

New Kenyan social media network targets fans of Luo Culture

A new Kenyan social media network has been launched with the target audience being Luos or fans of the Luo culture...

By [Baraka Jefwa](#) 5 Aug 2015



Image via [123RF](#)

The site is called Luothings.com and according to a 10 June Facebook post by the Luos Socio-Profession Forum - LSPF page, the website's main objective is to connect the Luo community.

"www.luothings.com mission is to give luos and friends of luos the power to share and make the world more open and connected," states the post.

The site has a Facebook-like format whereby the home page contains widgets for: Friends, News Feed, Photos, Messages, Invite Friends, Photos Editor and Add Group.

The difference between Luothings.com and Facebook is that some of the features on the Luothings.com platform are written in 'Dholuo' - the Luo dialect - while the other difference is the colours as unlike Facebook's use of blue and grey, Luothings.com employs the use of black and grey.

According to a post on CuteStat.com, a web service for interested people to retrieve information related to a Domain Name, Luothings.com is a relatively new site and it is a safe domain.

"Luothings.com is 2 months 1 week old. It is a domain having .com extension. This website is estimated worth of \$8.95 and has a daily income of around \$0.15. As no active threats were reported recently by users, luothings.com is SAFE to browse."

As of today Luothings.com has a global traffic rank of 17,606,138 according to Alexa.com.