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Making *Voix du Soum* More Effective in CVE Messaging

Voices for Peace Strengthens local radio station’s outreach through social media through its Tech Camps

Founded in 2010, the municipality-owned "*La Voix du Soum*" is one of the only radio stations still broadcasting in and around Djibo, Burkina Faso, despite the precarious security situation. Since its opening, the airwaves were the only reliable way for local to connect with media. The managers understood the potential of their radio to have a positive community impact through CVE messaging, but they were unsure of how best to connect with youth in a way that would truly resonate with them. They had tried to use social media as entry points to the youths. Although the station had created a [Facebook page](#) in December 2017, their updates were irregular and not widely seen or shared.

In June 2019, two employees of *La Voix du Soum* took part in Voices for Peace’s Radio Partner Tech Camp, where they learned about mobile journalism and social networking. Afterwards, they revamped their page with a goal of reaching more youth. Emmanuel Bamogo is the technician and manages the Facebook page. He noted that "it was only after the training that things really started to move on our Facebook page. The results came shortly after. Before the training, the page had no more than 200 subscribers. Today, about 7000 people follow our page and see our postings.

Thanks to this page, we are one of the top sources for information in the Soum Province. Activities in the area now insist on our coverage because they know we have a wide audience. All this because our social network allows the station to reach anyone in Soum, even beyond its usual coverage area by airwaves."



Social Media numbers have greatly increased since the Tech Camp



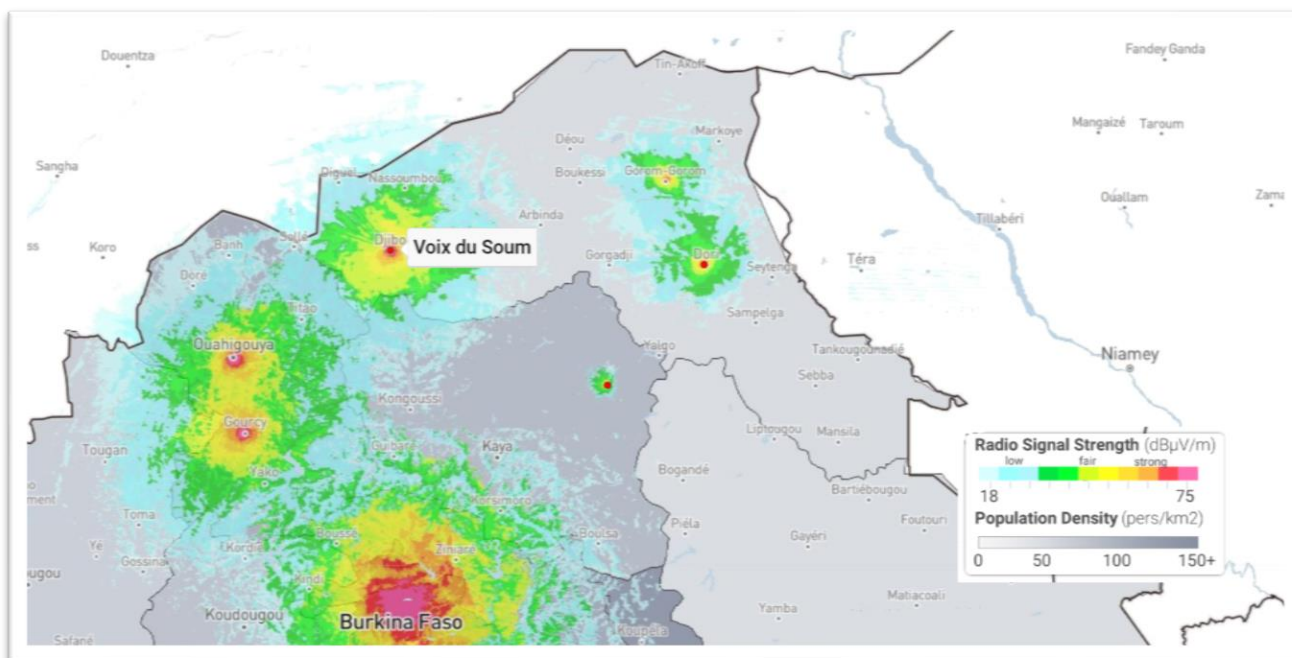


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Mr. Bamogo recognizes that the Tech Camp had a real impact on the credibility of their radio station, and brought in a new, younger audience

La Voix du Soum has become a trailblazer for other media outlets looking to revive their credibility, he says. "Through our Facebook page, our station can really participate in the fight against violent extremism by giving the right information to our listeners and allowing them to engage directly."



La Voix du Soum is one of Voice for Peace's 75 priority radio station partners, owned by the city of Djibo, Soum Province. The map above shows its broadcast range in green, covering an approximately 100-kilometer radius. A listenership study this year found that roughly 24,000 residents, or 74% of the permanent population, regularly tune in to the radio. That number has likely swelled considerably since Djibo now hosts several thousand internally displaced people from surrounding communities such as Arbinda, Baraboulé, and Nassoumbou.

