

Kenya

TikTok to adopt ARTICLE 19's Kenya elections project worldwide

When Kenya went to the polls in August 2022, ARTICLE 19 Eastern Africa worked with TikTok on a new project, **#TikTok4Peace**, to help young people identify the misinformation and disinformation that [proliferated online](#) during the election period.

As part of the project, which was featured in [TikTok's general election](#)

[guide](#), we organised three events (all live-streamed on our [TikTok page](#)) in which speakers discussed disinformation and responsible election choices. The videos were viewed by 23,000 people.

Due to its success, [TikTok is now developing our project as one of its flagship programmes and has committed to implementing it globally.](#)

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The #TikTok4Peace live streams broadened my understanding of how political discourse should be done ... As a young person who is active on social media, the conversations helped shed light on the steps I should take to detect and avoid perpetuating misinformation and disinformation online.

#TikTok4Peace live stream attendee



#TikTok4Peace workshop with government stakeholders and CSOs on the dangers of disinformation, misinformation, and hate speech, Nairobi, July 2022. (Photo: ARTICLE 19 Eastern Africa)