



University: Bayero University Kano.

Location: Kano, Nigeria.

Project Title: **SpeakOut**

Slogans: Influence wisely: "Spread Truth not Hate"

Team Size: 24 Members



 SpeakOut.

 @_Speak_Out2

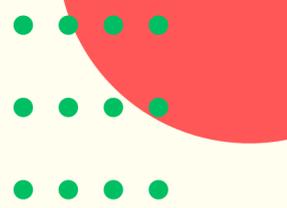
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Project Description

In Nigeria, where religious diversity is a fundamental aspect of the country's identity, the rise of online hate speech and religious intolerance particularly between people of different faiths have over the years posed a serious threat to the peace of the country.





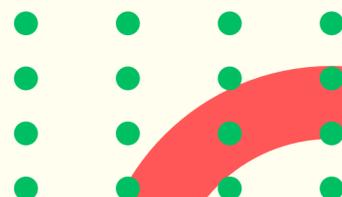
Team B.U.K, a group of concerned young students, recognized the urgent need to address this issue and promote inter-religious tolerance and peaceful coexistence.

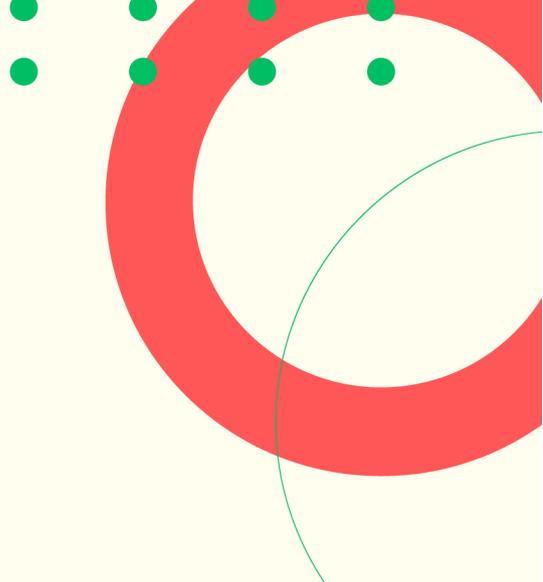
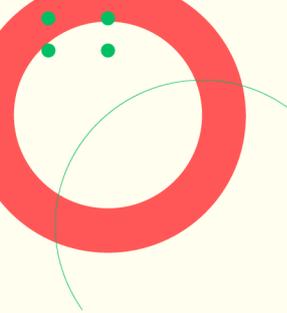
Our project aims to educate and sensitize young people to become agents of positive change, promoting a culture of mutual respect, understanding, and inclusivity.

We hope to break the barriers and build bridges between people of different religious backgrounds so as to create a society where people can coexist peacefully, celebrate their differences, while working towards a common future.

Primary Objectives:

- To promote understanding, respect, and appreciation of different religious beliefs and practices.
- To Reduced online hate speech and religious intolerance
- To encourage youth to become agents of positive change and promote peaceful coexistence
- To establish stronger relationships and collaborations between people of different religious backgrounds.





Target Audience

Primary Audience

The target audience consists of Nigerian youth aged 18-35 who are active on social media and had shown interest in promoting peaceful coexistence. This group is targeted through social media campaigns, offline roundtable discussions and Radio Programs. Furthermore, our online engagement with this audience was successful, with over 2000 young people participating in our online activities, engaging with our content and sharing them with their networks. This audience helped in amplifying our messages and creating a culture of tolerance and understanding.

Secondary Audience

Our secondary audience included religious leaders and organizations, community leaders and stakeholders, and other people who were not yet actively engaged in promoting peaceful coexistence.

We engaged with religious leaders, Social media Influencers and organizations through partnerships and collaborations, which helped us reach a wider audience and gain credibility. Community leaders and stakeholders provided valuable support to our initiatives, while people who were not yet actively engaged were inspired by our project's messages and became part of those promoting peaceful coexistence.

Our secondary audience helped expand our project's reach and impact, with over 15 different groups, including social media Influencers, religious leaders and Centers partnering with us and over 7 community events held across our target area.



Key findings from secondary research on religious intolerance in Nigeria reveals the following:

- In Nigeria, religious identity often overlaps with ethnic identity, exacerbating tensions. The North is predominantly Muslim, while the South is largely Christian (Jurji, 2014).
- Politicians sometimes exploit religious sentiments to gain support, which can lead to violence (Ewere and Yakubu, 2022).
- Donatus and Nkechi (2013) carried out research to examine the development of religious intolerance in Nigeria, their findings revealed that, Nigerians have suffered a lot and are still suffering from a series of religious crises and riots.
- Economic disparities between the North and South contribute to grievances, which are sometimes expressed through religious conflict.
- Finally, Social media influencers, while not always the direct source, contributed immensely to the spread of religious intolerance through various psychological mechanisms such as echo chambers and In-Group Favoritism and Out-Group (Sunstein, 2009).

Interviews

Our research journey has been enriched by the diverse perspectives encountered. Conversations with prominent figures provided invaluable insights into the larger forces at play, while the live experiences shared by everyday individuals lent a powerful, human dimension to our understanding. Together, these voices have painted a vivid and multifaceted picture, illuminating the path forward.



Round table discussion with the Director Center For Islamic Civilization and Interfaith Dialogue



Interactive session with Students.



Rimin Gata interview session.



Gabari, Kano municipal



Team BUK meeting session.



Interview session with resident of Dambare.



Tactics.

Multicultural Context

Our research recognizes and celebrates the richness of our diverse communities. We commit the campaign to creating contents that are inclusive, representative, and accessible to all, regardless of background.



Interactive Discussion

We believe that knowledge is most powerful when it's shared. We facilitated interactive discussions to create a space for open dialogue, exchange of ideas, and collaborative learning around our research findings.

Influencer partnerships

By collaborating with respected voices and leaders within various communities, we amplified the reach and impact of our research. These partnerships helped us to disseminate findings more broadly and engage with wider audience in meaningful dialogue. (The combined followership of the influencers are up 500,000)



Offline Activities

We took our research beyond the screen and into the streets! Through engaging events, workshops, and community dialogues, we spark conversations, gather diverse perspectives, and ensure our findings are accessible and relevant to everyone.

Strength .



Key Influencer partnership

We understand the fact that influencers especially on social media hold a very powerful position in the heart of the masses. SpeakOut has collaborated with major influencers in conflict prone regions.



Undying Community support.

Our campaign isn't just built on policy, it's built on people. We are fueled by the unwavering support of this community, a force stronger than any opposition. This is a movement driven by those who believe in a peaceful future, and their dedication is the very foundation of our success. Together, we're unstoppable. Together we SpeakOut.



Collaboration with religious Centers/Individuals

Our campaign recognizes the vital role religious Centers such as Centre for Islamic Civilization and Interfaith Dialogue, play in the fabric of our community. We commit the campaign to open dialogue and collaboration with religious leaders and organizations to address shared concerns. We believe that by working together, we can harness our collective compassion and wisdom to build a more just and equitable society for all.



Unity in Diversity.

Our strength lies not in uniformity, but in the richness of our diversity. We are a tapestry woven from different backgrounds, beliefs, and experiences, and it is this very tapestry that makes us vibrant and strong.



OPPORTUNITIES TO IMPROVE

One area for improvements is increasing engagement and acceptance from a broader range of religious leaders and communities. While the project successfully partnered with some religious leaders, more extensive engagements could have amplified the project's impact even more.

Another area for improvement is creating more diverse and engaging content to capture the target audience's attention and convey the project's messages. While the project utilized storytelling and viral elements, more varied and compelling content could have increased audience engagement.



Challenges

Starting the campaign on time faced significant challenges, primarily due to national protests disrupting planned activities and schedules. The protests created logistical issues, making it difficult to organize events, mobilize resources, and ensure the safety of team members.

Additionally, barriers in reaching out to some prominent personalities further delayed the campaign. These individuals were either inaccessible due to their involvement in the protests or preoccupied with other pressing matters. The combination of these factors led to setbacks in aligning stakeholders and securing endorsements.



SUSTAINABILITY AND SCALABILITY PLANS

Our project promotes inter-religious understanding, fostering a culture of respect and empathy. Our Future plans include:

- Expanding partnerships with more religious organizations
- Developing resources for underrepresented groups
- Encouraging opening of different clubs both on and off campuses



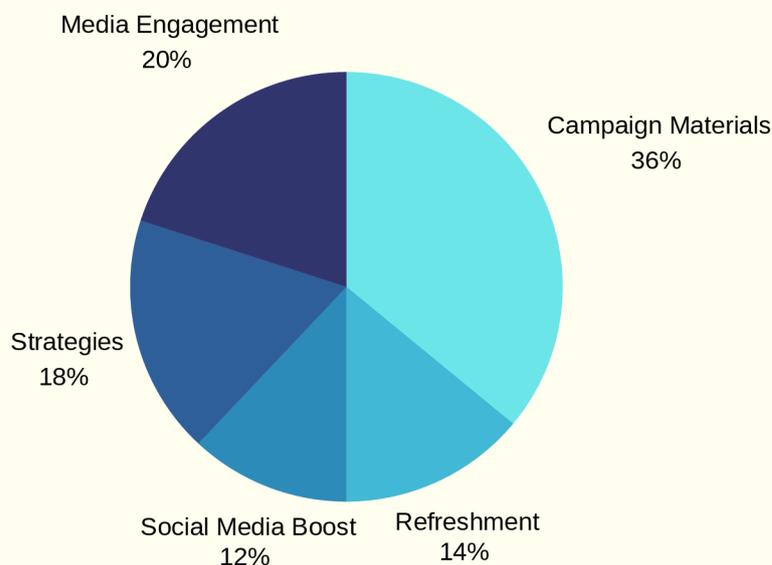
Also our project has established partnerships with universities and religious organizations, with plans for:
Strengthening these partnerships through regular communication and shared goals
Expanding to new institutions and organizations

Budget

Our team spent \$910 of the allocated \$1,000 budget, with the largest expenses going toward customized campaign materials, including T-Shirts, Caps, Handbills, Bannaers, Pens and Refreshments. The PR/Social Media team invested in promoting posts through ads on Facebook, Instagram, Twitter (X).

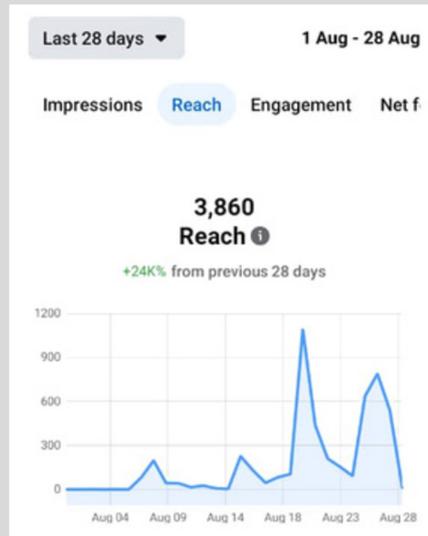
The research and campaign strategy teams directed their budget toward producing the questionnaires and some incentives to the respondents. Other part of the money goes to our media engagements.

The remaining budget is \$9



Measurement Of Effectiveness

Facebook

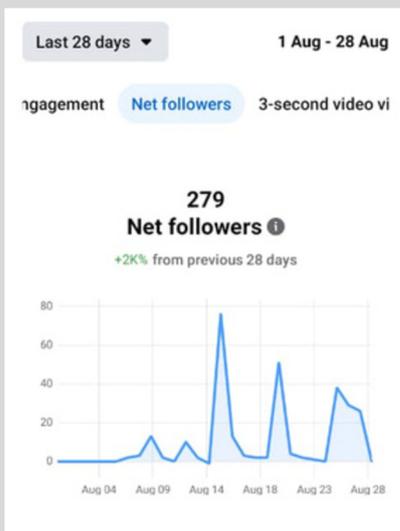


Digital Reach

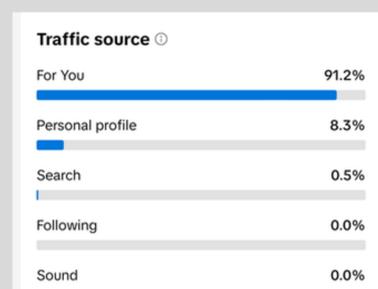
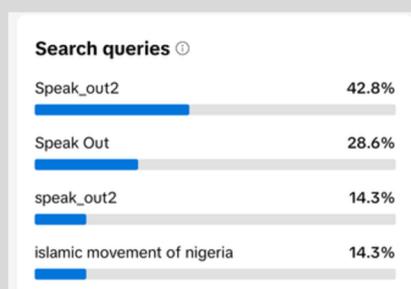
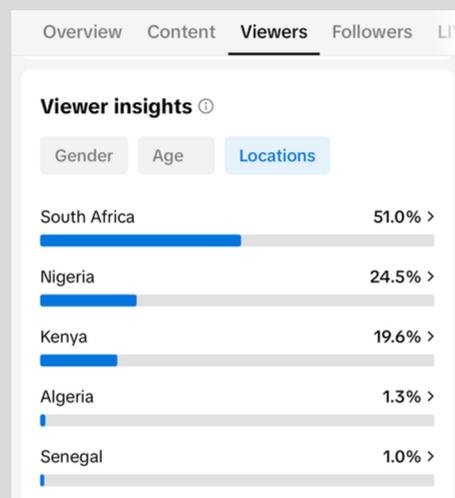
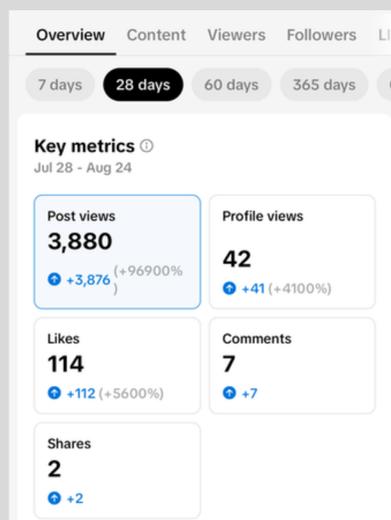
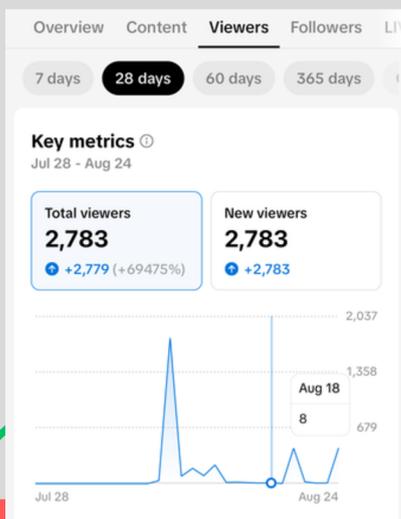
- We had 7,987 total impressions on Facebook.
- And we were able to reach 3,860 accounts.
- On TikTok we had 2,783 total views.

Community Reach

- We partnered With over 15 faith based organizations including some key socia media influencer.
- We held over 7 events across communities.
- Media campaign across leading media organizations.



TikTok



Media Activities

