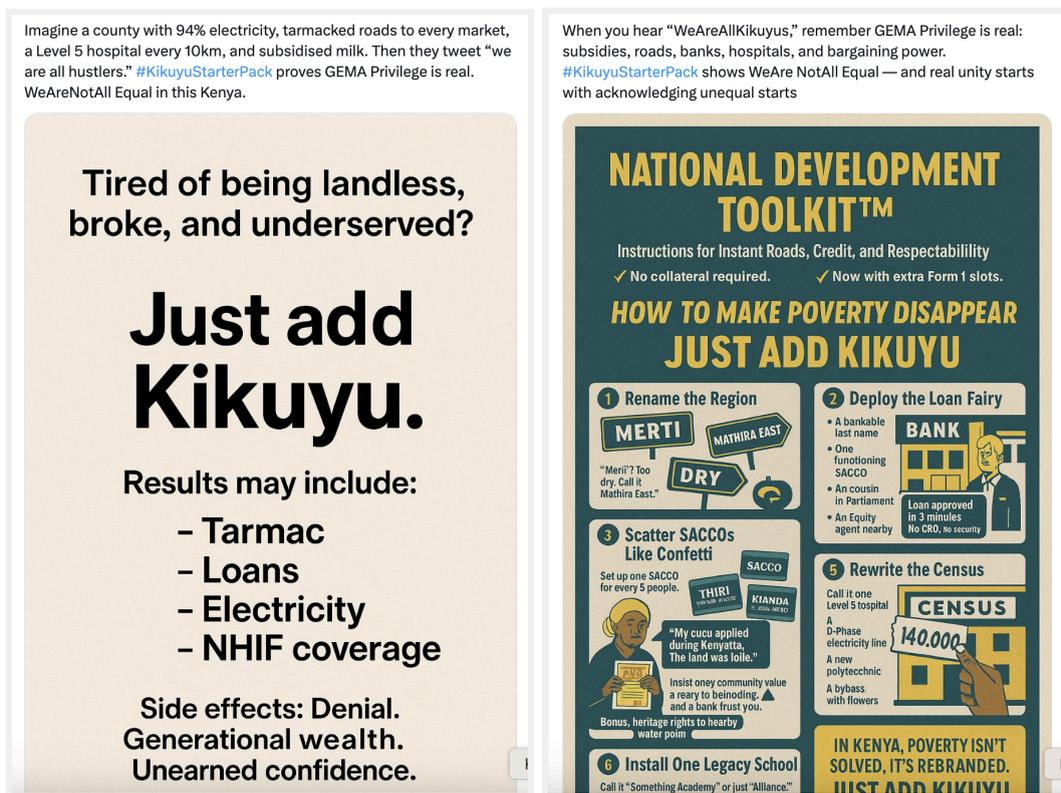
2. Weaponised words: the narratives and incidents shaping public discourse

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

a. GEMA communities enjoy systemic political and economic privileges at the expense of other communities

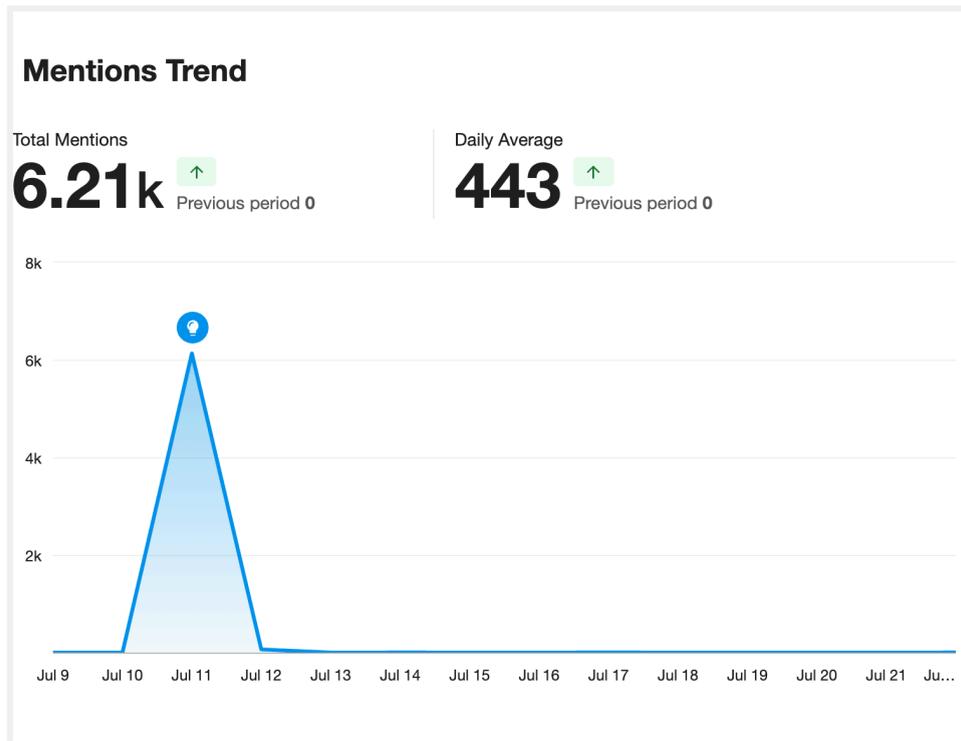
On 11 July 2025, the X account [@contentcur](#) published a [post](#) with the hashtag [#KikuyuStarterPack](#), alleging systemic inequalities in Kenya that favour the GEMA communities. The post, which was patient zero, claims that the Mt Kenya region, where a majority of the GEMA communities reside, enjoyed 95% electrification while Turkana County, one of the regions not yet connected to the national grid, sits at only 35%. Part of the post read: ‘...#KikuyuStarterPack exposes GEMA Privilege that shapes opportunity. WeAreNotAll Equal – and pretending we are won’t fix it.’

The post received a total engagement of eight, with 94 views. [@contentcur](#) posted another 22 X posts on 11 July 2025 using the same hashtag. The 23 mentions had a total engagement of 26 and 174 views.



Screenshots of X posts using the hashtag [#KikuyuStarterPack](#). (left, right) (Source: CfA using X)

Between 10 and 13 July 2025, there were 6,207 mentions of the hashtag [#KikuyuStarterPack](#) on X. The hashtag appeared alongside keywords such as ‘WeAre NotAll Equal’ and ‘GEMA Privilege’. The mentions generated a total engagement of 6,800 and 297,000 views. There was a spike in mentions of the hashtag on 11 July 2025, with 6,133 mentions, before declining to 64 on 12 July 2025.

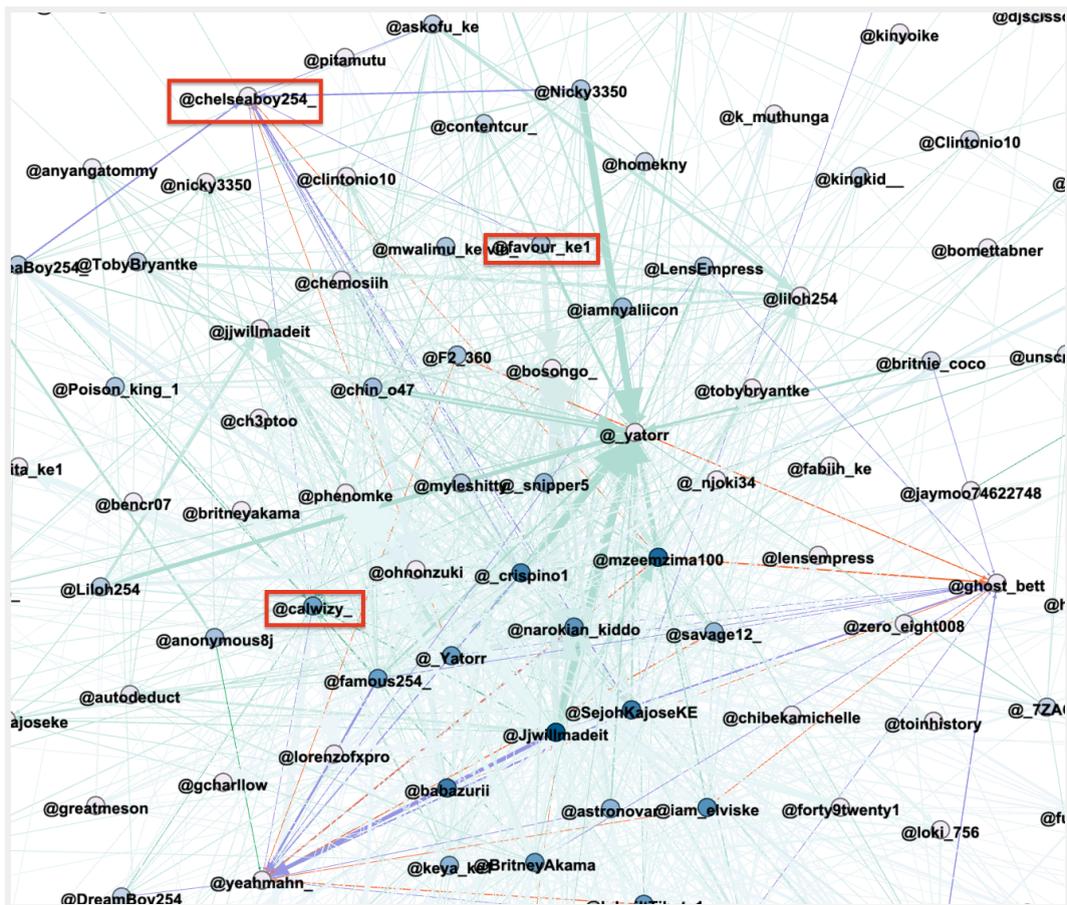


Screenshot of the mentions trend for the hashtag [#KikuyuStarterPack](#) (Source: CFA using Meltwater)

The top 10 X authors of the hashtag [#KikuyuStarterPack](#) had over 15 posts each, with the top three [@calwizy](#), [@favour_kel](#), [@ChelseaBoy254](#) posting 51, 48 and 44 posts respectively. Twenty X accounts posted the hashtag [#KikuyuStarterPack](#). These same twenty accounts had earlier this year amplified the hashtag [#KikuyuPrivilege](#), which highlighted [frustrations](#) over perceived economic and infrastructural [privileges](#) associated with the Kikuyu community.

Other unverified narratives being propagated by [#KikuyuStarterPack](#) include:

- i. Mt Kenya region has better infrastructure, such as [roads](#) and accessible [health facilities](#), than other regions in the country;
- ii. Mt Kenya region has better-equipped [learning institutions](#) than other regions in the country;
- iii. Residents of the Mt Kenya region are [politically overrepresented](#) at the expense of other communities; and
- iv. Cash crop farmers in the Mt Kenya region are [paid](#) through government-supported pricing and get bonuses and loans from cooperative organisations while those from other regions such as Trans Nzoia County in the west of the country have to beg government agencies for fair pricing.

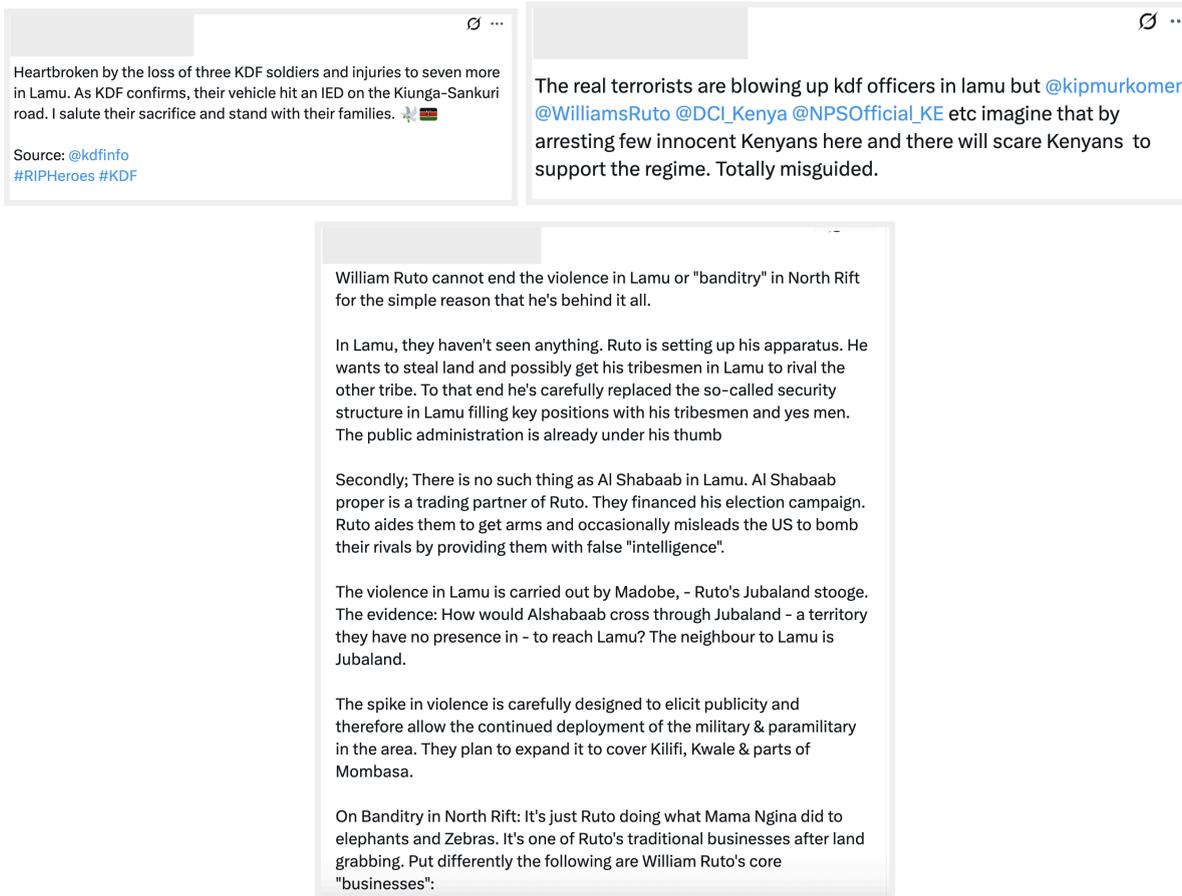


Screenshot of a portion of a network graph of the main influencers in the [#KikuyuStarterPack](#) campaign (Source: CfA)

b. The government is focused on silencing dissent while neglecting real security threats

On 15 July 2025, three KDF soldiers were killed and seven others injured in Lamu County when their [vehicle struck](#) an improvised explosive device. The attack was widely [attributed](#) to the Al-Shabaab militant group, which has an entrenched presence in Lamu's Boni forest and a [history](#) of similar assaults in the region. The incident was mentioned 757 times on X and received 230,000 views and 4,500 interactions on the platform between 15 and 20 July 2025. The [first post](#) published about the attack on the platform received 305 views and four interactions. On [Facebook](#), 455 posts referenced the attack within the same period, generating 4.6 million views and 17,500 interactions, while on TikTok, a manual search identified at least three videos ([1](#), [2](#), [3](#)) related to the incident, which collectively received 340,297 views and 7,968 interactions.

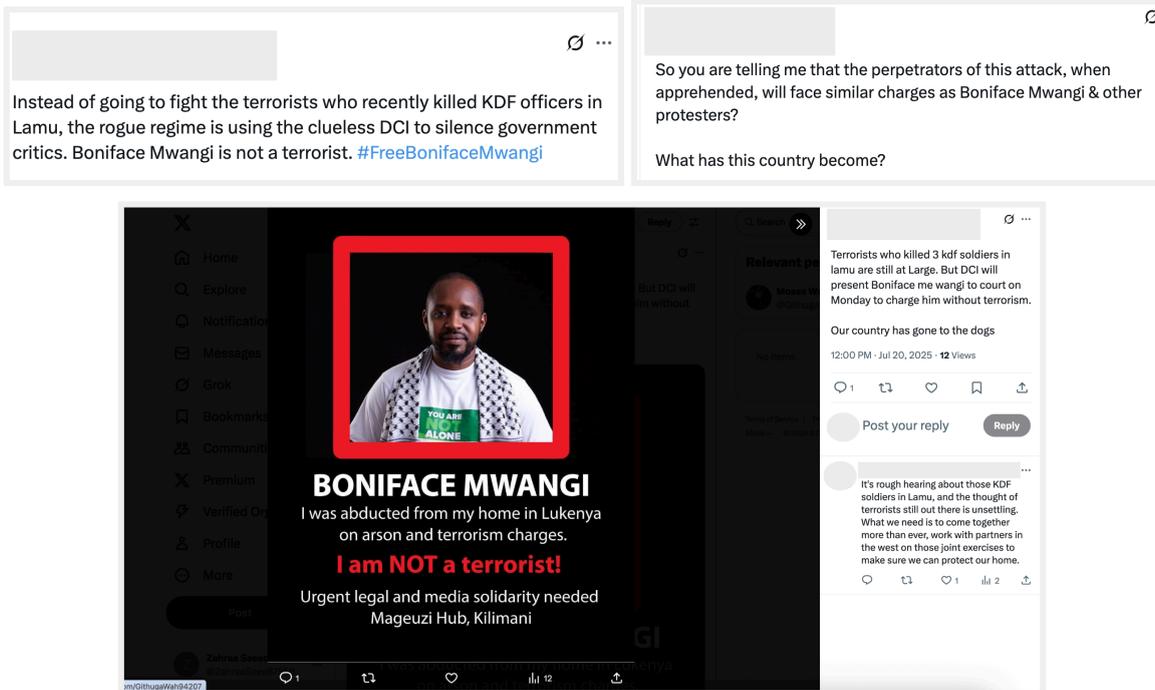
Some users [mourned](#) and honoured the fallen soldiers. However, other users [criticised](#) the government, accusing it of failing to prevent the attack and prioritising the arrest of critics over confronting terrorism. A [conspiratorial narrative](#) also emerged, with one post alleging that president Ruto orchestrated the violence to justify the militarisation of the region, displace rival ethnic groups, and consolidate political control. The post dismissed Al-Shabaab's involvement entirely, portraying the attack as part of a broader political strategy to restructure security forces and manufacture instability.



Screenshots of sample posts (1, 2, 3) on reactions towards the attack in Lamu (Source: CfA using X)

The backlash against the government intensified following the [arrest](#) of prominent activist Mwangi on 19 July 2025 at his home in Machakos County. Initially accused of facilitating terrorism linked to the June 2025 anti-government protests, Mwangi was later charged with the lesser offence of unlawful possession of ammunition. His arrest drew condemnation from rights groups who described it as an attempt to suppress dissent. The arrest also sparked a coordinated campaign under the hashtag [#FreeBonifaceMwangi](#), which received 39,884 mentions on X, garnering 3.09 million views and 110,128 interactions.

Some X users compared Mwangi's arrest to the government's response to the Lamu attack, accusing the authorities of targeting activists while neglecting real security threats. They [argued](#) that while suspected Al-Shabaab militants were killing KDF soldiers, security agencies were preoccupied with detaining government critics. One user [questioned](#) the logic of arresting protesters on terrorism-related charges while armed groups remained active, describing this as evidence of the state's misplaced priorities. In response to an [X post](#) by the Directorate of Criminal Investigations (DCI) announcing Mwangi's arrest, another user [mocked](#) the agency, writing: 'You are arresting Boniface Mwangi while the real terrorists blow up KDF in Lamu.' A similar [post](#) criticised the perceived disparity between the government's treatment of activists and its response to Al-Shabaab, expressing outrage that Mwangi faced terrorism charges while militant threats remained unaddressed.



Screenshots of sample posts(1, 2, 3) criticising the government for arresting Mwangi instead of tackling Al-Shabaab threats (Source: CFA via X)

c. Women in politics are sexualised

On 07 July 2025, during a women’s empowerment forum in the Lamu West Constituency, [Kibet](#), the personal assistant to president Ruto, made certain [remarks](#) while introducing [Chege](#), a nominated MP. He referred to her physical appearance and referenced her in a bedroom context while also making physical gestures such as tapping her shoulder and pointing toward her lower body.

Some comments he made were: ‘This woman is fine, isn’t she?’; ‘When this woman is in bed, one sleeps through the night and wakes up the next day?’; ‘If she turns around, would you be happy?’

Chege did not publicly object; instead, she smiled, waved to the crowd, and later made a suggestive analogy [comparing](#) Ruto’s bid for a second term to sexual stamina, stating that a ‘real man goes two or three rounds’.

Conversations around this incident generated 3,618 mentions, 608,829 views, and 15,421 engagements on X between 06 and 10 July 2025. Sentiment analysis of the posts shows that 80.4% expressed negative views, including [criticism](#) of Kibet’s behaviour. About 0.3% reflected positive sentiment, with some users [defending](#) Kibet, saying his remarks showed praise for women at a women’s event. The remaining 19.3% were neutral, reporting the incident without expressing strong opinions.

i. Sexualised slurs and the ‘Sabina Joy’ narrative

Alongside reactions to Kibet’s remarks, users referred to Chege as a [prostitute](#), [malaya](#), and [poko](#). They also used [Sabina Joy](#), which is a well-known lodge in Nairobi associated with prostitution, as a play on her name.

One user [admitted](#) she had accidentally used the term to refer to Chege during a discussion. Another [questioned](#) her association with the name. Others used phrases such as ‘[political prostitute](#)’, while another user [stated](#) that she was available for hire.

This sub-narrative recorded 367 mentions, 60,955 views, and 1,394 engagements on X during the scan period.



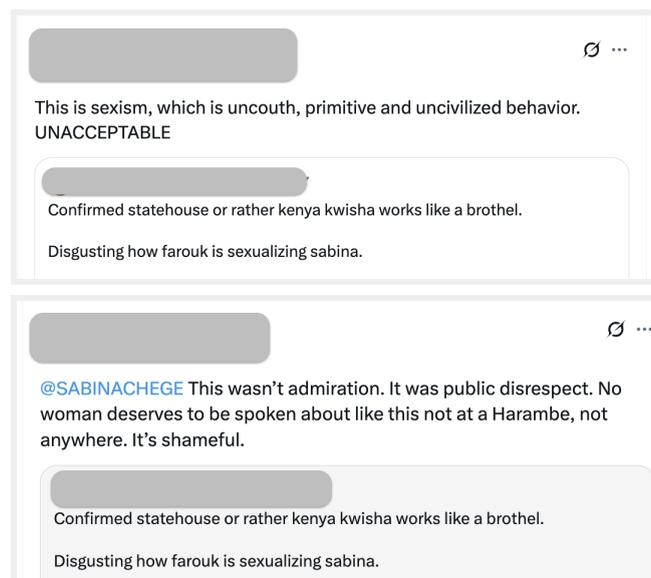
Screenshot of a [post](#) linking Chege to Sabina Joy (Source: CfA using X)

ii. Collective outrage over public disrespect toward women

Multiple users expressed concern about the conduct of a senior presidential aide in a public forum and extended their criticism to the broader leadership culture within government. One user [accused](#) Kibet of harassment and called for political change, linking the incident to broader dissatisfaction with the administration. Some users [likened](#) state institutions to spaces of sexual exploitation. Others [described](#) the remarks as uncivilised and sexist, and another [criticised](#) the government for failing to respect women. One [user](#) said: ‘This wasn’t admiration. It was public disrespect. No woman deserves to be spoken about like this, not at a Harambe [community event], not anywhere. It’s shameful.’

Another showed disgust for Kibet, but [questioned](#) whether women had to prostitute themselves to work in government: ‘Am still disgusted with what farouk said about sabina, makes me wonder how many women in gvt have prostituted for a job.’

This sub-narrative recorded 1,025 mentions, 215,325 views, and 4,278 engagements on X during the scan period.



Screenshots of posts condemning Kibet's sexist remarks ([top](#), [bottom](#)) (Source: CfA using X)

d. Kenya's UN vote in support of LGBTQ+ rights is a betrayal of the country's cultural values

Between 10 and 12 July 2025, a coordinated campaign using the hashtag [#YouBetrayedUs](#) emerged on X in reaction to Kenya's vote in favour of renewing a UN mandate on LGBTQ+ rights. The vote took place on 05 July 2025 during the 59th session of the UN Human Rights Council in Geneva, where Kenya was among the 29 countries that [supported the resolution](#) to renew the Sexual Orientation and Gender Identity (SOGI) mandate.

The SOGI mandate refers to the UN [independent expert](#) on protection against violence and discrimination based on sexual orientation and gender identity. Its role is to assess the implementation of international human rights law, raise awareness of violence and discrimination against LGBTQ+ individuals, and provide advisory services and technical assistance to states. The mandate is non-binding and operates through dialogue and consultation. The mandate does not require states to adopt specific legislation, such as same-sex marriage laws or particular educational curricula.

The [#YouBetrayedUs](#) campaign recorded 3,691 mentions, 25,730 views, and 3,299 total engagements on X during the three-day period. The first [post](#) was from the account [@contentcur](#), which said: 'Kenya Rejects LGBTQ not from hate, but from love for African values. President Ruto's YES vote traded cultural sovereignty for global trends. [#YouBetrayedUs](#) and failed to [#ProtectAfricanValues](#) that millions cherish.'

Posts, often using similar graphics, under the hashtag expressed disapproval of the government's position. The narrative was often paired with the hashtag [#ProtectAfricanValues](#), which registered 3,701 mentions, 27,641 views, and 3,308 engagements on X between 10 and 12 July 2025.

Some users in the [#YouBetrayedUs](#) campaign used misleading content that came from the organisation [CitizenGO](#), an international ultra-conservative advocacy organisation headquartered in Madrid. It operates in over 50 countries and 12 languages, using online petitions and campaigns to mobilise public action in defence of what it defines as life, family, and liberty. The organisation actively opposes abortion and LGBTQ+ rights and positions itself as a civic platform to influence policy in line with traditionalist values.

These posts featured [infographics](#) branded with CitizenGO's logo and promoted a [petition](#) launched on 08 July 2025, by [Ann Kioko](#), the campaigns director for Africa at CitizenGO. The petition urged president Ruto to withdraw Kenya's vote before noon on 09 July 2025. It claimed the vote had been made without public consultation and alleged that the SOGI mandate would enable the UN to impose same-sex marriage, promote gender ideology in schools, and undermine religious values in Kenya.

However, the claims in the petition misrepresented the actual scope of the [SOGI mandate](#). The UN clarifies in [Resolution 32/2](#) of the UN Human Rights Council, 2016, that the mandate does not interfere with national laws or cultural and religious beliefs.

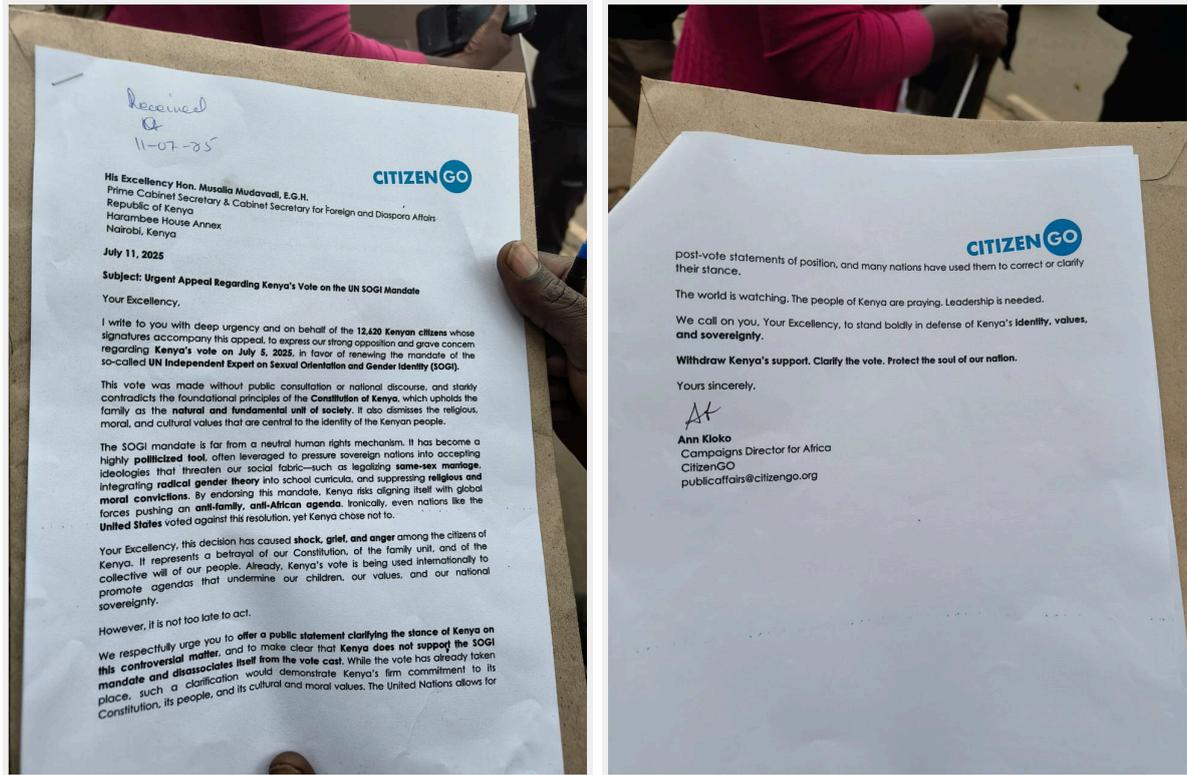
The [#YouBetrayedUs](#) posts that tagged [@CitizenGO](#), the organisation's verified global X account, and [@CitizenGOAfrica](#), its Africa-focused regional account, recorded 13 mentions, 562 views, and 16 engagements between 10 and 12 July 2025.

Additionally, posts within the campaign that tagged Kioko directly recorded 10 mentions, 554 views, and 14 engagements between 10 and 12 July 2025, highlighting her visibility as a key mobilising figure.



Screenshots of X posts ([left](#) and [right](#)) featuring CitizenGO-branded infographics and other messaging, framing Kenya's UN vote as a betrayal (Source: CfA using X)

By 10 July 2025, the petition [update](#) claimed that the [Ministry of Foreign Affairs](#) had been flooded with emails and called on supporters to join a public demonstration. On 11 July 2025, CitizenGO delivered a [letter](#) signed by Kioko and backed by 12,620 signatures to prime cabinet secretary [Musalia Mudavadi](#). The letter urged the government to disassociate from the 05 July 2025 vote, describing the SOGI mandate as anti-family, anti-African, and a betrayal of Kenya's constitutional and cultural values.



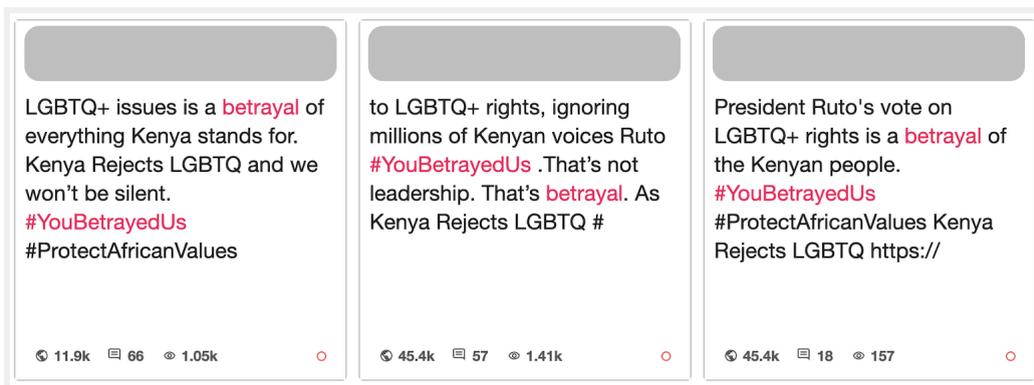
Screenshots ([left](#) and [right](#)) of CitizenGO's letter to Mudavadi, signed by Kioko and opposing Kenya's SOGI vote (Source: CFA using X)

The #YouBetrayedUs campaign promoted two main sub-narratives:

i. Framing the vote as a betrayal of traditional values

One user [stated](#) that the vote ignored the collective voice of millions and failed to reflect national convictions. Several users [claimed](#) that the decision disregarded traditional family systems, and some [said](#) the president had lost their trust and criticised his leadership.

This sub-narrative recorded 343 mentions, 5,026 views, and 357 engagements on X over the three-day campaign period.



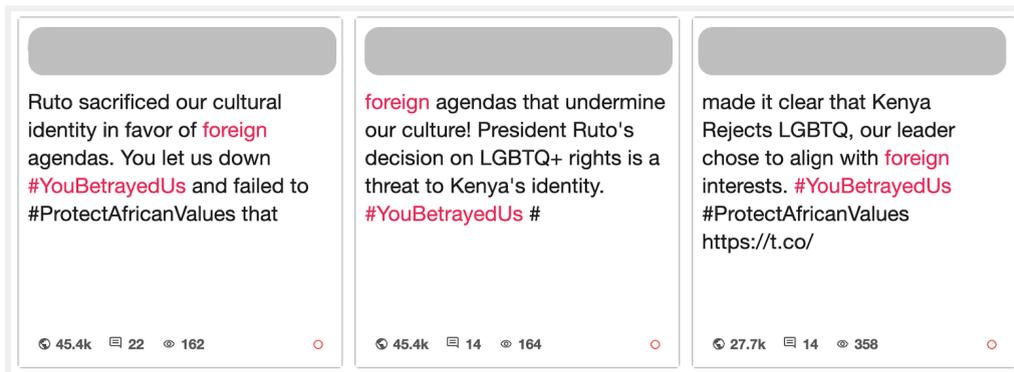
Screenshots of X posts ([left](#), [centre](#) & [right](#)) framing the vote on LGBTQ+ rights as a betrayal of Kenyan cultural and moral values (Source: CFA using Meltwater)

ii. Framing the vote as backing foreign agendas over national values.

A consistent theme within the #YouBetrayedUs campaign was the framing of Kenya’s vote as a decision influenced by foreign agendas.

An X user [argued](#) that the president had turned away from those who placed their trust in his leadership, prioritising global approval over domestic cultural expectations. Another user [argued](#) that he had sided with international interests. Another [said](#) that the vote contradicted the expressed will of the majority, who had already rejected LGBTQ+ rights, and framed the move as submission to foreign influence. One said: ‘President Ruto pledged to uphold Kenya’s values. But when it mattered most, he stood with foreign powers – not his people. That is not what we voted for.’

This sub-narrative recorded 909 mentions, 4,891 views, and 822 engagements on X during the three-day campaign period.



Screenshot of X posts ([left](#), [centre](#) & [right](#)) portraying the vote as aligning with foreign agendas (Source: CfA using Meltwater)

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

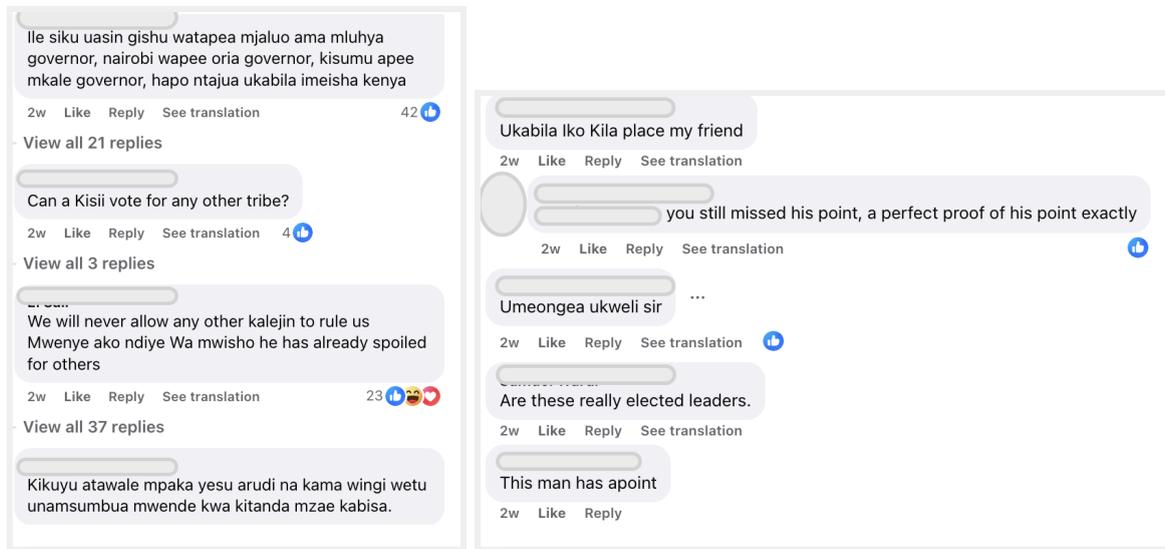
This section provides a concise overview of notable incidents, campaigns, and insights into emerging trends and issues in the information landscape within the focus counties. It aims to inform readers about the emerging conversations shaping public discourse in these counties.

a. Political choices in Nakuru County are influenced by ethnic loyalty.

On 08 July 2025, the Facebook account [@Alfred Koech-Sergent](#) posted a 3-minute [video](#) featuring [Arama](#), the MP for Nakuru Town West constituency. The YouTube channel [@Asulab TV](#) had originally published the full version of the [video](#) on 19 May 2025. In the Facebook video, Arama advocates for an ethnically-based rotational approach to political leadership. He expresses interest in contesting the Nakuru governorship but asserts that members of the Kikuyu community are unlikely to support his bid due to his Kisii background. He implies that ethnic loyalty continues to override leadership competence, noting that although previous governors were Kikuyu, many constituents view their performance unfavourably. Despite his critique, Arama said that the current governor, Susan Kihika, should be allowed to complete her two terms, after which he recommends that leadership be handed to a candidate from a different ethnic community.

Between 08 and 22 July 2025, two videos ([1](#), [2](#)) showing his remarks circulated on Facebook, collectively garnering 111,400 views and 3,390 interactions. While several comments agreed with Arama’s remarks, others accused him of promoting tribalism. Some users questioned whether

members of the Kisii community would vote for a candidate from a different ethnic group, highlighting the deeply rooted nature of ethnic politics in Kenya. CfA and Siasa Place will continue to monitor these conversations.

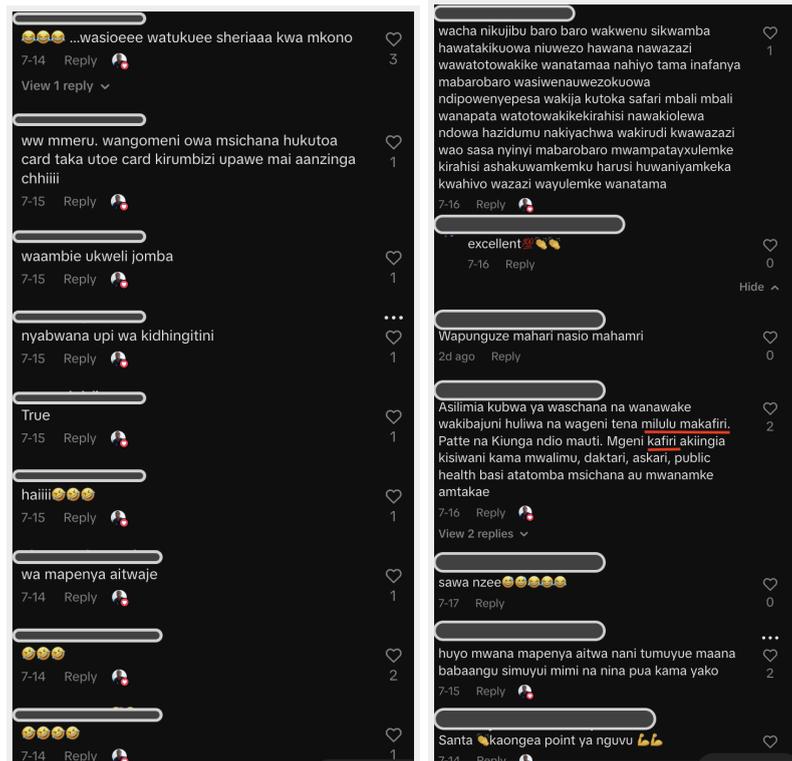


Screenshots of sample comments on Arama's remarks ([left](#), [right](#)) (Source: CfA using Facebook)

b. Islamic principles and cultural norms are being undermined

i. Lamu

On 14 July 2025, TikTok user [@king.of.da_ocean](#) posted a light-hearted interview with a resident of Matondoni, Lamu County. In the [video](#), the resident is asked his thoughts on why young men in the area tend not to marry early, while young women often end up marrying outsiders. The resident attributes this trend to youth idleness and drug use, which he claims affects their ability to sexually satisfy their women. Many viewers found the exchange humorous and agreed with the sentiments expressed. However, some comments veered into religious stereotyping, suggesting that the young women marry Christian non-Lamu residents, mainly doctors, teachers, police officers, or public health workers, who relocate there for work. These commenters referred to 'Milulu', a derogatory term that denotes Christian men, and used the derogatory term 'Kafir' to describe non-Muslims. The video received 8,584 views and 575 interactions.



Screenshots of sample [comments](#) on the video discussing youth marriage trends in Matondoni (Source: CfA using TikTok)

ii. Mombasa

On 01 July 2025, Muslim religious leaders publicly [opposed](#) a 30 June 2025 Supreme Court ruling allowing children born out of wedlock to inherit property from their deceased Muslim fathers. They argued that the decision undermines religious freedoms and violates Islamic law and the jurisdiction of Kadhi courts. In Kenya, Kadhi courts handle matters of inheritance, family, and succession based on Islamic principles. On 12 July 2025, the secretary general of the United Democratic Alliance, Hassan Omar, [criticised](#) the ruling, stating that the Supreme Court cannot rewrite the Quran. He emphasised that Islamic law is immutable and should not be influenced by contemporary societal views or circumstances. In response, religious leaders [announced](#) plans to collect one million signatures for a petition targeting the three Supreme Court judges involved in the ruling.

The ruling [stems](#) from a long-running legal dispute in which a woman sought to exclude her late husband's three children from his previous relationships from inheriting his estate. The High Court and Court of Appeal had previously upheld the children's inheritance rights, but the woman escalated the case to the Supreme Court in an attempt to overturn those decisions.

Between 01 and 22 July 2025, the issue was mentioned three times on X, garnering 84 views and three engagements. On Facebook, the posts received 2,400 views and 153 interactions. The comments reflect a range of sentiments; some users supported the religious leaders' stance and their call to action, while others criticised their priorities, pointing out perceived inconsistencies within the Islamic court system. Several comments mocked perceived religious hypocrisy and called for men to take responsibility for children born outside marriage. However, a significant portion of the discussion perpetuated stigma against women and children born out of wedlock, using derogatory terms like 'mwanaharamu', a Swahili word referring to a child born outside marriage, and portraying them as undeserving of legal protection or justice.

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. Individual actors

i. @contentcur_

The X account [@contentcur_](#), which was created in September 2020 and has 13,000 followers and 53,300 posts, initiated the hashtag [#KikuyuStarterPack](#), alleging systemic inequalities in Kenya that favour the GEMA communities. The account made 23 posts on 11 July 2025 using the hashtag [#KikuyuStarterPack](#). The account has previously amplified other pro-government and politically allied hashtags such as [#BomaYanguKenya](#), promoting the government's affordable housing programme, and [#ODMAT20](#), celebrating the 20th anniversary of the Orange Democratic Movement, Kenya's main opposition party.

ii. @calwizy_

The X account [@calwizy_](#) was created in February 2018 and has 19,800 followers and has made 41,800 posts. The account amplified the hashtag [#KikuyuStarterPack](#), with 51 posts using the hashtag. The account has previously amplified pro-government hashtags such as [#TalantaStadiumUnveiled](#) which promoted Talanta Stadium being built by the Chinese under the [supervision](#) of the KDF and the Ministry of Defence.

iii. @favour_ke1

The X account [@favour_ke1](#) was created in January 2022 and has 18,600 followers and made 55,300 posts since its creation. The account also amplified the hashtag [#KikuyuStarterPack](#), with 48 posts. The account has previously amplified pro-government and politically allied hashtags such as [#TalantaStadiumUnveiled](#) and [#ODMAT20](#).

iv. @ChelseaBoy254_

The X account [@ChelseaBoy254_](#) was created in April 2021 and has 17,000 followers and 86,100 posts. The account also amplified the hashtag [#KikuyuStarterPack](#), posting 44 posts using the hashtag. The account has previously amplified pro-government and politically allied hashtags such as [#LordOfChaos](#), targeting former deputy president Rigathi Gachagua and [#TalantaStadiumUnveiled](#).

These accounts, which actively promoted the hashtag [#KikuyuStarterPack](#) on 11 July 2025, may be part of a coordinated network amplifying divisive narratives targeting GEMA communities. In addition to [#KikuyuStarterPack](#), they also promoted hashtags like [#KikuyuPriviledge](#) and [#LordOfChaos](#), which further contribute to ethnic and political polarisation. Their repeated use of pro-government and politically aligned hashtags such as [#BomaYanguKenya](#), [#ODMAT20](#), and [#TalantaStadiumUnveiled](#), indicates a pattern of selective amplification. The high posting volumes and relatively recent account creation dates raise concerns about possible orchestrated activity. These accounts have been added to our watchlist for continued monitoring alongside other networks promoting polarising or state-aligned content.

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

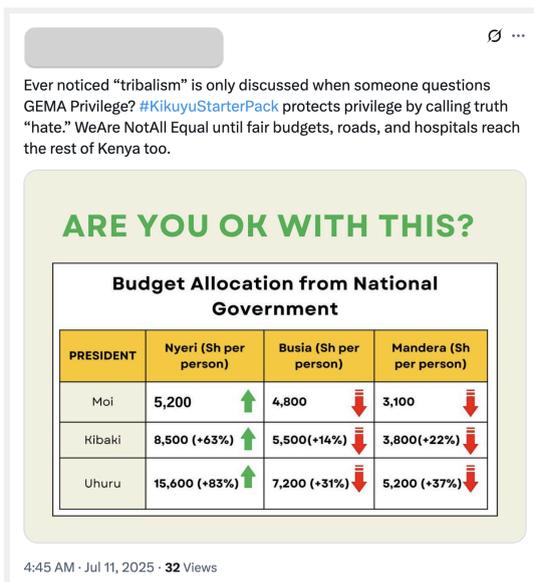
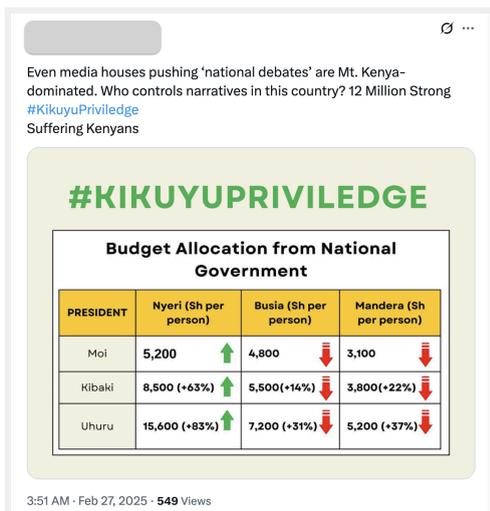
This section outlines the tactics, techniques, and procedures (TTPs) used by actors in the identified narratives. It focuses on strategically disseminating content and coordinating its online presence.

a. Create a dedicated hashtag

The DISARM framework [defines this tactic](#) as creating campaign-specific hashtags, such as the #KikuyuStarterPack campaign. The campaign also used phrases such as 'WeAre NotAll Equal' and 'GEMA Privilege' alongside the hashtag. It was also evident in the #YouBetrayedUs campaign. The hashtag was used to mobilise backlash, frame Kenya's UN vote in favour of LGBTQ+ rights as a betrayal of African values, and push a narrative of cultural erosion.

b. Reuse existing content

The DISARM framework [defines this tactic](#) as an operation recycling content from its previous operations or plagiarising from external ones to conserve resources. The #KikuyuStarterPack campaign repurposed AI-generated media and false statistics from the [#KikuyuPrivilege](#) campaign (active between 26 January and 08 February 2025), alleging systemic inequalities favouring the GEMA communities. Posts from [#KikuyuPrivilege](#), such as one claiming an 83% budget allocation increase for Nyeri under former president Uhuru Kenyatta to highlight Kikuyu favouritism and [another](#) alleging healthcare disparities with one hospital per 2.3 million people in Western and Coastal regions versus one per 700,000 in Mt Kenya, were recycled in #KikuyuStarterPack.



Screenshots of sample images that were shared in the #KikuyuPriviledge campaign (top) and #KikuyuStarterPack (bottom) ([top left](#), [top right](#), [bottom left](#), [bottom right](#)) (Source: Cfa using X)

6. Conclusion

The report highlights how coordinated campaigns like #KikuyuStarterPack strategically recycled misleading content to inflame ethnic tensions, while politically charged incidents such as Mwangi's arrest and Kibet's remarks towards Chege exacerbated divisions along political and gender lines. The use of targeted hashtags and recycled narratives by pro-government actors highlights a sophisticated approach to shaping public opinion, underscoring the urgent need for vigilant monitoring and collaborative efforts to counter manipulation and protect social cohesion.

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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.*