



Project Logo



School Name

University of Nairobi – Mombasa Campus

Location

Mombasa, Kenya

Class/Team Size

14 Students

Project Title

Shared Screens, Shared Stories, Shared Humanity

Project Slogan

Using Social Media to Build Coexistence, Not Division

Social/Digital Links

https://www.instagram.com/manara_x_uon_mombasa/

Project Description (Elevator Pitch)

Shared Screens, Shared Stories, Shared Humanity is a short film and educational media project that explores the role of social media in shaping coexistence among young people. While social media is often portrayed as a source of division, misinformation and conflict, this project challenges that dominant narrative by highlighting how everyday digital interactions can foster connection, empathy and collective responsibility.





Through realistic student-centered storytelling, the project demonstrates how social media enables cultural exchange, peer support and solidarity. The goal is not to deny the risks of digital spaces, but to reframe social media as a powerful tool that, when used intentionally, can promote understanding and peaceful coexistence.

Target Audience

The primary target audience is youth aged 18–30, particularly those who are highly active on social media platforms such as Instagram, WhatsApp, TikTok and YouTube. This group is digitally literate, socially connected and emotionally responsive to peer-driven content.

The audience is motivated by:

- Belonging and social identity
- Peer validation
- Cultural expression
- Desire for meaningful connection

They are cognitively and emotionally susceptible to:

- Online trends and narratives
- Peer influence
- Digital misinformation

However, they also have strong potential to become positive digital leaders due to their access to technology, high engagement in online spaces and willingness to participate in social causes.

Project Goals

1. To challenge the dominant negative narrative surrounding social media.
2. To promote positive digital behavior among youth.
3. To demonstrate how social media can support coexistence.
4. To encourage young people to use digital platforms responsibly.
5. To spark dialogue about digital citizenship and peacebuilding.

Research / Rationale





Our team conducted secondary research through academic articles, media literacy resources and peace education materials related to digital culture and youth engagement. We also observed how students at our university use social media in daily life.

This research informed our decision to focus on realistic, everyday interactions rather than extreme or sensational online content. The findings supported our core idea that digital spaces are not inherently harmful, but are shaped by user behavior. This led us to design a project that highlights ordinary moments of connection, cultural sharing, and collective action.

Tactics

- Production of a short narrative film.
- Creation of a dedicated social media profile.
- Sharing teaser clips and behind-the-scenes content.
- Peer engagement through comments and reposts.
- Distribution through student networks and WhatsApp groups.

These tactics encouraged audience interaction, reflection and behavior change by placing the message directly within the same digital spaces the project discusses.

Strengths

1. **Strong narrative storytelling** - The film uses relatable student experiences rather than abstract concepts.
2. **Clear call-to-action** - Encourages real digital behavior change.
3. **High relevance** - Directly reflects youth digital realities.
4. **Low-cost, high impact** - Simple production with strong message.
5. **Institutional support** - Backed by university and Manara program.

Opportunities to Improve

1. **Limited reach** - With more time, we could collaborate with influencers.
2. **Short campaign duration** - A longer rollout could increase impact.



3. **Platform diversity** - Expanding to TikTok and Twitter would help.

We learned that sustainability and consistent content are key to long-term digital impact.

Measures of Effectiveness

We measured effectiveness through:

- Social media engagement (views, likes, shares).
- Peer feedback from students and lecturers.
- Discussion participation during screenings.

These indicators showed increased awareness and positive reflection on digital behavior.

Sustainability & Scalability Plan

The project is sustainable because:

1. Content remains relevant over time
2. Low production costs
3. Easily replicable format
4. Adaptable for workshops
5. Can expand across universities

Future plans include:

- Annual student screenings
- Facilitator workshops
- Regional youth collaborations

Budget

1. **Digital Promotion & Campaign Boosting – \$150 (15%)**
2. **Filming & Editing (Videography) – \$400 (15%)**
3. **Artistic & Creative Tools – \$200 (10%)**
4. **Facilitation / Team Lead Expenses – \$100 (10%)**



5. Transport & Logistics (Participants & Crew) – \$100 (10%)

6. Monitoring, Evaluation & Reporting – \$50 (5%)

TOTAL = \$1,000

Media

- Short film video
- Social media screenshots
- Behind-the-scenes photos
- Poster and guide PDF