St. Paul's University Repository

SOCIAL MEDIA USE FOR POLITICAL BRANDING AMONG KENYAN POLITICIANS

A Dissertation presented to the Department of Communication Studies in the School of Computer Science and Communication Studies, St. Paul's University in partial fulfilment of the requirements for the degree of Master of Arts in Communication Studies

By

JULIET NAKHUNGU MASINDE

MACSNRB177422

ST. PAUL'S UNIVERSITY

August, 2024

St. Paul's University Repository

DECLARATION

This dissertation is my original work and has not been presented for any degree in any other university. No part of this project should be reproduced without prior authority of the author and/or St. Paul's University.

JULIET MASINDE

MACSNRB177422

Signature: ..... Date: .....

Word Count: 22,573

Declaration by Supervisors

I confirm that the candidate developed this dissertation under my supervision.

Dr.WinnieNdetaOtsiulah

Signature …….. Date ……..……

EverlyneWekesa

Signature …….. Date ……

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

DEDICATION

This dissertation is dedicated to my family as a token of appreciation for the moral support and patience they accorded me while doing the research study.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

ACKNOWLEDGMENT

I take this opportunity to thank several key persons who contributed significantly to the writing of this dissertation and offered me the support I required. These are my supervisors,Dr.WinnieNdeta and EverlyneWekesa,who helped me to lay the foundation of the proposal and guided me in everything I have done so far. God bless you as we continuewith this journey. More gratitude to my friends for encouraging me to advance in my studies and my classmates for their continuous support. Finally, I appreciate my family, for their continued encouragement and support. May you be blessed abundantly.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

ABSTRACT

This study aimed at analysingsocial media as a tool for political branding among select politicians in Kenya. The study implemented a descriptive survey using a quantitative research method approach and targeted social media managers of the members of Parliament's. The study objectives were toanalyse the social media strategies adopted by social media managers and their influence on political brand awareness for Members of Parliament in Kenya. The study population comprised of 580 social media managersfor members of Parliament who use social media for political branding, and samples of 290 were studied. Thematic analysis was performed to identify different themes in the responses provided in study survey questionnaire. The key findings of the study are that the most commonly used social media for political branding was Facebook, followed by Twitter. Instagram and TikTokwere not effective for political branding and marketing.For effective social media campaigns, the social media manager needs to read the online conversations, engage with social media influencers, respond to queries or comments, ask user-generated content, and create opportunities for users to engage with the followers. The most essential social media technological factors when using Facebook for political branding and image creation such as graphics and visuals, targeted content, regular updates, and engaging with followers. The study recommends that politicians in Kenya explore the various social networks available to enhance their branding and visibility. Facebook and Twitter can be used for political branding purposes to foster better branding of politicians.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

TABLE OF CONTENTS

DECLARATION..... i

DEDICATION..... ii

ACKNOWLEDGMENT..... iii

ABSTRACT..... iv

LIST OF TABLES..... ix

LIST OF FIGURES..... x

LIST OF ACRONYMS..... ...xi

CHAPTER ONE..... 1

1.0. Introduction..... 1

1.1 Background of the Study..... 1

1.2 Statement of the Problem..... 5

1.3 Purpose of the Study..... 6

1.4 Research Objectives..... 6

1.5 Research Questions..... 7

1.6 Justification of the Study..... 7

1.7 Significance of the Study..... 8

1.8 Scope of the Study..... 9

1.9 Limitations and Delimitations of the Study..... 10

1.10 Assumptions of the Study..... 11

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

1.11 Definition of Terms....11

1.12 Chapter Summary....12

CHAPTER TWO: LITERATURE REVIEW....13

2.0 Introduction....13

2.1 Theoretical Framework....13

2.1.1 User and Gratifications Theory....13

2.1.2 Technology Acceptance Model....15

2.2. Empirical Review....16

2.2.1 The Use of Social Media as a Tool for Political Branding....16

2.2.2 The Extent to Which Kenyan Politicians Use Social Media for Political Marketing and Branding Purposes....20

2.2.3 Popular Social Media Platforms Used by Kenyan Politicians for Marketing and Branding Their Political Campaigns....21

2.2.4 Strategies Adopted by Kenyan Politicians to Engage Their Target Audience Through Social Media Platforms....23

2.2.5 The Social Media Strategies Adopted by Social Media Managers and their Influence on Brand Awareness of Members of Parliament In Kenya....25

2.2.6 The Impact of Social Media on Political Marketing and Branding Among Kenyan Politicians....26

Social Media Technological Factors....28

2.2.8 The Determinants of Social Media Content Posted by Members of Parliament in Kenya to Inculcate Brand Loyalty Among Their Target Audience....29

2.3. Conceptual Framework....33

2.4. Summary of Literature Review....34

CHAPTER THREE: RESEARCH METHODOLOGY....36

3.0 Introduction....36

3.1 Research Design....36

3.2 Description of the Study Area....36

3.3 Population of the Study....37

3.4 Sample and Sampling Techniques....37

ST. PAUL'S UNIVERSITY

3.4.1 Sample Size....37
3.4.2 Sampling Techniques....38
3.5 Instruments for Data Collection....39
3.6 Reliability and Validity of Research Tools....39
3.6.1 Reliability....39
3.6.2 Validity....40
3.7 Methods of Data Analysis....40
3.8 Ethical Considerations....41
CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION....42
4.1 Introduction....42
4.2 Response Rate....43
4.3 Analysis of Demographical Information....44
4.3.1 Gender Response....44
4.3.2 Age of Respondents....44
4.3.3 Work Experience....45
4.4.1 Social Media Used....46
4.4.2 Frequency of use of Social media platforms....47
4.4.3 Base of Followers of Members of Parliament Social Media Pages....48
4.4.4 Frequency of Use of Different Forms of Messages....50
4.4.5 Social Media Strategies....51
4.4.6: Activities Through the Social Media....53
4.5 Social Media Technological Factors that Influence the Use of Facebook for Branding and Image Creation....54
4.5.1 Frequency of Engagement in Activities Through the Social Media Form Image Creation54
4.5.2: Social Media Technological Factors....55
4.5.3: Measure of Success for Social Media Branding Campaigns....56
4.5.4 Effectiveness of Social Media for Political Branding and Campaigns....57
4.6 The Determinants of Social Media Content Posted by Members of Parliament for Brand Loyalty....59
4.6.1 Posts and Brand Loyalty....59
4.6.2 Type of Content Posted....61
4.6.3 Brand loyalty....62
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS....65

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

5.1 Introduction....65

5.2 Summary....65

5.3 Analysis of the Social Media Strategies Adopted by Social Media Managers and Their Influence on Brand Awareness of Members of Parliament in Kenya....65

5.4 Social Media Technological Factors that Influence the Use of Facebook for Branding and Image Creation....66

5.6 Conclusions....67

5.7 Recommendations....68

5.8 Suggestions for Further Study....69

References....70

APPENDICES....82

Appendix I: Informed Consent Form....82
Appendix II: Research Questionnaire....83
Appendix III: NACOSTI License....97
Appendix IX: Approval Letter....99

Appendix X: Plagiarism Report....92

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

LIST OF TABLES

Table 4:: Response rate……54

Table 4::Age of Respondents……..56

Table 4:3: How often social media is used……....58

Table 4:4: Size of Members of Parliament Base of Followers…… …59

Table 4:5: Social Media Strategies…….. 61

Table 4:6: Activities Through Social Media…… 63

Table 4:7:Frequency of Activities Undertaken through the Social Media…… 64

Table 4.8: social media Technological Factors……... 66

Table 4:9: Effectiveness of social media for political branding and campaigns……. 67

Table 4:0: Frequency of Posts…….. .69

Table 4:11: Type of content posted……70

Table 4:12: Brand Loyalty……...72

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

LIST OF FIGURES

Figure 1.11: Conceptual Framework……44

Figure 4.1: Gender response…….....55

Figure 4.2: Years worked as social media manager of Member of National assembly……56

Figure 4.3: Social Media Used…… 57

Figure 4:4: Number of social media followers…… 59

Figure 4:5: Forms of Messages Used on Facebook Account……60

Figure 4:6: Measure of Success for Social Media Branding Campaigns…… 66

Figure 4.7: Frequency of Posts……..69

Figure 4.8: Type of Content Posted…….. 71

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

LIST OF ACRONYMS

ITU - International Telecommunications Union

MP - Members of Parliament

RR - Response Rate

SPSS - Statistical Package for Social Sciences

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

CHAPTER ONE

1.0 Introduction

This chapter outlines the foundation of the research, including its purpose and objectives. It details the research questions that guide the investigation and explains why the study is necessary. The scope of the research is also defined, along with the assumptions behind the study's methodology. Limitations and delimitations are also addressed to clarify the boundaries and constraints of the research. Additionally, this chapter provides definitions of key terms used throughout the study, ensuring clarity and consistency in understanding. This comprehensive approach sets the stage for the research and maps out its intended direction and impact. Thus, it establishes a clear pathway for the subsequent analysis and findings.

1.1 Background of the Study

Politicians have extensively used social media in their campaignsto access their support base quickly. They have turned to communication professionals to help them manage their social media pagesbecause they have realized that social media can enhance their campaign strategy and improve the democratic space. (Bright et al., 2020). Members of the public visit social media to view what their candidates and competitors have posted. Social media use in political branding has been on the rise since 2000 when Barack Obama aggressively used it to help him win elections in the USA. Barack Obama's campaign in 2008 was made more elaborate due to the strategic use of social media (Mørk, 2020). Therefore, social media became crucial for politicians during campaigns because using them to engage voters impacted political behaviours and attitudes.

In Indonesia, a study was done on two politicians,JokowiandAhok, who vied for the position of Governor and emerged as winners in the Jakarta Governor Election of 2012. These leaders incorporated social media in their political communication strategy during the campaigns, which resulted in the conclusion that social media plays a key role in the success of the political communication strategy (Sabarudin, 2021). They used Twitter for their political branding and

overall political communications. Their political communication is maximized on the blog hyperlinks that identify the political party, individuals, and activist groups.

Various politicians are using social media in their branding and marketing efforts worldwide, including in Kenya, due to its ability to reach many people. In the past decade, many Kenyan politicians have used social media platforms to increase their visibility, reach, and influence among the electorates. Social media has become essential for political campaigns, allowing politicians to communicate directly with their constituents and build a strong online presence. This approach has enabled politicians to relate with their constituents and promote their campaigns, policies, and ideologies. Ndavula and Mueni (2014) noted in their article that politicians in Kenya have adapted to new ways of reaching their target audiences through new media platforms.

The emergence of social media in political marketing and branding among politicians in Kenya has provided a unique opportunity to engage with the voters and build support for their campaigns (Mukhongo,2020). In addition, social media has enabled politicians to be more responsive to their constituents and provide them with greater access to information about their policies and ideologies. Social media has also allowed politicians to reach out to potential voters cost-effectively. For example, politicians can use social media platforms to send messages regarding their campaigns, policies, and ideologies without paying for expensive traditional advertising campaigns (Rodrigues, 2020).

Social media use in political marketing and branding has become increasingly popular in Kenya due to the widespread availability of internet access and mobile devices. According to a study by the International Telecommunications Union (ITU), internet access in Kenya has grown from 0.8% of the population in 2004 to 24.2% in 2017(Ndavula&Mberia, 2012). This growth has enabled politicians to reach a broader range of voters, particularly those in rural areas who may not have access to traditional media outlets. Moreover, the high rate of mobile device usage in Kenya

ST. PAUL'S UNIVERSITY

has enabled politicians to engage with their constituents in real-time and reach out to potential voters through targeted advertisements.

In order to understand how social media is used in political marketing and branding among Kenyan politicians, the study employed a quantitative approach. Questionnaires will be administered to Kenyan Members of Parliament and their social media managers to gain insight into their use of social media for political marketing and branding. Additionally, the studyused content analysis to analyse the content of social media posts and assess the effectiveness of political marketing and branding strategies. Furthermore, the study utilized survey data to determine the impact of social media on voter engagement and support for brand awareness, brand loyalty, and brand image.

Social media types have unique features that appeal to various audiences, too. The audiences use the features to share links, create networks, videos, and photos, and share ideas. Organizations have woken up to the reality that social media is powerful and, as such, have devised advertising and marketing plans to enable them to reach various audiences. Politicians have found social media an effective and practical space to share their agenda and manifestos through direct interactions with potential voters. Social media use in political communication in Kenya has existed since 2002, when some political parties had an online presence. In 2007, more political parties engaged with their followers online. In the last election, the use of social media as a political branding and marketing tool was more prominent, confirming a new trend in political marketing and branding (Abboud et al., 2024).

Social media has significantly transformed the political landscape. It has allowed politicians to reach out to voters and establish associations with them. At the global level, the former United States President, Barack Obama, was the first presidential candidate to use the medium, which was still embryonic during his 2008 bid. The unique perspective it gave to his political campaign, propelling him to the presidency, marked a new dawn for social media in political campaigns.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Social media has been used as a branding and marketing tool globally, including in Brazil, the United Kingdom, India, and South Africa (Bright et al., 2019). However, the use of social media in the global space has only flourished in countries with democracy. Democracy has permitted the people of these countries to use social media without restrictions and government interference. In Ghana, for instance, mass media is critical to political success, and with the introduction of social media, politicians have come out to engage with the electorates (Dankwah&Mensah, 2021)

Social media use in political space is curtailed at the regional level, which is Eastern Africa and Africa as a whole. Increased access to a smartphone has transformed the region, permitting people to communicate and participate in politics. Whereas governments and activists alike have turned to social media as a new approach for political mobilization, marketing, and branding, countries in the regions have increasingly sought to clamp down on this novel technology (Fatema, Yanbin, &Fugui, 2022). For this reason, politicians, especially those in opposition, have found it challenging to use social media for marketing and branding their campaigns.

At the local level, in Kenya, there was a lower voter turnout in the 2022 general elections. In Kenya, using social media as a marketing and branding tool was first apparent in 2008. The momentum for use peaked in 2017 and 2022 when social media was more than a marketing and branding tool. According to Alegu et al. (2020),politicians use social media platforms, primarily Facebook and Twitter, to campaign and market themselves on their agenda and manifesto, but they also use them to spread propaganda.

On the positive side, social media, capitalising on its ability to act as a branding and marketing tool, has worked as a levelling ground in the political field. This goal is achieved by enhancing the information flow between voters and candidates in an affordable manner. Traditional media, in contrast, are expensive; besides, the feedback is limited and favours the elite candidates with some financial muscle. Social media was also used to target young voters, a population section associated with Kenya's highest political apathy rates (Al-Quran, 2022). In contrast, social media

ST. PAUL'S UNIVERSITY

has been misused in the political arena regarding misinformation by exploiting the trust deficit and acting as alternative sites for deliberations. According to Di Domenico et al. (2021), this has positioned them as effective platforms for political misinformation and the spread of fake news, which has led to crises.

1.2 Statement of the Problem

Social media has become an intricate part of modern life. In the realm of political marketing, it involves a seamless integration of social media platforms, such as Twitter and Facebook, into the strategic endeavours of politicians. These sites are primarily used as channelsfor politicians to connect with potential voters and cultivate a robust political brand. This occurrence aligns with the global trend of social media becoming a key tool for political engagement (Ahmad &Popa, 2014). Nevertheless, in Kenya, there still exists a significant disparity in the adoption of social media for political marketing in comparison to the global standards (Abid, Harrigan, & Roy, 2020; Hamid et al., 2022; Hadziahmetovic, Pintol, &Budnjo, 2021). Generally, there has been a significant surge in the use of social media in the country, and there has also been a shift towards relationship marketing, but Kenya's political landscape continues to rely mainly on traditional communication channels.This continued reliance on the old methods has prevented the harnessing of the full potential of social media platforms in establishingmeaningful relationships (Abid, Harrigan, & Roy, 2020). Thus, politicians are deprived of a strategic approach to engagement at a global scale and thus miss the opportunity to establish more authentic connections with the electorate, reducing the chances of their political success.

This study identifies and addresses existing gaps by exploring how Kenyan politicians, specifically those running for Member of Parliament seats, use social media platforms for political branding. It investigates the extent to which these platforms are utilized for branding, analyzes the types of messages conveyed, and evaluates the effectiveness of these efforts in the context of political branding. The study aims to provide in-depth insights to fill the current gap in the literature

on the relational aspects of political branding and marketing in Kenya. Ultimately, the goal is to inform and potentially transform political marketing practices, encouraging a more skilled and modern approach that aligns with the evolving role of social media in politics.

1.3 Purpose of the Study

The study's key purpose is to examine the role of social media as a tool for political branding among select politicians in Kenya and to identify effective strategies for leveraging social media to promote a political brand. The study also explored how politicians utilize social media to communicate their message to the public and the impactof their efforts on political branding.

1.4 Research Objectives

Main Objective: To investigate how social media is used for political branding among Kenyan politicians

Specific Objectives:

1. To analyze the impact of social media strategies implemented by social media managers on the brand awareness of Members of Parliament in Kenya.
2. To examine the specific technological features and interactivity factors that influence the use of Facebook for branding and image creation of Members of Parliament in Kenya in their political campaigns.
3. To explore the key determinants shaping the social media content posted by Members of Parliament in Kenya to teach brand loyalty among their target audience through social media platforms.

1.5 Research Questions

1. How do social media strategies social media managers adoptto influence the political branding of Members of Parliament in Kenya?

ST. PAUL'S UNIVERSITY

2. In what specific ways do technological features and interactivity on social media impact the utilization of Facebook for the branding strategies employed by Members of Parliament in Kenya during their political campaigns?
3. What are the key determinants of social media content posted by members of parliament in Kenya that engage their target audience through social media platforms?

1.6 Justification of the Study

Politicians' increased use of social media in Kenya has made it necessary to explore the potential of these platforms for political marketing and branding. According to reports, Kenya was home to 13.05 million social media users in January 2024, equating to 23.5 percent of the total population(DataReportal, 2024).According to Kamau (2017),social media platforms offer Kenyan politicians a unique opportunity to reach a large and diverse audience. Politicians can interact directly with their constituents, share their views and policies, and respond to their questions and concerns in an engaging and timely manner. Additionally, politicians can use these platforms to generate political awareness by sharing relevant news and updates, engaging in debates and dialogues, and participating in online polls.Social media platforms also allow politicians to manage their public image effectively. Lalancette and Raynauld (2019) argue that politicians can use social media to create a positive brand image by highlighting their achievements, promoting their campaigns, and engaging with their supporters. They can also use social media to combat negative publicity and address controversies by promptly clarifying and responding to criticism (Heavey et al.,2020).

In addition, social media use for political marketing and branding can potentially increase civic engagement. Members of Parliament can utilize social media to educate the masses about their policies and agendas, drive voter turnout, and motivate citizens to participate in the political process. According to Kreiss et al. (2020),politicians can use social media to fashion a sense of

ST. PAUL'S UNIVERSITY

community and encourage dialogue and debate. Finally, social media can be used to increase the transparency and accountability of Kenyan politicians. Politicians can use social media to share information about their finances, public statements, and meetings with constituents. This increased transparency encourages politicians to remain answerable to their voters. It can help to reduce the impact of special interests and corruption in Kenyan politics (United Nations Office on Drugs and Crime, n.d.).

Overall, social media provides Kenyan politicians with a powerful political marketing and branding tool. Social media allows politicians to reach, engage, and interact with a large and diverse audience and to create a positive brand image. Furthermore, it can increase civic engagement, transparency, and accountability in Kenyan politics. For these reasons, a research topic on social media use for political branding among Kenyan politiciansis justified (Bosch et al.,2020).

ST. PAUL'S UNIVERSITY

1.7 Significance of the Study

Social media platforms have become a powerful instrument for political branding among politicians in Kenya. In recent years, politicians in Kenya have embraced social media to reach a wider audience and communicate their messages to the public (Kamau, 2017).Social media is a platform for political promotion, debates, and conversation among politicians and their followers in Kenya. Political branding on social media uses public relations, marketing, and communication strategies to create a unique identity for a political party or candidate. Through social media, politicians in Kenya can engage with the public and reach out to potential voters.

The implication of this study lies in understanding the role of social media in political branding among politicians in Kenya. It will provide an in-depth analysis of how politicians in Kenya use social media to promote their political campaigns and create a unique identity. This study will help identify the most effective strategiesforbuilding successful political branding for

politicians in Kenya. Moreover, it will provide insights into the impact of political branding and the public's perception of politicians in Kenya.

The study assesses the efficacy of social media as a tool for political branding among politicians in Kenya. It will examine the extent to which politicians in Kenya use social media to reach out to the public and engage in meaningful conversations with their followers. It will also explore the influence of social media on the public's perception of politicians in Kenya.

Furthermore, the study analyses the challenges associated with using social media for political branding among politicians in Kenya. It will identify the potential risks and legal implications of using social media for political campaigns. Additionally, the study will provide recommendations on using social media more effectively for political branding in Kenya.It is also hoped that the study findings will provide valuable insights into using social media for political marketing and branding among Kenyan politicians. It will also provide important information to guide the development of effective strategies to increase visibility, reach, and influence among the electorates. Ultimately, the study will contribute to understandingthe contribution of social media to political branding and its potential to shape the outcomes of elections in Kenya.

1.8 Scope of the Study

The study explores communication platforms on social media by analyzing the Facebook pages of specific Kenyan Members of Parliament. It examines how these politicians utilize digital spaces to enhance visibility and connect with the electorates. The research primarily targets accounts managed by social media specialists endowed with branding strategies for their clients. This approach provides insights into the evolving practices of political communication in virtual settings. As the principal legislative entity, the Kenyan Parliament plays a pivotal role in representing the populace's interests. It comprises 290 elected members, 47 women representatives from each county, and 12 nominated individuals to voice the concerns of marginalized groups, such as persons with disabilities, workers, and youth, alongside the Speaker of the National Assembly.

ST. PAUL'S UNIVERSITY

Given its central legislative function, the Parliament engages extensively in political communication across various media platforms to maintain its public image and outreach. The increasing reliance on social media underlines its significance in the broader political marketing and branding strategy, reflecting a shift towards more direct and interactive forms of engaging with voters.

1.9 Limitations and Delimitations of the Study

This study was limited in its scope and focus. It focused only on Kenyan politicians using social media for political branding and affected Kenyan politics. Furthermore, the study was limited to the current political landscape in Kenya. It did not consider any potential changes in the political landscape or any effects of political branding that may arise in the future. This study was also limited to a quantitative methods approach. It used only quantitative methods, such as surveys, to measure the effects of political branding on Kenyan politics. The study was limited in its sample size. The focus of the study was on Kenyan politicians, but due to the limited resources available, the sample size was limited to a few managers ofthe politicians' social media pages.This limitation affected the study results, as the sample size was not large enough to represent the entire population of Kenyan politicians.This study was delimited in several ways. First, it focused only on politicians in Kenya who use social media for political branding. It did not consider any other form of political branding, such as traditional media or offline methods. Secondly, it focused on the effects of political branding on Kenyan politics. Thirdly, itdid not consider any other effects that may arise from political brandings, such as economic or social effects.

ST. PAUL'S UNIVERSITY

1.10 Assumptions of the Study

The assumptions of this study are as follows: The first assumption was that social media can be an effective tool for political branding among politicians in Kenya. This assumption was based on the idea that social media provides a platform for these legislators to reach out to probable voters and engage with them more directly than traditional media channels. Social media platforms also

allow politicians to present their message in a more personal and tailored way than most conventional forms of communication, which are expected to be more effective in connecting with the public. The second assumption is that Politicians in Kenya use social media for political branding. This postulation is based on the observation that politicians in Kenya have embraced social media for political purposes. By engaging in a dialogue with potential voters, politicians can create a more personal connection with them, which can be an effective tool for political branding.

1.11Definition of Terms

- **Social media**: social media are interactive technologies that facilitate the creation and sharingideas, interests, and other content among virtual communities and networks. This definition emphasizes the role of these platforms in political branding by allowing politicians to connect and communicate with their followers (Sweet et al., 2020).
- **Political Branding**: This concept involves using marketing techniques to build and maintain the public image of politicians and their parties. It strategically uses various communication tools to shape public perception and establish a distinct identity (Medveschi&Frunza, 2018).
- **Social Media Branding**: Using digital strategies to enhance brand recognition and engage with target audiences through social media platforms. The emphasis is on leveraging these platforms to build a brand's presence and connect with users (Appel et al., 2020).
- **Social Media Strategies**: These are well-planned approaches detailing what content will be shared on social media to influence the image of politicians and their parties. Effective strategies involve timing, type of content, and engagement tactics to shape public perception (Quesenberry, 2020).

ST. PAUL'S UNIVERSITY

- **Brand Awareness**: In the context of political branding, this term refers to the extent to which the public recognizes and remembers a politician or political party based on their social media presence and communication strategies (Mallipeddi et al., 2021).
- **Brand Loyalty**: This is the commitment of voters to a politician or party, often built on past experiences and the perceived credibility of the political brand. It involves the long-term retention of voter support and trust (Lou &Xie, 2021).

1.12 Chapter Summary

This chapter has looked at various pieces of literature that examine the background of the study. It also presents the statement of the problem to make what the study will be addressing clear. Further, the chapter looks at the research questions and research objectives. The other important areas the chapter has looked at include the purpose of the study, the justification of the study, the significance of the study,and the scope and limitation of the study. This chapter has set the stage for the research study.

ST. PAUL'S UNIVERSITY

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter critically analyses previous studies on social media use as a tool for political branding among politicians in Kenya. The analysis will focus on the literature per the study objectives, the theoretical framework, the conceptual framework, research gaps, and a literature summary. The use of social media as a tool for political branding among politicians in Kenya has been increasing in recent years. The literature review explores the various ways politicians use social media to market and brand their campaigns.

2.1 Theoretical Framework

The study will be guided by the technological acceptance theory complemented by the user and gratificationtheory.

2.1.1 User and Gratifications Theory

Blumler and Katz coined the uses/r and gratifications theoryin the early 1940s. The theory highlightswhy certain people select and use a particular media type. It further explains that their needs influence their choice of media and the satisfaction they will get by using the specific media. This theory looks at how audiences actively select the media that they use for communication-based on the gratifications that they derive from them. According to Hussain and Shabir (2020),the theory proposes that people choose to use certain communication media based on the gratifications they derive from them. Their needs lead them towards selecting and using certain media to communicate. This theory holds that the communicator selects the media and what it can do for them; thus, they are active in choosing the media of communication and its effects on them. People have various needs, and the nature of these needs drives a person to select a particular type of media that they can use to engage and help them meet their needs. According toZhang etal.(2023), people use the media to get away psychologically from the real world andrelieve themselves from any issues they may face, while others use media for entertainment, business purposes, information purposes, and several other purposes.

This theory mainly focuses on how people select media content. It does not focus on the effect of media on their minds. The user and gratification theory suggests that individuals have certain motivations and needs that drive them to use media. This theory has been used to explain media use in many different contexts, including political communication. According to Rathnayake and Winter (2021),in the context of political branding, user and gratification theory suggests that users may engage in social media use for different purposes, such as to gain knowledge about

ST PAUL'S UNIVERSITY

political candidates and issues, to engage in dialogue and discussion about these topics, and to express their political opinions.

The user and gratification theory can be applied to this study in several ways. First, it can help explain why individuals engage with political content on social media. For example, the theory suggests that individuals may be using social media to gain knowledge about their country's politics, engage in dialogue and discussion, and express their political opinions. Second, the theory can help explain how political candidates and parties use social media for political branding. For example, the theory suggests that political parties may use social media to reach out to voters, promote their policies, and establish their online presence (Bright et al., 2020).

Finally, the theory can help explain how different types of users engage with political content on social media. For example, the theory suggests that supporters may engage more frequently than opponents or undecided users (Stuckelberger, 2021). In conclusion, the user and gratification theory can be applied to a study on social media use for political branding in Kenya. This theory can help to explain why individuals are engaging with political content on social media, how political candidates and parties are using social media for political branding, and how different types of users are engaging with political content on social media.

Therefore, social media is used by the Members of Parliament for political branding and marketing because it helps them meet their needs. Politicians use social media because they derive gratification from its benefits in political branding and marketing. They mustinform the electorates about them, their political party, and their strategies, and publicise their candidature. According to Kofi Frimpong et al. (2022), this helps them provide information to influence voting patterns and create awareness about a particular political interest.

This study will focus on how social media is used for political branding in Kenya. Specifically, the study will examine how political candidates and parties use social media for various purposes, such as to reach their voters, promote their policies, and establish their online presence. The study will

also examine how different types of users engage with political content on social media, such as supporters, opponents, and the undecided.

2.1.2 Technology Acceptance Model

The Technology Acceptance Model (TAM), developed by Fred Davis in 1989, provides a framework for understanding how users accept and use technology. The model posits that two primary factors—perceived usefulness (PU) and perceived ease of use (PEOU)—influence an individual's decision to use a new technology. Perceived usefulness is the degree to which a person believes that using a technology will enhance their job performance, while perceived ease of use refers to how effortless the technology is to use (Farahwahida et al., 2021; Gruzd et al., 2018).

In the context of social media, TAM has been adapted to study how individuals, including political figures, adopt and utilize these platforms. The unique features of social media, such as accessibility through personal devices and the capacity for targeted communication, contribute to its perceived usefulness and ease of use. This framework helps explain how Members of Parliament in Kenya might perceive and use social media for political branding and marketing, focusing on enhancing their public image and engaging with constituents (Chintalapati&Daruri, 2017; MohdYusof et al., 2021).

Recent research highlights the importance of additional factors, such as social influence and perceived social benefits, in adopting social media. These factors are crucial in understanding technology acceptance's broader social and cognitive dimensions, particularly in digital communication (Farahwahida et al., 2021; Gruzd et al., 2018).

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

2.2. Empirical Review

2.2.1 The Use of Social Media as a Tool for Political Branding.

In the age of digital communication, social media has become a key part of the political landscape. From presidential candidates to local politicians, political figures of all levels utilise social media to reach out to their constituents, engage in conversations, and build their political brands (Fernandez, 2019). According to Farhanet al. (2020) political branding is the practice of creating and maintaining an identity for a political figure in order to build public trust and support. It is a strategic process that involves the use of marketing and communication techniques (Klapper& Smith, 2020). Through branding, politicians can create a narrative that resonates with their constituents and sets them apart from their opponents. Branding is an important tool for politicians because it allows them to differentiate themselves from their opponents and create an identity that voters can relate to.

Social media has become an essential tool for political branding. Political figures are leveraging on the power of social media to reach out to their constituents, engage in conversations, and create a narrative that resonates with their target audience (Singha, 2024). Social media allows politicians to be more accessible to their constituents and create a connection with them. Through social media, politicians are able to keep their constituents informed on their policies, share their beliefs, and create a narrative that resonates with their target audience (Hameleers et al., 2022).

Social media can also help politicians build their brands by allowing them to engage in conversations with their constituents and gain a better understanding of their beliefs and values. This allows politicians to tailor their message to their audience and create a narrative that resonates with them. Additionally, social media allows politicians to showcase their values and beliefs in a way that is relatable and engaging (Cifuentes, 2020).Politicians have extensively used social media in their campaigns to access their support base instantly. Politicians have turned to communication professionals to help them manage their social media pages. This is because they have realized that

ST. PAUL'S UNIVERSITY

social media can enhance their campaign strategy and improve the democratic space (Barros & Michaud, 2020). Members of the public visit social media in order to view what their candidates and competitors have posted. Social media use in political branding has been on the rise since the early 2000s when Barack Obama aggressively used it as a strategy to help him win elections in the USA. Barack Obama's campaign in 2008 was made more elaborate due to the strategic use of social media.

In Indonesia, a study was done on two politicians,Jokowiand Ahok, who vied for Governor and deputy and emerged as winners in the Jakarta Governor Election of 2012. This was mainly because they incorporated social media in their political communication strategy during the campaigns,concluding that social media plays a key role in the success of the political communication strategy (Sabarudin, 2021). They mostly used Twitter for their political branding and overall political communications. Their political communication is maximized on the blog hyperlinks that identify the political party, individuals, and activist groups (Papakyriakopoulos et al.,2020).Political branding among politicians in Kenya is a phenomenon that has existed for a long time.According to Chukwu and Chiadika (2024),political marketing and branding is the process of utilizing marketing tactics to influence the public's opinion of a political candidate or party. Branding is the development of a recognizable image or identity associated with a product, service, or organization. In Kenya, political marketing and branding have an impact on shaping the political landscape.

According to Ndavula and Mueni (2014), political marketing and branding in Kenya is a complex process involving various tactics and strategies. For instance, social media utilization for branding in the Kenya 2013 elections was a major aspect. All the Presidential candidates had foregrounded themselves using Facebook and Twitter accounts using their photos. These strategies were mainly to help the politicians advertise themselves and do online marketing using the theme colours of their political parties (Ndavula&Mueni, 2014). In this study, the researcher shifts focus

ST. PAUL'S UNIVERSITY

St. Paul's University Repository
to Members of Parliament in the form of their usage of social media for political branding and marketing and the contribution social media creates towards political branding and marketing. Politicians need to identify their target audience and develop a message that resonates with them. Political marketing and branding areways for politicians to differentiate themselves from their opponents and to build trust with the electorate. In Kenya, political marketing and branding are used to create an image that is attractive to the public and to build relationships between them and the politician or party.

One of the main tactics used in political marketing and branding in Kenya is advertising. Politicians use advertisements on their social media pages to persuade voters to vote for them (Petitpas, 2024)). Advertisements are used to promote a political candidate or party's platform, policies, and achievements. According to Petitpas (2024)these tools are used to create a positive image of the candidate or party and to draw attention to their message and can be placed on billboards, newspapers, television, and radio. In Kenya, political advertising is regulated by the Kenya Broadcasting Corporation, which sets guidelines for the content of the advertisements. Kalonda (2023), in researchconducted in the Philippines, looked at how marketing and politics are intertwined and the utilization of social media and mainstream media in the political landscape. The study mainly undertook reviews of secondary sources so as to comprehend the importance of social media in political marketing based on the available literature. This study, however, looks at the topic from a different perspective by conducting empirical field research and interacting with politicians and their social media managers to gain first-hand insights on the use of social media in Kenya's political branding and marketing.

Another important tactic in Kenya's political marketing and branding is the use of social media. According to Boulianne and Larsson (2023), social media platforms like Twitter and Facebook are used to engage with the public and to spread a political message. Social media is also used to promote a political candidate or party's message and to build relationships with potential

ST. PAUL'S UNIVERSITY

voters. Political candidates and parties can use social media to create a positive image of them and to reach a larger audience. Musicians were used by the presidential hopefuls to endorse them. Their videos containing the endorsement messages were posted on Facebook, as well as the different rallies across the counties.

In addition to advertising and social media, political marketing and branding in Kenya also involvesusing traditional mass media such as radio and television. Political parties and candidates often purchase air time on radio and television to promote their message and to reach a wider audience. Ndavula and Mberia(2012) in their study, argue that political parties and candidates can also purchase advertisementsslots in newspapers and magazines to reach a larger audience.

Political marketing and branding in Kenya also involve events, such as rallies and campaign stops. Candidates and parties leverage these events to engage with the public, communicate their messages, and cultivate relationships with potential voters (Langat, 2020). Political events serve as platforms to demonstrate a candidate's or party's dedication to the public and highlight their efforts in promoting their agenda. In recent years, social media has become an essential tool in political campaigns in Kenya, allowing for broader and more immediate outreach to the electorate. This digital engagement helps to amplify campaign messages, increase visibility, and foster a more direct connection with voters.It has been noted in previous research that the social media marketing strategy was used on a short-term basis (Wood, 220)).

Political marketing and branding in Kenya is an important and complex process that requires thoughtful planning and execution. According to Bischof and Senninger (2018), politicians must understand the needs and interests of the public and must create a message that resonates with them. Political marketing and branding are ways for politicians to build trust with the public and to differentiate themselves from their opponents. In Kenya, political marketing and branding are an important part of the political landscape and are essential for politicians to be successful (Si, 2022).

ST. PAUL'S UNIVERSITY

2.2.2 The Extent to Which Kenyan Politicians Use Social Media for Political Marketing and Branding Purposes.

In recent years, research in the area of political marketing and branding has made tremendous advancements globally(Dahiya& Vohra,2022; De Asis, (2022). Their research, however, looks at the use of social media inthe recent elections and the upsurge of political marketing. In the Philippines, for instance, much of the research hasnot yet comprehensively considered the issue of political marketing using social media (Si, 2019). The presence of social media in Kenya has had a profound effect on the country's political landscape. Politicians have turned to social media platforms as a powerful tool for marketing and branding purposes. The utilization of social media for political marketing and branding gives candidates the opportunity to communicate widely and create a more personal connection with the voter. According to Abboudet al. (2024) with the prevalence of smartphones, the application of social media for political marketing and branding purposes has become increasingly widespread in Kenya.

In addition to using social media for political marketing and branding, Kenyan politicians have also used it to launch campaigns and push for reforms (Abboudet al., 2024).Through the use of social media, politicians can launch campaigns and inform the public about their policies and ideas. Social media also allows politicians to mobilize support for various initiatives. According to Bene(2021) they have used social media to influence public opinion and shape public discourse on various topics, ranging from politics to health to education.

Kenyan politicians have embraced social media in political marketing and branding, but it has also raised questions about its efficacy and reliability. According toIosifidis and Nicoli (2020),social media can be used to spread misinformation and propaganda, and there are concerns that the use of social media to influence public opinion could have negative implications on democracy and transparency.Despite these concerns, the use of social media for political marketing and branding has become a key part of the Kenyan political landscape. Social media has allowed

ST. PAUL'S UNIVERSITY

Kenyan politicians to reach a wider audience, build a positive image, and create a more engaged base of supporters (Mukhongo, 2020). The use of social media has also allowed politicians to mobilize support for their initiatives. The use of social media for political marketing and branding has given Kenyan politicians an important edge in the electoral process.

2.2.3 Popular Social Media Platforms Used byKenyan Politicians for Marketing and Branding Their Political Campaigns

Social media is essential for Kenyan politicians' marketing and branding. It is a powerful tool for connecting with the public, engaging with potential voters, and building a positive reputation. In the past few years, Kenyan politicians' use of social media has been on the increase, with various popular social media platforms being used to further their campaigns (Bosch, 2020).Twitter is one of the most used social media platforms by Kenyan politicians. Twitter is a platform where users can share short messages known as "tweets" with other users. It is an easy way for Kenyan politicians to spread their message quickly and widely. Politicians also use Twitter to promote their policies and to engage directly with their followers. With its large user base and ability to reach a wide audience, Twitter is an invaluable tool for Kenyan politicians and their campaigns.Facebook is another widely used social media platform by Kenyan politicians. It is the largest social media platform in the world and has more than 2.7 billion monthly active users. Kenyan politicians use Facebook to build their brands, promote policies and messages, and engage with followers. According to Mukhongo (2020) they also use it to post photos, videos, and other content, as well as to host live events and debates.With its focus on visual content, it is an ideal platform for politicians to share photos and videos, which help build a positive image and create a strong online presence. Lalancette and Raynauld (2019) politicians can also use Instagram stories to give their followers an inside look into their lives and campaigns.Kenyan politicians arealso increasingly using YouTube. This platform is great for creating videos and live-streaming events, which can be used to engage with potential voters and build a positive reputation. YouTube allows

ST. PAUL'S UNIVERSITY

politicians to share their messages, reach a wide audience, and interact directly with their followers.LinkedIn is another important social media platform for Kenyan politicians. It is a professional network where politicians can create profiles and share their professional experiences, skills, and achievements. It is also a great platform for networking and engaging with other politicians and influencers (Farkas&Bene, 2021)

These are just a few of the popular social media platforms used by Kenyan politicians for marketing and branding their political campaigns. By utilizing these platforms, Kenyan politicians can reach a wide audience, engage with potential voters, and build a positive image. Social media is a powerful tool that can help Kenyan politicians to further their campaigns and reach their goals (De Maio& Dionne, 2021).

2.2.4 Strategies Adopted by Kenyan Politicians to Engage Their Target Audience Through Social Media Platforms

There is no doubt that Kenyan politicians' use of social media platforms has significantly impacted how they engage their target audience. With platforms such as Twitter, Instagram, Facebook, and YouTube, Kenyan politicians are able to reach a wide range of people in an effective and cost-efficient manner. In the study by Ndavula&Mueni (2014), the authors mainly focused on the impact and effectiveness of new media in Kenyan elections and the link between technological developments in the country and increased online political marketing. However, in this study, the researcher will focus on the particular social media messages posted on the Members of Parliament's pages to evaluate the effectiveness of political branding and marketing efforts. The most common social media platform used by Kenyan politicians is Twitter. Twitter allows Kenyan politicians to instantly share news, updates, and opinions with their followers. They can also use the platform to respond to criticism or refute statements made by their opponents or critics. Kenyan politicians also use Twitter to communicate directly with their target audience and interact with as many people as possible.

ST. PAUL'S UNIVERSITY

According to Bosch et al. (2020), another popular social media platform used by Kenyan politicians is Facebook. Facebook allows Kenyan politicians to create pages and groups to engage their target audience. With these pages and groups, Kenyan politicians are able to share updates, links, and videos related to their campaigns. They can also use the platform to post surveys and polls to get feedback from their target audience. Additionally, Kenyan politicians can use Facebook to host events and encourage their followers to participate and share their views on various topics.Instagramis also popular among Kenyan politicians (Ogola, 2021). With Instagram, they can share photos and videos related to their campaigns and activities. These politicians can also use the platform to showcase their personalities and keep their followers updated on their activities. According to Mukhongo (2020)Kenyan politicians can use Instagram to directly engage with their target audience by responding to comments, liking posts, and even hosting live question and answer sessions. Finally, YouTube is a great platform for Kenyan politicians to reach their target audience. YouTube allows Kenyan politicians to create and upload videos related to their campaigns, activities, and opinions. They can also use the platform to respond to criticism and refute statements made by their opponents or critics. YouTube also allows Kenyan politicians to create channels where they can share videos and updates and interactively engage with their target audience(Langat, 2020).

Kenyan politicians are able to reach crowds of people and engage them in an effective and cost-efficient manner using the social media platforms. They use these tools to share news, updates, and opinions with their followers torespond to criticism, refute statements made by their opponents or critics, and host events. Additionally, Kenyan politicians can use these platforms to create pages and groups to engage their target audience, post surveys and polls for feedback, and showcase their personalities. Through these strategies, Kenyan politicians can effectively engage their target audience and promote their campaigns interactively and engagingly (Mukhongo, 2020).

ST. PAUL'S UNIVERSITY

Social media managers are responsible for helping Members of Parliament (MP) achieve their goals by utilizing social media strategies. This includes creating engaging content, building relationships with influencers, and managing their social media accounts. Social media managers also help MPsbuild their online presence by optimizing their accounts for Search Engine Optimization (SEO) and increasing their visibility through social media advertising(Das,2021).

2.2.5 The Social Media Strategies Adopted by Social Media Managers and their Influence on Brand Awareness of Members of Parliament inKenya.

The strategies adopted by social media managers to increase the brand awareness of MPs globally include creating engaging content, building relationships with influencers, optimizing accounts for Search Engine Optimization (SEO), and running targeted social media campaigns.

Creating Engaging Content

Content creation is a major part of any social media strategy. Content can be used to engage with constituents, build relationships, and increase aMember of Parliament's (MP) visibility. Content can include blog posts, videos, and images. It should be relevant to the MP's campaign and should be tailored to the audience. Social media managers can use content to educate constituents about the MP's platform, showcase their achievements, and promote their message.

Building Relationships with Influencers

Influencer marketing is a powerful tool for increasing an MP's reach and visibility. Influencers are people with large social media following who can help spread anpoliticians'message and increase their brand awareness (Shmalenko et al., 2021). Social media managers can leverage on influencers to create content and share it with their followers, which can increase the MP's brand awareness and reach.

Optimizing Accounts for SEO

According toNyagadza (2022) Search Engine Optimization (SEO) is a vital part of any social media strategy. It helps to optimize a social media account for search engines, which

ST. PAUL'S UNIVERSITY

increases visibility and reach. Social media managers can use SEO to increase an MP's visibility by optimizing their accounts for keywords, ensuring that their content is shareable, and increasing their followers (Nyagadza, 2022).

Running Targeted Social Media Campaigns

Social media campaigns are excellent strategy for MPs to increase their reach and brand awareness. According to Gross and Von Wangenheim (2022), social media campaigns can include targeted advertisements, sponsored content, and influencer campaigns. Social media managers can use these campaigns to reach a wider audience and increase an MP's visibility.

The influence of these strategies on the success of an MP's campaign depends on how well they are implemented. If the strategies are implemented correctly, they can have a momentousinfluence on the achievement of an MP's campaign. According to a study by Stier et al. (2020)politicians who use social media strategically are more likely to be successful in their campaigns. The study found that MPs who used social media strategically to engage with their constituents, to build relationships, and gain visibility were more likely to be re-elected.

2.2.6 The Impact of Social Media on Political Marketing and Branding Among Kenyan Politicians.

Social media has had a tremendous impact on the way political marketing and branding are conducted among Kenyan politicians. It has revolutionized the way politicians communicate with the public, build their brand, and reach out to potential voters. Social media has enabled politicians to reach a much wider audience than ever before and engage with them in unprecedented ways. According to Mukhongo (2020) social media has also enabled Kenyan politicians to reach out to a much larger fan base. This is because the platforms allow them to instantly connect with hundreds of thousands of people, no matter their geographical location. It also allows them to post updates and share information with their followers in a timely manner. Additionally, these platforms

ST. PAUL'S UNIVERSITY

provide politicians with the opportunity to share a variety of content, such as videos, pictures, and articles. This allows them to create an engaging profile that resonates with the public (Davis &Taras, 2022)

Social media has also revolutionized the way politicians conduct their campaigns(Kalonda, 2023). For example, politicians can use social media to create interactive campaigns that allow them to target specific demographics. This is especially important in a country like Kenya, where politics are often divided along ethnic and regional lines. Social media gives politicians avenues to reach out to potential voters who may not have been accessible through traditional media.In addition to its impact on political marketing and branding, social media has also had a significant impact on the way political debates and conversations are conducted in Kenya. Social media has allowed citizens to engage in political conversations in realtime, which has led to an increase in the level of political engagement among Kenyans. This has enabled politicians to get their messages out to a much wider audience and to have more meaningful conversations with potential voters (Matthes, 2022).

Furthermore, social media has enabled Kenyan politicians to track and monitor public opinion. This has allowed them to gain insights into what the public is thinking and feeling about specific issues and to tailor their messaging accordingly. This is especially important in a country like Kenya, where public opinion is often divided along ethnic and regional lines (Kim & Horowitz, 2022).Finally, social media has made it easier for politicians to reach out to potential donors and supporters. By using crowdfunding platforms, politicians can raise money to fund their campaigns. This has enabled them to reach out to a much wider range of donors and supporters, who can then help promote their campaigns and spread their messages (Dehdashti et al., 2022).

Overall, social media has had a tremendous impact on the way political marketing and branding are conducted among Kenyan politicians. It has revolutionized the way politicians communicate with the public, build their brand, and reach out to potential voters. It has also enabled

ST. PAUL'S UNIVERSITY

them to create interactive campaigns,track public opinion and reach out to potential donors and supporters. The impact of social media on political marketing and branding among Kenyan politicians is undeniable and it is likely to continue to shape the way politics are conducted in the country for years to come (Kofi Frimpong et al., 2022).

2.2.7 The Social Media Technological and Interactivity Factors that Influence the Use of Facebook for Branding and Image Creation of Members of Parliament in Kenya in their Political Campaigns

Social Media Technological Factors

Social media technological factors, such as the design of the platform, the accessibility of the platform, and the availability of tools and analytics, all contribute to the use of Facebook for branding and image creation by MPs in their political campaigns (Goncalves et al., 2019). Platform design refers to the structure and layout of the platform, as well as the ease of navigation and the availability of features, such as multimedia content, live streaming, and advanced analytics (Goncalves et al., 2019). Accessibility refers to the ability of the platform to be accessed by users with different devices and from different locations, as well as the availability of language options (Alshayban et al., 2020). Tools and analytics refer to the ability to track user engagement, create targeted campaigns, and track the performance of campaigns.

Social Media Interactivity Factors

Social media interactivity factors, such as user engagement, user-generated content, and the ability to personalize messages, are also important factors in the use of Facebook for branding and image creation by MPs in their political campaigns (Goncalves et al., 2019). User engagement refers to the ability to interact with users in realtime, as well as to build relationships and respond to feedback. User-generated content refers to the ability to create content that is tailored to the specific needs and interests of the target audience (Rajamma et al.,2020). Personalization refers to the

ST. PAUL'S UNIVERSITY

ability to customize messages and content to create a more personalized experience for the user (Chandra et al.,2022).

Global Use of Facebook for Branding and Image Creation

The use of Facebook for branding and image creation by MPs in their political campaigns is a global phenomenon. In the United States, for example, Facebook is the most used social media platform among political campaigns (Stieret al.,2020). In the United Kingdom, MPs use Facebook to pull the audience to their campaigns and amplify their messages" (Rossini et al., 2023). In India, MPs use Facebook to "promote their party's ideologies and to engage with citizens"(Darmoe et al., 2024). In Australia, MPs use platform such as Facebook to build relationships with constituents as well as communicate campaign messages and to interact with the public (Browning &Sweetser, 2020). The use of Facebook for branding and image creation by MPs in their political campaigns is a global phenomenon influenced by a variety of social media technological and interactivity factors. Platform design, accessibility, and the availability of tools and analytics are all important factors in the use of Facebook for branding and image creation by MPs in their political campaigns. Additionally, user engagement, user-generated content and personalization are also important factors. According to Stier et al. (2020), Facebook has allowed MPs to reach a larger and more diverse audience, interact with constituents, and tailor their messages to their target demographic.

2.2.8 The Determinants of Social Media Content Posted by Members of Parliament in Kenya to Inculcate Brand Loyalty Among Their Target Audience.

Brand loyalty is a customer's commitment to purchase a particular brand's products and services over time despite other competitive brands (Bhattacharjee and Bose, 2019). A business needs to build brand loyalty among its customers in order to ensure long-term success. This is because brand loyalty leads to higher customer retention and repeat purchases (Arslan, 2020). Similarly, MPs must strive to build brand loyalty among their target audience in order to remain in

ST. PAUL'S UNIVERSITY

power.There are numerous determinants of social media content posted by MPs that inculcate brand loyalty among their target audience. These determinants include the type of content posted, the language used, the frequency of posting, and the timing of posts (Bhattacharjee&Bose, 2019).

Type of Content

The type of content posted by MPs on social media platforms is important in determining brand loyalty among their target audience. Research has shown that posts that are informative, entertaining, and interesting are more likely to be shared and liked (Chen et al., 2018). Additionally, posts that are related to a particular issue or campaign and are emotionally framed,are more likely to impact the target audience (Marquart et al., 2022).

Language

The language used by MPs in their social media posts is also important in determining the loyalty of their target audience. Research has shown that the use of simple language increases the likelihood of posts being shared and liked (Chen et al., 2018). Additionally, the use of positive language has been found to be more effective in engaging the target audience (McShane et al., 2021).

Frequency

The frequency of posts by MPs on social media platforms is also important in determining brand loyalty among their target audience. Research has shown that posting too frequently can be counter-productive, as it may lead to desensitization of the followers to the content (Chen et al., 2018). On the other hand, posting too infrequently can make followersto forget about the posts (Luria &Foulds, 2021). Thus, MPS must strike a balance between the two to ensure maximum engagement.

Timing

The timing of posts by MPs is also important in determining the loyalty of their target audience. Research has shown that posts done during peak hours are more likely to be seen by the

ST. PAUL'S UNIVERSITY

target audience (Chen et al., 2018). Additionally, posts done at specific times of the day, such as the lunch break or in the evening, are more likely to be noticed by the target audience (Fähnrich et al., 2020). Therefore, MPS must post at the right time to ensure maximum engagement.

Determinants of Social Media Content Posted by MPs in Kenya

Research has identified a number of factors that influence the content posted by Kenyan MPs on social media platforms. These factors include the political context in which the MPs are operating, the nature of the content they are posting, the platforms they are using, the target audience they are trying to reach and the strategies they are using to engage with their audience (Farkas&Bene, 2021).

Political Context

The political context in which MPs are operating is an important factor in determining the content they post on social media platforms. For example, a research in Germany showed that that MPs are more likely to post content that is in line with the political ideology of their party or constituency (Schürmann&Stier, 2023). This means that posts about topics such as the economy, health, education and security are more likely to be posted by MPs in Kenya than posts about other topics.

Nature of Content

The nature of the content posted by MPs in Kenya is also an important factor in determining the content they post on social media platforms. Research has shown that MPs are likely to post positive content, such as news stories, updates about their activities, and messages of support for their constituents (Olaniran& Williams,2020). They are less likely to post negative content, such as criticisms of their political opponents or controversial opinions.

Platforms Used

ST. PAUL'S UNIVERSITY

The platforms used by MPs in Kenya to post content are another important determinant. Research has shown that MPs in Kenya are most likely to use Twitter, Facebook, and YouTube to post content. This is because these platforms are the most widely used and have the highest potential of reaching a large audience (Abboud et al., 2024).

Strategies Used

The strategies used by MPs in Kenya to engage with their target audience on social media platforms are also an important factor in determining the content they post. Research has shown that MPs are more likely to post content that is engaging, informative, and interactive. They are also more likely to use strategies such as hashtags, polls, and contests to engage their audience and build relationships with them (Ajaegbu&Ajaegbu, 2024).

Effectiveness of Content in Building Brand Loyalty

Research has shown that the content posted by Kenyan MPs on social media platforms can be effective in building brand loyalty among their target audience. This is because the content they post is often in line with the political ideology of their party or constituency and is also often targeted towards their constituents. Furthermore, the content they post is often engaging, informative, and interactive, which helps to create a positive perception of the MPs and their political party among their target audience (Magin et al.,2024).

ST. PAUL'S UNIVERSITY

2.3. Conceptual Framework

Social Media Use

St. Paul's University Repository

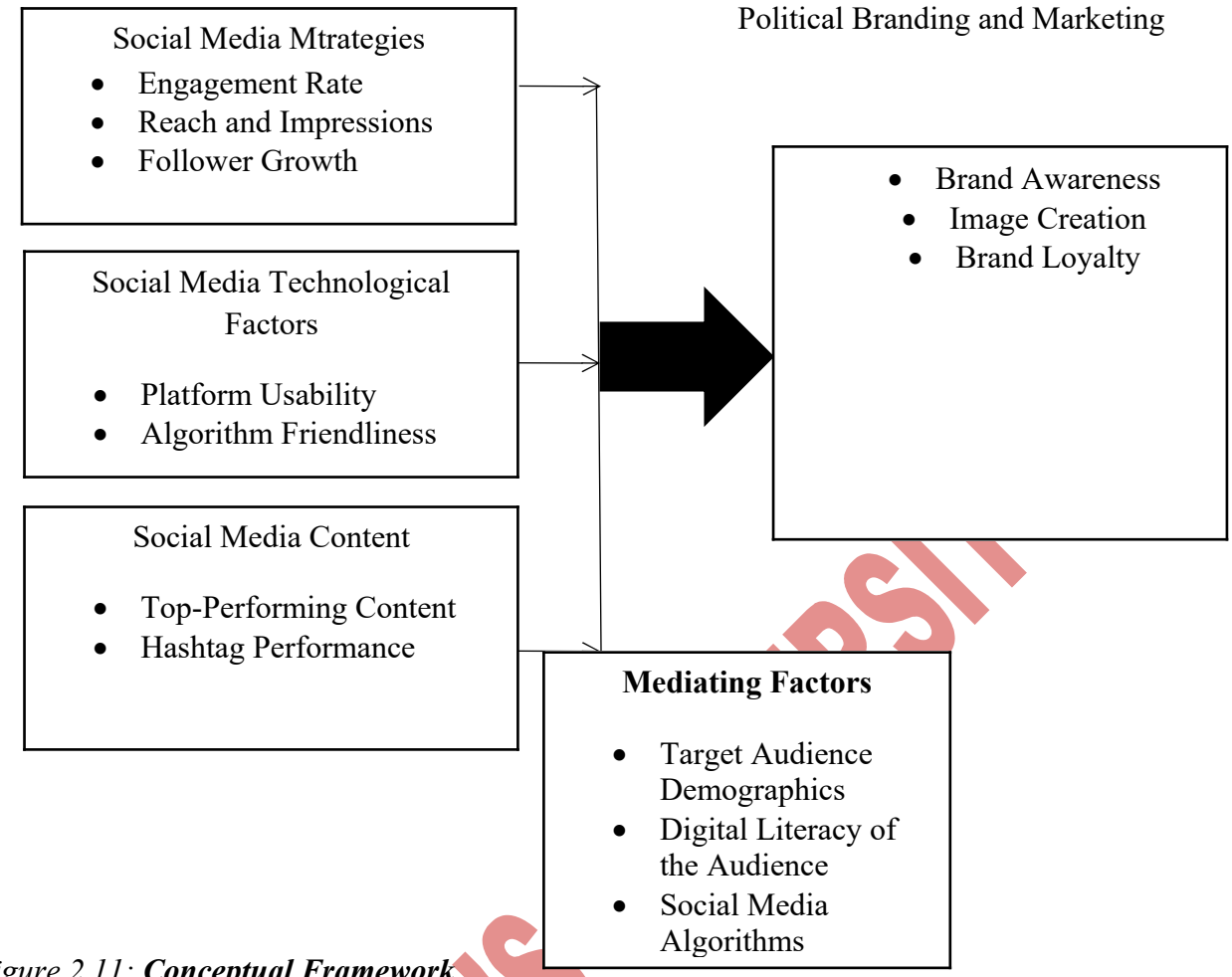


Figure 2.11: ***Conceptual Framework***

The social media strategies refer to the aspects of social media to measure the influence they have on political branding. The study will focus on the frequency of using social media for political branding purposes, the base of followers on the Members of Parliament's social media pages, and the frequency of posting the content on Facebook. The technological factors will focus on the conversations posted on Facebook for political branding, level of engagement with the influencers, response to questions, and user-generated content posted on the Facebook account. The factors will also involve the use of graphics, targeted content, and quality content as a means of creating messages for political branding. Regarding the determinants of social media content, the focus will be on the social media manager's selection of content to be posted on Facebook and how that content shapes the political brand of the Member of Parliament. However, the researcher also recognized the mediating factors, which are the mechanisms through which the independent

variable is able to influence the dependent variable. In this case, the researcher considered aspects such as the targeted audience demographics, social media algorithms, and digital literacy of the audience. The demographics of the target audience, such as age, education level, political affiliation, and geographic location, can mediate how social media use influences political branding. Different groups may respond differently to the same social media strategies. It also noted that the algorithms that govern visibility and promotion on social media platforms can facilitate the relationship between social media use and political branding effectiveness. These algorithms can affect which content is viewed and by whom, impacting the reach and effectiveness of political messaging. Finally, the digital literacy of the audience can also be a mediating factor, as it influences how messages are interpreted and engaged. Audiences with higher digital literacy might be more critical of political messages and engage differently than those with lower digital literacy.

2.4. Summary of Literature Review

The chapter examines theliterature on the use of social media for political branding in Kenya. The purpose of the study is to analyse how political organizations in Kenya can use social media to build and solidify their brands. The literature review on social media use for political branding in Kenya focuses on the use of social media to communicate messages, build relationships, create engagement, and influence public opinion. The literature review looks at social media platforms such as Twitter, Facebook, and YouTube. The literature review also looks at the role of social media in Kenya's political branding. It looks at how political organizations can use social media to create a positive public image, build relationships, and influence public opinion. It examines how political campaigns can use social media to reach out to potential voters, engage with them, and influence their votes. In conclusion, this literature review provides a comprehensive overview of the use of social media for political branding in Kenya. It examines the role of social

ST. PAUL'S UNIVERSITY

St. Paul's University Repository
media in communicating messages, building relationships, creating engagement, and influencing public opinion for political branding in Kenya.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the methods that were used in meeting the objectives of this study. It addresses the description of the study area, the population, the scope of the study, the sample and sampling design, data collection tools, data collection procedures, validity and reliability, data analysis, and ethical issues in the study. The research design adopted both qualitative and quantitative approaches for data collection and analysis.

3.1 Research Design

The study utilized a descriptive survey design, a method commonly employed to describe and interpret phenomena in a specific context (Cohen, Manion& Morrison, 2017). The research aimed to explore the use of social media as a tool for political branding among Kenyan politicians. The study targeted social media managers who were surveyed using questionnaires to gather insights relevant to the research objectives. This design was chosen to allow for detailed examination of a sample from the population, with the intent of generalizing the findings to a broader audience.

The selection of respondents was crucial to ensuring that the sample accurately represented the larger population. By focusing on social media managers, the study aimed to gain a comprehensive understanding of how these platforms are utilized for political branding purposes. The survey method was particularly effective for this study as it facilitated the collection of data from a defined group, enabling the researchers to explain how social media serves as a tool for political branding among politicians in Kenya.

3.2 Description of the Study Area

This research focused on the virtual space created by social media, mainly on the Facebook pages of the Members of Parliament selected in the study. New media of communication involve new platforms of communication through social mediaand are mainly undertaken by use of

ST. PAUL'S UNIVERSITY

computer technology. In virtual space, communications occur in real-time, the virtual spaces of interest in the study will be the Facebook accounts owned by the selected Kenyan Members of Parliament.

Parliament is the highest legislative body in the country, representing the collective will of the people. The Kenya National Assembly is charged with representing the people of Kenya in matters of legislation and governance. This role has seen the institution become heavily reliant on all media of communication for political marketing and branding. Effective use of social media for political branding and marketing is relevant in research today.

3.3 Population of the Study

The population included the social media managers who are responsible for the Members of Parliament's social mediaaccounts, as the gatekeepers. To reach the study respondents, the researcher used networks already established in the National Assembly,through a member of staff in the Parliament in Kenya. The Parliament is made of 290 members who are elected, and as such, the study will focus on the social media managers attached to each Member of Parliament. The total projected population size is, therefore, 290 respondents.

3.4 Sample and Sampling Techniques

3.4.1 Sample Size

The study will employ probability sampling techniques to select the sample. Probability sampling ensures that all participants are fairly selected as part of the sample, and will be used to select the social media managers in the study to fill in the questionnaires. This will make the sample representative, giving all respondents an equal chance to be included in the study sample. In systematic sampling, the sample should be at least 30% of a small population in order to be representative and give each subject an equal chance of being selected (Ballance, 2024)).

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

$$\frac{30}{100} \times 290 = 87$$

Table 3.1: ***Showing the sample of the study***

Section	Population	Sample
Social media managers of the MP's Facebook pages	290	87

Constructed by the researcher (2023).

3.4.2 Sampling Techniques

The study employed both systematic and purposive sampling methods. Systematic sampling involved using a list of all 290 elected Members of Parliament to select 87 individuals, whose social media managers were then asked to complete the questionnaires. This approach ensured that the sample was representative and relevant to the study's focus on social media use in political branding. For this method, the researcher started at the beginning of the list arranged in an Alphabetical order and then selected subjects at regular intervals of every nth member of the population. This technique is a probability sampling method, and every member has an equal chance of being included in the sample. To attain the value of n

$$N = \frac{290}{87} = 3.3$$

N=3 (Every third member of the list will be selected to be in the sample)

ST. PAUL'S UNIVERSITY

3.5 Instruments for Data Collection

The study used quantitative techniques to obtain primary data from the respondents. To collect the quantitative data, the social media managers filled in the questionnaires administered to them. The questionnaire addressed the key variables that the study was concerned with as per the

study objectives.The data collected focused on several key areas. Firstly, it analyzed the social media strategies adopted by social media managers and their influence on the brand awareness of Members of Parliament (MPs) in Kenya. Secondly, the study examined the technological and interactivity factors of social media, particularly Facebook, that influence its use for branding and image creation in political campaigns. Lastly, it explored the determinants of the social media content posted by MPs in Kenya, aimed at fostering brand loyalty among their target audience on these platforms. Cohen, Manion, and Morrison (2018)state that questionnaires have several advantages in data collection.They are an inexpensive way to gather information, especially if they are sent via email, andthey can be used to collect lots of information from a large population within a short period. Also,they are flexible because the researcher can include open-ended or closed-ended questions, and they can still be sent to a select audience or target a wider audience for scalability by sharing via email or social media channels. In addition, it is easy to analyse the data usinga software and to visualize the analysis through graphics (Chen et al., 2020).

3.6 Reliability and Validity of Research Tools

3.6.1 Reliability

A reliable questionnaire is one that provides consistent results when administered multiple times and to multiple people. Reliability testing is an important component of questionnaire design. Testing for reliability helps to ensure that the questionnaire is valid and can be used to draw meaningful conclusions (Aithal&Aithal, 2020). This was done by calculating Cronbach's alpha coefficient, which is a measure of how closely related the items in the questionnaire are to each other. A higher coefficient indicates that the items are more closely related and that the questionnaire is more reliable. The researcher also used the test for test-retest to measure reliability. This was done by administering the questionnaire to the pilot group at two different points in time. The results of the two tests were then compared to see if there was any significant difference between them,and if no major differences were notedthen the questionnaire would be considered

ST. PAUL'S UNIVERSITY

reliable. Once the results have been gathered, they would be analysed to determine the reliability of the questionnaire. This was done by looking at the internal consistency and test-retest reliability scores, whereboth scores are high, then the questionnaire was considered reliable (Kennedy, 2022). An instrument is said to be reliable if it measures what it is supposed to measure (Mokkink et al., 2020). The pilot study enabled the researcher to correct questions that were unclear and also to add sections that may not have been captured in the sections of the questionnaire.

3.6.2 Validity

According to Duckett (2021) validity is defined as the ability to measure the different research variables and how they interact and influence each other. The validity of an instrument is acceptable if it produces consistent data (Mellinger& Hanson,2020). The researcher sought the critical advice of study supervisors and experts from the Communication Studies Department at St. Paul's University on the validity of the interview guide, the questionnaire. This included how the questions had been formatted, typed, and if they were capturingthe information on the research problem. This process enhancedthe correction of the questionnaire and made it more effective in the research process.

3.7 Methods of Data Analysis

Quantitative data was analysed using the SPSS software and presented in tables and charts for discussion based on the study themes as set out in the objectives. After data from the respondents was collected, the analysis process began. First,it was edited in order to make any corrections on identified errors. Questionnaires that were poorly filled were not factored in the final tally. The responses were coded to facilitate their use and compatibility with the computer program (statistical package for Social Sciences (SPSS). The independent variable responses were entered in one column and the dependent variable in the other. Data analysis was done using the computer program SPSS version 12. Frequencies and percentages of the responses were used to analyse the obtained information, which was then summarized and presented using tables and figures.

ST. PAUL'S UNIVERSITY

The data analysis process commenced withorganizing and categorizing the data to identify the patterns and important observations from the data. From the findings, the researcher sought for patterns in the responses given. Categorization helped the researcher make comparisons and contrasts between patterns, deeply reflect on certain patterns and complex data threads, and make sense out of them (Eakin& Gladstone, 2020).

3.8 Ethical Considerations

The researcher sought a clearance letter from the university indicating that they had successfully presented and passed the proposal presentation. The research proposal was subjected to ethical review at St. Paul's University ISERC for clearance, after which a letter was issued to facilitate the researcher's permit from the National Council for Science and Technology. During data collection, the researcher sought written consent from the respondents before involving them in the study,that required them to fill in a consent form before participating in the study. Confidentiality and anonymity were maintained because the findings collected from the social media managers were not attributed to their names. The respondents were informed that the collected data from the questionnaires would only be used for the study and not for any other purpose; only those involved in the study would have full access to the data if needed.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter will address the findings and analysis of the data collected on social media as a tool for political branding among select politicians in Kenya. The data collected and analysed will provide the findings of the research objectives. The research objectives for the study were:

1. To analyze the impact of social media strategies implemented by social media managers on the brand awareness of Members of Parliament in Kenya.
2. To examine the specific technological features and interactivity factors that influence the use of Facebook for branding and image creation of Members of Parliament in Kenya in their political campaigns.
3. To explore the key determinants shaping the social media content posted by Members of Parliament in Kenya to teach brand loyalty among their target audience through social media platforms.

The chapter will address the response rate, demographic details of the respondents, quantitative findings, and discussions drawn from the research data analysed. The information will be presented in the form of tables, figures, charts, and notes.

Data analysis is the process of exploring statistical and computational techniques in raw data, examining, cleaning, transforming, and organizingit ina meaningful conclusion summary, including informed decision-making. In contrast,data interpretation assigns meaning to the results drawn from the analysed data by explaining research questions and objectives to enhance valuable insight generation for knowledge advancement. It typically contains a detailed statistical response rate, analysis of biographical and organizational information, as well as analysis of variables with respect to the data information collected from the respondents.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

4.2 Response Rate

The response rate refers to the percentage of questionnaires filled and returned over the total number of questionnaires distributed. In total, 50 questionnaires were distributed to the respondents, 40 were filled and returned (80%), whereas 10 were not returned (20%). According to Baruch and Holton (2008), "the level of response rate (RR) is an important factor in assessing the value of research findings.Therefore, 80% is a valid response rate and will be the basis for data analysis in this research report."

The data is presented in Table 4.1

Table 4:1: Response rate

Details	**Frequency**	**Percentage**
Questionnaires filled and returned	40	80%
Questionnaires not returned	10	20%
Total	**50**	**100%**

Source: Research Data (2023)

The response at 80%,was considered high and sufficient as it provides reliable, valid, and meaningful data. The outcome was a result of the tactics employed by the researcher which that led to the positive rate resulted from the small sample size, and yielded a high response appropriate for the study. The response was non-bias as the questions were closed-ended, and a follow-up mitigation factor was conducted, leading to the high response rate and research validity.

4.3 Analysis of Demographical Information

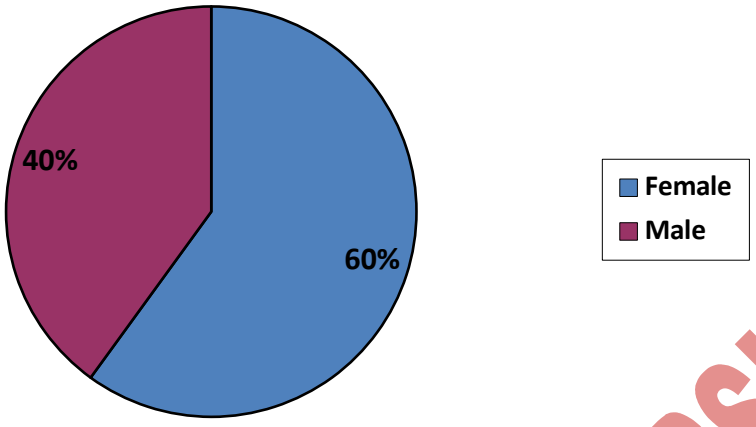
4.3.1 Gender Response

The researcher sought to know the gender of the respondent. The National Assembly is an equal-gender employer that absorbs male and female employees and customers. The results are presented in Table 4.2

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Figure 4.1: Gender response



Source: Author (2023)

4.3.2 Age of Respondents

The researcher sought to know the age group of the respondents. This is because age data enhances generation differences indata segmentation and analysis, which helps in gaining valuable insights into the respondents' numerous trends, behaviours, characteristics, and preferences. The results are presented in Table 4.2.

ST. PAUL'S UNIVERSITY

Table 4:2:Age of Respondents

Age group (years)	Frequency	Percentage (%)
Less than 30	9	22.5
30-40 years	11	27.5

40-50 years	12	30
Above 50 years	8	20
Total	**40**	**100%**

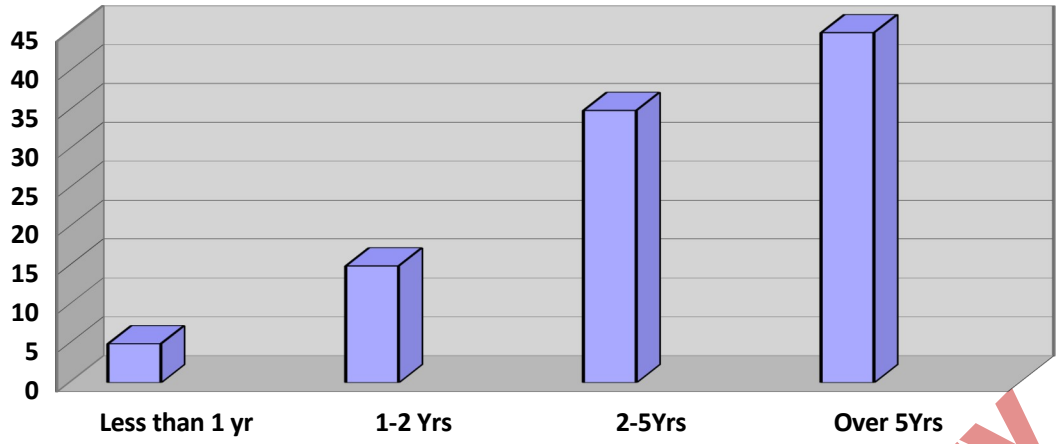
Source: Author (2023)

4.3.3 Work Experience

The researcher sought to know the number of years the respondent has managed the social media pages of the Member of Parliament. This is essential in assessing valuable, reliable, and valid information on social media usage at work, given the years of experience. The work experience of a social media manager is invaluable in understanding how social media can be used to brand politicians and their campaigns in Kenya. Social media managers are also responsible for identifying trends and opportunities and developing essential content strategies for engaging audiences. The results are presented in table 4.4.

ST. PAUL'S UNIVERSITY

Figure 4.2: Years worked as social media manager of Member of National assembly



Source: Author (2023)

From the findings, it is reported that 5% of the social media managers had worked for less than one year, 15% for two years, 35% for five years, and 45% for more than five years. The work experience of a social media manager is invaluable in understanding how social media can be used to brand politicians and their campaigns in Kenya. Social media managers are responsible for identifying trends and opportunities and developing content strategies that are essential for engaging audiences.

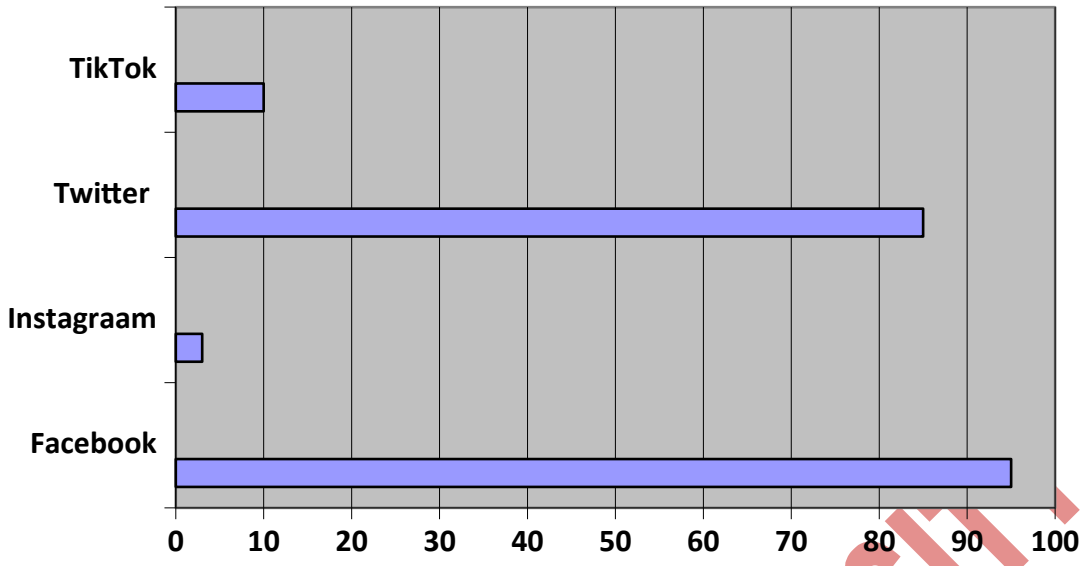
4.4 Analysis of the Social Media Strategies Adopted by Social Media Managers and their Influence on Brand Awareness of Members of Parliament in Kenya

4.4.1 Social Media Used

The researcher sought to know the social media platforms used to manage the respondents' MP's political branding. The results are presented in Figure 4.3 below.

Figure 4.3: Social Media Used

ST. PAUL'S UNIVERSITY



Source: Author (2023)

The findings indicate that Facebook was the most popular at 95%, followed by Twitter at 85%, then TikTokat 10%, and Instagram at 2.5%. This section was important because understanding the type of social media used is important to help assess the reach of the candidate's message. By understanding which social media platforms are being used, the researcher can get a better understanding of which platforms have the greatest impact and which need to be targeted more in order to reach the greatest number of voters for the politician.

4.4.2 Frequency of use of Social media platforms

The researcher further asked the respondent to indicate how often social media sites are used for political branding. The results are presented in table 4.6.

ST PAUL'S UNIVERSITY

Table 4:3: How often social media is used

SOCIAL NETWORK	All the	Frequently	Sometimes	Rarely	Never	**Total**

TYPE	time F (%)	F (%)	F (%)	F (%)	F (%)	**F (%)**
Facebook	24(60%)	14 (35%)	0(0%)	0(0%)	2(5%)	**40(100%)**
Instagram	0(0%)	00(0%)	1(2.5%)	00(0%)	39(97.5%)	**40(100%)**
Twitter	7 (17.5%)	17(42.5%)	10 (25%)	0(0%)	6(15%)	**40(100%)**
Tiktok	0(0%)	0(0%)	1(2.5%)	1(2.5%)	38(95%)	**40(100%)**

Source: Author (2023)

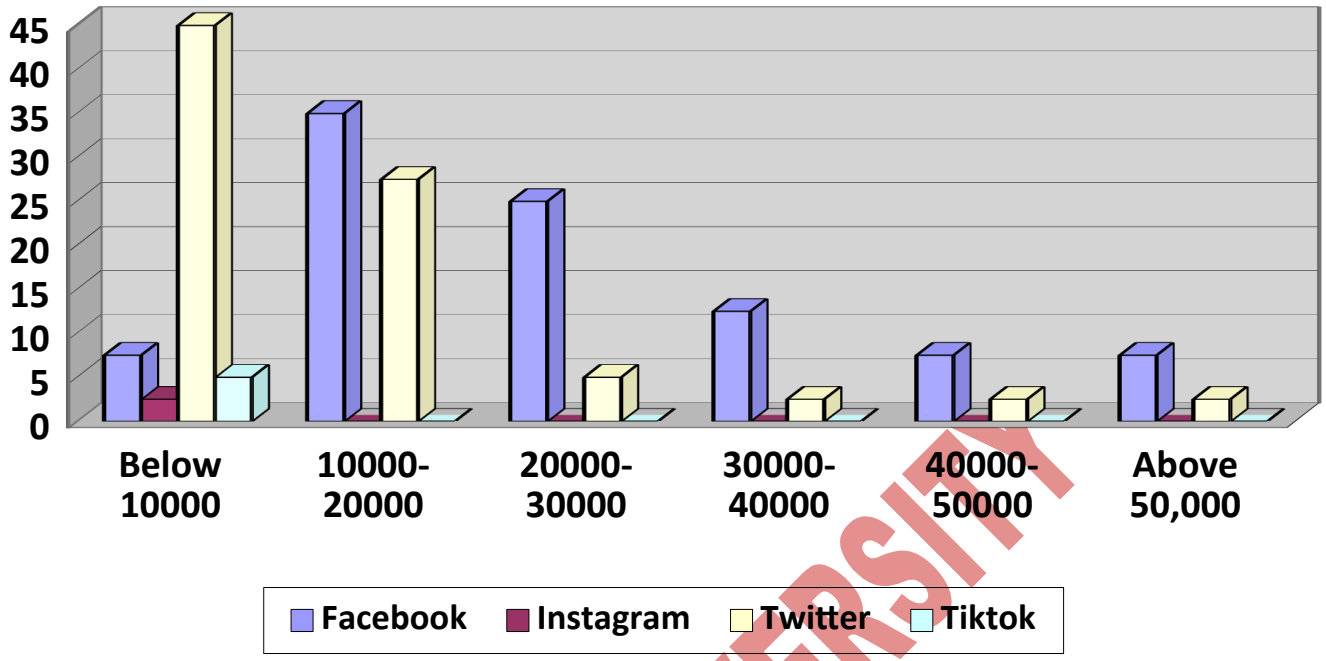
Instagram is the least used social media platform, as 97.5% of the respondents have never used it for political branding purposes. In comparison, Facebook is the most popular for political branding, with 60% of the respondents using it all the time. This can be attributed to the fact that Instagram has limited reach making it difficult for politicians to target specific constituencies with their message, as users from larger urban areas and low numbers of rural populations dominate the platform. Facebook and Twitter, however, have users across all ages and locations, which means that politicians targeting an older audience may not find Instagram to be as effective as Facebook and Twitter.

4.4.3 Base of Followers of Members of Parliament Social Media Pages

The researcher sought to know the number of followers the Member of Parliament has on different platforms. The results are presented in Figure 4.4

Figure 4:4: Number of social media followers

ST. PAUL'S UNIVERSITY



Source: Author (2023)

Table 4:4: Size of Members of Parliament Base of Followers

Social Media Platform	**0-10000** **F (%)**	**10,000-20,000** **F (%)**	**20,000-30,000** **F (%)**	**30,000-40,000** **F (%)**	**40,000-50,000** **F (%)**	**Above 50,000** **F (%)**	**Total** **F (%)**
Facebook	3(7.5%)	14(35%)	10(25%)	5(12.5%)	3(7.5%)	3 (7.5%)	38(95%)
Instagram	1(2.5%)	0(0%)	0(%)	0(0%)	0(0%)	0(0%)	1(2.5%)
Twitter	18(45%)	11(27.5%)	2(5%)	1(2.5%)	1(2.5%)	1(2.5%)	34(90%)
Tiktok	2(5%)	0(0%)	0(0%)	0(0%)	0(0%)	0(0%)	2(5%)

Source: Author (2023)

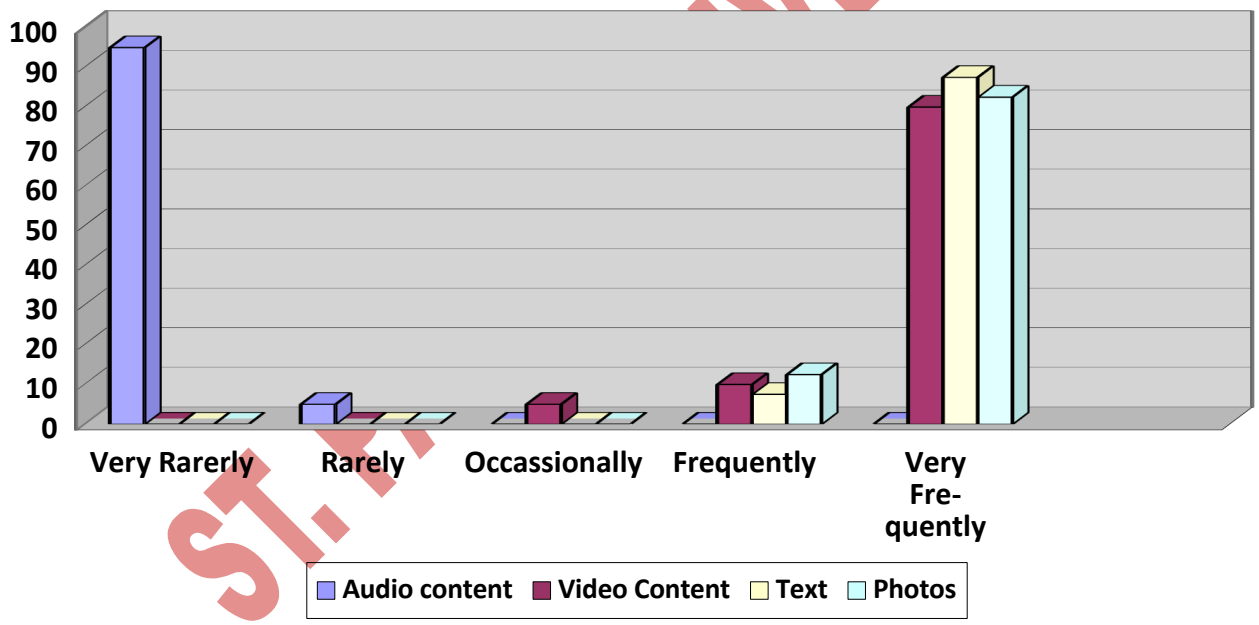
ST. PAUL'S UNIVERSITY

Facebook has the largest base of followers, followed by Twitter. Instagram and Tiktok registered the lowest number of social media followers. This could be because the two platforms have limited reach, which makes it difficult for politicians to target specific constituencies with their message, as users from larger urban areas dominate the platform. Instagram and TikTok are not the most effective or cost-effective way to reach a wide audience. Politicians in Kenya may be better off targeting other platforms, such as Facebook and Twitter, to reach a broader audience and increase their influence in the political sphere.

4.4.4 Frequency of Use of Different Forms of Messages

The researcher sought to know the forms of messages used on Facebook accounts.

Figure 4:5: Forms of Messages Used on Facebook Account



ST. PAUL'S UNIVERSITY

Source: Author (2023)

4.4.5 Social Media Strategies

The researcher also sought to investigate the impact of social media strategies used on the political branding of select politicians in Kenya. The respondents had a number of statements from strongly agree to strongly disagree on a Likert scale of 5-1. The data is presented in the table 4.5 below:

St. Paul's University Repository

Table 4:5: Social Media Strategies

Statements	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		TOTAL	
	f	%	f	%	f	%	f	%	f	%	f	%
Social media strategies used by the social media manager help in fostering better branding of politicians	23	57.5 %	11	27.5 %	3	7.5 %	3	7.5 %	0	0%	**40**	**100**
Social media is effective in creating brand awareness about politicians and political parties among electorates	12	30%	18	45%	2	5%	8	20%	0	0%	**40**	**100**
Social media strategies have an impact on brand awareness of political parties and politicians	9	22.5 %	15	37.5 %	4	10%	8	20%	4	10%	**40**	**100**
Social media is useful in creating better communication avenues for political awareness	17	42.5 %	14	35%	2	5%	4	10%	3	7.5%	**40**	**100**
Social media analytics help to measure the success of your political branding and marketing efforts on social media	7	17.5 %	12	30%	10	25%	8	20%	3	7.5%	**40**	**100**

ST. PAUL'S UNIVERSITY

Source: Author (2023)

On whether social media strategies used by the social media managers help in fostering better branding of politicians, it was reported that 57.5% strongly agree, 27.5% agree, 7.5% neither agree nor disagree, 7.5% disagree, and 0% strongly disagree. Therefore, from the data, the majority

agree that the social media strategies on audio content, video content, text, and photos with captions benefit politicians' branding.The researcher also sought to determine if social media effectively creates brand awareness among electorates on politicians andtheir political parties. To answer this, it was reported that 30% strongly agree, 45% agree, 5% neither agree nor disagree, 20% disagree, and 0% strongly disagree. The other aspect studied was to determine if the social media strategies impactedon the brand awareness of political parties and politicians. The data analysis shows that 22.5% strongly agree, 37.5 % agree, 10% neither agree nor disagree, 20% disagree, and 10% strongly disagree that social media strategies impact brand awareness.

The research also sought to find out if social media is useful in creating better communication avenues for political awareness among politicians. It was reported that 42.5% strongly agree, 35% agree, 5% neither agree nor disagree, 10% disagree, and 7.5% strongly disagree, that social media has created better avenues that are beneficial in political branding.Also, the study sought to find out if social media analytics helped measure the success of political branding and marketing efforts on social media. From the data, it was reported that 17.5% strongly agree, 30% agree, 25% neither agree nor disagree, 20% disagree, and 7.5% strongly disagree that the analytics were beneficial.

ST. PAUL'S UNIVERSITY

4.4.6: Activities ThroughtheSocial Media

The researcher sought to knowhow frequently the respondents engaged in the following activities through social media to create an image for the Member of Parliament. The results are presented in table 4.6.

Table 4.6:Activities Through Social Media

	Never F(%)	**Almost Yearly F(%)**	**Almost Monthly F(%)**	**Almost weekly F(%)**	**Almost daily F(%)**	**Total F(%)**
Twitter	6(15%)	0(0%)	4(10%)	4 (10%)	26(65%)	40(100%)

Facebook	2 (5%)	0(0%)	0(0%)	6(15%)	30(75%)	40(100%)
TikTok	38(95%)	0(0%)	0(0%)	2(5%)	0(0%)	40(100%)
Instagram	39(97.5%)	0(0%)	0(0%)	1(2.5%)	0(0%)	40(100%)

Source: Author (2023)

It can be observed from the data in Table 4.6 that 95% of the respondents indicated that they have never used it for political branding and marketing,while 97.5% indicated that they had never used as well. Twitter and Facebook reported high percentages,at 65% and 75%, on almost daily use for political branding and marketing. Therefore,this study concludes that the most commonly used social media platforms for political branding and marketing are Facebook and Twitter.

4.5 Social Media Technological Factors that Influence the Use of Facebook for Branding and Image Creation

4.5.1 Frequency of Engagement in Activities Throughthe Social Media Form Image Creation

To answer this section, the researcher sought to knowhow frequently the respondents engage in a number of activities through social media in order to create an image for the Member of Parliament whose account they manage. The results are presented in table 4.7 below.

Table 4:7:Frequency of Activities Undertaken through the Social Media

	Very Rarely F(%)	**Rarely F(%)**	**Occasionally F(%)**	**Frequently F(%)**	**Very Frequently F(%)**	**Total F(%)**

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Reading to conversations	0(0%)	0(0%)	0(0%)	6 (15%)	34 (85%)	40(100%)
Engaging with influencers	12(30%)	12(25%)	10(25%)	6(15%)	0 (0%)	40(100%)
Responding to questions or comments	18(45%)	12(30%)	10(25%)	0(0%)	0(0%)	40(100%)
Soliciting for user-generated content	22(55%)	9(22.5%)	9(22.5%)	0(0%)	0(0%)	40(100%)
Creating opportunities for users to engage with their followers	5(12.5%)	6(15%)	11(27.5%)	18(45%)	0(0%)	40(100%)

Source: Author (2023)

Reading conversations had the highest percentage at 85%, meaningmost of the respondents reported reading conversations frequently. It was also reported that 30% of social media managers rarely engaged with influencers on social media, 55% reported that they rarely solicited user-generated content, and 45% reported that they frequently responded to questions and comments. In comparison, 45% reported frequently creating opportunities for users to engage with their followers. This was important in the study because it helped the researcher understand the strategies the social media managerswere using to engage with the audience. This information is useful in assessing the effectiveness of the social media managers in terms of creating and maintaining relationships with followers. Additionally, it helps to portray the level of engagement of the social media managers to create a successful online presence for the politician.

ST. PAUL'S UNIVERSITY

4.5.2: Social Media Technological Factors

The researcher aimed to identify which technological features of social media, particularly Facebook, were perceived by respondents as the most effective for political branding and image creation.Results are presented in Table 4.9.

Table 4.8:social media Technological Factors

Technological factors	**Essential**		**High priority**		**Medium priority**		**Low priority**		**Not a priority**		**TOTAL**	
	f	**%**	**f**	**%**	f	**%**	**f**	**%**	**f**	**%**	**f**	**%**
Graphics and visuals	32	80%	8	20%	0	0%	0	0%	0	0%	**40**	**100**
Targeted content	36	90%	4	10%	0	0%	0	0%	0	0%	**40**	**100**
Engaging with followers	26	65%	10	25%	4	10%	0	0%	0	0%	**40**	**100**
Regular updates	38	95%	2	5%	0	0%	0	0%	0	0%	**40**	**100**
Quality content	12	30%	18	45%	10	25%	0	0%	0	0%	**40**	**100**

Source: Author (2023)

This section is relevant because, through it, the researcher is able to determine the types of content that are most effective for creating engagement as used by social media managers for political branding. The most popularly used are graphics and visuals at 80% and targeted content at 90%. Quality content reported the lowest percentage at 30%.

4.5.3: Measure of Success for Social Media Branding Campaigns

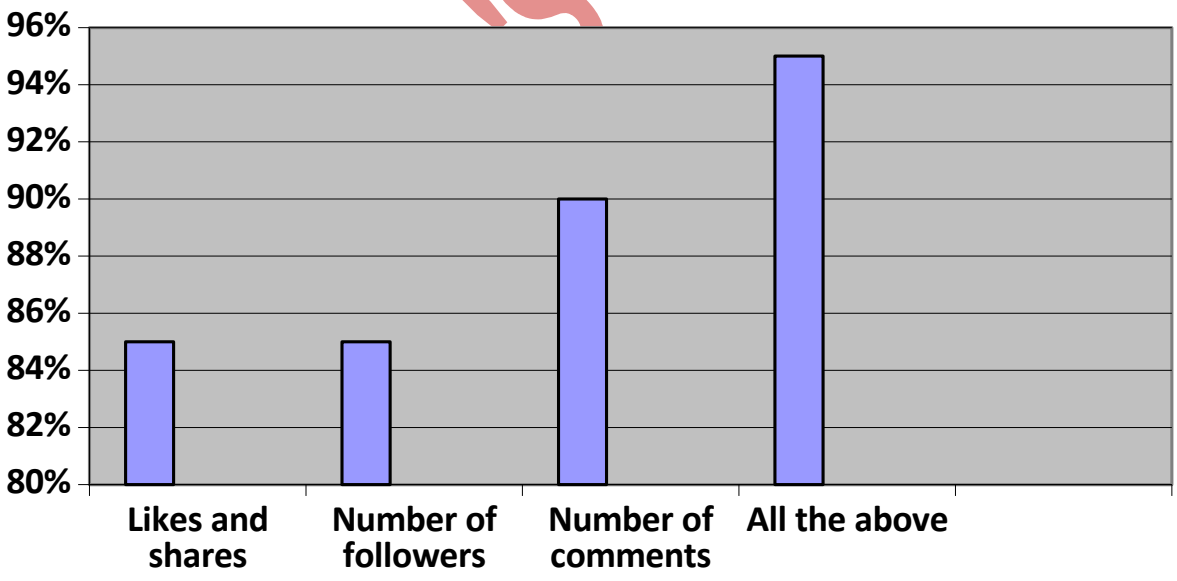
The researcher sought to knowhow the respondents measuredthe success of their social media branding campaigns, and the responses are presented below in Figure 4.6. This information

ST. PAUL'S UNIVERSITY

St. Paul's University Repository
helps the researcher to determine the effectiveness of the social media campaigns in creating a favourable public image for the politicians during the branding campaigns. Therefore, the main indicators for success are the number of likes and shares, the number of followers, and the number of comments on a post.

'S UNIVERSITY

Figure 4:6: Measure of Success for Social Media Branding Campaigns



Source: Author (2023)

4.5.4 Effectiveness of Social Media for Political Branding and Campaigns

The researcher also sought to measure how effective social media is in political branding campaigns. The respondents indicated the extent to which they agreed with the given statements. The results are presented in table 4.10.

Table 4:9:Effectiveness of social media for political branding and campaigns

Statements	**Strongly**		**Agree**		**Neutral**		**Disagree**		**Strongly Disagree**		**TOTAL**	
	f	**%**	**f**	**%**	**f**	**%**	**f**	**%**	**f**	**%**	**f**	**%**
Social media for branding and image creation of your political campaign has been beneficial to your campaign	13	32.5 %	19	47.5 %	2	5%	6	15 %	0	0%	**40**	**100**
Social media has changed the way in which political campaigns are conducted in Kenya	32	80%	6	15	2	5%	0	0%	0	0%	**40**	**100**
Social media is a game changer in image creation and political branding	32	80%	6	15	2	5%	0	0%	0	0%	**40**	**100**
Social media content posted for branding and image creation of your political campaign has been beneficial to creating brand loyalty for your campaign	6	15%	16	40%	8	20%	10	20 %	2	5%	**40**	**100**

Source: Author (2023)

ST. PAUL'S UNIVERSITY

The findings indicated that social media for branding and image creation of your political campaign had been beneficial to the branding campaigns in the following ways: 15% strongly agreed, 40% agreed, 20% were neutral, 20% disagreed, and 5% strongly disagreed on the benefits of social media for branding and image creation. The researcher also investigated how social media has changed the way in which political campaigns are conducted in Kenya. The data showed that 80% of the respondents strongly agree that social media has changed the political campaign landscape in Kenya, 15% agree, 5% are neutral, 0% disagree, and 0% strongly disagree.The researcher also asked how social media is a game changer in image creation and the political branding of members of the national assembly. The findings show that 80% strongly agree, 15% agree, 5% neutral, 0% disagree, and 0% strongly disagree.

Finally, the study also sought to find out if social media content posted for branding and image creation of political campaigns has been beneficial in creating brand loyalty for campaigns. It was reported that 15% strongly agree, 40% agree, 20% are neutral, 20% disagree, and 5% strongly disagree.

4.6 The Determinants of Social Media Content Posted by Members of Parliament for Brand Loyalty

4.6.1 Posts and Brand Loyalty

The researcher sought to knowhow often the respondent, as the social media manager, posts content on the following social media pages belonging to the Member of Parliament. The results are presented in Table 4.12 and Figure 4.6

Table 4:30: Frequency of Posts

	Never F(%)	**Almost Yearly F(%)**	**Almost Monthly F(%)**	**Almost Weekly F(%)**	**Almost Daily F(%)**	**Total F(%)**
Twitter	6(15%)	0(0%)	4(10%)	4 (10%)	26(65%)	40(100%)

ST. PAUL'S UNIVERSITY

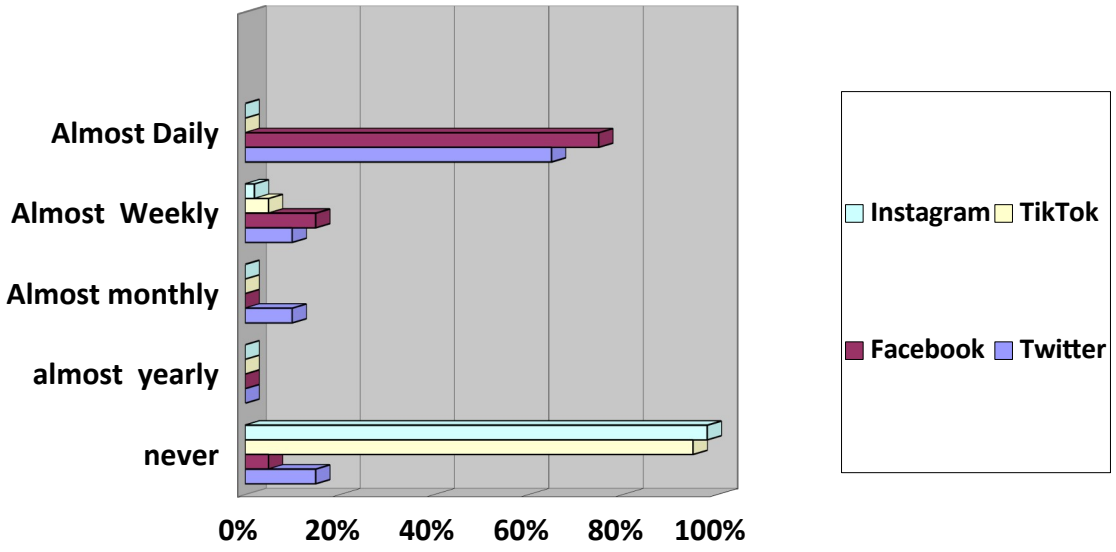
St. Paul's University Repository

Facebook	2 (5%)	0(0%)	0(0%)	6(15%)	30(75%)	40(100%)
TikTok	38(95%)	0(0%)	0(0%)	2(5%)	0(0%)	40(100%)
Instagram	39(97.5%)	0(0%)	0(0%)	1(2.5%)	0(0%)	40(100%)

Source: Author (2023)

UNIVERSITY

Figure 4.7: ***Frequency of Posts***



Source: Author (2023)

Firstly, the researcher sought to know how often social media managers post on Twitter. The results indicate that the majority (65%) of social media managers posted almost on a daily

basis. This indicates that Twitter is a social media tool for political interaction. It was also noted that 15% of the respondents donot use Twitter at all, implying that they don't see any value in using Twitter.The researcher also sought to know how often social media managers post on Facebook. The results indicate that the majority (75%) of social media managers posted almost on a daily basis. This indicates that Twitter is a social media tool for political interaction. It was also noted that 5% of the respondents donot use Facebook at all, implying that they don't see any value in using Facebook. It was also noted that Facebook is the most used social media platform by members of parliament.The researcher also sought to know how often social media managers posted on TikTok. The results indicate that most (95%) social media managers do not post anything on TikTok. This shows thatTikTokcould be the new media platform although it does not have as many users as other social media platforms. Finally, the researcher also sought to know how often social media managers post on Instagram. The results indicate that most (97.5%) social media managers do not post on Instagram. This could be because the platform is not designed for political use and engagements.

4.6.2 Type of Content Posted

The researcher sought to know the kind of content posted on social media sites. The results are presented in Table 4.16 and Figure 4.

Table 4:11: Type of content posted

Content	Very Small Extent		Small Extent		Some Extent		Great Extent		Very great Extent		TOTAL	
	f	%	f	%	f	%	f	%	f	%	f	%
Political	0	0%	0	0%	0	0%	6	15%	34	85%	**40**	**100**
Personal/Lifestyle	4	10%	32	80%	4	10%	0	0%	0	0%	**40**	**100**
Brand Promotion	28	70%	12	30%	0	0%	0	0%	0	0%	**40**	**100**

ST PAUL'S UNIVERSITY

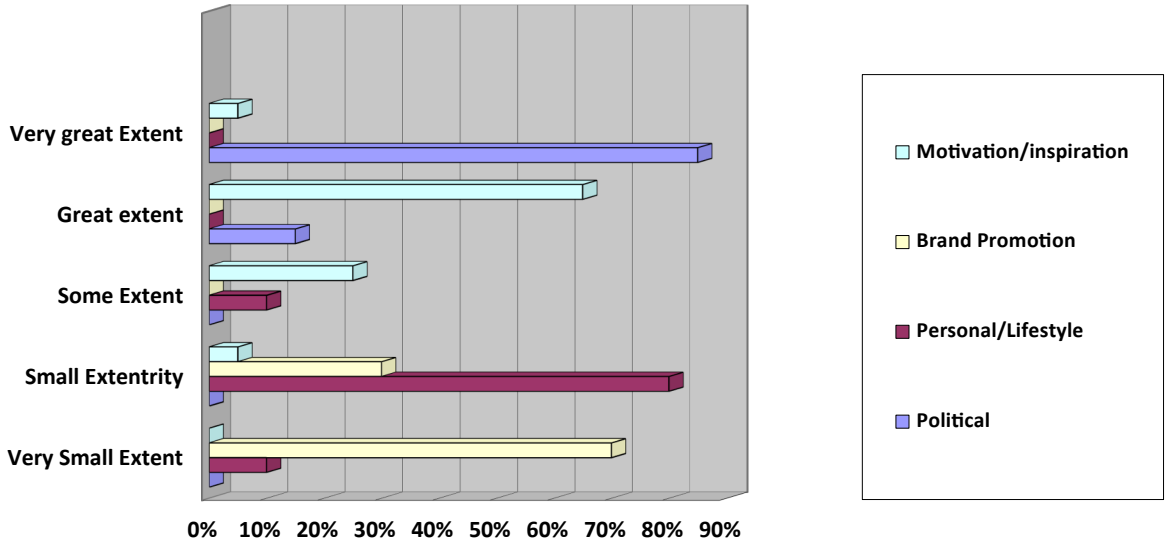
St. Paul's University Repository

Motivation/Inspiration	0	0%	2	5%	10	25%	26	65%	2	5%	**40**	**100**

Source: Author 2023

UNIVERSITY

Figure 4.8: Type of Content Posted



Source: Author (2023)

The study aimed to assess the frequency with which Members of Parliament post political content. According to the survey results, a significant majority of respondents (85%) reported that

the Member of Parliament posted political content extensively. This indicates that Members of Parliament use social media to advance their political agenda.From the data, brand promotion and personal/lifestyle are the least shared content by parliament members. This is because some members value their privacy and want their personal life to be kept private. A good number of members post inspirational content. This is to ensure they are able to maintain a broad number of followers.

4.6.3 Brand loyalty

The respondents were instructed to indicate the extent to which they agree with the given statements. This was to determine the impact of social media posts on the brand loyalty of Facebook users. The results are presented in Table 4.17.

ST. PAUL'S UNIVERSITY

Table 4:12: Brand Loyalty

Statement	Mean	Standard Deviation
Social media content influences the brand loyalty to a particular politician	4.58	0.28795
Social media is a game changer in brand loyalty creation and political branding	4.10	0.5018
The content posted by MPs on social media platforms influences your opinion of them	3.82	1.51640
The content posted by MPs on social media platforms influences your decision to support them	3.25	1.0734
The content posted by MPs on social media platforms has the potential	4.22	0.56061

to increase brand loyalty among their constituents		

Source: Author (2023)

From the data, most respondents strongly agreed that social media content influences brand loyalty to a particular politician. The small standard deviations indicated that the dispersion was small. The data also show that the respondents agreed that social media is a game changer in brand loyalty creation and political branding, and the content posted by MPs on social media platforms can potentially increase brand loyalty among their constituents. This is a strong indication that social media use has an impact on brand loyalty.

It was also foundout thatmost respondents neither agreed nor disagreed that the content posted by MPs on social media platforms influences the followers' decision to support them. This is an indication that it takes more than social media posts to convince citizens to support members of the political class. When respondents were asked whether the content posted by Members of Parliament on social media platforms influences followers' opinions, the majority neither agreed nor disagreed. This suggests that followers may not fully trust or believe everything posted on social media, indicating a level of skepticism or selective acceptance of the information shared by MPs.

ST. PAUL'S UNIVERSITY

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The chapter presents the summary of findings, conclusions, and recommendations of the study on social media as a tool for political branding among select politicians in Kenya.

5.2 Summary

The research objectives for the study were (1) To analyse the social media strategies adopted by social media managers and their influence on brand awareness of Members of Parliament in Kenya, (2) To examine social media technological and interactivity factors that influence the use of Facebook for branding and image creation of Members of Parliament in Kenya in their political campaigns and (3) To explore the determinants of social media content posted by Members of Parliament in Kenya to teach brand loyalty among their target audience through social media platforms. The chapter will address the response rate, demographic details of the respondents, quantitative findings, and discussions drawn from the research data analysed. The information will be presented in the form of tables, figures, charts, and notes.

The study population involved the social media managers who manage the Members of Parliament's Facebook accounts as the gatekeepers. The response rate for the study was 80%, and it formed the basis for the study findings. Most respondents had been social media managers for more than five years. The gender response was also almost equal, with men at 40% and females forming60% of the respondents. The majority of the respondents were between 30 and 50 years old. The following were the key findings of the four research objectives:

5.3 Analysis of the Social Media Strategies Adopted by Social Media Managers and Their Influence on Brand Awareness of Members of Parliament in Kenya

In this study, it was noted that the most commonly used social media platform for political branding was Facebook, followed by Twitter. Instagram is the least used social media platform for political branding purposes. In contrast, Facebook is the most popular for political branding. This

ST. PAUL'S UNIVERSITY

can be attributed to the fact that Instagram's limited reach makes it difficult for politicians to target specific constituencies with their message, as users from larger urban areas and low numbers of rural populations dominate the platform. Facebook and Twitter, however, have users across all ages and locations, which means that politicians targeting an older audience may not find Instagram to be as effective as Facebook and Twitter. It was also observed that the social media platform that the social media managers used, helped to foster better branding of politicians. The findings also indicate that Facebook had the largest base of followers, followed by Twitter. The messages that are used very frequently are video content, text, and photos. It can be observed from the data that TikTok has never been used for political branding and marketing, and neither has Instagram. Twitter and Facebook reported high percentages of almost daily use for political branding and marketing efforts. Therefore,this study concludes that the most commonly used social media platforms for political branding and marketing are Facebook and Twitter.

5.4Social Media Technological Factors that Influence the Use of Facebook for Branding and Image Creation

The study investigated how frequently the social media managers engaged in the activities mentioned. The activities were reading online conversations, engaging with influencers, responding to questions or comments, soliciting user-generated content, and creating opportunities for users to engage with their followers. It was observed that most of the respondents reported reading conversations frequently. It was also reported that 30% of social media managers very rarely engaged with influencers on social media. This helped the researcher to understand the strategies social media managers used to engage with the audience. The social media technological factors that were found to be essential when using Facebook for political branding and image creation were graphics and visuals, targeted content, regular updates, and Engagement with followers. This enabled the researcher to determine the types of content that are most effective for creating engagement, as used by social media managers for political branding.

ST. PAUL'S UNIVERSITY

The researcher sought to know how the respondents measured the success of their social media branding campaigns. This information helped the researcher to determine the effectiveness of the social media campaigns in creating a favourable public image for the politicians during the branding campaigns. The main indicators for success are the number of likes and shares, the number of followers, and the number of comments on a post.The findings indicated that social media for branding and image creation in political campaign had been beneficial to branding campaigns to a great extent. A majority reported that social media has changed the way in which political campaigns are conducted in Kenya. Social media has become a game changer in the image creation and political branding of politicians in Kenya. It was also reported that the majority of the respondents agree that social media content posted for branding and image creation of political campaigns has been beneficial in creating brand loyalty for campaigns

5.6 Conclusions

The study concludes that Facebook is the most commonly used social media for political branding, followed by Twitter, while Instagram is the least used social media for political branding purposes. The study also concludes that the social media platform, thatthe social media managers use helps to foster better branding of politicians. Facebook has the largest base of followers, followed by Twitter. The messages that are used very frequently are video content, text, and photos. The study also concluded that TikTok and Instagram are not particularly effective for political branding or marketing for Members of Parliament. Twitter and Facebook are used almost daily for political branding and marketing efforts. Therefore,this study concludes that the most commonly used social media platforms for political branding and marketing are Facebook and Twitter.

The study also concludes that for effective social media campaigns, the social media managers need to engage in a number of activities. The activities include reading online conversations, engaging with influencers, responding to questions or comments, soliciting user-generated content, and creating opportunities for users to engage with their followers. The common

ST. PAUL'S UNIVERSITY

activity was reading conversations frequently. This helped the researcher to understand the strategies that social media managers use to engage with the audience.

The study also concludes that the most essential social media technological factors when using Facebook for political branding and image creation were graphics and visuals, targeted content, regular updates, and engagement with followers. This enabled the researcher to determine the types of content that are most effective for creating engagement, as used by social media managers for political branding. The study observed that the main indicators for success are the number of likes and shares, the number of followers, and the number of comments on a post.

It can also be concluded that social media for branding and image creation for political campaigns has been beneficial. Social media has changed the way in which political campaigns are conducted in Kenya. It has become a game changer in the image creation and political branding of politicians in Kenya. Also, social media content posted for branding and image creation of political campaigns has been beneficial in creating brand loyalty for campaigns.

5.7 Recommendations

It is recommended that politicians in Kenya explore the various social networks available to enhance their branding and visibility. This is because social networks significantly influence political branding.The study also recommends that Facebook,and Twitter, be used for political branding purposes,while social media managers should adopt their use to help foster better branding of politicians. According to the study TikTokand Instagram are ineffective for political branding and marketing. As such, communication practitioners should not invest in them forpolitical branding.The study also recommends that for effective social media campaigns, the social media managers should engage in a number of activities. The activities include reading online conversations, engaging with influencers, responding to questions or comments, soliciting user-generated content, and creating opportunities for users to engage with their followers.The study recommends the use of social media for branding and image creation for political campaigns.

ST. PAUL'S UNIVERSITY

Social media has changed the way in which political campaigns are conducted in Kenya and has become a game changer in the image creation and political branding of politicians in Kenya. Lastly, social media content posted for branding and image creation of political campaigns has been beneficial in creating brand loyalty for campaigns (Abboud et al., 2024).

5.8 Suggestions for Further Study

These suggestions are based on the study findings. Further research can be done on the areas listed below: -

- A study to find out the gender issues surrounding the use of social media for political branding and marketing.
- The various strategies used for brand awareness, especially among upcoming politicians who are not yet established.
- The various strategies to enhance the use of Instagram and TikTok in Kenya for political marketing and branding efforts.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

References

Abboud, E., Ajwang, F., &Lugano, G. (2024).Social media and politics as usual?Exploring the role of social media in the 2022 Kenyan presidential election. *Journal of Eastern African Studies*, 1-23.

Abid, A., Harrigan, P., & Roy, S. (2020). A relationship marketing orientation in politics: Young voters' perceptions of political brands' use of social media. *Journal of Strategic Marketing*.https://doi.org/10.1080/0965254X.2020.1777457

Aithal, A., &Aithal, P. S. (2020).Development and validation of survey questionnaire & experimental data–a systematical review-based statistical approach. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, *5*(2), 233-251.

Ajaegbu, O. O., &Ajaegbu, C. (2024). The new democratisation: social media impact on the political process in Sub-Saharan Africa. *Frontiers in Communication*, *9*, 1394949.

Alegu, J. C., Maku, B. S., Adelaja, K. I., &Raheed, A. A. (2020). Social media, propaganda and electioneering campaigns: The Nigerian experience (1999–2019). *International Journal of Sociology and Political Science*, *2*(1), 4-13.

Al-Quran, M. W. M. (2022). Traditional media versus social media: challenges and opportunities. Technium: Romanian Journal of Applied Sciences and Technology, 4 (10), 145–160.

Alshayban, A., Ahmed, I., &Malek, S. (2020, June). Accessibility issues in android apps: state of affairs, sentiments, and ways forward. In *Proceedings of the ACM/IEEE 42nd International Conference on Software Engineering* (pp. 1323-1334).

Amenyeawu, B. E. (2021). Social media and political campaign communication in Ghana.School of Professional Studies, 79. Retrieved from https://commons.clarku.edu/sps_masters_papers/79

Amenyeawu, B. E. (2021). Social media and political campaign communication in Ghana.School of Professional Studies, 79. Retrieved from https://commons.clarku.edu/sps_masters_papers/79

St. Paul's University Repository

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020).The future of social media in marketing.*Journal of the Academy of Marketing Science*, 48(1), 79-95. Retrieved from https://link.springer.com/article/10.1007/s11747-019-00695-1

Arslan, I. K. (2020).The importance of creating customer loyalty in achieving sustainable competitive advantage. *Eurasian Journal of Business and Management*, *8*(1), 11-20.

Ballance, O. J. (2024). Sampling and randomisation in experimental and quasi-experimental CALL studies: Issues and recommendations for design, reporting, review, and interpretation. *ReCALL*, *36*(1), 58-71.

Barros, M., & Michaud, V. (2020). Worlds, words, and spaces of resistance: Democracy and social media in consumer co-ops. *Organization*, *27*(4), 578-612.

Bene, M. (2021).Topics to talk about.The effects of political topics and issue ownership on user engagement with politicians' Facebook posts during the 2018 Hungarian general election. *Journal of Information Technology & Politics*, *18*(3), 338-354.

Bhattacharjee, S., & Bose, S. (2019). Brand loyalty: An overview. In Recent Research in Business and Economics (pp. 79-84).Springer, Singapore.

Bischof, D., &Senninger, R. (2018).Simple politics for the people?Complexity in campaign messages and political knowledge. *European Journal of Political Research*, *57*(2), 473-495.

Bosch, T. E., Admire, M., &Ncube, M. (2020). Facebook and politics in Africa: Zimbabwe and Kenya. *Media, Culture & Society*, *42*(3), 349-364.

Boulianne, S., & Larsson, A. O. (2023). Engagement with candidate posts on Twitter, Instagram, and Facebook during the 2019 election. *New Media & Society*, *25*(1), 119-140.

Bright, J., Hale, S., Ganesh, B., Bulovsky, A., Margetts, H., & Howard, P. (2019). Does campaigning on social media make a difference? Evidence from candidate use of Twitter during the 2015 and 2017 U.K. elections.*Communication Research, 47*(7).https://doi.org/10.1177/0093650219872394

Browning, N., &Sweetser, K. D. (2020). How media diet, partisan frames, candidate traits, and political organization-public relationship communication drive party reputation. *Public Relations Review*, *46*(2), 101884.

Carpentier, M., Van Hoye, G., &Weng, Q. (2019). Social media recruitment: Communication characteristics and sought gratifications. Frontiers in Psychology, 10(1669).https://doi.org/10.3389/fpsyg.2019.01669

Chandra, S., Verma, S., Lim, W. M., Kumar, S., &Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. *Psychology & Marketing*, *39*(8), 1529-1562.

Chen, Y., et al. (2018). Factors influencing brand loyalty among social media users: The case of Instagram. *Computers in Human Behavior, 87*, 128-136.

Chen, A. H., Bakar, N. F. A., & Lam, C. S. Y. (2020).Comparison of open-ended and close-ended questions to determine signs and symptoms of eye problems among children. *Journal of Optometry*, *13*(2), 81-87.

Chintalapati, N., &Daruri, V. S. K. (2017).Examining the use of YouTube as a learning resource in higher education: Scale development and validation of TAM model. Telematics and Informatics, 34(6), 853-860. https://doi.org/10.1016/j.tele.2016.08.008

Chukwu, O. J., &Chiadika Joseph, I. (2024). Political Ads and Voter Decision Making: Effectiveness and Ethical Implications of Campaign Communication Strategies. *Annals of Journalism and Mass Communication*, *4*(1), 1-10.

Cifuentes, R. (2020). Political branding using social media: A review of literature. International Journal of Strategic *Communication, 14*(3), 297-319.

Dahiya, M., &Vohra, A. (2022). Impact of political marketing on voters: The conceptual framework. http://dx.doi.org/10.2139/ssrn.4021141

St. Paul's University Repository

Dahiya, M., &Vohra, A. (2022). Impact of political marketing on voters: The conceptual framework. http://dx.doi.org/10.2139/ssrn.4021141

Dankwah, J. B., &Mensah, K. (2021). Political marketing and social media influence on young voters in Ghana. *SN Social Sciences, 1,* 152.https://doi.org/10.1007/s43545-021-00151-4

Das, S. (2021). *Search engine optimization and marketing: A recipe for success in digital marketing*. Chapman and Hall/CRC.

DataReportal. (2024). *Digital 2024: Kenya*. DataReportal. Retrieved from https://datareportal.com/reports/digital-2024-kenya

Davis, G. (2018). Social media and political campaigns: How Facebook, Twitter, and Instagram are being used to influence voters. Retrieved from https://www.pewresearch.org/fact-tank/2018/08/08/social-media-and-political-campaigns/

Davis, R., &Taras, D. (2022). 12. The Changing Face of Political Campaigning in Kenya. In *Electoral Campaigns, Media, and the New World of Digital Politics* (pp. 244-262).University of Michigan Press.

De Asis, K. (2022). Political marketing lessons from the 2022 presidential race. Retrieved from https://business.inquirer.net/347717/political-marketing-lessons-from-the-2022-presidential

De Maio, J., & Dionne, K. Y. (2021).Contesting Power Online: Campaigning via Twitter in Kenya's 2017 Elections. *Africa Today*, *68*(2), 29-55.

Dehdashti, Y., Namin, A., Ratchford, B. T., &Chonko, L. B. (2022). The unanticipated dynamics of promoting crowdfunding donation campaigns on social media. *Journal of Interactive Marketing*, *57*(1), 1-17.

Di Domenico, G., Sit, J., Ishizaka, A., &Nunan, D. (2021). Fake news, social media and marketing: A systematic review. *Journal of Business Research*, *124*, 329-341.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Duckett, L. J. (2021). Quantitative research excellence: Study design and reliable and valid measurement of variables. *Journal of Human Lactation*, *37*(3), 456-463.

Eakin, J. M., & Gladstone, B. (2020). "Value-adding" analysis: Doing more with qualitative data. *International Journal of Qualitative Methods*, *19*, 1609406920949333.

Fähnrich, B., Vogelgesang, J., &Scharkow, M. (2020). Evaluating universities' strategic online communication: how do Shanghai Ranking's top 50 universities grow stakeholder engagement with Facebook posts?. *Journal of communication management*, *24*(3), 265-283.

Falgoust, G., Winterlind, E., Moon, P., Parker, A., Zinzow, H., &Madathil, K. C. (2022).Applying the uses and gratifications theory to identify motivational factors behind young adult's participation in viral social media challenges on TikTok.*Human Factors in Healthcare, 2*(100014).https://doi.org/10.1016/j.hfh.2022.100014

Farahwahida, M. Y., Al-Rahmi, W. M., &Aljeraiwi, A. A. (2021). The influence of information system success and technology acceptance model on social media factors in education. Sustainability, 13(14), 7770.https://doi.org/10.3390/su13147770

Farhan, A., Omar, N. A., Jannat, T., &Nazri, M. A. (2020). The Impact of Political Brand Relationship Quality and Brand Engagement on Voters' Citizenship Behaviour: Evidence from Indonesia. *The South East Asian Journal of Management*, *14*(1), 7.

Farkas, X., &Bene, M. (2021). Images, politicians, and social media: Patterns and effects of politicians' image-based political communication strategies on social media. *The international journal of press/politics*, *26*(1), 119-142.

Fatema, S., Yanbin, L., &Fugui, D. (2022). Social media influence on politicians' and citizens' relationship through the moderating effect of political slogans. *Frontiers in Communication, 7*.https://doi.org/10.3389/fcomm.2022.955493

Fernandez, O. (2019). Social media and political branding: New dimensions of political communication. *International Journal of Strategic Communication, 13*(3), 263-283.

St. Paul's University Repository

Ferreira, C. H., Murai, F., Silva, A. P., Almeida, J. M., Trevisan, M., Vassio, L., ...&Drago, I. (2021). On the dynamics of political discussions on instagram: A network perspective. *Online Social Networks and Media*, *25*, 100155.

Ferris, A. L., Hollenbaugh, E. E., &Sommer, A. P. (2021).Applying the uses and gratifications model to examine consequences of social media addiction.Social Media + Society.https://doi.org/10.1177/20563051211019003

Goncalves, S., Oliveira, A., & Santos, S. (2019). Social media in political campaigns: The use of Facebook by Portuguese political parties. *Computers in Human Behavior, 99*, 1-8.

Gross, J., & Von Wangenheim, F. (2022). Influencer marketing on Instagram: empirical research on social media engagement with sponsored posts. *Journal of Interactive Advertising*, *22*(3), 289-310.

Gruzd, A., Haythornthwaite, C., Paulin, D., Gilbert, S., &del Valle, M. E. (2018). Uses and gratifications factors for social media use in teaching: Instructors' perspectives. New Media & Society, 20(2), 475-494. https://doi.org/10.1177/1461444816662933

Hadziahmetovic, N., Pintol, A., &Budnjo, F. (2021).Development of social media in modern political marketing.*European Researcher.Series A, 12*(1).https://doi:10.13187/er.2021.1.26

Hameleers, M., van der Meer, T. G., &Dobber, T. (2022). You won't believe what they just said! The effects of political deepfakes embedded as voxpopuli on social media. *Social Media+ Society*, *8*(3), 20563051221116346.

Hamid, R. S., Abror, A., Anwar, M. S., &Hartati, A. (2022).The role of social media in the political involvement of millennials.*Spanish Journal of Marketing, 26*(1), 61-79. https://doi10.1108/SJME-08-2021-0151

Heavey, C., Simsek, Z., Kyprianou, C., &Risius, M. (2020). How do strategic leaders engage with social media? A theoretical framework for research and practice. *Strategic Management Journal*, *41*(8), 1490-1527.

Hussain, A., &Shabir, G. (2020). Cognitive needs and use of social media: A comparative study of gratifications sought and gratification obtained. *Information Discovery and Delivery*, *48*(2), 79-90.

Iosifidis, P., &Nicoli, N. (2020). *Digital democracy, social media and disinformation*.Routledge.

Kalonda, H. I. (2023). The applicability of political marketing and its impact on voters. GSJ: Volume 11, Issue 2, February 2023. ISSN 2320-9186. Retrieved from www.globalscientificjournal.com

Kennedy, I. (2022). Sample size determination in test-retest and Cronbach alpha reliability estimates. *British Journal of Contemporary Education*, *2*(1), 17-29.

Kim, H. S., & Horowitz, J. (2022).Rejecting ethnic pandering in urban Africa: A survey experiment on voter preferences in Nairobi, Kenya. *Political Research Quarterly*, *75*(4), 1240-1254.

Klapper, A., & Smith, L. (2020). Social media and political branding: A systematic review of literature. *Public Relations Review*, *46*(5), 101890.

Kofi Frimpong, A. N., Li, P., Nyame, G., &Hossin, M. A. (2022).The impact of social media political activists on voting patterns. *Political Behavior*, 1-54.

Kreiss, D., Lawrence, R. G., & McGregor, S. C. (2020). In their own words: Political practitioner accounts of candidates, audiences, affordances, genres, and timing in strategic social media use. In *Studying Politics Across Media* (pp. 8-31).Routledge.

Lalancette, M., &Raynauld, V. (2019). The power of political image: Justin Trudeau, Instagram, and celebrity politics. *American behavioral scientist*, *63*(7), 888-924.
Lalancette, M., &Raynauld, V. (2019). The power of political image: Justin Trudeau, Instagram, and celebrity politics. *American behavioral scientist*, *63*(7), 888-924.
Langat, P. (2020). *NASA Online TV coverage of the 2017 presidential election in Kenya: a public sphere analysis* (Doctoral dissertation).

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Lou, C., &Xie, Q. (2021). Influence of brand loyalty on the political brand: The moderating effect of social media use. *Journal of Business Research*, 125, 214-223. Retrieved from https://www.sciencedirect.com/science/article/abs/pii/S0148296320305820

Luria, M., &Foulds, N. (2021, May).Hashtag-forget: using social media ephemerality to support evolving identities. In *Extended abstracts of the 2021 CHI conference on human factors in computing systems* (pp. 1-5).

Magin, M., Larsson, A. O., Skogerbø, E., &Tønnesen, H. (2024). Tapestries of topics: Factors affecting the issue diversity of political parties' social media campaigns. *Politics and Governance*, *12*.

Mallipeddi, R., Chintagunta, P. K., Fang, Z., & Jain, S. (2021). The impact of social media on brand awareness and sales: The case of auto. *Management Science*, 67(4), 2114-2132. Retrieved from https://pubsonline.informs.org/doi/abs/10.1287/mnsc.2020.3686

Marquart, F., Brosius, A., & de Vreese, C. (2022). United feelings: The mediating role of emotions in social media campaigns for EU attitudes and behavioral intentions. *Journal of Political Marketing*, *21*(1), 85-111.

Matthes, J. (2022). Social media and the political engagement of young adults: Between mobilization and distraction. *The Journal of Online Media Global Communication, 1*(1), 6-22. https://doi.org/10.1515/omgc-2022-0006

McShane, L., Pancer, E., Poole, M., & Deng, Q. (2021).Emoji, playfulness, and brand engagement on twitter. *Journal of Interactive Marketing*, *53*(1), 96-110.

Medveschi, A., &Frunza, M. (2018). Political social media marketing: a systematic literature review and agenda for future research. *Electronic Commerce Research*. Retrieved from https://link.springer.com/article/10.1007/s10660-018-9286-7

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Mellinger, C. D., & Hanson, T. A. (2020). Methodological considerations for survey research: Validity, reliability, and quantitative analysis. *LinguisticaAntverpiensia, New Series–Themes in Translation Studies*, *19*.

MohdYusof, F., Al-Rahmi, W. M., &Aljeraiwi, A. A. (2021).Understanding instructor adoption of social media using the technology acceptance model.Emerald Insight.https://doi.org/10.1108/JEIM-04-2012-0011

Mokkink, L. B., Boers, M., Van Der Vleuten, C. P. M., Bouter, L. M., Alonso, J., Patrick, D. L., ...&Terwee, C. B. (2020). COSMIN Risk of Bias tool to assess the quality of studies on reliability or measurement error of outcome measurement instruments: a Delphi study. *BMC medical research methodology*, *20*, 1-13.

Mørk, A. (2020). From boots on the ground to followers in the sky: Volunteer mobilization and populist rhetoric in the presidential campaigns of Barack Obama and Donald Trump. *American Studies in Scandinavia*, *52*(2), 183-210.

Mukhongo, L. L. (2020). Participatory media cultures: virality, humour, and online political contestations in Kenya. *Africa Spectrum*, *55*(2), 148-169.

Ndavula, J. O., &Mberia, H. K. (2012). Social networking sites in Kenya: Trigger for non-institutionalized democratic participation. *International Journal of Business and Social Science, 3*(13), 300-306.

Ndavula, J., &Mueni, J. (2014). New media and political marketing in Kenya: The case of the 2013 general elections. *International Journal of Arts and Commerce, 3*(6). Retrieved from https://www.researchgate.net/publication/262637174_New_Media_and_Political_Marketing_in_Kenya_The_Case_of_2013_General_Elections

Nyagadza, B. (2022). Search engine marketing and social media marketing predictive trends. *Journal of Digital Media & Policy*, *13*(3), 407-425.

ST PAUL'S UNIVERSITY

St. Paul's University Repository
Ogola, G. (2021). # Whatwouldmagufulido? Kenya's digital "practices" and "individuation" as a (non) political act. In *Publics in Africa in a Digital Age* (pp. 122-137).Routledge.

Olaniran, B., & Williams, I. (2020). Social media effects: Hijacking democracy and civility in civic engagement. *Platforms, Protests, and the Challenge of Networked Democracy*, 77-94.

Papakyriakopoulos, O., Serrano, J. C. M., &Hegelich, S. (2020). Political communication on social media: A tale of hyperactive users and bias in recommender systems. *Online Social Networks and Media*, *15*, 100058.

Petitpas, A. (2024). Paying for ads or getting into the news? How parties persuade citizens of their issue competence during an election campaign. *Party Politics*, *30*(2), 292-307.

Quesenberry, K. A. (2020)**.** *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution* (2nd ed.). Rowman& Littlefield Publishers.

Rajamma, R. K., Paswan, A., & Spears, N. (2020).User-generated content (UGC) misclassification and its effects. Journal of Consumer Marketing, 37(2), 125-138.

Rathnayake, C., &Winter, J. S. (2021). Do platforms favour dissidents? Characterizing political actor types based on social media uses and gratifications. *Human Systems Management*, *40*(2), 249-263.

Rodrigues, U. (2020). Political communication on social media platforms. *Platform capitalism in India*, 221-238.

Rossini, P., Southern, R., Harmer, E., &Stromer-Galley, J. (2023). Unleash Britain's potential (to go negative): campaign negativity in the 2017 and 2019 UK general elections on Facebook. *Political Studies Review*, 14789299231171308.

Sabarudin, D. (2021). Political Communication Based on Identity Politics and Social Networking Media in the Periode 2012-2017 DKI Jakarta Governor Election. *JurnalKomunikasidanBisnis*, *9*(2), 111-125.

St. Paul's University Repository

Schürmann, L., &Stier, S. (2023). Who represents the constituency? Online political communication by members of parliament in the German mixed-member electoral system. *Legislative Studies Quarterly*, *48*(1), 219-234.

Shmalenko, I., Yeftieni, N., &Semenets-Orlova, I. (2021, December).Impact of social media influencers on public policy and political discourse.In *International Conference on Social Science, Psychology and Legal Regulation (SPL 2021)* (pp. 88-93).Atlantis Press.

Si, S. (2019). Political marketing: An emerging theory. Retrieved from https://www.srcc.edu/political-marketing-emerging-theory

Singha, S. (2024). Engaging Audiences: Leveraging Social Media for Sustainable Brand Narratives. In *Compelling Storytelling Narratives for Sustainable Branding* (pp. 79-91).IGI Global.

Stier, S., Bleier, A., Lietz, H., &Strohmaier, M. (2020). Election campaigning on social media: Politicians, audiences, and the mediation of political communication on Facebook and Twitter. In *Studying politics across media* (pp. 50-74). Routledge.

Stuckelberger, S. (2021). Mobilizing and chasing: The voter targeting of negative campaigning–Lessons from the Swiss case. *Party politics*, *27*(2), 341-350.

Sutcliffe, P. (2019, November). Social media use among MPs. Retrieved from https://www.bbc.com/news/uk-politics-50310246

Sweet, K. S., LeBlanc, J. K., Stough, L. M., &Sweany, N. W. (2020).Community building and knowledge sharing by individuals with disabilities using social media. *Journal of computer assisted learning*, *36*(1), 1-11.

United Nations Office on Drugs and Crime.(n.d.).*The role of the media in fighting corruption*.United Nations Office on Drugs and Crime. Retrieved from https://www.unodc.org/e4j/en/anti-corruption/module-10/key-issues/the-role-of-the-media-in-fighting-corruption.html

Wood, A. K. (2020). Facilitating accountability for online political advertisements. *Ohio St. Tech. LJ*, *16*, 520.

Zhang, C. A., Tang, L., & Liu, Z. (2023). How social media usage affects psychological and subjective well-being: testing a moderated mediation model. *BMC psychology*, *11*(1), 286.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

APPENDICES

Appendix I: Informed Consent Form

Informed Consent Form

Title of the Project:

"**SOCIAL MEDIA AS A TOOL FOR POLITICAL BRANDING AMONG MEMBERS OF THE NATIONAL ASSEMBLY IN KENYA**"

Goal: To investigate the use of Social Media as a Tool for Political Branding among Members of Parliament in Kenya

Participants: This study is completely voluntary, and any member can opt out at any time with no repercussions. There are no financial rewards for participating.

Confidentiality: Participants' identification would never be utilized in this study, and all answers will be handled with utmost discretion.

Name of the Researcher: Juliet Masinde Position: Student

Sign by the researcher: …….. Date: ……..

Statement to be signed by the participant:

I acknowledge that the investigator has stated the purpose of the work as well as the range of tasks that I will indeed be expected to do. I certify that I have had ample opportunity to inquire about this project. I realize that my involvement is entirely optional, and that I am free to withdraw at any time in the course of the project for any reason. I agree to participate in this project.

Signature: …….. Date: ……..……..

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Appendix II: Research Questionnaire

SECTION A: Demographic Information

1. What is your gender

Male [ ] Female [ ]

2. What is your age bracket?

Less than 30 years [ ] 30-40 years [ ] 41-50 years [ ] Above 50 years [ ]

3. How long have you managed the social media pages of the Member of Parliament?

Less than one year	
1-2 years	
2-5 years	
5+ years	

SECTION B

SOCIAL MEDIA STRATEGIES ADOPTED BY SOCIAL MEDIA MANAGERS AND HOW THEY INFLUENCE POLITICAL BRANDING

Tick the social media platforms you use to manage your MP's political branding

FACEBOOK	
INSTAGRAM	
TWITTER	
TIKTOK	

1. How often do you use the following social media for political branding?

SOCIAL NETWORK TYPE	All the time	Frequently	Sometimes	Rarely	Never
Facebook					
Instagram					

ST. PAUL'S UNIVERSITY

Twitter					
Tiktok					

2. How large is the MP's base of followers currently on the social media below:

FACEBOOK	
INSTAGRAM	
TWITTER	
TIKTOK	

3. How frequently do you use the following forms of messages on Facebook account of your respective MP political social media accounts?

	Very Rarely	Rarely	Occasionally	Frequently	Very Frequently
Audio content					
Video content					
Text					
Photos with captions					

ST. PAUL'S UNIVERSITY

4. To what extent do you agree with the following statements:

5- Strongly agree 4- Agree 3- Neither agree or disagree 2- Disagree 1- Strongly disagree

	5	4	3	2	1
Social media strategies used by the social media manager help in fostering better branding of politicians					
Social media is effective in creating brand awareness about politicians and political parties among electorates					
Social media strategies have an impact on					

brand awareness of political parties and politicians					
Social media is useful in creating better communication avenues for political awareness					
Social media analytics help to measure the success of your political branding and marketing efforts on social media					

4. Kindly add any suggestions or comments for improving the use of social media for political brand awareness and marketing.

SECTION C

SOCIAL MEDIA TECHNOLOGICAL FACTORS THAT INFLUENCE THE USE OF FACEBOOK FOR BRANDING AND IMAGE CREATION

How often do you as the social media manager engage on the following social media with the followers of the Member of Parliament

	Almost Yearly	Almost Monthly	Almost weekly	Almost daily
Twitter				
Facebook				
TikTok				
Instagram				

1. How frequently do you engage in the following activities through social media to create an image for the Member of Parliament?

	Very Rarely	Rarely	Occasionally	Frequently	Very Frequently

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Reading to conversations					
Engaging with influencers					
Responding to questions or comments					
Soliciting for user generated content					
Creating opportunities for users to engage with the followers					

2. What social media technological factors have you found to be most effective when using Facebook for political branding and image creation?

5 – Essential 4 – High priority 3 – Medium priority 2 – Low priority 1 – Not a priority

	5	4	3	2	1
Graphics and visuals					
Targeted content					
Engaging with followers					
Regular updates					
Quality content					

3. How do you measure the success of your social media branding campaigns?

Likes and shares	

ST. PAUL'S UNIVERSITY

Number of followers	
Number of comments	
All of the above	

To what extent do you agree with the following statements:

5- Strongly agree 4- Agree 3- Neither agree or disagree 2- Disagree 1- Strongly disagre

	5	4	3	2	1
Social media for branding and image creation of your political campaign has been beneficial to your campaign					
social media has changed the way in which political campaigns are conducted in Kenya					
Social media is a game changer in image creation and political branding					
Social media content posted for branding and image creation of your political campaign has been beneficial to creating brand loyalty for your campaign					

ST. PAUL'S UNIVERSITY

SECTION D THE DETERMINANTS OF SOCIAL MEDIA CONTENT POSTED BY MEMBERS OF PARLIAMENT FOR BRAND LOYALTY

How often do you as the social media manager post content on the following social media of the Member of Parliament?

	Almost Yearly	Almost Monthly	Almost weekly	Almost daily
Twitter				
Facebook				
TikTok				

Instagram				

What type of content do you typically see posted by MPs on social media platforms?

Political	
Personal/Lifestyle	
Brand Promotion	
Other	

To what extent do you agree with the following statements:

5- Strongly agree 4- Agree 3- Neither agree or disagree 2- Disagree 1- Strongly disagree

Do you have any other comments or suggestions about how MPs can use social media platforms to increase brand loyalty among their constituents?

ST. PAUL'S UNIVERSITY

Appendix III: NACOSTI License

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **202008**

Date of Issue: **23/August/2023**

RESEARCH LICENSE



This is to Certify that Ms.. Juliet Nakhungu Masinde of St. Paul's University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: SOCIAL MEDIA AS A TOOL FOR POLITICAL BRANDING AMONG SELECT POLITICIANS IN KENYA for the period ending : 23/August/2024.

License No: **NACOSTI/P/23/28694**

202008

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

See overleaf for conditions

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013 (Rev. 2014)

Legal Notice No. 108: The Science, Technology and Innovation (Research Licensing) Regulations, 2014

The National Commission for Science, Technology and Innovation, hereafter referred to as the Commission, was the established under the Science, Technology and Innovation Act 2013 (Revised 2014) herein after referred to as the Act. The objective of the Commission shall be to regulate and assure quality in the science, technology and innovation sector and advise the Government in matters related thereto.

CONDITIONS OF THE RESEARCH LICENSE

1. The License is granted subject to provisions of the Constitution of Kenya, the Science, Technology and Innovation Act, and other relevant laws, policies and regulations. Accordingly, the licensee shall adhere to such procedures, standards, code of ethics and guidelines as may be prescribed by regulations made under the Act, or prescribed by provisions of International treaties of which Kenya is a signatory to
2. The research and its related activities as well as outcomes shall be beneficial to the country and shall not in any way;
    i. Endanger national security
    ii. Adversely affect the lives of Kenyans
    iii. Be in contravention of Kenya's international obligations including Biological Weapons Convention (BWC), Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO), Chemical, Biological, Radiological and Nuclear (CBRN).
    iv. Result in exploitation of intellectual property rights of communities in Kenya
    v. Adversely affect the environment
    vi. Adversely affect the rights of communities
    vii. Endanger public safety and national cohesion
    viii. Plagiarize someone else's work
3. The License is valid for the proposed research, location and specified period.
4. The license any rights thereunder are non-transferable
5. The Commission reserves the right to cancel the research at any time during the research period if in the opinion of the Commission the research is not implemented in conformity with the provisions of the Act or any other written law.
6. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research.
7. Excavation, filming, movement, and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
8. The License does not give authority to transfer research materials.
9. The Commission may monitor and evaluate the licensed research project for the purpose of assessing and evaluating compliance with the conditions of the License.
10. The Licensee shall submit one hard copy, and upload a soft copy of their final report (thesis) onto a platform designated by the Commission within one year of completion of the research.
11. The Commission reserves the right to modify the conditions of the License including cancellation without prior notice.
12. Research, findings and information regarding research systems shall be stored or disseminated, utilized or applied in such a manner as may be prescribed by the Commission from time to time.
13. The Licensee shall disclose to the Commission, the relevant Institutional Scientific and Ethical Review Committee, and the relevant national agencies any inventions and discoveries that are of National strategic importance.
14. The Commission shall have powers to acquire from any person the right in, or to, any scientific innovation, invention or patent of strategic importance to the country.
15. Relevant Institutional Scientific and Ethical Review Committee shall monitor and evaluate the research periodically, and make a report of its findings to the Commission for necessary action.

ST. PAUL'S UNIVERSITY

National Commission for Science, Technology and Innovation(NACOSTI),
Off Waiyaki Way, Upper Kabete,
P. O. Box 30623 - 00100 Nairobi, KENYA
Telephone: 020 4007000, 0713788787, 0735404245
E-mail: dg@nacosti.go.ke
Website: www.nacosti.go.ke

Appendix IV:Approval Letter

ST.PAUL'SUNIVERSITY

Private Bag 00217
Limuru,Kenya
Email:
office@spu.ac.keWebsit
e:www.spu.ac.ke

Tel Office: +254 (0) 20-2020505/10
Mobile:+254 (0)728-669000
(0)736-424440

ST.PAUL'S UNIVERSITY

REF:SPU/78/2023 **Date:7thAugust2023**

TO:JulietMasinde
St.Paul'sUniversity

DearJuliet,

REF:SocialMediaasaToolForPoliticalBrandingAmongSelectPoliticiansInKenya

Greetings,

This is to inform you that SPU- Institutional Scientific Ethics Review Committeehas reviewed the above-named research proposal.**Your ERB approvalnumberis87,fortheperiodbetween7thAugust2023–7thAugust2024.**

Thisapprovalissubjecttocompliancewiththefollowingrequirements;

i. Onlyapproveddocumentsincluding(informedconsents,studyinstruments)willbeused.
ii. Allchangesincluding(amendments,deviations,andviolations)aresubmitted for review and approval by SPU- Institutional ScientificEthicsReviewCommittee.
iii. Deathandlife-threateningproblemsandseriousadverseeventsorunexpected adverse events whether related or unrelated to thestudy must be reported to SPU- Institutional Scientific Ethics ReviewCommitteewithin72hoursofnotification
iv. Any changes, anticipated or otherwise that may increase the risks oraffectedsafety orwelfareofstudyparticipantsandothersoraffecttheintegrityoftheresearchmustberepor tedto*SPU-InstitutionalScientificEthicsReviewCommittee*within72hours

v. Clearanceforexportofbiologicalspecimensmustbeobtainedfromrelevantinstitutions.
vi. Submission of a request for renewal of approval at least 60 days priorto expiry of the approval period. Attach a comprehensive progressreporttosupporttherenewal.
vii. Submission of an executive summary report within 90 days uponcompletion of the study to SPU-Institutional Scientific Ethics ReviewCommittee.

Priortocommencingyourstudy,youwillbeexpectedtoobtainaresearchlicensefromNationalCommissionforScience,Technologyandlnnovation (NACOSTl)https://research-portal.nacosti.go.keandalsoobtainother clearancesneeded.

Yourssincerely,



Dr.Daniel Nzengya, PhDChairperson
SPU-InstitutionalScientific&EthicsReviewCommittee



Appendix V:Plagiarism Report

DISSERTATION

*by*JulietNakhunguMasinde

Submissiondate:03-Jul-202412:56PM(UTC+0300)
SubmissionID:2412005889

Filename: Juliet_Nakhungu_Masinde.docx(1.01M)

Wordcount:21933

Charactercount:120628

DISSERTATION

ORIGINALITYREPORT

1%	16%	6%	8%
SIMILARITYINDEX	INTERNETSOURCES	PUBLICATIONS	STUDENTPAPERS

PRIMARYSOURCES