

My YouTube Story



Pic: Anne Okello, the author of this success story

They have been using the channel to train on video editing and also supporting my work to advocate for climate change. After posting the second video, I started receiving phone calls from University of Nairobi on details about how to preserve tomatoes and which tree species can help in producing the ash which can help in preservation of tomatoes. Additionally, I have received communication from Maseno University on the need for information on energy efficient cook stoves. Several CBOs with interest on capacity building on energy efficient cook stoves as far as Mombasa, Malindi, Bumala, Siaya, Homa bay, Migori and Kisumu Counties have also reached out to me. I have also received requests to produce the content more frequently, as most people are home during these COVID times and are willing to learn something from the channel.

After attending my first PCP workshop in Nairobi early 2020, it came to my realization that social media is a very important tool which if used properly can have a huge impact on our activities and can help in disseminating information on matters climate change.

During the process I was able to learn some few things like how to use twitter which I had no information can help influence decision makers and can have huge traffic.

I went back to my organization and shared what I learnt and the first thing they did was to create time for climate change issues once a week on our radio station.

While working under the platform, I was given another opportunity to document climate change issues. My area of interest was water pollution along the Lake Victoria basin. The situation on the ground was terrible and I realized a gap which video communication could fill.

In early January 2021, as we were resting as a family, watching one of my old documentaries produced in one of the projects, my daughter persuaded me to work on more videos and went ahead and created a YouTube channel for me. She even posted my first video! Within one hour it started gaining views and subscriptions and I started receiving phone calls about the content I had uploaded. Within a span of one week, I had already accumulated over 100 subscribers. I then saw an opportunity to communicate to these people on issues of climate change.

Since most of the things I create content around are things I have learnt and I'm very familiar with, I just pick up my phone and make a recording. Our focus at the start was not the quality of the video but the information we were disseminating.

From one of the videos uploaded on post-harvest handling of tomatoes, someone volunteered to support the project to improve on the quality of the videos produced. They are just students.

Finally, I have also received requests for partnership by Advantage Crops Limited, to support farmers with seeds and early maturing crops.

The most interesting part is on data analysis. This can be very critical and interesting and can help inform the program communication and even how to design messages. From the statistics, I have 1625 subscribers of whom 33.3% are youths aged 18-24, 65.3% are adults aged from 25-44 and finally, 1.4% are adults from 45-54 years.

On another aspect, from the total subscribers 66.4% are female while 33.6 are male.

From the views, I have 11,400 views of which Kenya counts for 79.6%, USA counts 0.5% and Zambia is 0.2%. Other countries are negligible.

The channel was created on 6th January 2021 and by now we have 1,625 subscribers. We have 11,400 viewers. So far 1 have uploaded 13 videos. My best performing video so far has 3,092 viewers.

<https://youtu.be/YRtD12HhGXU>

The channel is called Sustainable Innovations

<https://www.youtube.com/c/SustainableInnovations>

Twitter

Our Coordinator Velma has been very pivotal in this, she taught me how to use twitter and the first time I started using twitter was January 2020. After that I stopped. In February 2021 when I created my YouTube channel, I started posting actively on my twitter account. By February I had 15 followers. As of today, I have 341 followers.

Again Velma showed me how to check the twitter handle performance and these are the statistics.

My Top follower is

Top Follower followed by 309K people



Svein T veitdal

@tveitdal FOLLOWS YOU

Tweeting Climate Change, Renewable Energy and nature news. Director Klima 2020, former UN Director. For contact use svein@klima2020.no

Top media Tweet earned 97 impressions

WHEN MEN TAKES THE LEAD IN ENERGY ISSUES , REAL CHANGES HAPPENS
pic.twitter.com/CN45Ckt9XC



28-day summary with change over previous period

Tweets **21** 61.5%

Tweet impressions **3,790** 66.2%

Profile visits **2,620** 93.8%

Mentions **9**

Followers **340** 221

From these accomplishments, I have gained a stronger drive towards creating a change in the society through information dissemination.