SOCIAL MEDIA IMPACT
Amplifying moderate voices in West Africa

2 FACEBOOK PAGES

"Espace des Acteurs Pour La Paix (ESPACE)", established and managed by a volunteer group of FDLR trained youth. "Paix à Travers le Développement (PDEV)", established and managed by FDLR II staff.

MESSAGING REACHED

OVER 536,000 PEOPLE WERE REACHED BY PDEV
OVER 442,000 PEOPLE WERE REACHED BY ESPACE

OVER 90% OF OUR TARGET AUDIENCE (PEOPLE AGED 16-36 IN NIGER)*

40% OF NIGERIANS CAN ACCESS THE INTERNET*

230,000 NIGERIANS HAVE A FACEBOOK ACCOUNT**

50% OF NIGERIANS WITH FACEBOOK ACCOUNTS CHECK THEM DAILY**

MESSAGE ENGAGEMENT

The number of individual accounts that have liked, shared or commented on a message in relation to those who viewed it.

PAGE
ESPACE
PDEV

% 8,10%
79%
#
26,126

PAGE SUBSCRIPTION

The number of individual accounts that have liked the page and therefore "subscribed" to its content in relation to those that viewed the message.

PAGE
ESPACE
PDEV

% .83%
.77%
#
3643
2693

PAGE
ESPACE
PDEV

# 26,126
3643

*Based on a 2018 survey by Ipsos MORI
**Based on a 2018 survey by Facebook

AGE

MOST ENGAGED AGE RANGE
18-24 (20%)
18-24 (25%)

ESPACE
25-34 (18%)
25-34 (16%)

PDEV

FEMALE PARTICIPATION

ENGAGEMENT RATE
20%
13%

ESPACE
PDEV

*Based on survey estimates, 95% is considered strong

*Based on survey estimates, 90% is considered strong

SUBSCRIBED FOLLOWERS BY COUNTRY AND PAGE

<table>
<thead>
<tr>
<th>Country</th>
<th>ESPACE</th>
<th>PDEV</th>
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<tbody>
<tr>
<td>USA</td>
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<td>8</td>
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<tr>
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</tbody>
</table>

KEY TAKEAWAY

Despite low connectivity rates in Niger, it is evident that social media is an effective, cost-efficient means of reaching large, rural populations and building and sustaining positive conversation surrounding countering violent extremism (CVE). Facebook and other social media platforms could play a crucial role in future CVE programming.