



REPUBLIC OF KENYA


THE NATIONAL ASSEMBLY

THIRTEENTH PARLIAMENT – SECOND SESSION – 2023

COMMITTEE ON PARLIAMENTARY BROADCASTING AND LIBRARY

**REPORT ON ENHANCING REPORTING OF PARLIAMENTARY BUSINESS ON
ONLINE PLATFORMS**

OCTOBER, 2023

 THE NATIONAL ASSEMBLY PAPERS LAYED	
DATE:	04 OCT 2023
	WED 4/10/23
TABLED BY:	Chair, Parliamentary Broadcasting Hon. Daniel E. Ruto, MP
CLERK-AT-THE-TABLE:	Mado.

*Directorate of Audit, Appropriations
& Other Select Committees
National Assembly
Parliament Buildings
Nairobi*

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LIST OF ABBREVIATIONS AND ACRONYMS

ICT	-	Information and Communication Technology
IPU	-	Inter-Parliamentary Union
KBC	-	Kenya Broadcasting Corporation
MP	-	Member of Parliament
PBU	-	Parliamentary Broadcasting Unit
PSC	-	Parliamentary Service Commission
TV	-	Television

LIST OF ANNEXURES

1. Report adoption schedule
2. Minutes
3. Parliament of Kenya Social Media Policy
4. Parliament of Kenya Guideline on the operations of the Social Media Policy

CHAIRPERSON FOREWARD

This report contains proceedings of the Committee on Parliamentary Broadcasting and Library on proposals for enhancing reporting of parliamentary business on online platforms.

The Committee on Parliamentary Broadcasting and Library is established under Standing Order 212D of the National Assembly Standing Orders and is mandated to amongst other things *consider and report on all matters relating to the broadcasting of the proceedings of the House.*

At its meeting held on Thursday 15th June 2023, the Committee observed that increased use of social media had provided new ways to communicate and engage with the public, consult on legislation, deliver educational resources and promote transparency thus, ensuring legislative work is felt at the grassroots. Further, the Committee noted that information disseminated on Parliament's online platforms does not fully depict the business undertaken by Members of Parliament in the House and in their respective constituencies/counties.

In this regard, the Committee resolved that a sub-committee comprising of staff drawn from the Media Relations, Public Communications, ICT and PBU Departments be constituted to propose strategies for enhancing reporting of Parliamentary Business on online platforms and analyze social media policy and guidelines to identify gaps for review.

The sub-committee was further tasked to propose strategies for linking the Media Relations Department with constituencies across the Country for purposes of documenting the activities undertaken by the MPs in their respective counties/constituencies and disseminate on Parliament's social media platforms.

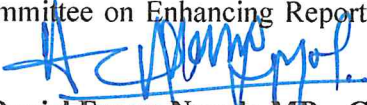
The sub-committee compiled a report and tabled it before the Committee during a retreat held on 4th and 5th August 2023 in Mombasa County. The Committee deliberated on the proposals as presented by the sub-committee and observed that *the Parliament Social Media Policy* was adopted by the PSC in 2016 hence the need for its review to address emerging technological changes in the social media. The Committee further emphasized on the need for enhancing visibility of the activities undertaken by the Members of Parliament (MPs) at the constituency/county level by providing adequate media coverage and dissemination of the same through Parliament online platforms.

The Committee therefore urges the Parliamentary Service Commission (PSC) to define proper structures in ensuring that dissemination of business undertaken by Members of Parliament in the House and in county/constituency is well coordinated and executed for enhanced media coverage.

The Committee is grateful to the Offices of the Speaker and the Clerk of the National Assembly for the logistical and technical support accorded to it during its sittings.

I wish to express my appreciation to the Honourable Members of the Committee and Secretariat who made useful contributions towards production and compilation of this report.

On behalf of the Committee on Parliamentary Broadcasting and Library and pursuant to the provisions of Standing Order 212D (a), it is my pleasant privilege and honour to present to this House the Report of the Committee on Enhancing Reporting of Parliamentary Business on Online Platforms.



Hon. Daniel Epuyo Nanok, MP – Chairperson
Committee on Parliamentary Broadcasting and Library

PART ONE

1. PREFACE

1.1 ESTABLISHMENT OF THE COMMITTEE

1. The Committee on Parliamentary Broadcasting and Library is established under Standing Order 212D and is mandated to; -
 - (i) *consider and report on all matters relating to broadcasting of the proceedings of the House;*
 - (ii) advise the House on matters related to public participation;
 - (iii) make reports and recommendations to the House, including proposed legislation on matters relating to broadcasting of House proceedings;
 - (iv) recommend to and advise the House on matters related to provision of library, publications and research services in Parliament, including improvement of the library and research services; and
 - (v) assist Members in utilizing the facilities provided by the library and research services, including use of information and communication technology.

1.2 Committee Membership

2. The Committee on Parliamentary Broadcasting and Library was constituted by the House on 27th October, 2022 and comprises of the following twenty-one Members; -

Chairperson

Hon. Daniel Epuyo Nanok, M.P.
Turkana West Constituency

United Democratic Alliance Party

Vice- Chairperson

Hon. (Eng.) John Kiragu Chege, M.P.
Limuru Constituency

United Democratic Alliance Party

Hon. Mohamed Mohamed Ali, MP
Nyali Constituency

United Democratic Alliance Party

Hon. James Gakuya Mwangi, M.P.
Embakasi North Constituency

United Democratic Alliance Party

Hon. John Waluke Koyi, M.P.
Sirisia Constituency

Jubilee Party

Hon. Raphael Sauti Wanjala, M.P.
Budalangi Constituency

Orange Democratic Movement Party

The Hon. Moses Malulu Injendi, M.P.
Malava Constituency

Amani National Congress Party

Hon. Timothy Wanyonyi Wetangula, M.P.
Westlands Constituency

Orange Democratic Movement Party

Hon. Oscar Kipchumba Sudi, M.P.
Kapseret Constituency
United Democratic Alliance Party

Hon. Rindikiri Mugambi Murwithania,
M.P.
Buuri Constituency
United Democratic Alliance Party

Hon. Adams Kipsanai Korir, M.P.
Keiyo North Constituency
United Democratic Alliance Party

Hon. Anthony Kenga Mupe, M.P.
Rabai Constituency
Pamoja African Alliance Party

Hon. Abdirahman Mohamed Abdi, M.P.
Lafey Constituency
Jubilee Party

Hon. George Gachagua, M.P.
Ndaragwa Constituency
United Democratic Alliance Party

Hon. Charles Onchoke Mamwacha, M.P.
Bonchari Constituency
United Progressive Alliance Party

Hon. (Dr.) John Ariko Namoit, M.P.
Turkana South Constituency
Orange Democratic Movement Party

Hon. Josses Kiptoo Lelmengit, M.P.
Emgwen Constituency
United Democratic Alliance Party

Hon. Kitilai Ole Ntutu, M.P.
Narok South Constituency
Independent

Hon. Phelix Odiwuor Khodhe, M.P.
Langata Constituency
Orange Democratic Movement Party

Hon. Suzanne Ndunge Kiamba, M.P.
Makueni Constituency
Wiper Democratic Movement Party

Hon. Talib Ahmed Abubakar, MP
Nominated
Wiper Democratic Movement Party

1.3 Committee Secretariat

3. The secretariat supporting the Committee comprises of the following staff; -

Ms. Ella Kendi
Clerk Assistant I- Team Leader

Mr. Enock Manwa
Clerk Assistant III

Ms. Deborah Mupusi
Media Relations Officer II

Ms. Mercy Wanyonyi
Senior Legal Counsel

Ms. Angela Jepkemboi
Public Relations Officer III

Mr. Silas Lomutur
Research Officer III

Mr. Stanley Lagat
Sergeant at Arms

PART TWO

2.0 BACKGROUND ON MEDIA COVERAGE OF HOUSE PROCEEDINGS

4. Article 118 of the Constitution of Kenya, 2010 provides that Parliament shall conduct its business in an open manner, and its sittings and those of its committees shall be in public. It also provides for public participation and involvement of the public in legislative and other business of Parliament and its Committees.
5. In addition, Articles 34 and 35 provides for the freedom of the media and access to information respectively. The involvement of media in scrutinizing Parliamentary proceedings both in the plenary and in House committees is fundamental to meeting the threshold of good governance.
6. Section 11 of the Parliamentary Service Act, 2019 obligates the PSC to initiate programmes that promote public awareness and participation in the activities of Parliament.
7. Further, the broadcasting of parliamentary business is captured in the PSC Strategic Plan 2019 – 2030 under Strategic Pillar III on Public Trust and expounded under Strategic Objective 11 which provides for the involvement of the public in the legislation and oversight roles of Parliament.
8. To realize this, the PSC established the Parliamentary Broadcasting Unit (PBU) in 2008 to disseminate the Parliamentary proceedings to the public on real-time basis through a contractual agreement between Kenya Broadcasting Corporation (KBC) & the Parliamentary Service Commission (PSC) for twelve hours a week on radio and television.
9. The contractual obligation of KBC includes fair distribution of airtime between the two houses equally within the 12 hours per week contract. To ensure continuous broadcasting and therefore recording of both houses' proceedings, KBC dedicated the Bunge TV to National Assembly proceedings and the Senate TV to Senate proceedings. Both channels are hosted on Signet platform and are restricted to Nairobi and its environs.
10. In addition, live streaming and webcasting of the National Assembly proceedings has been on going with PBU providing the content, Directorate of ICT and Library Services providing the platform and the Media Relations Department generating content and managing all official social media network accounts and pages.
11. The Committee in its sitting held on Thursday 15th June 2023 deliberated on the need to enhance the visibility of the activities undertaken by the Members of Parliament in their constituencies/counties.
12. It was further noted that Parliament utilizes social media platforms such as YouTube, Facebook, and Twitter to broadcast House and Committee activities and that use of social media had provided new ways to communicate and engage with the public, consult on legislation, and promote transparency hence ensuring that legislative work is felt at the grassroots level.

13. In addition, the Committee observed that social media had provided a platform for broadcasting content to a wide audience across the Country and that full utilization of the official Parliament's platforms would enhance visibility of the activities undertaken by Members of Parliament both in Parliament and in the constituencies/counties.
14. In this regard, the Committee noted that the information/content disseminated by the Media Relations Department on the online platforms does not adequately showcase the work done by Members of Parliament in the House and in their constituencies/counties.
15. In line with its mandate, the Committee resolved to form a sub-committee comprising of staff drawn from the Media Relations, Public Communications, ICT and PBU Departments in order to propose strategies for enhancing the reporting of business undertaken by Members of Parliament in the House and constituencies/counties.

PART THREE

3.0 SUBMISSIONS BY THE SUB-COMMITTEE

16. In a meeting held on Friday 4th August, 2023, the Deputy Director ICT and Library Services, Mr. Harrison Owino made a presentation on the report of the sub-committee in which the Committee was informed as follows, that:

3.1 Constitution of the sub-committee and terms of reference

17. In a memo dated 19th June, 2023, the Committee on Parliamentary Broadcasting and Library proposed that a sub-committee be constituted to come up with proposals for enhancing reporting of parliamentary business on Parliament's online platforms.
18. The membership of the sub-committee consisted of staff drawn from departments of Media Relations, Public Communications, Information and Communication Technology and Parliamentary Broadcasting Unit.
19. The sub-committee was tasked to; -

(i) **Come up with strategies of enhancing media coverage on roles and functions of MPs both in Parliament and in their respective County/constituency**

In response, the sub-committee submitted that;

- a) The Parliament Social Media Policy has no provisions on media coverage of MPs activities in their respective counties/constituencies;
- b) The Media Relations Department lacks the required human resource capacity for media coverage of the MP's activities in their respective counties/constituencies;
- c) Media Relations Department to collaborate with constituency/county offices for the purpose of documenting the activities undertaken by Members of Parliament in their respective constituencies/counties and disseminating on Parliament's social media platforms;
- d) The Media Relations Department lacks the required capacity to validate the credibility of information provided by various MPs on activities undertaken in various constituencies/counties; and
- e) Publishing of the MPs content/information on Parliament's online platforms would require clear guidelines in the social media policy for equity and fair coverage to all Members of Parliament.

(ii) **Analyze the social media policy and guidelines to identify gaps for review**

In response, the sub-committee submitted that there was need to review the policy for it to remain relevant and to include provisions on; -

- a) Uniformity of the Information/content shared across Parliament's online platforms;
- b) Domiciling all the social media platforms in the Parliament of Kenya Website; and
- c) The extent to which MPs content from their respective counties/constituencies can be published on Parliament's Social Media Platforms.

3.2 Provisions of the Social Media Policy and Social Media Guidelines

20. The Parliamentary Service Commission adopted the Social Media Policy in the year 2016. The policy sought to operationalize the provisions of Articles 34, 35 and 118 of the Constitution of Kenya by providing guidelines on setting up and managing Parliament of Kenya social media presence.
21. The development of the Social Media Policy and Guidelines was based on the framework established by the Inter-Parliamentary Union (IPU) and was tailored to meet the requirements of Kenya's bicameral Parliament. The policy reflects the evolving nature of social media, recognizing its widespread adoption and transformative role across various sectors.
22. As per the provisions of the policy, the Parliament social media platforms are used for:
 - a) Information - make the public aware of Parliamentary activities;
 - b) Education - give new knowledge about Parliament. This targets learners and teachers in institutions;
 - c) Outreach - Links to and partnerships with civil society, business communities and other groups, facilitating public access to Parliament; and
 - d) Engagement - connect with citizens, to solicit submissions and build interest in legislative business.
23. The Social Media Guidelines outline the general rules of conduct to guide the users on the responsible usage of the social media platforms.

3.3 Parliament of Kenya Social Media Channels

24. Official use of the social media was intended to broaden the reach of communication and engagement with the community and stakeholders, while utilizing fundamental platforms that offer methods of communicating beyond traditional sources of information such as the Parliament publications and website.
25. The Media Relations Department manages all official social media and social networking accounts/pages while the ICT department supports and maintains the infrastructure.
26. Parliament has official (Parliament-branded) social media channels on Twitter, YouTube and Facebook which are managed as follows;

a) Twitter

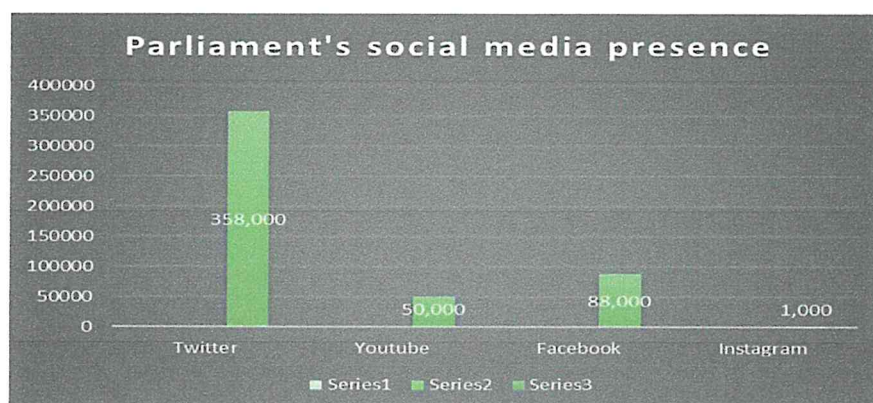
27. There are four twitter handles namely; @NAssemblyKE @NACCommitteeKE @SenateKE and @SenCommitteeKE. The handles follower count is approximately as follows; National Assembly's official with one hundred and eighty thousand (180,000), the National Assembly Committee's account at thirteen thousand (13,000), the Senate official handle at one hundred and fifty-six thousand (156,000) and the Senate Committees handle with nine thousand (9,000). This reflects a diversified approach to reaching different segments of the public and tailoring content to meet their preferences and needs. On average, the Media Relations Department disseminates thirty (30) stories for both Houses on daily basis.

b) Facebook

28. The Facebook page *Parliament of Kenya* provides information similar to all Twitter handles but with provision for more content, photographs and room for minimal engagement. A balance is maintained in disseminating the content generated from both Houses to ensure equitable coverage. The page has a substantial following of approximately eighty-eight thousand (88,000) users, signifying its effectiveness in reaching a wide audience and promoting interaction. On average, the Media Relations Department disseminates fifteen (15) stories through the page on daily basis.

c) YouTube

29. The YouTube channel namely *Parliament of Kenya* has a follower count of approximately fifty thousand (50,000). The plenary sessions of both Houses are streamed live on the channel. In addition, short videos on various special features are uploaded on a regular basis.
30. In addition to the three social media channels, Parliament has an account on Instagram, which has attracted approximately one thousand (1,000) followers. Below is a graphical illustration of Parliament's social media presence:



PART FOUR

4.0 COMMITTEE OBSERVATIONS

31. Following the presentations and deliberations, the Committee observed that; -

- 1) The Parliamentary Service Commission approved the Parliament Social Media Policy in 2016, and with the rapid pace of technological change, new trends in the social media sector have since emerged;
- 2) The Parliament official social media channels are hosted on different sites and therefore not easily accessible by users;
- 3) The Parliament YouTube channel is underutilized in terms of providing comprehensive media coverage of activities undertaken by the Members of Parliament in the House and in counties/constituencies as currently it's used to disseminate plenary sessions only;
- 4) Usage of Parliament's social media channel to disseminate activities undertaken by Members of Parliament in their respective constituencies/counties would enhance the visibility of their roles;
- 5) The Parliament Social Policy has no provisions on media coverage of Members of Parliament activities in their respective counties/constituencies and disseminating the same through the Parliament's social media channels; and
- 6) Publishing of the Members of Parliament information/content on the Parliament's Social Media platforms will require proper mechanism for authentication and verification of information sources to ensure credibility and accuracy of the information/content

PART FIVE

5.0 COMMITTEE RECOMMENDATIONS

32. Based on the observations made, the Committee recommends that the Parliamentary Service Commission should: -

- 1) Review the Parliament of Kenya Social Media Policy to account for technological changes in social media trends and ensure that the policy remains relevant for effective social media coverage within **six months** of adoption of this report by the House;
- 2) Review the Parliament of Kenya Website to ensure that Parliament's official social media channels are domiciled on the website for easier accessibility within **three months** of adoption of this report by the House;
- 3) Develop guidelines on packaging of content/information on activities undertaken by the Members of Parliament and dissemination of the same through the YouTube Channel within **six months** of adoption of this report by the House;
- 4) Review the Parliament of Kenya Social Media Policy to include provisions on publishing of Members of Parliament information/content on activities undertaken in their respective counties/constituencies on the Parliament's official social media channels within **six months** of adoption of this report by the House;
- 5) Develop guidelines for the designation of one staff among the existing staff at the county/constituency office to be in charge of communications within **six months** of adoption of this report by the House;
- 6) Ensure that the Media Relations Department provides a structure for media coverage and verification of content/ information provided by the staff in charge of the communications at the county/constituency office staff for publication on Parliament's social media channels; and
- 7) Allocate adequate financial resources in the **Financial Year 2024/25** for training and acquisition of basic media equipment for all the counties/constituencies staff in charge of communications for effective media coverage of the activities undertaken by Members of Parliament.

SIGNED.....



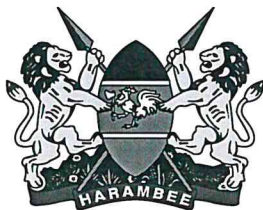
DATE.....

28th Sept. 2023

**HON. DANIEL EPUYO NANOK, MP – CHAIRPERSON
COMMITTEE ON PARLIAMENTARY BROADCASTING AND LIBRARY**

ANNEX 1:

REPORT ADOPTION SCHEDULE





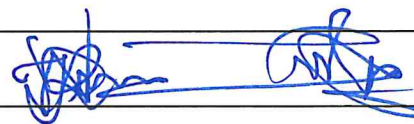

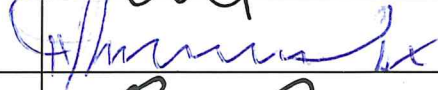

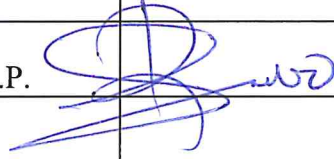
**THE NATIONAL ASSEMBLY
13TH PARLIAMENT – 2ND SESSION (2023)**

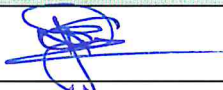
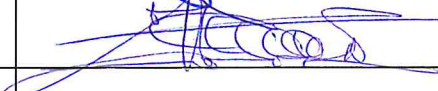


COMMITTEE ON PARLIAMENTARY BROADCASTING AND LIBRARY

ADOPTION LIST

Report on enhancing reporting of the Parliamentary business on online platforms

We, the undersigned, herby affix our signatures to this report to affirm our approval:

	HON. MEMBER	SIGNATURE
1.	The Hon. Daniel Epuyo Nanok, M.P. - Chairperson	
2.	The Hon. (Eng.) John Kiragu Chege, M.P. – Vice-Chairperson	
3.	The Hon. Mohamed Mohamed Ali, MP	
4.	The Hon. Raphael Sauti Wanjala, M.P.	
5.	The Hon. James Gakuya Mwangi, M.P.	
6.	The Hon. Moses Malulu Injendi, M.P.	
7.	The Hon. John Waluke Koyi, M.P.	
8.	The Hon. Timothy Wanyonyi Wetangula, M.P.	
9.	The Hon. Oscar Kipchumba Sudi, M.P.	
10.	The Hon. Rindikiri Mugambi Murwithania, M.P.	
11.	The Hon. Adams Kipsanai Korir, M.P.	
12.	The Hon. Anthony Kenga Mupe, M.P.	
13.	The Hon. Abdirahman Mohamed Abdi, M.P.	
14.	The Hon. Charles Onchoke Mamwacha, M.P.	

	HON. MEMBER	SIGNATURE
15.	The Hon. George Gachagua, M.P.	
16.	The Hon. (Dr.) John Ariko Namoi, M.P.	
17.	The Hon. Josses Kiptoo Lelmengit, M.P.	
18.	The Hon. Kitilai Ole Ntutu, M.P.	
19.	The Hon. Phelix Odiwuor Khodhe, M.P.	
20.	The Hon. Suzanne Ndunge Kiamba, M.P.	
21.	The Hon. Talib Ahmed Abubakar, M.P.	

ANNEX 2:

COMMITTEE MINUTES

MINUTES OF THE 20TH SITTING OF THE COMMITTEE ON PARLIAMENTARY BROADCASTING AND LIBRARY HELD IN MEDIA CENTRE, PARLIAMENT BUILDINGS ON THURSDAY, 28TH SEPTEMBER, 2023 AT 10.00 AM.

PRESENT

1. The Hon. Daniel Epuyo Nanok, M.P. - **Chairperson**
2. The Hon. (Eng.) John Kiragu Chege, M.P. - **Vice Chairperson**
3. The Hon. Raphael Sauti Wanjala
4. The Hon. John Waluke Koyi, M.P.
5. The Hon. Timothy Wanyonyi Wetangula, M.P
6. The Hon. Rindikiri Mugambi Murwithania, M.P.
7. The Hon. George Gachagua, M.P.
8. The Hon. (Dr.) John Ariko Namoit, M.P.
9. The Hon. Suzanne Ndunge Kiamba, M.P
10. The Hon. Talib Ahmed Abubakar, M.P.
11. The Hon. Moses Malulu Injendi, M.P.

APOLOGIES

1. The Hon. Mohamed Mohamed Ali, M.P.
2. The Hon. James Gakuya Mwangi, M.P
3. The Hon. Oscar Kipchumba Sudi, M.P.
4. The Hon. Adams Kipsanai Korir, M.P.
5. The Hon. Anthony Kenga Mupe, M.P.
6. The Hon. Mohamed Abdi Abdirahman, M.P.
7. The Hon. Charles Onchoke Mamwacha, M.P
8. The Hon. Josses Kiptoo Lelmengit, M.P
9. The Hon. Kitilai Ole Ntutu, M.P.
10. The Hon. Phelix Odiwuor Khodhe, M.P.

SECRETARIAT

- | | | |
|---------------------|---|---------------------|
| 1. Ms. Ella Kendi | - | Clerk Assistant I |
| 2. Mr. Enock Manwa | - | Clerk Assistant III |
| 3. Ms. Faith Makena | - | Serjeant-at-Arms |

AGENDA

1. Preliminaries
 - i) Prayers
 - ii) Adoption of the Agenda
2. Confirmation of the Minutes of the 17th sittings
3. Matters Arising

4. **Adoption of the draft report on enhancing reporting of Parliamentary Business on online Platforms**
5. Any other Business
6. Adjournment and date of the next meeting

MIN.NO/DAA&OSC/PBL/2023/97: PRELIMINARIES

The meeting was called to order at fifteen minutes past ten O'clock (10.15 a.m.), followed by a word of prayer.

MIN.NO/DAA&OSC/PBL/2023/98: ADOPTION OF THE AGENDA

The agenda of the meeting was adopted having been proposed by Hon. (Eng.) John Kiragu Chege, M.P and seconded by Hon. Talib Ahmed Abubakar, M.P.

MIN.NO/DAA&OSC/PBL/2023/99: CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETINGS

Minutes of the Seventeenth Sitting held on 16th August, 2023 were confirmed as true records of the proceedings having been proposed by the Hon. John Waluke Koyi, M.P and seconded by Hon. (Eng.) John Kiragu Chege, M.P.

MIN.NO/DAA&OSC/PBL/2023/100: ADOPTION OF THE DRAFT REPORT ON ENHANCING REPORTING OF PARLIAMENTARY BUSINESS ON ONLINE PLATFORMS

The Committee considered the draft report and adopted it having been proposed by Hon. Rindikiri Mugambi Murwithania, M.P and seconded by Hon. John Waluke Koyi, M.P.

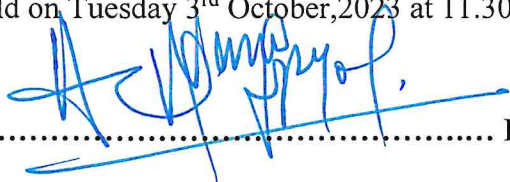
MIN NO/DAA&OSC/PBL/2023/101: ANY OTHER BUSINESS

The Committee was informed that they were scheduled to visit the Kenya National Archives and Documentation service on 3rd October, 2023 to learn the best practices in library digitization, records management and archiving of historical documents and materials for future reference.

MIN NO/DAA&OSC/PBL/2023/102: ADJOURNMENT

The meeting was adjourned at twenty-one minutes past one O'clock (1.21 pm). The next meeting was set to be held on Tuesday 3rd October, 2023 at 11.30am.

Signed..... Date.....



2nd October, 2023

**Hon. Daniel Epuyo Nanok, M.P.
Chairperson**

MINUTES OF THE 18TH SITTING OF THE COMMITTEE ON PARLIAMENTARY BROADCASTING AND LIBRARY HELD IN MEDIA CENTRE, PARLIAMENT BUILDINGS ON THURSDAY, 17TH AUGUST 2023 AT 12.00 NOON.

PRESENT

1. The Hon. Daniel Epuyo Nanok, M.P. - **Chairperson**
2. The Hon. (Eng.) John Kiragu Chege, M.P. - **Vice Chairperson**
3. The Hon. Moses Malulu Injendi, M.P.
4. The Hon. John Waluke Koyi, M.P.
5. The Hon. Timothy Wanyonyi Wetangula, M.P
6. The Hon. Charles Onchoke Mamwacha, M.P
7. The Hon. George Gachagua, M.P.
8. The Hon. Josses Kiptoo Lelmengit, M.P
9. The Hon. Kitilai Ole Ntutu, M.P.
10. The Hon. Mohamed Abdi Abdirahman, M.P.
11. The Hon. (Dr.) John Ariko Namoit, M.P.
12. The Hon. Suzanne Ndunge Kiamba, M.P

APOLOGY

1. The Hon. Mohamed Mohamed Ali, M.P.
2. The Hon. Raphael Sauti Wanjala,
3. The Hon. James Gakuya Mwangi, M.P
4. The Hon. Rindikiri Mugambi Murwithania, M.P.
5. The Hon. Adams Kipsanai Korir, M.P.
6. The Hon. Anthony Kenga Mupe, M.P.
7. The Hon. Oscar Kipchumba Sudi, M.P.
8. The Hon. Phelix Odiwuor Khodhe, M.P.
9. The Hon. Talib Ahmed Abubakar, M.P.

COMMITTEE SECRETARIAT

- | | |
|----------------------------|-------------------------------|
| 1. Ms. Ella Kendi | Clerk Assistant I |
| 2. Mr. Enock Manwa | Clerk Assistant III |
| 3. Mr. Silas Korir Lomutur | Research Officer III |
| 4. Ms. Deborah Mupusi | Media Relations Officer |
| 5. Ms. Angela Jepkemboi | Public Communications Officer |

PARLIAMENTARY BROADCASTING UNIT

Ms. Racheal Nakitare Technical Manager, Parliamentary Broadcasting Unit

MIN.NO/DAA&OSC/PBL/2023/82: PRELIMINARIES

The meeting was called to order at twenty-five minutes past twelve O'clock (12.25 p.m.), followed by a word of prayer. Thereafter, the Chairperson welcomed the Members to the meeting.

MIN.NO/DAA&OSC/PBL/2023/83: ADOPTION OF THE AGENDA

The agenda of the meeting was adopted having been proposed and seconded by Hon. George Gachagua, M.P. and Hon. Kitilai Ole Ntutu, M.P., respectively.

MIN.NO/DAA&OSC/PBL/2023/83: CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETINGS

The agenda was deferred.

MIN.NO/DAA&OSC/PBL/2023/84: CONSIDERATION OF THE DRAFT REPORT ON ENHANCING REPORTING OF PARLIAMENTARY BUSINESS ON ONLINE PLATFORMS.

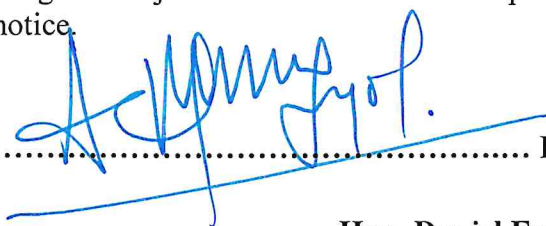
The Committee was then taken through the draft report and proposed the following amendments; -

1. All the recommendations to be addressed to the Parliamentary Service Commission;
2. The recommendations to have timelines for proper follow up; and
3. Include a recommendation on allocation of adequate finances for training of the officers in charge communications in the constituency/county office.

MIN.NO/DAA&OSC/PBL/2023/85: ADJOURNMENT

The meeting was adjourned at eleven minutes past one O'clock (1.11 pm). The next meeting will be held on notice.

Signed..... Date.....



3rd October, 2023

**Hon. Daniel Epuyo Nanok, M.P.
Chairperson**

MINUTES OF THE TWELVETH SITTING OF THE COMMITTEE ON PARLIAMENTARY BROADCASTING AND LIBRARY HELD IN BARAZA CONFERENCE ROOM, SAROVA WHITESANDS ON FRIDAY 4TH AUGUST, 2023 AT 9.00AM.

PRESENT

1. The Hon. Daniel Epuyo Nanok, M.P. - **Chairperson**
2. The Hon. (Eng.) John Kiragu Chege, M.P. - **Vice Chairperson**
3. The Hon. Timothy Wanyonyi Wetangula, M.P.
4. The Hon. Mohamed Abdi Abdirahman, M.P.
5. The Hon. Charles Onchoke Mamwacha, M.P.
6. The Hon. George Gachagua, M.P.
7. The Hon. Kitilai Ole Ntutu, M.P.
8. The Hon. Talib Ahmed Abubakar, M.P.
9. The Hon. (Dr.) John Ariko Namoit, M.P.
10. The Hon. Anthony Kenga Mupe, M.P.

APOLOGIES

1. The Hon. Mohamed Mohamed Ali, M.P.
2. The Hon. James Gakuya Mwangi, M.P.
3. The Hon. John Waluke Koyi, M.P.
4. The Hon. Moses Malulu Injendi, M.P.
5. The Hon. Josses Kiptoo Lelmengit, M.P.
6. Hon. Suzanne Ndunge Kiamba, M.P.
7. The Hon. Raphael Sauti Wanjala,
8. The Hon. Oscar Kipchumba Sudi, M.P.
9. The Hon. Rindikiri Mugambi Murwithania, M.P.
10. The Hon. Adams Kipsanai Korir, M.P.
11. The Hon. Phelix Odiwuor Khodhe, M.P.

SECRETARIAT

- | | |
|----------------------------|-------------------------|
| 1. Ms. Ella Kendi | Clerk Assistant I |
| 2. Mr. Enock Manwa | Clerk Assistant III |
| 3. Mr. Silas Korir Lomutur | Research Officer III |
| 4. Ms. Deborah Mupusi | Media Relations Officer |

MEMBERS OF THE SUB-COMMITTEE

1. Mr. Harrsion Owino - Deputy Director, Library and ICT Services
2. Mr. Japheth Muthomi - Deputy Director, Public Communications and Media
3. Mr. Joe Okong'o - Head Media Relations Department
4. Ms. Racheal Nakitare - Head Parliamentary Broadcasting Unit

MIN./NA/DAA&OSC/PBL/2023/53: PRELIMINARIES

The meeting was called to order at twenty minutes past nine O'clock (9.20am), followed by a word of prayer and a round of self-introductions.

The agenda of the meeting was adopted as set in the notice having been proposed and seconded by HonAbdirahman Mohamed Abdi, M.P. and Hon. (Dr.) John Ariko Namoit, MP respectively.

MIN./NA/DAA&OSC/PBL/2023/54: CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING

The agenda was deferred to the next sitting.

MIN./NA/DAA&OSC/PBL/2023/55: CONSIDERATION OF THE REPORT ON STRATEGIES FOR ENHANCING COVERAGE OF PARLIAMENTARY BUSINESS ON ONLINE PLATFORMS

The Deputy Director ICT and Library Services, Mr. Harrison Owino made a presentation on the report of the sub-committee in which the Committee was informed as follows, that:

Constitution of the sub-committee and terms of reference

In a memo dated 19th June, 2023, the Committee on Parliamentary Broadcasting and Library proposed that a sub-committee be constituted to come up with proposals for enhancing reporting of parliamentary business on Parliament's online platforms.

The membership of the sub-committee consisted of staff drawn from departments of Media Relations, Public Communications, Information and Communication Technology and Parliamentary Broadcasting Unit.

The sub-committee was tasked to; -

- (i) **Come up with strategies of enhancing media coverage on roles and functions of MPs both in Parliament and in their respective County/constituency**

In response, the sub-committee submitted that;

- a) The Parliament Social Media Policy has no provisions on media coverage of MPs activities in their respective counties/constituencies;
- b) The Media Relations Department lacks the required human resource capacity for media coverage of the MP's activities in their respective counties/constituencies;
- c) Media Relations Department to collaborate with constituency/county offices for the purpose of documenting the activities undertaken by Members of Parliament in their respective constituencies/counties and disseminating on Parliament's social media platforms;

- d) The Media Relations Department lacks the required capacity to validate the credibility of information provided by various MPs on activities undertaken in various constituencies/counties; and
 - e) Publishing of the MPs content/information on Parliament's online platforms would require clear guidelines in the social media policy for equity and fair coverage to all Members of Parliament.
- (ii) **Analyze the social media policy and guidelines to identify gaps for review**
- In response, the sub-committee submitted that there was need to review the policy for it to remain relevant and to include provisions on; -
- a) Uniformity of the Information/content shared across Parliament's online platforms;
 - b) Domiciling all the social media platforms in the Parliament of Kenya Website; and
 - c) The extent to which MPs content from their respective counties/constituencies can be published on Parliament's Social Media Platforms.

MIN./NA/DAA&OSC/PBL/2023/56:

PROVISIONS OF THE SOCIAL MEDIA POLICY AND GUIDELINES

The Head of Media Relations Department Mr. Joe Okong' o informed the Committee as follows; -

The Parliamentary Service Commission adopted the Social Media Policy in the year 2016. The policy sought to operationalize the provisions of Articles 34, 35 and 118 of the Constitution of Kenya by providing guidelines on setting up and managing Parliament of Kenya social media presence.

The development of the Social Media Policy and Guidelines was based on the framework established by the Inter-Parliamentary Union (IPU) and was tailored to meet the requirements of Kenya's bicameral Parliament. The policy reflects the evolving nature of social media, recognizing its widespread adoption and transformative role across various sectors.

As per the provisions of the policy, the Parliament social media platforms are used for:

- a) Information - make the public aware of Parliamentary activities;
- b) Education - give new knowledge about Parliament. This targets learners and teachers in institutions;
- c) Outreach - Links to and partnerships with civil society, business communities and other groups, facilitating public access to Parliament; and
- d) Engagement - connect with citizens, to solicit submissions and build interest in legislative business.

The Social Media Guidelines outline the general rules of conduct to guide the users on the responsible usage of the social media platforms.

Parliament of Kenya Social Media Channels

Official use of the social media was intended to broaden the reach of communication and engagement with the community and stakeholders, while utilizing fundamental platforms that offer methods of communicating beyond traditional sources of information such as the Parliament publications and website.

The Media Relations Department manages all official social media and social networking accounts/pages while the ICT department supports and maintains the infrastructure.

Parliament has official (Parliament-branded) social media channels on Twitter, YouTube and Facebook which are managed as follows;

a) Twitter

There are four twitter handles namely; @NAssemblyKE @NACCommitteeKE @SenateKE and @SenCommitteeKE. The handles follower count is approximately as follows; National Assembly's official with one hundred and eighty thousand (180,000), the National Assembly Committee's account at thirteen thousand (13,000), the Senate official handle at one hundred and fifty-six thousand (156,000) and the Senate Committees handle with nine thousand (9,000). This reflects a diversified approach to reaching different segments of the public and tailoring content to meet their preferences and needs. On average, the Media Relations Department disseminates thirty (30) stories for both Houses on daily basis.

b) Facebook

The Facebook page *Parliament of Kenya* provides information similar to all Twitter handles but with provision for more content, photographs and room for minimal engagement. A balance is maintained in disseminating the content generated from both Houses to ensure equitable coverage. The page has a substantial following of approximately eighty-eight thousand (88,000) users, signifying its effectiveness in reaching a wide audience and promoting interaction. On average, the Media Relations Department disseminates fifteen (15) stories through the page on daily basis.

YouTube

1. The YouTube channel namely *Parliament of Kenya* has a follower count of approximately fifty thousand (50,000). The plenary sessions of both Houses are streamed live on the channel. In addition, short videos on various special features are uploaded on a regular basis.

Committee Observations

Following the presentations and the deliberations by the Committee, the following observations were made:

- 1) The Parliamentary Service Commission approved the Parliament Social Media Policy in 2016, and with the rapid pace of technological change, new trends in the social media sector have since emerged;
- 2) The Parliament official social media channels are hosted on different sites and therefore not easily accessible by users;

- 3) The Parliament YouTube channel is underutilized in terms of providing comprehensive media coverage of activities undertaken by the Members of Parliament in the House and in counties/constituencies as currently it's used to disseminate plenary sessions only;
- 4) Usage of Parliament's social media channel to disseminate activities undertaken by Members of Parliament in their respective constituencies/counties would enhance the visibility of their roles;
- 5) The Parliament Social Policy has no provisions on media coverage of Members of Parliament activities in their respective counties/constituencies and disseminating the same through the Parliament's social media channels; and
- 6) Publishing of the Members of Parliament information/content on the Parliament's Social Media platforms will require proper mechanism for authentication and verification of information sources to ensure credibility and accuracy of the information/content

MIN/NO/NA/PBL/2023/57: ADJOURNMENT

There being no other business, the meeting was adjourned at twenty-three minutes past one O'clock (1.23pm). The next meeting was set to be held on 4th August, 2023 at 2.30pm

Signed..... Date.....

Hon. Daniel Epuyo Nanok, M.P.
Chairperson

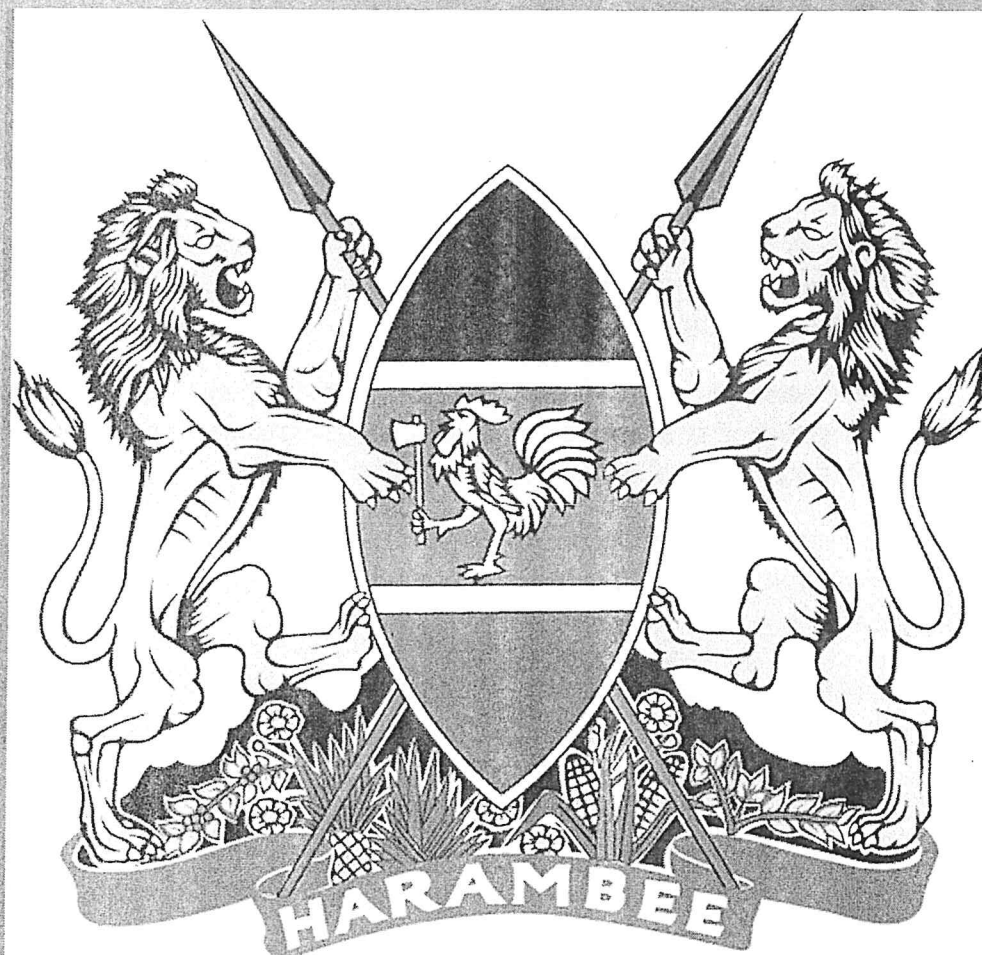
ANNEX 3:

PARLIAMENT OF KENYA SOCIAL MEDIA POLICY

2015

Social Media Policy

Parliament of Kenya



Directorate of Information and Research Services
Media Relations Department
1/1/2015



Foreword

"I think we've reached the tipping point when the question is not whether government should embrace social networking technologies, but how most productively to use them." ~ Dr. Steve Kelman, Harvard University, John F. Kennedy School of Government.

Democratic drift and a decline in democratic participation are well documented and not new. Despite considerable debate and extensive research being conducted into why the public are not engaging with politics in general and Parliament in particular, it remains a problem.

One lesson that parliaments have learnt from their efforts to engage citizens is the following: you cannot wait for the people to come to parliament; you need to go where the people are. In 2013, the people are on social media. More than one billion to date and the number continues to grow exponentially.

The Guidelines draw on lessons learned by parliaments so far and on good practice in the social media sphere. The objective is to encourage more widespread, more efficient and more effective use of social media by parliaments.

This guideline has heavily borrowed from *Social Media Guidelines for Parliaments* by The Inter Parliamentary Union but is tailored to meet the unique requirements of Kenya's bicameral Parliament.

The nature of social media means that these Guidelines will need updating before readers get through to the last page of this policy document. New examples emerge every day, and today's good practice may be out of date by next week. However, while the Guidelines will need to be revised regularly, it is envisioned that the principles identified here are enduring and will be adaptable to future situations.

1.0 Introduction and Background

In line with Article 118 of the Constitution of Kenya, 2010 Parliament shall conduct its business in an open manner, and its sittings, and those of its committees shall be in public. It also provides that Parliament shall facilitate public participation and involvement in the legislative and other business of Parliament and its committees.

Further to this, Articles 34 and 35 of the Constitution provide for the Freedom of the Media and Access to Information respectively.

This policy document seeks to operationalise these provisions by providing guidelines on setting up and managing Parliament of Kenya's Social Media Presence.

2.0 Scope and Rationale

Social media, a range of online tools for creating and sharing content, have created new opportunities for legislatures and members of parliament.

They provide new ways to communicate and engage with the public, consult on legislation, deliver educational resources and promote transparency. At the end of 2012, one third of parliaments already used social media and a further third were planning to.

Social Media has without a doubt grown in unimaginable leaps and bounds. One would not have fathomed that the two most popular social media platforms, *Twitter* and *Facebook*, just founded in 2006 and 2004 respectively, would grow to define part of the huge internet and online culture that dots the digital communication front today. Estimates show that approximately 700,000 Kenyans on Twitter are active each month, out of a possible 2 million users.¹

In Africa, Kenya has emerged to be social media giant in as far as usage is concerned. Furthermore, communication through Social media has evolved from the fad it was thought to be, into a sensational obsession that creates a lifestyle for the online community. This has definitely revolutionized the way we communicate.

The phenomenal growth in digital technology and the rise of social media platforms over the last few years has created a revolution in the way in which people communicate and share information.

Therefore, the use of social media tools has gained acceptance in both the government and private sector, thus creating an opportunity for a two way communication between the various

¹ *The Buzz Magazine, Sunday Nation*, October 19, 2014. P.4

spheres of government and its citizens, partners and stakeholders hence increasing the frequency and speed of engagement.

Consequently, this social media revolution has presented new challenges to government agencies who must address resulting citizen expectations and the different communication cultures that characterise the navigation of the thin line between official and personal use.²

Given that people across the globe are embracing digital technology in ways unprecedented, the public sector across the world has no choice but to recognise social media as an integral part of modern ways of communication. Inasmuch as governments have begun to pay cognisance to this fact, government departments are still finding their feet in terms of the most effective use of these new communication tools.

This guide aims to define the scope, purpose and value of social media for Parliament of Kenya and to provide guidance for officials managing social media channels within parliament, such that:

- Parliament is able to take advantage of new opportunities for communication and engagement that social media provide; and
- The importance of good governance, planning and management of social media within the overall context of the parliament is understood.

3.0 What is this social media?

A brand new world for Parliament's Communication

Social media (also known as Web 2.0) are a varied set of Internet-based tools that allow individuals to access, engage and interact with others (individuals, businesses, public sector entities) as and when they choose. Social media are characterized by:

The platform being hosted online (in the cloud); and
The ability to consume, create and add to existing content.

Social media are platform-agnostic, which means that they can generally be accessed through any Internet-enabled device, including personal computers and (increasingly) smartphones and tablet devices but also via gaming consoles and new generation televisions.

They are ideal places to connect and engage with people who would not traditionally think about talking to their parliament or making submissions on legislation. Social media provide an interactive and bidirectional experience between Parliament and the public.

They are not another broadcast channel, although they are often still used as a one-directional channel by many parliaments around the world. What the public engages with is interaction,

² Ibid P. 2

conversation, stories, entertainment and, above all, the personal: how you interact with others affects the way they will perceive you, your popularity and how you are trusted.

Whilst the way in which social media are used might be different, they are ideally suited to promoting and enhancing traditional events and campaigns, allowing a closer, more intimate experience for the user.

4.0 Justification and Target Audience

Official use of social media is intended to broaden the reach of communication and engagement with the community and stakeholders, while utilizing fundamental platforms that offer methods of communicating beyond traditional sources of information such as the Parliament's publications and website.

Social Media will primarily be used for:

Information – The provision of resources, background information, media partnerships and general information for the public. This includes sharing and promoting information about parliamentary activities, such as petitions, bills and motions being debated in the legislature, hansard publications, committee meetings, special events, visiting delegations and the tabling of reports.

Education - Activities, training materials and other resources for students and teachers. This includes providing easy, timely access to research and other parliamentary publications.

Outreach – Links to and partnerships with civil society, business communities and other groups, facilitating public access to parliament. Increase government transparency and efficiency.

Engagement – Active channels to inform and connect with citizens, to solicit submissions and build interest in legislative business. This includes direct consultation with the public on legislation and policy and strategies to engage citizens directly in the work of the legislature.

5.0 Parliament of Kenya's Social Media Channels

Parliament will have official (Parliament-branded) social media channels on Twitter, YouTube and Facebook. The social media channels will mainly be used for outbound (push) communication.

5.1 Twitter

Creation of four Twitter handles. Two for each House.

@NAssemblyKE @NACCommitteeKE @SenateKE and @SenCommitteeKE

@SenateKE and @NAssemblyKE to give information about bills moving through the Senate and National Assembly, tabled documents, Hansard published (and links), and other procedural events.

@SenateKE and @NAssemblyKE to promote Parliament's community engagement programs, to hype tours of Senate and National Assembly Chambers and school visits.

@SenCommitteeKE and @NACCommitteeKE to dispense committee-related information from each respective house. Such information will include schedule of committee sittings, notices of public hearings, county visits or tours, Bills at Committee and Mediation Stages et cetera.

Considering the large number of committees, it will not be practical to have each committee establishing its own Twitter account but we will dedicate #hashtags for each committee.

5.2 Facebook

Creation of one Facebook Page to provide information similar to all Twitter handles but with provision for more content, photographs and room for minimal engagement. Name of Page → *Parliament of Kenya*.

A balance will be maintained between National Assembly and Senate content.

Where possible links should be made back to the Parliament website or Parliament's other corporate social media channels.

5.3 YouTube

The Parliament of Kenya YouTube channel will comprise short videos explaining how Parliament works.

Considering that this social media channel provides entertainment, short productions or edits of some light moments in Parliament will be uploaded from time to time.

6.0 Language, accessibility and balance

In line with Standing Order 77 of the National Assembly and Standing Order 81 of the Senate, both English and Swahili will be used on the social media platforms. English is the primary language used on Parliament of Kenya's social media channels. Swahili will be used on a needs basis as secondary language.

Language and interactions on Social Media channels will be devoid of discrimination on the basis of sex, religion, culture, nationality, political affiliation or any other kind and strive to be culturally- and gender-sensitive.

7.0 Moderation

Post-moderation is the only option available on commercial social media sites. It involves removal of offending comments once identified.

When the public disagrees with a post made by the institution, it is not reason to remove his/her comment.

Parliament will delete/block comments only as a last resort.

Post type	Questions to ask	Action to take
Positive feedback	Is the comment useful to others?	Forward/retweet/Like
	Otherwise	Respond
Disagreement/Criticism	Is the comment useful to others?	Forward/retweet/Like
	Otherwise	Ignore

7.1 Managing abuse

Abuse is different from dissent. Whenever a person is being intentionally rude, challenging and disrespectful, it is never advisable to engage a troll and much better simply to block it by whatever means are available.

But remember that dissent is not trolling and simply blocking or banning people who disagree with the content of your social media channels will attract negative publicity and give Parliament a poor online reputation.

8.0 Response strategy

Because social media are about engagement and conversation, it is necessary to maintain a level of touch. Never acknowledging or responding to comments or posts suggests to the public that Parliament isn't listening and is likely to be perceived negatively.

Conversely, responding to everything that is said will take a lot of time and resources and is unrealistic.

Post type	Questions to ask	Action to take
Asking a question	Do you have the answer?	Respond with details
	Can you find the answer?	Source answer and respond with details
	Otherwise	Respond to say you don't know
Humorous	Is the comment positive and	Forward/Retweet/Like

	potentially fun/interesting/clever?	
	Is the comment negative?	Ignore
Misguided/incorrect	Do you have the correct information or links to resources?	Respond with details
	Can you find the correct information or links to resources?	Source answer and respond with details
	Otherwise	Ignore
Negative/Flaming	Is it a one-off post?	Ignore
	Is the poster persistently negative?	Ignore
	Does it breach the moderation or fair-use guidelines?	Consider reporting and blocking
	Have others complained about the post or user?	Consider reporting and blocking
Abusive		Report and Block
Spam		Report and Block

9.0 Governance and Oversight of Official Parliament Social Media Channels

9.1 Authorizing Use of Social Media

The Media Relations Department manages all official social media and social networking accounts/pages. There are specific staffers within the Media Relations Department who have access to account passwords – changed every three months – responsible for engaging with the public in an official capacity online. This will also provide a standard tone of “voice”.

In matters of great public interest, the Media Relations Department will officially request the Office of the Clerk of the relevant house to carry out LiveTweets of proceedings. Such matters of public interest will include but not be limited to: Presidential Addresses, Special Sitzings of either house, Impeachment Proceedings *et cetera*.

Committee Secretariats headed by Committee Clerks should channel their requests for posting of committee relevant information (e.g. Public Hearing Notice) through the Media Relations Officer attached to the committee. Requests should be made in writing, preferably email. But considering urgency of having the message out and fluidity of Social Media, requests will be accepted via Short Messaging Service.

9.2 Bringing issues to the department's attention

If staffers from other directorates or divisions find information online that they think the Media Relations Department should respond to, they should contact the Chief Media Relations Officer, or in his/her absence, the second in chain of command. The Media Relations Department will, in

consultation with The Office of the relevant House Speaker or Clerk, arrange for a response if deemed necessary.

10.0 Guidelines for Personal use of social media for Parliamentary Staff

Parliament of Kenya supports staffers who choose to use social media in their capacity as private citizens, however they should be aware that content published on social media sites is publicly available— even on their personal accounts. As such, you should ensure:

- You are mindful that your behavior is still bound by The Official Secrets Act and The Parliamentary Service Commission Code of Conduct and Ethics – even outside work hours
- You don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work or about another person or entity
- Your comments are not or could not be perceived to be:
 - ✓ Made on behalf of Parliament or your directorate of domicile, rather than an expression of a personal view
 - ✓ So harsh or extreme in your criticism of the Government, a Member of Parliament from another political party, or their respective policies, that they raise questions about your capacity to work professionally, efficiently or impartially as PSC employee (such comments would not have to relate to the employee's area of work)
 - ✓ Compromising your capacity to fulfill your duties as a PSC employee in an unbiased manner. This applies particularly where comment is made about policies and programs of Parliament
 - ✓ So strong in your criticism of the department's administration that it could seriously disrupt the workplace
 - ✓ A gratuitous personal attack connected with your employment
 - ✓ Unreasonable criticism of the Parliament and other stakeholders
 - ✓ Compromising public confidence in Parliament

Where staffers participate in a discussion not directly related to their work but that draws on their expertise in a field – such as Legal, IT, Communications, Finance – this would be considered personal use. However, staff should not reveal information about his/her directorate or department that isn't publicly available.

If staffers are involved in online discussions that relate to Parliament, it is your responsibility to:

- Ensure you do not imply in any way that you are authorized to speak on the institution's behalf
- Use a disclaimer to ensure your views and opinions are understood to be your own and not those of parliament. An example of a disclaimer is: "I am not speaking on behalf of my employer, this is my personal opinion". A disclaimer is required when you:

- ✓ Refer to the work done by parliament and by extension PSC.
- ✓ Comment on any parliament-related issue
- Not include Parliament's logo or Coat of Arms in your postings
- Disclose only publicly available information. This includes information available on Parliament's website or in annual reports.
- Provide a direct link to a webpage where the information is available on the internet, so if changes are made to the content/rules, people continue to access the most current information.

10.1 Questions to consider when making personal comments in social media

When considering making personal comments employees of PSC should reflect on the following questions:

- Could the comments reasonably be expected to cause the Parliament and other stakeholders, including Members of Parliament—whether members of the Majority, minority, or other parties—to lose confidence in the employee's ability to work in an impartial and professional manner?
- Would comment of this kind, without proper justification, be likely to lower or undermine the reputation of the PSC and Parliament as a whole?
- Are these comments in line with how the community in general expects the public service to operate and behave?
- Are these comments lawful? For example, do they comply with laws relating to defamation?
- Would you be comfortable if your Director read your comments?

10.2 Personal privacy and security online

If you identify yourself as an employee of PSC in a social media site, you should be aware that this information may be searchable, even by people who are not your 'friends' or 'followers' online. While this policy does not restrict you not to specify where you work, such disclosure should be heavily weighed.

Staffers should familiarize themselves with the terms and conditions and privacy notices of the social media sites they use, and adjust their privacy settings according to their own needs. However, staffers should not rely on a site's security settings for a guarantee of privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere. Further, comments posted on one site can also be used on others under the terms and conditions of many social media sites.

Likewise, PSC employees must still uphold The Official Secrets Act and The Parliamentary Service Commission Code of Conduct and Ethics even when material is posted anonymously, or using an 'alias' or pseudonym. They should bear in mind that even if they do not identify themselves online as a PSC employee, they could nonetheless be recognized as such.

As a rule of thumb, irrespective of the forum, anyone who posts material online should make an assumption that at some point their identity and the nature of their employment will be revealed. Social media websites are public forums. Inappropriate public comment on such sites could put employees at risk of breaching the Code of Conduct.

11.0 Use of Social Media in Chambers

Members of National Assembly and Senators are reminded:

1. Any comments made on social media are not covered by parliamentary privilege.
2. Use of social media to reflect on the Office of Speaker or Deputy Speaker, aside from being disorderly under SO, may amount to contempt.
3. Not to use social media to release confidential information about committee meetings or in camera hearings.

12.0 Crisis Communication

Parliament understands that when things go wrong or controversies arise, the public expects a response. The rise of social media means that the public expect that response immediately. It is therefore imperative for Parliament to respond via social media. In such cases, Parliament's administrative leadership may designate the role of making such responses to either the Chief Media Relations Officer, the Chief Public Communications Officer or their designated representatives.

Traditionally, Press Statements by Parliament's spokespersons (Speakers and Clerks) are used in crisis communication. Excerpts of these statements once signed for circulation will be posted on social media channels.

13.0 Breaches of the policy

As a member of the Kenya Public Service your behavior, both in and out of the workplace, must be in line with the Parliamentary Service Commission Code of Conduct and Ethics.

It is important to understand that failure to adhere to the Parliamentary Service Commission Code of Conduct and Ethics can result in a range of sanctions including reprimands, reduction in classification and termination of employment.

Partly, the role of the Media Relations Department is to monitor social media. Where necessary, staff will be contacted to discuss their behavior online. Where appropriate, a person's direct supervisor may also be contacted and actions pertaining to misconduct taken against you in accordance to provisions of the PSC Code of Conduct and Ethics.

This policy advocates for an addendum on Social Media Usage be attached to the Official Secrets Oath that is administered to new members of staff.

APPENDIX I

4-Month Social Media Plan

TIMELINE	ACTIVITY	PURPOSE
Months 1–2	Technology review	Identify tools needed to reach social media goals
	Technology implementation	Start building and integrating selected tools to put a foundation in place
	Training / Benchmarking	Educate and empower employees on the front lines
Month 3	Establishment of Social Media Channels and Policy/guideline rollout	Clarify intentions and expectations to avoid improper employee behavior
	Community launch (internal)	Encourage Parliament employees and members to Follow or Like Official Parliamentary Pages
Month 4	Feedback cycle	Gather explicit and implicit input on what is and isn't working; take time to improve online conversations.

ANNEX 4:

PARLIAMENT OF KENYA GUIDELINE ON THE OPERATIONS OF THE SOCIAL MEDIA POLICY

REPUBLIC OF KENYA



PARLIAMENTARY SERVICE COMMISSION

KEY SOCIAL MEDIA GUIDELINES

PARLIAMENT BUILDINGS
NAIROBI, KENYA

APRIL, 2016

JUSTIFICATION FOR SOCIAL MEDIA POLICY

The Parliament of Kenya Social Media Policy has borrowed heavily from *Social Media Guidelines for Parliaments* by The Inter Parliamentary Union but is tailored to meet the unique requirements of Kenya's bicameral Parliament.

This policy, in part, seeks to operationalize:

Article 118 (Public Access and Participation); and Article 35 (Access to Information) of the Constitution of Kenya, 2010

¹¹⁸ *Parliament shall conduct its business in an open manner; and its sittings, and those of its committees shall be in public. It also provides that Parliament shall facilitate public participation and involvement in the legislative and other business of Parliament and its committees.*

Social Media Strategy Development

Our Social Media Objectives:

- ▶ Put a human face on Parliament
- ▶ Establish Parliamentary Social Media channels as sources of trusted information
- ▶ Create new channels to distribute existing content, news, and information
- ▶ Spread real-time information virally
- ▶ Interact directly with constituents
- ▶ Encourage public engagement with Parliament

Social Media will primarily be used for:

- ▶ **Information** – The provision of resources, background information, media briefs or advisories and general information for the public. This includes sharing and promoting information about parliamentary activities, petitions, bills and motions processed in the

legislature, Hansard publications, committee meetings, special events, visiting delegations and the tabling of reports.

- ▶ **Education** - Activities, training materials and other resources for students and teachers. This includes providing easy, timely access to research and other parliamentary publications.

Guidelines for the Parliament of Kenya Social Media Channels

Parliament of Kenya Social Media Channels

Parliament will have official (Parliament-branded) social media channels on Twitter, YouTube and Facebook. The social media channels will mainly be used for outbound (push) communication

Creation of four Twitter handles; two for each House.

- ▶ **@NAAssemblyKE @NACommitteeKE @SenateKE and @SenCommitteeKE**
- ▶ **@SenateKE and @NAAssemblyKE** : to give information about bills moving through the Senate and National Assembly, tabled documents, Hansard published (and links), and other procedural events.
- ▶ **@SenateKE and @NAAssemblyKE**: to promote Parliament's community engagement programs, to hype tours of Senate and National Assembly Chambers and school visits.
- ▶ **@SenCommitteeKE and @NACommitteeKE**: to dispense committee-related information from each respective house. Such information will include schedule of committee sittings, notices of public hearings, county visits or tours, Bills at Committee and Mediation Stages et cetera.
- ▶ Considering the large number of committees, it will not be practical to have each committee establishing its own Twitter account but we will dedicate #hashtags for each committee.
- ▶ Leadership: We shall also create official twitter handles for both the Speakers of the National Assembly and the Senate which shall be used to disseminate official information pertaining to those offices.

Facebook

Creation of one Facebook Page to provide information similar to all twitter handles but with a provision for more content, photographs and room for minimal engagement.

Name of Page '*Parliament of Kenya.*'

A balance will be maintained in disseminating the content generated from National Assembly and the Senate, to ensure equitable coverage for both Houses. Where possible, backlinks to the Parliament website or Parliament's other corporate social media channels, will be promoted.

YouTube

- ▶ The **Parliament of Kenya YouTube** channel will comprise short videos (preferably animations) explaining how Parliament works, Bicameralism et cetera.
- ▶ Considering that this social media channel acts as a source of entertainment, short productions or edits of some light moments in Parliament can be uploaded from time to time.

Post-moderation is the only option available on commercial social media sites. It involves removal of offending comments once identified.

When the public disagrees with a post made by the institution, it is not reason to remove their comments. Parliament will delete/block comments only as a last resort.

Responding to Comments

Office of the Clerk of the relevant **House** to carry out '**LiveTweets**' of proceedings. Such matters of public interest will include but not be limited to: Presidential Addresses, Special Sittings of either House, Impeachment Proceedings et cetera.

Committee Secretariats headed by **Committee Clerks** should channel their requests for posting of committee's relevant information (e.g. Public Hearing Notice) through the **Media Relations Officer attached to the committee**. Requests should be made in writing, preferably on email. But considering the short life span of news, and fluidity of Social Media, requests can be accepted via Short Messaging Services.

Crisis Communication

- ▶ Parliament understands that when things go wrong or controversies arise, the public expects a response. The rise of social media means that the public expects that response immediately. It is therefore imperative for Parliament to respond via social media. In

such cases, Parliament's **administrative leadership** may **designate** the role of making such responses to the **Chief Media Relations Officer, the Chief Public Communications Officer** or their designated representatives.

- ▶ Traditionally, **Press Statements** by Parliament's **spokespersons** (Speakers and Clerks) are used in crisis communication. Excerpts of these **statements once signed** for circulation can be posted on social media channels.

Guidelines for Personal use of social media for Parliamentary Staff

The Parliament of Kenya supports staffers who choose to use social media in their capacity as private citizens, however they should be aware that content published on social media sites is publicly available—even on their personal accounts. As such, members of staff should ensure:

- ✓ They are mindful that their behavior is still bound by 'The Official Secrets Act' and 'The Parliamentary Service Commission Code of Conduct and Ethics' – even outside work hours
- ✓ They don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work or about another person or entity

However, staff **should not reveal information** about their directorate or department, which isn't publicly available.

If staffs are involved in online discussions that relate to Parliament, they have a responsibility to:

- Ensure they do not imply in any way that they are authorized to speak on the institution's behalf
- Use a disclaimer to ensure their views and opinions are understood to be their own and not those of parliament. An example of a disclaimer is: "I am not speaking on behalf of my employer, this is my personal opinion". A disclaimer is required when you:
 - ▶ Refer to the work done by parliament and by extension PSC.
 - ▶ Comment on any parliament-related issue
- Not include Parliament's logo or Coat of Arms in their postings

- Disclose only publicly available information. This includes information available on Parliament's website or in annual reports.
- Provide a direct link to a webpage where the information is available on the internet, so if changes are made to the content/rules, people continue to access the most current information.

Questions to consider when making personal comments in social media

When considering making personal comments employees of PSC should reflect on the following questions:

1. Could the comments reasonably be perceived to cause Parliament and other stakeholders, including Members of Parliament, to lose confidence in the employee's ability to work in an impartial and professional manner?
2. Would a comment of this kind, without proper justification, be likely to lower or undermine the reputation of the PSC and Parliament as a whole?
3. Are these comments in line with how the community in general expects the public service to operate and behave?
4. Are these comments lawful? For example, do they comply with laws relating to defamation?
5. Would one be comfortable if their supervisors read their comments?

Personal privacy and security online

- ✓ If you identify yourself as an employee of PSC in a social media site, you should be aware that this information may be searchable, even by people who are not your 'friends' or 'followers' online. While this policy does not restrict you not to specify where you work, such disclosure should be heavily weighed.
- ✓ Staff should familiarize themselves with the terms and conditions and privacy notices of the social media sites they use, and adjust their privacy settings according to their own needs. However, staff should not rely on a site's security settings for a guarantee of privacy, as material posted in a relatively secure setting can still be copied and

reproduced elsewhere. Further, comments posted on one site can also be used on others under the terms and conditions of many social media sites.

- ✓ Likewise, PSC employees must still uphold ‘*The Official Secrets Act*’ and The Parliamentary Service Commission Code of Conduct and Ethics even when material is posted anonymously, or using an ‘alias’ or pseudonym. They should bear in mind that even if they do not identify themselves online as a PSC employee, they could nonetheless be recognized as such.
- ✓ As a rule of thumb, irrespective of the forum, anyone who posts material online should make an assumption that at some point their identity and the nature of their employment will be revealed. Social media websites are public forums. Inappropriate public comment on such sites could put employees at risk of breaching the Code of Conduct.

SOCIAL MEDIA ROLL OUT PLAN

The following is a proposed roll out plan for Parliament of Kenya’s Social Media Presence once the Policy has been officially launched:

TIMELINE	ACTIVITY	PURPOSE
Months 1–2	Technology review	Identify tools needed to reach social media goals
	Technology implementation	Start building and integrating selected tools to put a foundation in place
	Training / Benchmarking	Educate and empower employees on the front lines
Month 3	Establishment of Social Media Channels and Policy/guideline rollout	Clarify intentions and expectations to avoid improper employee behavior

	Community launch (internal)	Encourage Parliament employees and members to Follow or Like Official Parliamentary Pages
Month 4	Feedback cycle	Gather explicit and implicit input on what is and isn't working; take time to improve online conversations.

