Impact of Social Media as Political Activism Tool During the June 2024 Youths' Protests in Kenya

John Kimutai Sawe[1], Dr. Ukaiko Ojiambo[2], Dr. Oby Obyerodhyambo[3]
St. Paul's University[1]
St. Paul's University[2]
Daystar University[3]

Abstract

Social media has emerged as a key instrument for political participation in recent years, enabling younger generations to actively interact and impact political processes, leadership, and governmental policy. The Kenyan Gen Z protests in June 2024 against the 2024/2025 Finance Bill exemplified the importance of social media as a tool for political activity. During this protests, Facebook, X (formerly Twitter) and TikTok were utilized to organize protests and promote involvement during the demonstrations. The study's objective is to examine the impact of Facebook, X and TikTok as a political activism tool during the protests. The agenda setting theory, was used to shed light on how social media spread messages and shaped narratives to inspire young people to activism. The theory of social information processing was also applied to shed light on how Gen Z interacted, comprehended, and shared knowledge throughout the protests. The study used qualitative research design and inductive thematic analysis methods to analyse data. The findings indicated that social media was the foundation of young people's political engagement rather than just a tool for protest. The platforms gave common people, particularly Gen Z, a visible voice in governance by promoting courage, togetherness, and solidarity at the society level, the platforms played a significant role as political mobilizing and information dissemination tools. The findings also indicate that there were political, social and policy changes as a result of the platforms' pressure on the political class. The study recommends further research on the long-term political effects of digital activism, to ascertain its influence on election behaviour, political confidence, and governance reforms and whether Kenya's experience is unique or a component of a broader continental and international trend.

Keywords: Political Activism, Social Media, Generation Z, Youth Mobilization, Finance Bill

Introduction

The widespread usage of social media has irrefutably altered the landscape of activism and political mobilization. These platforms are based on websites that facilitate the sharing of documents, images, and videos that are primarily virtual in nature and contain ideas, facts, and messages (Baruah, 2012). In June 2024 Kenya witnessed a wave of digital activism like it had never before. The protests were initiated by youths – a generation born between 1995 and 2012. This group of young people have been classified as generation Z. Empowered by social media, Generation Z, changed the nature of political activism in Kenya during this protests period (Ingutia, 2025).

According to SIMELab Africa (2022) survey, 84.3% of Kenyans have access to the internet and utilize it for a range of activities. Actually, in terms of internet and social media usage, Kenya comes in second place in Africa, behind South Africa (Internet World Stats, 2021). Facebook, X, blogs, YouTube, TikTok, and WhatsApp are increasingly becoming tools for political activity, engagement and mobilization (Ndlela, 2022). These spaces benefit society by increasing knowledge and encouraging participation in civic and political matters (Bennett, 2008). The accessibility of inexpensive cell phones and social media have enabled alternative public places for participatory cultures (Al-Ani, 2017). Social media became an essential tool for public mobilization, allowing Generation Z to communicate with the government directly and avoid traditional media outlets, which were often seen as ineffective or biased (Ingutia, 2025). A significant political shift in Kenya's politics was brought to light by the use of these platforms during the youth unrest where Kenyans expressed their grievances on issues affecting their daily life, such as social justice, economic policy, and government accountability. Youths were able to hold their leaders accountable and challenge the status quo (Mwaura, 2024). Compared to earlier times when protests were coordinated through physical methods, digital tools, strategies, and tactics have elevated activism to a whole new level (Kırık & Çetinkaya, 2021).

By advancing the protestors' objectives during the demonstrations, hashtags like #OccupyParliament, #RutoMustGo, #Rejectfinancebill2024, and #TokeaTuesday promoted peaceful protests and helped unite people (ICJ Kenya section, 2024). At the height of the national-wide protests against the Finance Bill 2024-2025, Facebook, X, and TikTok played a pivotal role. The Finance Bill's most controversial clauses included taxes on wheat, menstruation hygiene products, motor vehicle and mobile money transfers (CSIS, 2024). Therefore, in support of the youth-led anti-government protests, civil society activists, social media influencers, journalists, doctors and human rights defenders all came to the streets at the same time in 34 of Kenya's 47 counties.

The usage of modern technology like artificial intelligence to produce images and videos was a crucial tool for spreading information and promoting both active and passive engagement during the protests (Kimwere, 2025). Memes, humour, satire, on Facebook, X, and TikTok foster critical thinking, elevate minority voices, inspire action used and instantly identifiable imagery (Kang'ethe & Odoyo, 2024).

Literature Review

Two theories were used to provide a clear explanation of the impact of social media use during the June 2024 youth protests; Social Information Processing Theory (SIPT) and agenda setting

theory. SIPT assisted in determining how the youth interacted and how the information was distributed, delivered, and processed by the youths and the general public during the protests. Agenda setting theory aimed to demystify how Facebook, X, and TikTok framed and crafted the information used to mobilize the youths.

Social Information Processing Theory (SIPT)

Social information processing theory states that, by gradually adjusting to lessen nonverbal clues, people can create strong interpersonal impressions online (Asemah, et al., 2022). In Kenya, protesters used text, emoji, hashtags (#RejectFinanceBill2024, #OccupyParliament, #RutoMustGo) to generate and craft videos that successfully convey emotions, authority and purpose in order to promote collaboration and trust without face-to-face communication. SIPT emphasizes that connections can converge towards face-to-face quality through regular exchanges. Persistent X Spaces and TikTok Lives strengthened the links between groups by creating continuous, synchronous touch points where roles were established, identities and recognized through CMC interactions.

SIPT helps explains that, using social media in cue-lean online contexts, Kenya's Gen Z-led protests swiftly established identity, trust, and coordination before widely replicating that unity offline. Influencers, Livestream and viral videos were some of the amplification dynamics of the movement that affected both narrative power and mobilization. Emotional cues included into memes, live-streams, and personal accounts compensated for the lack of face-to-face interaction by creating a sense of community that transcended distance and class. In addition to inspiring young people locally, this "digital togetherness" also drew support from audiences around the world and the diaspora.

Agenda Setting Theory

According to Agenda Setting Theory media creates and frames public agenda which propagates topics for discussion (Asemah, et al., 2022). This study sought to demonstrate how, Facebook, X and TikTok, framed the agenda of the protests. By elevating the 2024 Finance Bill to the top of the public agenda, these platforms incited thousands of Gen Z to the streets starting on June 18 and 19 and stormed into the parliament building on June 25. The hashtags #OccupyParliamnet and #RejectFinanceBill2024 focused on the issues raised by protestors. These also portrayed Finance Bill as a subject of punitive taxation, elite impunity, and later police violence. The viral posts not only raised awareness of the law but also shaped attribute salience (problems that mattered). These frames were supported by live videos, bill translations, infographics, and explanation threads. Decentralized Gen Z networks were able to organize rapid calls to action, crowd sourced logistics, and amplified first-hand accounts due

to online pressure. Day after day, the issue continued to dominate the public and media agendas. As portrayed by continuous mobilization and narratives about youth precocity and governance that continued even after the bill was withdrawn, the agenda remained relevant even after protests subsided.

When the two theories are combined, the protests demonstrations how social media platforms enabled social processing that established the national agenda and fostered empathy, trust, and mobilization. SIP techniques brought fragmented online conversations together into a unified campaign, while agenda-setting dynamics made the Finance Bill the unavoidable subject of political discussion. The demonstrations signalled a shift in Kenyan politics since, in spite of government resistance—which included censorship, intimidation, and repression—youth can now use social media to shape the agenda and build collective power through relationships mediated by technology. This highlights the limitations of digital activism.

Youths and Hashtag Activism

For over a decade now, hashtag activism campaigns have been a popular social media technique to promote a number of social and political reforms worldwide (Goswami, 2018). In contrast to more traditional forms of activism, hashtag activism has gained popularity and success in recent years because of its accessibility in participation, which simply requires people to share, like, post tweets, or retweet on X and the other platforms (Estrella-Ramon, 2024). Although social media is a global reach due to its foundation in the World Wide Web (www), the majority of hashtags are contextualized with specific nations based on events occurring in those nations. Ingutia, (2025) highlights how platforms like X, which are regularly used to start viral campaigns that raise awareness of significant national issues, have been essential in Kenya's political scene. Ingutia, (2025) shows how thousands of young people protested in the streets and online in June 2024 against the 2024–2025 Finance Bill. The study goes ahead to demonstrate how these platforms especially X became an essential tool for public mobilization, allowing Generation Z to interact with the government directly, bypassing the traditional media, which are often seen as ineffective or biased. In this instance, the young people who are identified as Gen Z planned demonstrations, disseminated information about the 2024 Finance Bill's effects, and coined hashtags including #RejectFinanceBill, #OccupyParliament, #OccupyJKIA, #TokeaTuesday, and #Rutomustgo (Njuki et al., 2024), which become popular both locally and internationally on three platforms.

Omweri and Siambe (2024), contends that the rise of Generation Z in Kenyan politics appears to have prompted a more vibrant, diverse, and citizen-driven democratic system that offers

greater inclusivity and participation in the formulation of public policy. Omweri and Siambe's findings highlight how Gen Z can use social media to usher in a new era of civic engagement by questioning long-standing political norms and procedures with a creative spirit and an unwavering commitment to social justice. This will probably have an impact on how democracy and social justice movements are viewed both now and in the future on a global scale.

The June 2024 Youth Protests in Kenya

During the June 2024 Facebook, X, and TikTok were crucial tools for planning, distributing information, encouraging participation, and carrying out the largely virtual anti-government demonstrations. The movement's main supporters have been attributed to the energy of millennials and young members of Generation Z (Gen Z). The demonstrations began as a protest against the government's tax increases and continued for a month on Tuesdays and Thursdays (Basillioh & Ido 2024). This digital revolution allows for greater inclusiveness by removing the logistical and security challenges associated with in-person gatherings and enabling participation in the protests by young people from a diverse variety of ethnic and geographic backgrounds. In order to establish the agenda for a national discourse, the protests, hashtags #RejectFinanceBill, #OccupyParliament, #RutoMustGo, #OccupyStatehouse, #OccupyChurches, #OccupyCBD, and #Angukanayo were promoted during prime time (Ajra, 2024). The hashtags spurred proliferation of information and real-time updates (Media Council of Kenya, 2024).

Methodology

The study used a qualitative research design based on the phenomenological technique. Phenomenology offers the best framework because the study aimed to explore how people understood and interpreted a phenomenon, namely the influence of social media on political activism during the June 2024 youth protests. According to Moustakas (1994) and Creswell & Poth (2018), phenomenology is concerned with describing the common experiences of all participants in a given event. This study's approach made it possible to gain a profound understanding of the subjective realities of its participants. It is the perfect design for studying delicate political topics because it highlights the opinions, voices, and feelings of participants.

Semi-structured questions for focus group discussions, unstructured questions for lay interviews, and semi-structured questions for interviews with communication professionals were all included in the interview guide used in the study. Comprehensive one-on-one or face-to-face interviews enable the capture of subtleties in responses that could otherwise be

overlooked (Stuckey, 2013). This allows the interviewer to be there during the interview and learn more about the interviewee and the subject matter. Focus group discussions are used because they can produce detailed, rich qualitative data. Discussions in focus groups enable participants to expand on each other's concepts. Focus group discussions make it easier to quickly and affordably collect significant amounts of data (Marrelli, 2008). This study used traditional focus discussion group design, which allowed for a large number of participants—between five and twelve—and a wider range of viewpoints (Watson et al., 2015).

Twenty-four students from two private universities, both located in Nakuru County, made up the study's population of interest. These students took part in FGDs, or focus groups. In order to address the research questions and analyse communication patterns and the use of social media as an activism tool during the June 2024 youth protests in Kenya, the study used purposive sampling to identify two (2) communication experts and 15 laymen of each gender. The total number of participants was 41 (24 students, 2 communication experts and 15 lay citizens).

The study used inductive thematic analysis techniques with help of software called MAXQDA to examine the data. All of the interviews were recorded on audio. As part of the analysis, the program was used to transcribe the audio recordings made during the interviews and FGDs. After coding the theme and sub-themes according to recurrent ideas and connections, the themes were evaluated in light of the study's objective.

Findings and Discussion

The findings are based on in-depth interviews with communication experts, two university student focus group discussions and interviews with laypeople (Kenyan citizens). Through interpretation, the themes relating to the study's objectives were demonstrated using participant remarks and internet resources.

Twenty-four students participated in the study, 14 males and 10 females, aged 18 and 25. The majority of them were young, unemployed students, referred to as Gen Z in this study. Two male communication experts, between the ages of 47 and 50, have completed postgraduate degrees. The laypeople (farmers, vendors, and business owners) made up the third consisting of nine men and six women, aged 32 to 55. Their educational backgrounds ranged from secondary to university. Hashtags such as #OcuppyStatehouse, #RutoMustGo, #OccupyParliament, and #RejectFinanceBill2024 were included in the social media dataset. The respondents are identified as Participants 1 through 41 and broken down as follows; Participant 1 to Participant 12: FGD 1 (from university 1), Participant 13 to Participant 24:

FGD 2 (From University 2), Participant 25 to Participant 39 (comprise of the lay citizen), Participant 40 and Participant 41 (communication experts).

Nine themes that emerged from the participants' responses serve as the foundation for the studies. The themes are: society mobilization, dissemination of information, platform and media use, influence on perception, grievances delivery to leadership, outcome and impact, governance response, (political, social and policy) change and the future of the social media. The themes, subthemes and responses are summarized on the table below.

Summary of the Themes and Sub-Themes

No.	Themes	Sub-themes	Respondents' views
1	Society & Mobilization	Youth unity & solidarity Cross-generational participation Inclusivity (elderly, disabled, diaspora), Courage & empowerment	Social media was Gen Z's "natural space" for communication; older, more educated individuals also participated; the diaspora magnified the protests around the world; and marginalized voices led to inclusivity.
2	Platforms & Media Use	TikTok – viral videos, satire, Livestream, Facebook – posters, groups, event planning X (Twitter) – hashtags, real-time updates and Traditional media amplification	Facebook was mostly for mobilization and updates, TikTok was for viral videos and posts, X for real-time updates and hashtags like #RejectFinanceBill, while mainstream media (TV and radio) enhanced online narratives.
3	Information Dissemination	Real-time updates Posters & memes Hashtags & trends Translation into local dialects Citizen journalism	Protesters used hashtags, live-streamed events, and translated the Finance Bill into local languages to raise their voices. The censorship of traditional media was circumvented through citizen journalism.
4	Influence on Perceptions	Shaping public opinion, Emotional engagement (anger, solidarity) Exposure of	Platforms enlarged images of police brutality, inciting anger against the dictatorship; humour and memes

		corruption & brutality, Misinformation/propaganda risks	promoted solidarity; and misinformation continued but had less of an effect.
5	Grievance Delivery to Leadership	Direct tagging of leaders Pressure for dialogue Visibility forced acknowledgment	Respondents concurred that concerns reached the top as demonstrated by the Finance Bill's withdrawal, the President and Members of Parliament's coerced response, and many cabinet dismissals.
6	Outcomes & Impact	**Political:** Finance Bill withdrawn; cabinet reshuffles; new political consciousness **Social:** Youth unity, voter registration digital activism recognized **Economic:** Fear among investors, disruption of businesses, and exposure of cost-of-living crisis.	One of the clear short-term legislative results of youth activism was the Finance Bill's withdrawal; nonetheless, respondents observed minimal structural changes, with social empowerment being the long-term effect.
7	Government Response	Repression (killings, abductions, internet shutdowns) Superficial dialogue & promises Surveillance & censorship attempts	While attempting restricted engagement, the state used violent crackdowns, intimidation, and network disruptions (e.g., President addressing youths on X).
8	Limitations of Social Media Activism	Not all grievances addressed Temporary victories vs. systemic change. Risk of co-option or repression. Distraction from productive work	While some respondents claimed that "nothing changed" politically or economically, others pointed to instability, anxiety, and the government's disregard for demands raised by youths.

9	Future of social media in Politics	Permanent tool of democracy Civic education & political awareness. Resistance to electoral malpractice Risks of manipulation/misinformation	Although there are still issues with reliability, respondents referred to social media as "the new movement," which is expected to have an impact on elections, civic participation, and accountability.

Summary of Participants' Responses

Facebook, X and TikTok provided fast, cheap and widely accessible tool for youth organization. Participant 40 indicated that for Gen Z participants, social media was their natural communication platform, which facilitated the dissemination of information regarding protest dates, logistics, and safety. Participant 3 FDG 1, stated that *"social media was our quickest and cheapest means of sharing information and communicating. It enabled us to effectively mobilize without the constraints associated with traditional organizing."* During the FGD, Participant 12 noted that *"social media gave everyone a voice, even those afraid of police violence. It was safer and inclusive."*

Respondents overwhelmingly agreed that social media (Facebook, X and TikTok) was extremely effective in real-time dissemination of information. TikTok was particularly important for viral videos and Live-streaming, while X was praised for hashtags like #RejectFinanceBill2024, which served as a unifying symbol of resistance. Facebook offered forums for deeper conversations and community updates. Participant 40 pointed out that content like protest posters, live-streams of police confrontations, and translated summaries of the Finance Bill helped the general public understand complicated subjects. (Participant 1 – FGD 1) explained, *"These platforms were used to interpret and simplify the Finance bill, even translating it into local dialects, so that everyone could understand why it mattered. This democratization of information ensured that both rural and urban youths felt included in the struggle".*

Most respondents concurred that social media effectively conveyed complaints to Kenya's leadership. Participant 30, indicated that the financial bill's online amplification made it impossible for the government to disregard the opinions of its citizens. Leaders were coerced into making remarks in public, participating online, and occasionally making compromises. (Participant 5 – FGD 1), noted that, for the first time through his X account, the president spoke

with Gen Z directly. Leaders made the first-ever commitment to listen to young people. This demonstrated how social media can pressure government participation on those platforms where youth are most engaged.

The majority of respondents described how social media influenced opinions by fostering emotional oneness in addition to providing information. Witnessing live video of police violence and innovative protest materials strengthened resolve and solidarity. Participant 40, emphasized that the media amplified youth and senior citizens' empathy, anger, and collective bravery. For some respondents however, the influence was more collective than individual. Participant 25, remarked that, *"although I was not personally convinced by neither Facebook, TikTok nor X, he acknowledged the platforms' widespread influence on public dialogue and leadership accountability. This demonstrated that, despite differences in individual persuasion, the platforms influenced common narratives."*

Discussions of the Themes

Social Media as a Mobilization Tool

The results show that in keeping with the literature on digital activism, Facebook, X, and TikTok offered inclusive, affordable, and quick means for coordinating protests in order to mobilize people and serve as a sensitization tool. Youth participants said social media allowed for real-time updates, nationwide reach, and the translation of complex policy issues (such as the Finance Bill) into simple language.

Dissemination of Information

All participants stressed the importance of social media in rapidly disseminating information during the protests. TikTok played a key role in live broadcasts and viral videos, while X (previously Twitter) brought users together with hashtags like #RejectFinanceBill2024. Facebook offered a forum for more in-depth conversations and community news. Participants noted that images such as protest posters, police confrontation footage, and simplified Finance Bill translations made difficult concepts easier for ordinary people to understand, whether in rural or urban areas. Social media made information more widely available by translating and interpreting the law in regional dialects, enabling everyone to take an active part in the movement.

Delivery of Grievances to Leadership

The majority of respondents concurred that social media was an effective means for expressing public dissatisfaction to leadership. Participants emphasized how officials were compelled to listen to the opinions of the public due to the internet uproar over the Finance Bill. In reaction to pressure from social media, several leaders even made public statements or participated in

online debates. The president's interaction with Gen Z via his X account was noteworthy since it was the first time a head of state engaged a directly with young people. This exchange demonstrated how social media compelled politicians to listen to young people's opinions and communicate with them on the sites where they were most active.

Influence on Public Perception and Awareness

The findings show that social media influenced political consciousness among Gen Z as well as older populations. The public felt more united and urgent as a result of platforms that exposed police brutality, magnified complaints, and challenged official narratives. This is consistent with the Social Information Processing Theory, which maintains that online interactions can fortify social-political bonds just as effectively as face-to-face mobilization.

Social, Political and Policy Outcomes

Participants emphasized concrete political effects like the reorganization of the government, the withdrawal of the Finance Bill, and increased parliamentary attentiveness. Additionally, opinions differed; some respondents saw little long-term impact, while others saw the protests as a political awakening that changed the relationship between the state and its citizens. This discrepancy emphasizes the possibilities and limitations of digital activism in settings that lean toward authoritarianism.

Socially, participants pointed out that Facebook, X, and TikTok were crucial in fostering youth expression and solidarity in Kenya. By using hashtags, humour, and memes to artistically express their complaints, these platforms helped Gen Z establish a strong sense of identity and making the active participants to the conversation. They also demonstrated how social media helped bridge the generational divide by attracting senior citizens who began to see the value of online activism. Regardless of age or ethnicity, this inclusivity demonstrated how technology democratized information and gave everyone a voice.

Respondents did, however, recognize the societal consequences of protest-related police brutality, economic losses, and business disruption. Despite these obstacles, they concurred that social media strengthened organization through live streaming and online coordination while bridging political and ethnic divides to bring Kenyans together around common issues like corruption and the high cost of living.

When it comes to policy changes, participants underlined how social media changed Kenya's involvement in politics and policy. Online spaces became platforms for accountability and reform as a result of platforms like X, Facebook, and TikTok, which enabled the public to voice their dissatisfaction and put pressure on politicians to take action. Even less tech-savvy people participated in online conversations sparked by viral content, demonstrating the movement's

cross-generational impact. This cross-generational participation demonstrated how social media encouraged civic engagement and provided general public with a platform to participate in national policy discussions.

Government Response

According to the findings, the state's response was marked by censorship, surveillance, and repression in addition to little concessions. Attempts to suppress dissent and disrupt internet connectivity demonstrate how controversial Kenyan digital landscapes are. The tension between repression and empowerment is similar with findings from other African contexts where governments alternate between digital participation and digital authoritarianism.

Future of Social Media in Democratic Participation

Social media was seen by respondents as the "new movement" and a permanent part of political participation, which gave them hope for its future. But there are still problems with misinformation, state control, and manipulation. According to the findings, the sustainability of social media activism will depend on legislative frameworks, digital literacy, and young people's ability to convert online energy into offline political institutions.

Limitations of Social Media Activism

Participants recognized the transformative power of social media of the June 2024 protests, but also pointed out a number of disadvantages. Propaganda, disinformation, and misinformation were nevertheless spread online though not as much as in previous movements. Some participants thought that government actors were responsible for this fake content. The finding also showed that because they lacked institutional strength, the Gen Z activists were unable to fully accomplish their objectives despite the broad mobilization. The participants pointed out that the government's response to the impact of online mobilization through stricter laws, censorship, and heightened surveillance creates a conflict between state's authority and digital youth activism.

Conclusion and Recommendations

The purpose of this study was to investigate how social media influenced mobilization, communication, policy engagement and governance response during the June 2024 youth-led protests in Kenya.

The results show that social media was more than just a vehicle for protest; it was the cornerstone of youth political participation. First, by encouraging bravery, unity, and solidarity at the societal level, the platforms provided ordinary people—especially Gen Z—a visible voice in governance. Creativity, sarcasm, satire and the use of regional accents enhanced authenticity and attractiveness, even while collaborating with attorneys and activists showed

wider community support. Second, social media completely changed the way leaders and citizens communicate. Leaders who had often appeared indestructible were directly challenged, exposed, and under pressure to respond. When their misconduct was exposed online, lawmakers became anxious and afraid. Gen Z were able to shift the discourse and force the government to recognize them in spite of their lack of formal political authority.

Third, in terms of policy, the protests demonstrated that digital activism might lead to actual policy changes, such the removal of parts of the Finance Bill and the dismissal of cabinet members. The episode marked a change in how the digital voices of citizens must now be considered when making decisions. Fourth, Dynamics unique to each platform were crucial. Political updates were posted on Facebook. Additionally, it offered organized areas like community pages and groups that facilitated in-depth chats, event planning, and conversation continuation even after the protests. Through live-streamed viral videos that shared timetables, safety information, and protest logistics, TikTok emerged as a major force in youth mobilization. Through imaginative humour on Kenyan leadership and the 2024 Finance Bill, it also contributes to the framing and shaping of perceptions. By tagging leaders, popular protest hashtags, and viral material, TikTok served as a conduit between the public and the leadership. With real-time information and hashtags like #OccupyParliament, #RutoMustGo, #RejectFinanceBill2024, and #ROADTOSTATEHOUSE, X enabled rapid diffusion. While mainstream media pushed online activism into more conventional venues, celebrities and influencers broadened their reach by tagging government leaders in tweets, retweets, and viral threads. Disinformation was present, but it didn't have the same overall effect as real grassroots content.

Finally, the protests' outcomes reveal both immediate and long-term effects. They included more youth voices, reshuffled the cabinet, increased accountability, and made short-term modifications to the Finance Bill. In the long run, the protests cemented social media as a crucial political forum that may influence future elections, government changes, and policymaking. Despite their shortcomings, Gen Z emerged as powerful players that could shape Kenya's democratic future. The study contributes to the knowledge by demonstrating how social media played an essential role in shaping Kenya's youth protests in June 2024, an important turning point in the nation's political and digital history. The study highlights the potential of digital platforms as infrastructures for democratic participation by showcasing the distinctive ways in which X, TikTok, and Facebook enabled mobilization, artistic expression, and intergenerational engagement. Importantly, it highlights the ongoing tensions between state repression, disinformation, and the struggle for long-lasting structural change while also

showing how online activism can lead to tangible political results, such as the Finance Bill's withdrawal and increased government responsiveness. Understanding how Kenyan administration, citizen-state participation, and internet activism are evolving requires an understanding of these observations.

Recommendations

For Policymakers and Government

Policymakers also need to realize that transparency and accountability are essential in the digital age. Using social media as a public platform to facilitate participation and the implementation of public policies, young people can be enlisted and used to assist the government and policymakers in demythologizing those policies. Rather than stifling internet action, the government ought to support it. Social media has shown to be a legitimate democratic medium. Constructive resolution of online grievances reduces conflict and advances inclusive governance.

For Political Parties and its Leaders

On social media, leaders need to actively interact with the public, particularly the youth. Rather than waiting for protests, political actors should establish continuous online interaction platforms to promote trust and co-creation of policies.

For Youth and Civil Society

By incorporating digital activism into bigger civic institutions like advocacy networks, policy forums, and community organizations, Gen Z and allied groups can keep up their momentum. They should also give fact-checking and digital literacy top priority in order to lessen the risks of misleading information and manipulation.

For Influencers and Media

Digital complaints should be amplified and disseminated to audiences both domestically and abroad by traditional media. Celebrities and influencers must use their platforms wisely to encourage civic education instead of spreading sensational or inaccurate information because of their enormous fan numbers.

For Future Research

Scholars should investigate the long-term political effects of digital activism, such as its influence on election behaviour, political confidence, and governance reforms. Further comparative studies with other African countries could shed light on whether Kenya's experience is unique or a component of a broader continental trend.

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