

Social media bigwigs to be awarded

Kenyans with influence in the digital space will be celebrated and recognised for using social media positively to impact lives at this year's OLX Kenya Social Media Awards (SOMA). Nominations are now open until 17 August 2014.



The theme for this year's awards is 'Making social media work for you' and includes new categories for the National and County Governments, Learning Institutions, and Small and Medium Scale Enterprises (SMEs).

The Director of Digital Media in the Presidential Strategic Communications Unit, Dennis Itumbi, said the government will set up a digital advisory council to streamline use of social media by public institutions.

Itumbi challenged social media users to play a role in the formulation of a bill that will ensure self regulation to curb cases of abuse.

OLX Kenya CEO, Peter Ndiangu'i, added, "If abused, social media can disintegrate the social fabric by creating disharmony and hatred among various communities."

The award ceremony will take place on 3 October.

For more, go to www.soma.or.ke