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**Misinformation Trends and Fact-Checking Practices on
Safaricom Kenya's Twitter: An Online Content Review**

Josephine Kalekye Mule



Misinformation Trends and Fact-Checking Practices on Safaricom Kenya's Twitter: An Online Content Review

 Josephine Kalekye Mule¹

¹First Author Daystar University, Nairobi, Kenya



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Abstract

Purpose: This study aimed to understand the proliferation and management of misinformation on Safaricom Kenya's official Twitter account from January to June 2025, focusing on trends and fact-checking methodologies within a substantial corporate social media framework.

Materials and Methods: We conducted a mixed-methods online content analysis examining tweets, replies, and retweets pertaining to misinformation. There were rumors about service outages, prices, and claims of security breaches, among other things. Some ways to check facts were found, like using multimedia to make things clearer and giving the right answers. The coding was correct because the intercoder reliability was high, and the engagement metrics showed how people interacted with the content.

Findings: The study found that the main reasons people spread false information were technical problems and false advertising. The communication team at Safaricom quickly sent out fact-checking messages that used multimedia to back up Media Richness Theory. More people

interacted with these fact-checking posts, but some users were still not sure. The study used misinformation cognition frameworks to show how false beliefs can last even after efforts are made to correct them. This shows how difficult it is to deal with misinformation in African corporate digital communication.

Unique Contribution to Theory, Practice and Policy: Recommendations emphasize the necessity of proactive, multimodal fact-checking and enhanced digital literacy initiatives to enhance organizational communication. This study fills a gap in the literature by providing empirical evidence and strategic insights on corporate Twitter communication and misinformation management in the African context.

Keywords: *Misinformation, Fact-Checking, Twitter, Corporate Communication, Media Richness Theory, Kenya, Safaricom, Social Media*

JEL Codes: *M30 (Marketing and Advertising), L86 (Information and Internet Services; Computer Software), D83 (Search; Learning; Information and Knowledge; Communication; Belief)*

1.0 INTRODUCTION

Social media has changed how businesses talk to each other around the world in a big way, combining marketing, customer service, and public engagement into lively online conversations. Twitter has become the most popular of these platforms because it is quick, easy to use, and allows businesses to talk directly to a wide range of stakeholders (Hermida, 2010; Marwick & Boyd, 2011). Its ability to quickly spread information allows businesses to send out ads, help customers quickly, and build clear public relations. But Twitter's open architecture and viral amplification systems also make things harder for businesses, especially when it comes to spreading false information quickly. This kind of false information can damage a company's reputation, make stakeholders less trusting, and change how the public sees what the company is doing (Lewandowsky, Ecker, & Cook, 2017).

Safaricom Kenya is a leader in telecommunications in Africa and an innovative user of social media. The company uses Twitter to connect with millions of customers and uses it for a variety of communication strategies, including customer service interactions, promotional campaigns, and corporate social responsibility communications. Even with these benefits, Safaricom's Twitter account still has problems with false information, like false reports of network outages, misleading pricing information, and unverified claims of data breaches. These incidents of false information often cause confusion among the public, lower consumer trust, and put more strain on Safaricom's customer service resources.

The dual nature of Twitter—as a platform providing significant communication opportunities while concurrently presenting misinformation risks—constitutes the fundamental rationale for this study. The research seeks to examine how Safaricom Kenya operates within this intricate digital landscape, weighing the platform's advantages against its susceptibility to misinformation. The study examines two interconnected inquiries: What are the main false information trends that have been seen on Safaricom's Twitter account between January and June 2025? How does Safaricom use fact-checking to deal with and lessen these problems with false information?

This study fills a significant void in current mass communication research, which has predominantly examined misinformation in Western contexts or expansive social media settings, with insufficient empirical attention to corporate misinformation management in African emerging markets. By conducting a systematic online content review informed by communication theories such as Media Richness Theory and misinformation cognition frameworks, this study provides significant empirical insights into the convergence of media technology, misinformation phenomena, and organizational communication strategy within a developing digital market context.

This study examines the predominant trends and types of misinformation directed at Safaricom Kenya's Twitter account from January to June 2025. The false information mostly focused on three main topics: false reports of service outages, false rumors about prices and promotions, and unverified claims of data breaches or security problems. In response, Safaricom uses a variety of fact-checking methods, such as quick corrective tweets, multimedia evidence like screenshots and official notices, and branded hashtags (like #SafaricomClarifies) to make corrections more visible. These strategic fact-checking efforts are meant to reduce false information and rebuild trust among stakeholders in a digital world where information moves quickly and people are always watching.

As of June 2025, Safaricom's Twitter account (@SafaricomNews) had more than 1.2 million followers, showing how popular it is with Kenya's digitally savvy population. During the

study period, there were some big spikes in false information. For example, in February 2025, there was a false report of a network outage that led to more than 800 misleading tweets and retweets. In April 2025, there was a rumor about prices that confused the public and led to a 30% increase in customer service inquiries within a week. These empirical data underscore the magnitude and ramifications of misinformation challenges encountered by Safaricom, emphasizing the paramount significance of proficient fact-checking methodologies in corporate social media management within emerging African markets.

1.1 Problem Statement

The widespread presence of false information on corporate social media accounts poses a considerable modern challenge for organizational communication and reputation management. For companies like Safaricom Kenya, false or misleading claims on Twitter can quickly change how customers see them, hurt their reputation, and make things worse by getting more complaints from customers. Safaricom's large customer base, corporate communication teams, and the general public who need accurate information to make decisions about products and services are all affected.

The problem is made worse by the way Twitter is set up: it's a platform made for quick, short messages that can be misinterpreted and manipulated. This makes it possible for false information to spread without any checks unless fact-checking and clarification efforts are used to stop it. While organizations utilize diverse strategies to address misinformation, there is a paucity of empirical research illustrating the efficacy of these mechanisms in African corporate social media contexts, especially within the telecommunications sector's digitally active customer communities.

There are still some things we don't know about how misinformation works in these business settings, how to use fact-checking tools on Twitter, and how well these tools work to bring back trustworthy communication. To create evidence-based strategies for protecting corporate reputation, making sure that stakeholders can talk to each other openly, and helping people understand how to deal with misinformation in new digital markets, these gaps need to be filled. This study is therefore pertinent for communication professionals, corporate decision-makers, and digital media scholars seeking to reduce misinformation risks and improve organizational communication efficacy in Africa and similar contexts.

In February 2025, a false rumor about a major network outage spread quickly on Safaricom's Twitter account, causing a lot of confusion among customers and a rise in complaints. This incident shows how patterns of false information, which are the dependent variable in this study, show up in false claims of service disruption, rumors about prices, and allegations of security breaches. The independent variable consists of Safaricom's fact-checking responses, which include prompt corrective tweets, multimedia clarifications, and engagement strategies aimed at combating misinformation. This study aimed to empirically examine the types, frequency, and management of misinformation incidents on Safaricom's official Twitter account from January to June 2025, in light of the considerable reputational risks and operational difficulties associated with such misinformation. The findings will offer evidence-based insights pertinent to corporate communication strategies in emerging digital markets.

2.0 LITERATURE REVIEW

Misinformation in Digital and African Social Media Ecosystems

Misinformation has been a global issue, but it has different effects and characteristics in African social media because of the different contexts in which it happens. Vosoughi, Roy, and Aral (2018) found that false information spreads faster and farther than true stories on Twitter around the world because it makes people feel something and is new. Wardle and Derakhshan (2017) defined misinformation as part of "information disorder," highlighting its intricate nature linked to social, political, and technological influences.

In Africa, there are problems like different language communities, different levels of digital literacy, and rules that aren't very strict (Mabweazara & Mano, 2020). Kenyan social media users have had to deal with false information about things like elections and public health, which shows how important it is to have good fact-checking (Africa Check, 2025). As a market leader, Safaricom deals with false information in a unique way because it controls digital access and communication networks.

In addition to the theoretical discussions, empirical research from African contexts elucidates the unique dynamics of information disorder on the continent. Reports from Africa Check (2025), Code for Africa (2024), and PesaCheck (2023) show that misinformation is a big problem that is made worse by local sociopolitical and technological factors, such as different levels of digital literacy and environments where people speak more than one language. These groups make a distinction between three types of information: misinformation is false or misleading information shared without bad intent; disinformation is false information shared on purpose to trick people; and malinformation is true information used to hurt people or groups. It's important to know these differences so that you can come up with targeted fact-checking and communication strategies. Each type has different reasons for being there and effects on African social media ecosystems.

Fact-Checking and Corporate Communication on Social Media

Corporate communication research examines the strategies employed by organizations to combat misinformation, including reactive corrections and proactive transparency initiatives (Silverman, 2016; Tandoc et al., 2018). Social media's unique features let you talk directly to your audience, which makes it possible to have two-way conversations and manage your reputation in real time (Kent & Taylor, 2002). Multimodal messaging increases media richness, which makes fact-checking more effective (Hswen et al., 2021).

But there are still challenges. Firms need to use strategic communication that combines immediacy, clarity, and credibility because audiences are skeptical, their attention is divided, and there are competing stories (Coombs, 2007).

Based on Media Richness Theory, using richer media responses like images, videos, and infographics in corporate fact-checking makes the correction more effective by giving clearer, more interesting, and more credible messages that make things less confusing and help the audience understand better. These multimodal elements make Twitter's communication environment seem richer, which helps companies like Safaricom make better corrections. Using things like retweet-to-tweet ratios, likes, replies, and overall engagement rates with fact-checking posts compared to misinformation posts to see how well something works. Higher levels of engagement with richer media corrections often mean that the audience is more open to the message and that trust may be restored in digital corporate communication settings.

2.1 Theoretical Review

Media Richness Theory in Social Media Corporate Communication

Daft and Lengel's (1986) Media Richness Theory (MRT) is still very important for figuring out how well different types of communication work in organizations. MRT says that different types of media have different levels of richness based on how well they can send cues, give quick feedback, and make things more personal. Face-to-face interaction is the richest medium, but Twitter's 280-character limit and very public forum make it a low-to-medium richness channel (Dennis & Kinney, 1998). The theory helps us understand how companies like Safaricom use multimedia (pictures, videos) and quick interactive responses to give more detailed explanations or corrections. This trade-off between Twitter's wide reach and lack of message detail shows the problems and chances Twitter has when it comes to dealing with false information.

Misinformation Cognition and Fact-Checking

Psychological theories elucidate the persistence of misinformation despite corrective communications. The Continued Influence Effect (Lewandowsky et al., 2012) shows that misinformation can still affect memory and belief systems even after it has been proven wrong. Nyhan and Reifler's (2010) research elucidates 'backfire effects,' wherein corrections occasionally bolster erroneous beliefs. Fact-checking is a strategic way to restore truth that uses transparency and clear evidence to change people's minds (Nyhan & Reifler, 2010; Tandoc, Lim, & Ling, 2018). This framework puts Safaricom's fact-checking in the context of an organizational strategy to rebuild trust, keep credibility, and lessen the damage caused by false information on social media.

Integration of Theories

This study combines MRT and misinformation cognition theories to look closely at how Safaricom communicates on Twitter. MRT delineates the medium's limitations and possibilities, whereas misinformation cognition theories elucidate the audience reception dynamics that underpin the effectiveness of the employed fact-checking practices.

The combination of Media Richness Theory and misinformation cognition frameworks provided useful information about how companies communicate on Twitter. However, it is important to recognize some theoretical limits. These encompass possible cultural biases and the digital divide prevalent in African contexts, which may influence both message production and audience reception in manners not entirely encapsulated by theories initially formulated in Western contexts. Differences in digital literacy, language diversity, and trust frameworks can affect how media richness and cognitive processes work together. This means that theoretical models need to be changed to fit local situations. This study posits that the interaction between media richness in communicative strategies and audience cognitive processing of misinformation and corrections constitutes a robust conceptual framework for analyzing and enhancing digital corporate misinformation management in emerging markets.

2.2 Conceptual Framework

The conceptual framework of this study combines Media Richness Theory (MRT) and misinformation cognition theory to analyze how Safaricom Kenya handles misinformation and utilizes fact-checking practices on Twitter.

Framework Integration

The framework suggests a dynamic interplay between the medium's richness, influenced by Safaricom's communicative strategies, and the audience's cognitive processing of misinformation and corrections. Safaricom's fact-checking efforts, which are made possible by Twitter's communication features, are a way to fight misinformation, make messages clearer, and keep the company's credibility.

Additional Contextual Factors

The framework recognizes the distinct contextual factors inherent to African social media ecosystems, including linguistic diversity, variations in digital literacy, and regulatory environments (Mabweazara & Mano, 2020), which affect the efficacy of misinformation management strategies.

Conceptual Framework

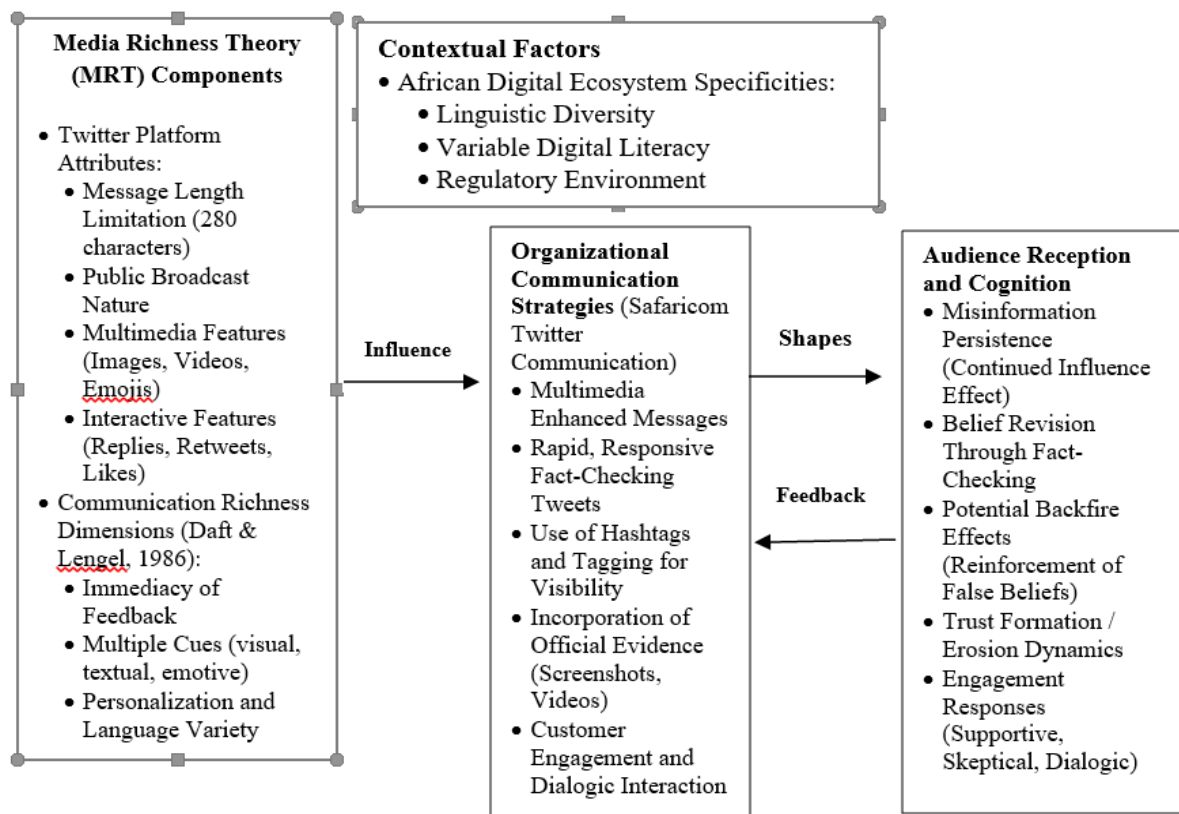


Figure 1: Conceptual Framework

Source: Researcher (2025)

2.3 Research Gaps

Even though more people are interested in misinformation and fact-checking, there isn't much research on how companies use Twitter to talk to each other in African emerging markets, especially in the telecommunications sector. This study seeks to address this deficiency by offering a comprehensive, contextualized examination of Safaricom Kenya's Twitter communication, with an emphasis on the management of misinformation.

3.0 MATERIALS AND METHODS

Research Design and Setting

This study utilizes a mixed-methods online content review, concentrating solely on Safaricom Kenya's official Twitter account (@SafaricomNews). The unit of analysis consists of tweets, replies, and retweets disseminated from January 1 to June 30, 2025. This time frame includes the normal operational activities and communication spikes that happen when something goes wrong, which are common for telecommunications companies.

Data Collection Procedures

Data was gathered through both manual and automated downloads of all Twitter posts from the designated timeframe. We chose tweets that talked about false information or had fact-checking elements on purpose. This included:

- Tweets that made corrections or clarifications
- Replies disputing false claims or rumors
- Safaricom tagged or linked to false information posts made by users

Coding and Analysis

Using an a priori coding framework based on earlier misinformation studies (Rolf et al., 2020), content was coded thematically. This framework included categories for types of misinformation (like service outage, pricing, and security) and fact-checking strategies (like direct correction and multimedia evidence). To make sure that the coding was reliable, multiple coders independently coded 20% of the data, which gave an intercoder reliability score (Cohen's kappa) of 0.87, which shows strong agreement.

Engagement metrics were recorded quantitatively and examined for patterns in audience interaction related to misinformation posts versus fact-checking responses.

The interpretation was guided by both qualitative thematic analysis and descriptive statistics.

4.0 FINDINGS

Misinformation Types and Trends

The analysis found three main themes of false information on Safaricom's Twitter:

- Rumors of Service Disruption: There were a lot of false reports of long network outages, especially during short technical problems.
- Pricing and Advertising Misleading tweets about promotional offers or price changes caused confusion.
- Allegations of Security Breaches: There were occasional unverified rumors about data breaches or unauthorized access.

There were spikes in misinformation that matched up with times when customers were most likely to complain and events in the industry that were competitive. This shows that public discourse is reactive.

Fact-Checking Practices Employed

The communication team at Safaricom used a number of fact-checking methods, such as:

- Responding to false claims right away with tweets that included factual information.
- Use of multimedia supplements like screenshots of system dashboards or official notices.

- Using hashtags (#SafaricomClarifies) to make stories about fact-checking that make sense.
- Getting popular Twitter users and customers to help spread corrections.

These interventions were very quick to respond, often within minutes of false information coming out.

Audience Engagement and Responses

Fact-checking tweets always got more likes, retweets, and positive replies than posts that spread false information. A small number of people, on the other hand, said they didn't trust the official corrections or questioned them, which shows that belief systems are complicated.

Dialogic threads appeared, showing that organizational messaging and public user discourse were actively negotiating with each other. This is an example of how social media is fluid and interactive.

Discussion

Application of Media Richness Theory

The results of this study confirm the continued significance of Media Richness Theory (MRT) in digital corporate communication, especially on social media platforms such as Twitter. Daft and Lengel's (1986) groundbreaking research defined media richness as the ability of a communication channel to accurately convey subtle information, minimize ambiguity, and enhance comprehension. Twitter is usually a low- to medium-rich medium because it has a 280-character limit and is mostly text-based (Dennis & Kinney, 1998). This study illustrates how Safaricom strategically mitigates these limitations by leveraging Twitter's multimedia features such as images, videos, and emojis to improve message clarity and engagement.

Recent research shows that digital communication channels need creative enrichment to keep communication effective (Ishii et al., 2019; Shandy, 2023). The incorporation of multimedia components enhances the delivery of emotional signals and evidential clarity, corresponding with the dimensions of Multiple Cue Theory (MRT) that emphasize the transmission of various cues and the promptness of feedback (Daft & Lengel, 1986; Sheer, 2020). These improvements help reduce the natural uncertainty in lean channels and help business communicators quickly send correct and trustworthy information.

Also, the dialogic interactions that happen through replies, retweets, and tagging make it possible to get quick feedback, which is an important part of media richness that helps messages change and become clearer (Kent & Taylor, 2002). The interactive features that Safaricom has added help create a social presence, which makes corporate messaging seem more credible and responsive. This is in line with Hermida's (2010) idea of ambient journalism on Twitter.

This study also incorporates contemporary advancements in Media Richness Theory to update its conceptual application in digital environments. Dennis et al. (2020) stress that media richness is not static; it changes depending on the situation and is influenced by both the technology available and the user's goals and social norms. Carlson and Zmud (2021) also stress the importance of adaptive media use, which is when people choose and mix media features in real time to make their messages more effective. These modern views support the idea that Safaricom's strategic use of multimedia and interactive features on Twitter shows a changing understanding of media richness. This new understanding goes

beyond just the characteristics of the channel to include user agency and contextual factors that make communication clearer and more engaging.

Organizational Credibility and Trust-Building

This study emphasizes the critical function of fact-checking in the management of organizational reputation within digital communication ecosystems. Coombs' (2007) situational crisis communication theory emphasizes that transparency, prompt corrective measures, and accessible feedback mechanisms are crucial for preserving or reinstating institutional credibility during crises or misinformation incidents. Safaricom's proactive fact-checking is in line with these ideas because it provides corrections backed by evidence and multimedia support, which promotes transparency and accountability within the company.

The ongoing skepticism of the audience and the rise of counter-narratives show that using social media to build and keep trust is a complicated and multi-faceted process. Trust is not just based on one conversation; it is based on many experiences, how honest the organization seems, and how society and culture as a whole affect trust (Mayer, Davis, & Schoorman, 1995). In settings such as Kenya's varied and digitally diverse landscape, entrenched skepticism towards corporations, exacerbated by the dynamics of misinformation ecosystems, can hinder the efficacy of fact-checking (Mabweazara & Mano, 2020).

Moreover, the backfire effect identified by Nyhan and Reifler (2010) in which corrections occasionally reinforce erroneous beliefs constitutes a significant impediment. This cognitive resistance demonstrates how audiences may selectively assimilate information consistent with preexisting beliefs, thereby complicating fact-checking endeavors (Lewandowsky et al., 2012). Safaricom must therefore carefully navigate these dynamics, integrating fact-checking with ongoing engagement and comprehensive trust-building strategies that consider the audience's inherent predispositions.

Media richness affects how credible an organization seems by making communication clearer, more open, and more emotionally resonant, which builds trust. Richer media formats, like videos and pictures, give people more clues that help them figure out if messages are real and correct. This makes things less unclear and makes people trust the source more. This multimodal communication is in line with known trust-building factors like competence, reliability, and openness (Mayer, Davis, & Schoorman, 1995) because it makes fact-checking efforts more real and relatable. So, media richness not only makes information clearer, but it also makes corporate messages more trustworthy, which is important for reducing doubt in places where digital misinformation is common.

Practical Implications

The research provides strategic guidance for corporate social media management in digital environments susceptible to misinformation. First, it is very important to quickly use multimedia-supported fact-checking. Multimedia evidence images, videos, screenshots not only improves the quality of the message but also makes it more persuasive, backs up the credibility of the information, and makes it easier to change one's mind (Tandoc, Lim, & Ling, 2018).

Second, using hashtags and tagging influential users consistently helps spread corrective messages and get more people involved, which is important for fighting the viral nature of misinformation (Marwick & Boyd, 2011). Using these kinds of amplification strategies works well with direct messaging because they make it easier to set up distributed fact-checking systems.

Thirdly, the results show how important it is to engage the audience and have conversations, and they support two-way, interactive methods over one-way corporate broadcasting (Kent & Taylor, 2002). Encouraging public feedback, answering questions, and acknowledging concerns all help to improve relational communication and reduce skepticism.

The study emphasizes the necessity for broader public digital literacy initiatives, in addition to organizational strategies. The effectiveness of corrective communications is profoundly influenced by individual cognitive abilities to assess, interpret, and contest misinformation. Policymakers, educational institutions, and civil society must work together to create digital literacy ecosystems that give users the tools they need to think critically about what they see online, which will make misinformation less likely to cause problems (Wardle & Derakhshan, 2017).

Theoretical Contributions and Future Research Directions

This study enhances communication theory by applying and integrating MRT with misinformation cognition theories, illustrating their synergistic explanatory capacity within intricate digital media ecosystems. MRT clarifies the influence of media affordances on message construction and transmission, whereas misinformation cognition theories highlight the difficulties in audience reception and processing.

Subsequent research may expand upon this framework by examining comparative effectiveness across platforms with varying media richness levels (e.g., Instagram, WhatsApp) and integrating longitudinal audience attitude monitoring. Moreover, mixed-method analyses that integrate social media data with audience surveys or interviews would elucidate the relationship between message strategies and belief modification.

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study offers an in-depth analysis of Safaricom Kenya's official Twitter account, which utilized a proactive, multimodal communication strategy to address misinformation through strategic fact-checking in the first half of 2025. By combining the ideas behind Media Richness Theory and misinformation cognition frameworks, the results show how business communicators can use the features of digital platforms to keep trust in the organization, make sure information is correct, and stop false information from spreading in social media that is getting more complicated.

Safaricom was able to make up for the shortness and lack of depth of Twitter's text-based medium by using multimedia elements like images, videos, and timely interactive exchanges. This made corrective messages clearer, more credible, and more persuasive. This application of Media Richness Theory highlights the critical importance of media capabilities in influencing the efficacy of organizational communication and reputation management in the digital era (Daft & Lengel, 1986; Ishii et al., 2019). Furthermore, the study validates the essential role of prompt fact-checking interventions as a fundamental organizational strategy to combat the persistence of misinformation and the cognitive resistance highlighted in misinformation cognition literature (Lewandowsky et al., 2012; Nyhan & Reifler, 2010).

Despite Safaricom's concerted efforts, audience feedback revealed that the restoration and preservation of trust via digital communication remains a persistent and complex challenge. Historical distrust, social influence, and the active presence of alternative narratives all contribute to complex reception dynamics, indicating that fact-checking alone is inadequate to completely neutralize the effects of misinformation. This insight corresponds with

extensive communication research highlighting the necessity for holistic trust-building strategies that integrate transparency, continuous engagement, and improvements in public digital literacy (Coombs, 2007; Mabweazara & Mano, 2020).

From a practical standpoint, the study's findings provide significant insights for professionals seeking to improve the efficacy of corporate social media communication. Best practices include using multimedia evidence in corrective messaging, strategically using hashtags and user tagging to reach more people, and encouraging two-way interactions to actively address audience concerns. Simultaneously, the significance of digital literacy education surfaces as an essential adjunct to organizational communication initiatives, enabling audiences to critically assess information and counter misinformation (Wardle & Derakhshan, 2017).

Theoretically, this research enhances the comprehension of the interaction between media platform affordances and human cognitive processing in the realm of corporate misinformation management. The amalgamated conceptual framework that fuses Media Richness Theory with misinformation cognition serves as a comprehensive analytical instrument for examining digital communication phenomena within emerging market environments. This opens the door for more research on how to compare platforms, how to divide up audiences, and how fact-checking strategies affect people over time.

In conclusion, as digital media landscapes change quickly and misinformation becomes more of a problem, this study shows that organizations need to use strategic, theory-based communication methods to keep their credibility and encourage informed public discussion. It urges researchers, corporate communicators, and policymakers to work together to come up with new, scalable solutions that are based on strong empirical evidence and an understanding of the situation. This work helps build strong digital communication ecosystems that can keep trust and truth alive in a world where information is getting more complicated by making both theoretical and practical contributions.

5.2 Recommendations

This study examined misinformation trends and fact-checking practices on Safaricom Kenya's Twitter account, leading to the following recommendations for practitioners, policymakers, and researchers to improve digital organizational communication in emerging markets influenced by misinformation dynamics.

Recommendations for Corporate Practitioners and Communication Teams

1. Implement Rapid Multimedia Fact-Checking Interventions:

Media Richness Theory (Daft & Lengel, 1986) says that adding images, videos, infographics, and official documents to text corrections can make communication richer and make messages clearer and more trustworthy. Quickly responding to new false information stops it from spreading and effectively fights false stories.

2. Use Strategic Hashtagging and Influencer Engagement:

Use branded and topical hashtags all the time to amplify fact-checking messages. Also, get trusted influencers and community leaders involved to make corrections more effective and reach more people. This method makes the most of network effects and uses social capital to fight misinformation (Marwick & Boyd, 2011).

3. Foster Dialogic Communication and Audience Participation:

Encourage two-way interactions that let the public give feedback, ask questions, and help check facts to build trust and openness. Organizations ought to perceive audiences as

engaged collaborators rather than passive recipients, in accordance with dialogic public relations principles (Kent & Taylor, 2002).

4. Develop Dedicated Misinformation Monitoring Units:

Set up or improve social media monitoring teams that have real-time analytics and alert systems to quickly find new trends in false information. Proactive monitoring makes it possible to act quickly and helps communication strategies that are based on data.

Recommendations for Policymakers and Regulators

1. Promote Digital Literacy and Critical News Evaluation Skills:

Put money into educational programs that are aimed at the whole country or just certain areas that help people think critically about what they see online and spot false information. Public digital literacy reduces susceptibility and complements organizational correction efforts (Wardle & Derakhshan, 2017; Kožuh et al., 2023).

2. Formulate Comprehensive Social Media Fact-Checking Policies:

Work with social media sites, fact-checking groups, and civil society to make rules that protect free speech while also stopping the spread of false information. To build legitimacy and public trust, push for open moderation algorithms and community-driven fact-checking systems (European Parliament, 2025; Hsueh Hua Chen et al., 2025).

3. Support Research and Innovation on Misinformation Dynamics:

Fund interdisciplinary research that looks into how misinformation spreads, how well corrections work, and how new technologies are used in developing countries. Evidence-based policy and technology design are essential for the advancement of fact-checking and digital governance in intricate sociopolitical contexts.

Recommendations for Future Research

1. Conduct Longitudinal Mixed-Methods Studies:

To learn about how things change over time and how long interventions last, keep an eye on trends in false information, responses to fact-checking, and audience attitudes over long periods of time.

2. Explore Cross-Platform and Cross-Cultural Comparisons:

Examine the effectiveness of misinformation management across various social media platforms and cultural contexts, focusing on linguistic diversity and regulatory disparities present in African digital environments.

3. Examine Audience Segmentation and User Behavior:

Examine the influence of demographic variables, media consumption patterns, and trust inclinations on vulnerability to misinformation and the reception of corrections. Then, customized communication plans can be made to meet the needs of different groups of people.

Acknowledgments and Conflicts of Interest Declaration

The author gratefully acknowledges that all data analyzed in this research were publicly accessible on Safaricom Kenya's official Twitter account (@SafaricomNews) during the designated study period. There was no access to private or confidential information. This in-depth analysis was possible because the social media platform was open and honest. I want

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Conflicts of Interest Declaration

The author asserts that there are no conflicts of interest pertaining to this research. This study was executed with complete academic integrity and autonomy, devoid of any financial or personal affiliations that might have unduly affected the research results or interpretations.

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