



Study Report

DIGITAL AND SOCIAL MEDIA IN SOMALILAND'S ELECTORAL LANDSCAPE: STAKEHOLDER INSIGHTS

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I. ABSTRACT

The 2024 Somaliland elections marked a pivotal moment in the nation's political evolution, underscoring the increasing importance of digital and social media in shaping public discourse and political participation. This report examines how various stakeholders—including Political parties, Candidates, Civil Society Organizations, Journalists, and Voters—utilized digital platforms during and after the 2024 election period. The analysis reveals a growing reliance on social media for campaign

messaging, voter engagement, pre-election debates, and overall electoral oversight while highlighting challenges within the electoral process. Immediately after the election, digital platforms continued to play a critical role in fostering dialogue, addressing grievances, and sustaining democratic accountability. The findings underscore the transformative power of digital media in Somaliland's democratization and electoral processes and offer insights into its potential for future consolidation into democratic processes.

II. INTRODUCTION

In the current digital era, social media has significant implications for most sectors, including politics, and more particularly, elections. This study aims to examine how digital and social media platforms are utilized for campaign messaging, information dissemination, and engagement among key election actors. The paper also explores the negative usage of digital and social media during and post the electioneering period, thus providing an evidence-based analysis aimed at fostering more informed discourse on the role of social media in shaping election outcomes and public opinion in Somaliland. Through an exploratory approach, this study builds on insights from a previous policy brief and social media analysis, offering a comprehensive evaluation of both the positive and negative implications of digital media use in Somaliland's electoral processes. The paper provides actionable recommendations for election stakeholders, emphasizing the responsible and constructive use of social media from a peace-building perspective. The main objective of this paper is to equip stakeholders with practical strategies to mitigate risks while maximizing the potential of social media to support transparent and fair elections in the future.

The study employed qualitative methods to analyze the ways in which election stakeholders

used digital media platforms during and after Somaliland's 2024 elections. The primary data was collected using Key Informant Interviews (KIIs) conducted in the cities of Hargeisa and Burao, where the majority of influential election stakeholders and other key actors are based. These cities were selected due to their central role in Somaliland's political landscape and their significance in shaping election-related discourse and decision-making processes. The stakeholders were in five categories; Political party leaders, representatives from Civil Society Organizations (CSOs), Commissioners from the National Electoral Commission (NEC), Journalists from several media outlets, and voters. The sample size was two people from each stakeholder group. This qualitative data was complemented by insights from a social media analysis, enabling a nuanced understanding of the interplay between digital media and electoral dynamics in Somaliland. The findings led to the development of a list of actionable recommendations aimed at promoting the responsible use of social media through a peacebuilding lens. Finally, the report was presented to some of the stakeholders for review and validation.

III. BACKGROUND

Somaliland, a self-declared independent state in the Horn of Africa, has maintained a relatively stable political system despite its lack of international recognition. Since declaring independence from Somalia in 1991, Somaliland has developed a unique hybrid governance model that blends traditional clan-based leadership with modern democratic institutions. Elections are a cornerstone of this system, reflecting the region's commitment to democratic practices. The 2024 elections, for the first time, combined presidential and local party elections, attracting significant attention domestically and internationally. Despite limited resources, political polarization, and a history of delayed elections,

Somaliland has demonstrated resilience in conducting competitive and relatively transparent polls. The latest elections were particularly significant as they depicted the growing influence of digital technologies in

shaping electoral dynamics. According to the Mobile Data Pricing 2020 Report, "Somalia is ranked as the 7th country in the world and number one in Africa for the cheapest average consumer cost for 1GB of internet data".¹ Although Somaliland is a separate country, it often relies on infrastructure and statistics from Somalia since they share similar geographical and infrastructural contexts, but Somaliland's Telesom, the largest telecom operator, offers some of the most affordable mobile internet in the region, with the average cost of 1GB of mobile data being approximately 50 Somaliland shillings². Mobile phone usage is widespread too, with over 70% of the population above the age of 16 owning a mobile device.³ This increasing affordability of mobile data and rising internet penetration in Somaliland, in contrast with its neighboring countries, are contributing to greater digital engagement in Somaliland's political processes.

IV. SOCIAL MEDIA'S ROLE IN AN EMERGING DEMOCRACY

In emerging democracies like Somaliland, social media acts as both an asset and a liability, and in the 2024 elections, this characteristic was particularly pronounced. On one hand, these platforms have empowered political actors to engage directly with constituents, enabling real-time interaction and the dissemination of campaign messages. The use of live streams, hashtags, and digital town halls during the 2024 elections significantly expanded the scope of political outreach. For instance, leading political parties such as the Waddani Party organized rallies across all major cities, drawing thousands of supporters and signaling growing momentum as the November 13 election approached. They also employed Facebook Live to broadcast campaign rallies, some of which attracted thousands of viewers, significantly amplifying their outreach. Similarly, hashtags such as

#Somaliland and #SomalilandVotes trended on X (formerly Twitter), encouraging voter participation and fostering a sense of national engagement.

On the other hand, the unregulated nature of social media has introduced significant challenges that undermine democratic integrity in Somaliland, particularly through the spread of false information, often disseminated as fake news or impersonations. Misinformation, which was mentioned in a total of seven thousand posts across all platforms⁴, posed a serious threat to the decision-making processes of voters by distorting facts and manipulating public opinion. For example, political parties formed partnerships with social media influencers to enhance their outreach. However, these influencers, operating independently of institutionalized media houses, often invoked past clan conflicts to sway voters toward their

affiliated political groups. This practice not only amplified clan-based divisions but also disseminated misleading information, fostering distrust among the electorate. Although the NEC issued stern warnings against interference and misinformation, the proliferation of unverified content on social media platforms continued to pose significant challenges to the integrity of the electoral process. Furthermore, the absence of adequate regulation allowed politically motivated actors to weaponize social media, amplifying polarizing content

and exploiting existing societal divisions. Studies have shown that such tactics not only erode trust in democratic institutions but also hinder meaningful voter engagement by creating an environment of doubt and fear. To counter these challenges and safeguard the integrity of Somaliland's democratic processes, establishing robust frameworks to monitor and regulate harmful content, alongside initiatives to promote media literacy and critical evaluation of information, are imperative.

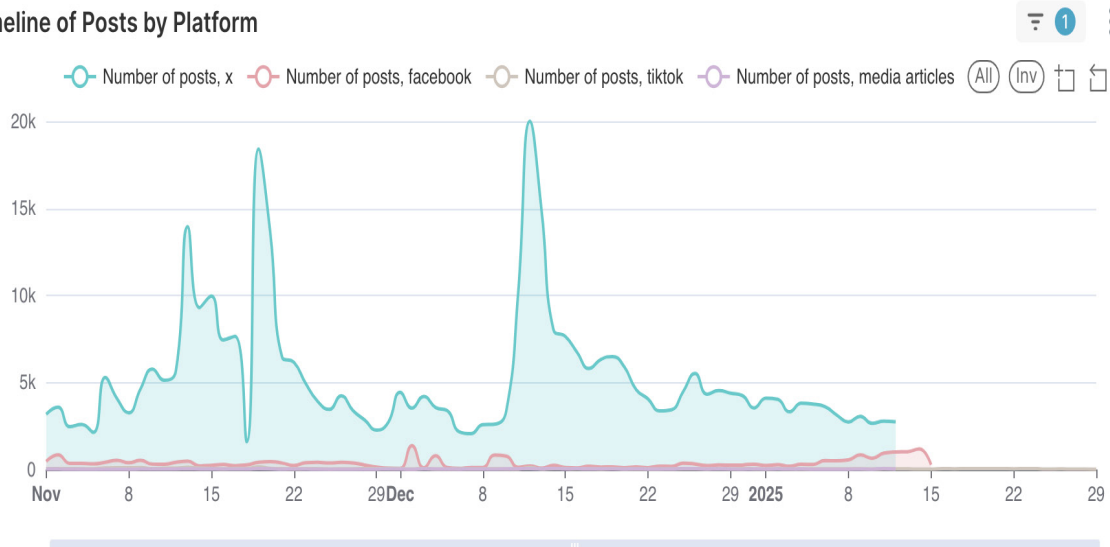
V. SOCIAL MEDIA IN THE POST-ELECTION PERIOD

One month after the election, social media continued to influence the political landscape by providing a platform for dialogue and accountability. Platforms such as TikTok, Facebook, and X became post-election forums where citizens would come together and discuss policy priorities, governance reforms, and reflect on electoral processes. Certain spaces dedicated to electoral analysis gained thousands of subscribers within weeks, becoming a hub for in-depth discussions. On significant dates such as November 13, the day of the election, November 18, when the election results were announced, and December 12, the day of transition, social media activity surged with over 30,000 posts recorded across various platforms (As shown in the graph below)⁵ Civil society-led initiatives, such as live streams and sometimes even comment sections on posts, allowed citizens to directly question elected officials, comparing and contrasting them with the outgoing leaders. For example, the peaceful transition of power between political parties stands as a noteworthy moment of democratic maturity and civic engagement. Despite the intensity of campaign periods, social media played a pivotal role in fostering reconciliation and unity among citizens after the election, with a "Somaliland first" mentality. Platforms like Facebook and X were instrumental in amplifying messages of peace and national cohesion, congratulating both the outgoing and incoming presidents on how well they

handled their power transitions. Influencers, grassroots organizations, and political leaders also utilized these platforms to emphasize the importance of solidarity, bridging divides caused by competitive electoral campaigns.

Social media has also played a pivotal role in amplifying marginalized voices and fostering inclusivity in Somaliland's post-election discourse. Platforms like TikTok and Facebook have been instrumental in empowering youth and women to challenge traditional power dynamics while expecting the president-elect to honor a greater movement toward gender equality.⁶ For instance, In Somaliland's post-election context, individuals and group campaigns have highlighted the need for gender-responsive budgeting as it is a cornerstone of inclusive governance. Utilizing digital platforms, women and youth activists called for increased funding for maternal healthcare, education for girls, economic empowerment programs for women, and most importantly, having women represent them in the government. The announcement of a cabinet with only three women ministers in Somaliland sparked rigorous debates on social media platforms. Hashtags such as #WomenInLeadership and #GenderEquality trended for days, with users either calling for greater inclusivity in decision-making positions or congratulating that this itself is a big milestone for Somaliland's democracy.

Timeline of Posts by Platform



Graph showing spikes on significant days of the 2024 Election. Anonymous source.

VI. ANALYSIS OF STAKEHOLDERS' DIGITAL & SOCIAL MEDIA USAGE DURING AND POST-ELECTIONS

a. Political Parties and Candidates

The digital media strategies employed by political parties and candidates during Somaliland's 2024 elections reveal critical insights into their campaign efficacy, audience engagement, and overall influence. They strategically harnessed platforms like Facebook, TikTok, and X to disseminate policy positions, receive support, and counteract misinformation. "Digital media is core to spreading our campaign messages," said a political party representative. Another representative quipped, "In the 2010 and 2017 elections, social media was not as active as it is today, and we only used traditional media such as TV and journals. In 2024, we primarily used digital media platforms—Facebook, TikTok, YouTube, and others—which are our own platforms that we control, allowing us to release our messages at any time."⁷

However, the increased reliance on digital platforms introduced significant challenges. The absence of robust social media regulations in Somaliland created an environment where disinformation could flourish, threatening

the integrity of the electoral process. For instance, during the election period, there were incidents where misleading narratives and false information were disseminated through social media channels, aiming to sway public opinion and undermine trust in the democratic process. To mitigate these challenges, political parties took part in several strategies. They collaborated closely with the Political Code of Conduct Committee to ensure adherence to ethical guidelines during their campaigns, thereby maintaining credibility and public trust. "We made sure to collaborate with the code of conduct committee and follow instructions during the campaign period," noted a party representative. Additionally, parties invested in training their digital campaign teams to enhance media literacy, enabling them to promote their media outreach and effectively attract voters. This proactive approach was crucial in maintaining their support bases and attracting more supporters in an environment rife with digital manipulation.

In the post-election phase, digital media continued to play a pivotal role in shaping political

narratives and managing public expectations. Victorious candidates predominantly utilized digital platforms to consolidate their legitimacy, express gratitude, and outline their immediate governance priorities. Conversely, unsuccessful candidates employed the same media to congratulate the new government and discuss their shortcomings, projecting an image of accountability and inclusivity that fostered trust among their constituents. One notable advantage of the increasing role of social media in Somaliland's electoral process is facilitating dialogue between politicians and citizens, thus promoting peacebuilding through digital engagement. When properly utilized, social media has the potential to reshape future electoral processes by reducing misinformation, hate speech, and tensions between stakeholders and supporters. As one political party representative observed, "If social media is properly used, it will reshape the future and the electoral process by reducing misinformation, hate speeches, and tensions between stakeholders and supporters."⁸

b. Civil Society Organizations

Civil Society Organizations (CSOs) in Somaliland have emerged as pivotal actors in the digital media landscape during electoral cycles, leveraging digital platforms to enhance transparency and foster civic engagement. Their performance during and post-election periods both reveal commendable achievements and areas necessitating refinement. During elections, CSOs in Somaliland actively employed digital media to fulfill their roles as watchdogs and promoters of democratic participation. Platforms such as Facebook, TikTok, and X were instrumental in the real-time dissemination of election-related updates, voter education materials, and calls for peaceful conduct. These organizations adopted a multi-faceted approach, combining traditional advocacy strategies with digital tools to reach a broader demographic, including marginalized groups often excluded from mainstream electoral discourse. For example, a member of a CSO noted, "Our awareness campaign reached all election areas, and voters had good information about the process of the election... the same voice message was shared to the

voters during awareness creation." In some of these campaigns, the CSOs partnered with local community leaders, youth groups, and women's organizations to amplify their digital campaigns, enabling them to disseminate information through trusted channels and reach marginalized populations who might lack direct access to digital platforms.

The immediacy and accessibility of digital media allowed CSOs to respond quickly to emerging issues, such as reports of irregularities or misinformation, thereby bolstering public trust in the electoral process. However, the effectiveness of their digital campaigns was occasionally undermined by challenges inherent to the digital landscape. Limited digital literacy among the population impeded the reach and impact of online initiatives, while segments of society struggled to navigate and engage with digital content. Infrastructural challenges, such as inconsistent internet connectivity, further exacerbated these difficulties, particularly in remote areas where access to stable internet remains problematic. Time constraints also posed significant hurdles; as one CSO member remarked, "Training time was not enough, and some locations were difficult to reach during awareness creation."

In the aftermath of elections, CSOs shifted their focus to advocacy and accountability, emphasizing the need for governmental transparency, manifesto monitoring, and timely conduct of elections. Digital platforms were instrumental in documenting and sharing post-election analyses and rallying public opinion on contentious issues. However, the absence of cohesive digital strategies and insufficient technical resources often hindered their capacity to sustain momentum. To enhance the role of social media in future Somaliland elections, recommendations from CSO members included "creating online platforms, establishing awareness centers where all civil society can access election information, and fostering collaboration among the Election Commission, CSOs, and the government to establish a social media act."⁹ In conclusion, while CSOs in Somaliland have made significant strides in leveraging digital media to promote democratic participation, they continue to face challenges

that require strategic interventions. Addressing issues related to digital literacy, infrastructural limitations, and the development of cohesive digital strategies will be crucial in enhancing their effectiveness in future electoral processes.

c. The Somaliland National Electoral Commission

The National Electoral Commission (NEC) integrated digital tools such as the Biometric Voter Verification System to enhance election transparency during the recent election period, marking a significant milestone in the adoption of modern technology within the electoral process. Their official Facebook page, which amassed over 60,000 followers during the election period, served as the primary hub for updates on voter registration, polling locations, and real-time results. As one member of the commission said, "This election represented the first time such an extensive effort was made to disseminate useful information directly to the public through a singular, centralized source".¹⁰

With Facebook, TikTok, and X being the most prominent platforms during the election period, the commission effectively utilized digital platforms to address the rapid dissemination of misinformation and disinformation on these platforms. The commission's proactive implementation of the Code of Conduct, particularly the Political Code of Conduct, further safeguarded the interests of all political parties involved, ensuring a fair and orderly campaign environment. By regulating campaign activities, the NEC controlled the allocation of campaign time for each party, preventing misuse of campaign schedules and fostering a level playing field. In collaboration with CSOs, the commission monitored party activities throughout the campaign process. This monitoring not only maintained discipline but also provided an avenue to promptly address allegations of irregularities. For instance, when unverified accusations of vote-buying surfaced in a district, the commission worked with local CSOs to investigate the claims, ensuring transparency and accountability in the process. Compared to earlier elections, such as those in 2003, 2010, and 2017, the reliance on social media in 2024 significantly transformed the dynamics of the electoral process. According

to an election commissioner, "In that time [earlier elections], social media was not as active as it is today in 2024 where it is widely used during campaigns.... Voters are now using their own platforms to spread their party campaign messages which were not accessible in 2003, 2010, and 2017." This shift presented both opportunities and challenges. While the increased accessibility of digital platforms allowed voters to engage more directly with the electoral process, it also introduced risks related to the amplification of polarizing content and the spread of propaganda. To address these risks, the NEC established the Media Code of Conduct for journalists and addressed the public to ethically and responsibly use social media, while CSOs conducted digital literacy workshops to educate voters on identifying credible sources.

In the post-election phase, the commission's digital media usage was marked by their meticulous verification and announcement of results. Live updates during critical moments, such as the announcement of preliminary results, were instrumental in maintaining public confidence in the electoral process. This marked a significant departure from traditional methods, where information dissemination was often delayed. For example, during the vote tallying process, the NEC's real-time updates on Facebook and TikTok provided voters with verified information, countering rumors that were spreading on unofficial channels. This process was vital in preventing disinformation and ensuring that the public had confidence in the final outcomes, and as one of the commissioners put it, "The chairman of the commission regularly conducted press conferences to inform stakeholders to avoid disinformation about election results and all harmful activities on social media"¹¹

Looking ahead, the NEC has acknowledged the need to better prepare for the challenges and opportunities presented by social media in the next election cycle. Their recommendations included "strengthening the coordination between political parties, regions, districts, and journalists...establishing online platforms which will help the commission to easily get the results from each polling station instead of waiting for traditional counting, and updating

the commission's website with the election process and the results."¹² These initiatives, coupled with ongoing collaboration with CSOs, will be critical in navigating the evolving digital landscape and ensuring the integrity of Somaliland's electoral process.

d. Journalists and Media Outlets

In Somaliland, and especially during elections, journalists have emerged as pivotal actors in the political arena. As digital media has become increasingly influential, its integration into journalistic practice has significantly reshaped the landscape of election reporting. Journalists in Somaliland have leveraged digital platforms, such as social media, websites, and online news outlets, to disseminate information, facilitate political discourse, and provide real-time updates. The speed and accessibility of digital media have enhanced their ability to engage with a wider audience, transcending geographical limitations and traditional media restrictions.

During the election period, journalists were tasked with not only reporting on electoral processes but also navigating the delicate balance between impartiality and the growing pressure to cater to public sentiment. At this time, there is no doubt journalists face significant challenges inherent to the digital era, particularly concerning the pervasive influence of social media. A journalist noted the dual nature of social media, stating that it makes it "easier to recognize your platform and your political message and to reach more audiences than traditional media." Conversely, it also facilitates the "spreading of misinformation; as less skilled people are using social media & there is a shortage of trustworthy sources."¹³ The rapid dissemination of information on these platforms and the difficulty in verifying sources promptly often led to the proliferation of unverified content, posing a substantial risk of misinformation. During earlier elections, for instance, the 2017 presidential elections, the Somaliland government imposed a temporary social media blackout to curb the spread of fake news and maintain electoral integrity; that was not the case in 2024. To address the issue of fake news, the National Electoral Commission (NEC), in collaboration with the Ministry of

Information and Journalists' Associations (SOLJA), implemented a comprehensive Code of Conduct to guide media coverage during the elections.

Adding to the complexity of digital journalism, many journalists working for major media houses also maintain personal social media pages, where they often express their views in a more unfiltered manner. While these platforms are personal, audiences still associate these journalists with the media houses they represent. This dynamic allows some journalists to operate under two different standards—one aligned with their media institutions and another for their personal platforms—where they may not always adhere to institutional codes of conduct. Some journalists believe their personal accounts are not bound by professional guidelines, creating a gray area in journalistic accountability during election periods.

In the post-election period, journalists in Somaliland have continued to strategically utilize digital platforms while exercising commendable restraint. Recognizing the sensitive nature of post-election periods, they have often refrained from reporting on tensions or disputes following the electoral commission's results announcement. This approach helped prevent the amplification of divisive narratives or the escalation of unrest, as sensationalized reporting could have exacerbated latent tensions. Furthermore, the media concentrated on highlighting the importance of peaceful participation in democratic practices. By framing voting as a civic duty tied to peace, journalists and media outlets inspired voters to embrace nonviolence and contribute positively to the political transition. This deliberate focus on constructive messaging underscored the media's pivotal role as a mediator and peacebuilder during critical post-election periods in Somaliland. To further enhance election coverage, multiple improvements have been suggested, including "improving media coordination between regional and national media, establishing an online system which helps information to reach all journalists during election day, and helping transport during election day," as stated by a working journalist during the election. These

measures aim to strengthen the capacity of journalists to navigate the digital landscape effectively, ensuring accurate and impartial reporting during elections.

e. Voters

The Somaliland electorate are arguably the most influential actors in the electoral process. In recent elections, voters' digital engagement has been characterized by heightened activity, particularly on social media platforms, where discourse surrounding political candidates, party manifestos, and electoral promises, proliferates. The immediacy and accessibility of digital media have amplified voters' propensity for information-seeking behaviors. Many voters accessed real-time updates, engaged in political debates, and shared their perspectives widely. As one voter remarked, "My understanding of voting was very good; I listened to the process and the awareness campaign from NGOs and the commission". This highlights the importance of awareness campaigns in equipping citizens with vital electoral knowledge.

Additionally, digital platforms empowered voters to document and share their election-day experiences. Videos of people walking to polling stations, making queues, or experiencing delays in the opening of voting stations were widely shared on platforms like Facebook and TikTok, garnering thousands of views. Many voters also took photos of their ballot papers and posted them online, despite the electoral code of conduct prohibiting such actions. With no mechanism to prevent voters from bringing phones into the voting booth, enforcement of this rule proved difficult. The creation of intentional, and sometimes unintentional, false-informed content for the sake of viewer-seeking poses significant issues, often leading to confusion and undermining trust in the electoral process. For example, a false report of polling station closures or the impersonation of a well-known politician was enough to sway voter's electoral decisions, and sometimes even lead to unrest in communities. These examples highlight the disruptive potential of misinformation, which can lead to widespread voter confusion, reduce turnout due to uncertainty, and create distrust in electoral institutions. These scenarios underscore the

urgent need for robust measures to counter the spread of misinformation and ensure the integrity of the electoral process.

The digital divide also remained a critical issue and a barrier to equitable participation. Rural voters were disproportionately affected due to inconsistent internet access and limited exposure to digital platforms. This gap not only hindered their ability to engage in online discourse but also made them more susceptible to misinformation and undue influence. Without access to real-time updates or the robust debates happening on social media, rural voters often relied on second-hand information, which had the potential to be incomplete, outdated, or manipulated to serve political interests. This lack of timely and accurate information increased the likelihood of their votes being swayed by biased narratives or local influencers with specific agendas. Furthermore, political parties and the NEC may have overemphasized the use of social media in their campaigns and voter education efforts, potentially neglecting traditional media like radio, TV, and town hall meetings. This overreliance on digital platforms could have unintentionally disadvantaged voters who still depend on conventional sources of information, leaving them less informed about crucial electoral processes and political debates.

In the post-election period, voters' digital engagement declined significantly as the fervent activity driven by campaign support subsided. Without the impetus of ongoing campaigns, the once-intense use of social media diminished noticeably. However, in the immediate aftermath of the election, social media platforms served as crucial outlets for public anticipation. Users monitored updates, expressed hopes and anxieties, and engaged in collective discussions while awaiting the results, as one voter quipped, "The information about the election was accessible through the commission. The Electoral Commission shares information about the election and the status of the election process every day."¹⁴ The announcement of electoral outcomes elicited diverse reactions, vividly reflected in voters' social media activity. However, beyond individual emotions, social media emerged

as a unifying force, bringing the community of voters together under the shared ethos of "Somaliland First." This mindset emphasized national pride, solidarity, and the collective achievement of a successful election, marked by a peaceful transition of power. Social media platforms became spaces where citizens celebrated the resilience of their democratic process, expressing gratitude for the stability and progress that the elections represented. In the aftermath of the announcement, hashtags such as #SomalilandFirst and #PeacefulTransition as well as national songs trended across platforms like Facebook and Twitter. Users shared messages of congratulations to the incoming leaders, commended the outgoing officials, and praised the electorate for their civic participation.

One widely shared post captured an elderly voter stating, "We have shown the world that Somaliland can lead with peace and unity," a sentiment echoed by many.

From a voter's perspective, social media became the hub where peacekeeping was promoted and misinformation was created. Voters are the cornerstone of Somaliland's democratic process and by fostering inclusivity, promoting digital literacy, and expanding access to reliable information, Somaliland can empower all voters to participate equally and meaningfully in shaping their nation's future. Ultimately, the collective voice of the electorate remains the driving force behind the country's peace, unity, and democratic progress.

VII. CONCLUSION AND RECOMMENDATIONS

In conclusion, to address the challenges highlighted in this report and harness the opportunities presented by digital technologies in electoral processes, targeted and actionable strategies are essential. These recommendations aim to promote inclusivity, enhance trust, and improve the integrity of elections in the digital age. By fostering collaboration among key stakeholders, including the government, telecommunication companies, civil society organizations (CSOs), and media entities, these measures can ensure a more robust and democratic electoral environment. Collectively, these recommendations provide a roadmap for navigating the digital age while safeguarding the integrity of democratic institutions.

1. Investment in Infrastructure:

Bridging the digital divide requires investment in internet infrastructure, particularly in rural areas. The Government and Telecommunication companies should jointly ensure equitable access to digital platforms to promote inclusivity and broader participation in electoral processes.

2. Data-Driven Campaign Strategies:

Stakeholders recognized the power of analytics in tailoring messages to specific demographics. Future campaigns could benefit from more sophisticated tools to analyze audience engagement and optimize outreach.

3. Expedite Legislative Framework for Digital Media Regulation

The Ministry of Information should prioritize the fast-tracking of comprehensive laws on the use of social media and digital platforms, ensuring their approval and implementation before the next election to address critical regulatory gaps and promote accountability among stakeholders.

4. Launching Civic Education campaigns

CSOs and Educational Institutions should jointly launch Civic Education campaigns to improve digital and media literacy among voters, especially the youth and the elderly. Educating citizens on methods of fact-checking information and how to engage critically with online content can reduce the impact of mis/disinformation.

5. Establishing an Online Information System for Journalists:

With the help of NEC, media houses should create a centralized online system to disseminate critical information to journalists during election day. This platform could include press releases, verified election data, incident reports, and official announcements to ensure accurate and timely reporting. A secure, user-friendly interface tailored to the needs of journalists would enhance the flow of reliable information and minimize misinformation.

6. Upholding responsibility in social media engagements

Undertake public awareness campaigns on the responsible use of social media. This could include developing and implementing voluntary guidelines that could reinforce ethical standards in disseminating information. To operationalize this, the Academia, CSOs, media, and social media influencers should jointly develop Standard Operating Guidelines to which influential social media users would be expected to subscribe.

7. Post-Election Feedback Mechanisms:

Establishing digital platforms for voters to share feedback on the electoral process can provide valuable insights for improvement. With the collaboration of NEC and CSOs, online surveys, virtual forums, and social media polls should be created to foster a culture of continuous development in democratic practices.

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