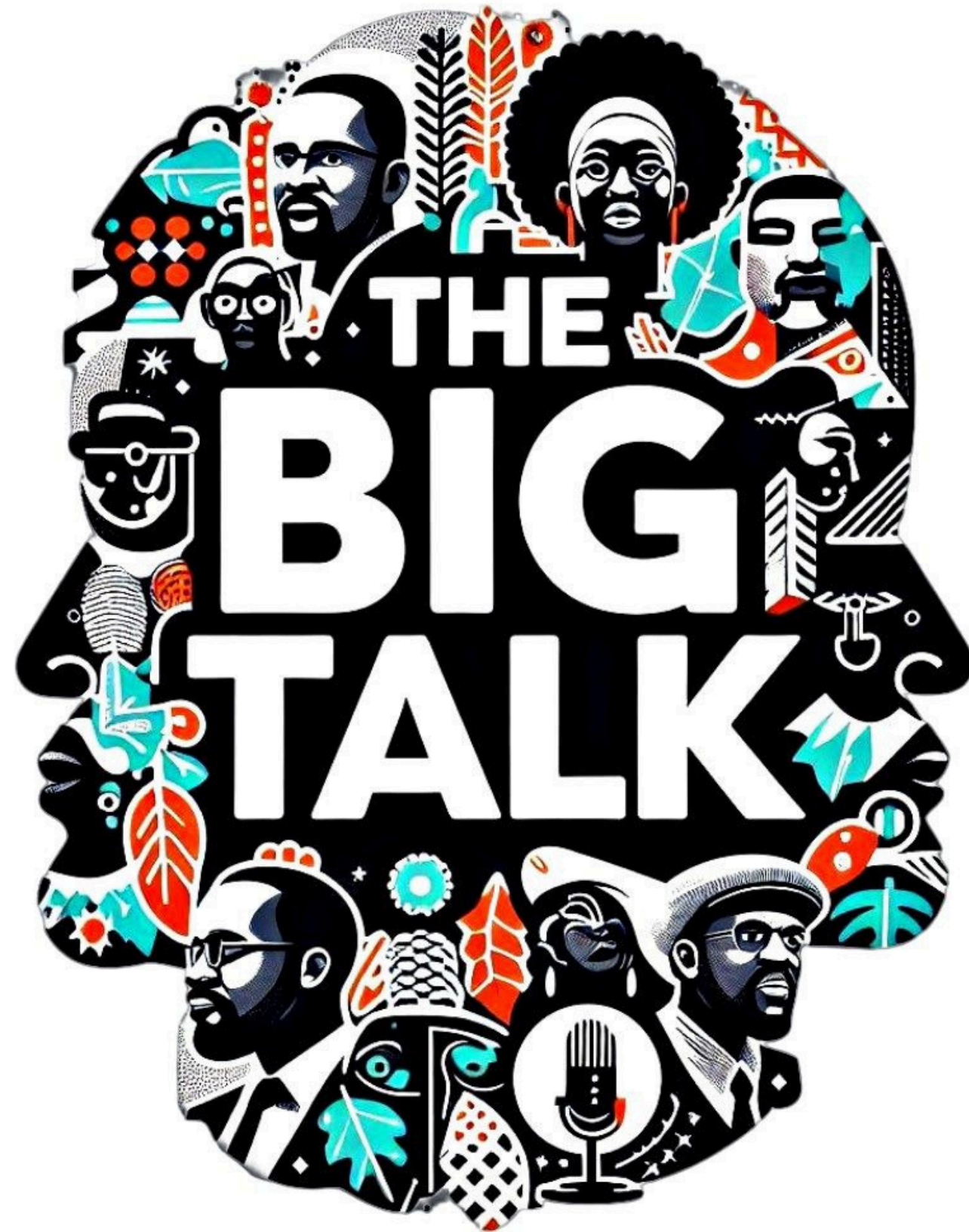


# The Big Talk

*Simplifying the talk. Sparking the change.*



# About Us

The Big Talk is a civic education platform committed to making governance simple, accessible, and empowering for every Kenyan.

We believe that understanding how our country works is not a privilege for experts or leaders alone, but a right for wananchi wote. When people are informed, they can ask better questions, demand accountability, and shape the future of their communities.

We break down bills, policies, political debates, and public processes into clear and relatable conversations. Hakuna maneno mingi. Hakuna propaganda. Just truth, clarity, and context. Our work goes beyond raising awareness. We create spaces for dialogue, critical thinking, and practical engagement. Tunasaidia wananchi waelewe, washiriki, na wachukue hatua.

At The Big Talk, we stand for truth over noise, knowledge over fear, and action over apathy. Tunatamani kizazi ambacho hakikai kimya, bali kinasimama, kinasema, na kinaongoza mabadiliko. A Kenya where people know their voice, respect their vote, and hold leaders accountable.

We don't just talk.

We spark change.

We make governance make sense.



# Content Pillars

## Why it matters;

To build an informed, empowered citizenry.

Kenya's evolving democratic landscape demands informed citizen engagement.

Civic education is the foundation of a functioning democracy. It equips Kenyans with the knowledge to understand their rights, responsibilities, and the systems that govern them. Without it, citizens are vulnerable to manipulation, misinformation, and apathy.

Why deep dived explanations matter; because clarity is power.

Governance is often wrapped in jargon, legalese, and emotion. Deep-dive explainers break down bills, policies, and political debates into simple, relatable language making civic content accessible to all.

Why we focus on national trends ; To stay relevant, responsive, and impactful.

Civic education must reflect the issues Kenyans are facing now from controversial bills to youth-led movements. By aligning content with current governance trends, we meet people where they are.

Civic Education

explainer

Trends



# Vision

To see a Kenya where citizens truly understand the policies that shape their lives. A nation guided by truth, facts, and informed voices. A people who rise above emotion and propaganda, embracing civic awareness as a tool for action, accountability, and change. A generation that no longer watches from the sidelines but stands up, speaks out, and shapes Kenya's tomorrow.

# Mission

To simplify governance and bring it closer to the people. To break down bills, policies, and political debates into clear, factual, and relatable conversations empowering every Kenyan to understand, question, and participate meaningfully. We exist to build a culture of truth over noise, knowledge over fear, and action over apathy. At The Big Talk, we don't just talk about problems we spark solutions, turning civic awareness into civic power.

# Core Values

## Truth

Facts before feelings; knowledge before narratives.

## Unity

We turn conversations into action, and awareness into impact.

## Clarity

Governance made simple, so everyone can understand it.

## Solution-Driven

We champion dialogue that builds, not divides.

## Accountability

We speak power to truth guided by evidence, not emotion.

Empowerment: Every voice matters, every citizen counts.





# Meet Our Team



## **Executive Direct; Shallet Kutment**

A civic leader and governance strategist with a strong focus on accountability, citizen participation, and democratic engagement.

She works through The Big Talk, a civic education platform dedicated to making governance accessible, practical, and relevant to everyday citizens. Her work centers on translating complex political and economic systems into clear public knowledge, strengthening informed participation, and narrowing the gap between decision-making spaces and lived realities. Grounded in the principles of servant leadership, and guided by values of service, dignity, and responsibility, She advances a people centered approach to governance that prioritizes understanding, agency, and meaningful public engagement.



## **Policy & Civic Voice | ProgramManager; Oscar Ortega**

A transformational leader, missionary, researcher, and political & policy analyst dedicated to raising a generation that leads with integrity, purity, and wisdom.

He serves as the Program Manager of The Big Talk, where he designs leadership programs, facilitates strategic conversations, and creates platforms for youth to discuss purpose, influence, and societal transformation. Oscar also simplifies complex governmental policies and laws, making civic knowledge accessible to young people, communities, and emerging leaders. His work as a researcher strengthens his ability to provide clear, insightful perspectives on governance, national issues, and social change. Through civic education and policy literacy training, Oscar bridges the gap between faith and governance, preparing young leaders to engage the public square with clarity and responsibility. His approach merges spiritual depth with strategic understanding, forming leaders capable of serving both in ministry and national development.





# Meet Our Team



Political Analyst; **John Elvins**

An active Kenyan citizen currently serving in a faith based organization as a missionary, got to study Psychology and come January 2026 I'll be part of **Amnesty International's second cohort training on human rights defending**

Passionate about Governance, social justice and psychosocial related initiatives



Communication Analyst; **Faith kimani**

A communication analyst driven by a deep belief in the power of informed citizenship. With a strong commitment to civic education, she champions public participation as the cornerstone of a thriving democracy.

Her work bridges strategy and storytelling to amplify voices, foster dialogue, and contribute to a more transparent, accountable, and functional Kenya.

# Meet Our Team



Content Creator; **Jed Kamuyu**

A passionate videographer and content creator dedicated to capturing the heartbeat of civic life in Kenya. With a sharp eye for storytelling and a deep belief in the power of informed communities, they use the lens to spotlight civic education, amplify citizen voices, and document the journey toward a freer, more participatory Kenya.

His work blends creativity with purpose turning everyday moments into compelling narratives that inspire action and spark dialogue





# Our Expertise & Milestones

Over the past year, The BigTalk has strengthened its position as a people centred civic platform committed to making governance public policy, and political processes accessible and meaningful.

Through civic education, public discourse, and direct engagement in policy processes, we have contributed to deepening democratic participation particularly among young people and ordinary citizens.

## What We Have Done (Term Overview)

Throughout the year, we focused on demystifying governance, public participation, and constitutional accountability, translating complex legal and political processes into clear, relatable conversations.

A key focus of this term was civic mobilization in defence of constitutionalism, including harnessing over, **500,000 citizen signatures** opposing a proposed Term Limit Bill that sought to extend the presidential term from five (5) years to seven (7) years and introduce an additional Office of the Prime Minister.

This mobilisation demonstrated Big Talk's capacity to move beyond awareness-raising into large-scale civic action, engaging citizens across digital and community platforms to resist constitutional changes perceived to weaken accountability and democratic checks.

Through digital platforms, in-person engagements, and collaborations with civil society and governance institutions, Big Talk consistently created space for informed and meaningful citizen engagement—positioning citizens not as passive observers, but as active participants in governance



# Key Achievements & Recognition

From activity to impact, from visibility to influence. These achievements form the foundation upon which we now build the next chapter of our work.

## **Participation in the Formulation of the Public Participation Bill**

The BiG Talk actively participated in the formulation of the Public Participation Bill through engagements convened by the Office of the Attorney General. Our contribution focused on advancing inclusivity, accessibility, and meaningful citizen engagement, informed by community-level experiences and gaps in existing public participation practices.

## **UNESCO Youth Hackathon 2025 – Civic Innovation & Media and Information Literacy**

Leadership from The BIG Talk participated, in the UNESCO Youth Hackathon 2025, submitting a project under the theme “Youth Leading the Way: Building Media and Information Literacy (MIL) Solutions for Impact.” This engagement aligned with BIG Talk’s commitment to informed citizenship, youth leadership, and responsible civic participation, and was formally recognized by UNESCO

## **Institutional Growth & Impact**

Over the year, The BiG Talk expanded its reach, credibility, and institutional presence. Our work influenced public discourse, strengthened relationships with civil society and policy actors, and positioned BiG Talk not only as a digital platform, but as a trusted civic convener and thought partner.

## **Heshimika Awards**

The BiG Talk was recognised through the Heshimika Awards, acknowledging its commitment to dignity, leadership, and impactful civic engagement.



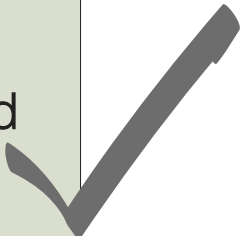




# Big Talk Social Media Content Calendar



## Weekly Posts

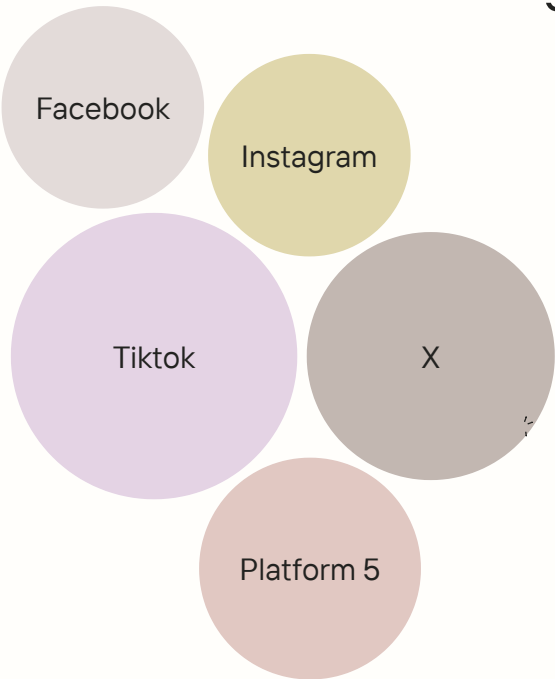
DAY	CONTENT PILLAR	TOPIC	FORMAT	PLATFORM	DATE	TIME	STATUS	LINK TO PUBLISHED POST
Monday	Civic Education		Reel	Instagram/Tiktok			Published	<a href="#">Add link</a>
Tuesday							Scheduled	<a href="#">Add link</a>
Wednesday	Current Trends		Carousel	Instagram			Draft	<a href="#">Add link</a>
Thursday								
Friday	Explainer	<b>Tanzanian Elections -The Magufuli Effect Still Lives?</b> Explore how President Samia Suluhu Hassan is balancing reform, continuity, and control	Reel	Instagram/ Tiktok	11/7/2025	12:16 PM	Published	
Saturday								
Sunday								



# Social Media Analytics

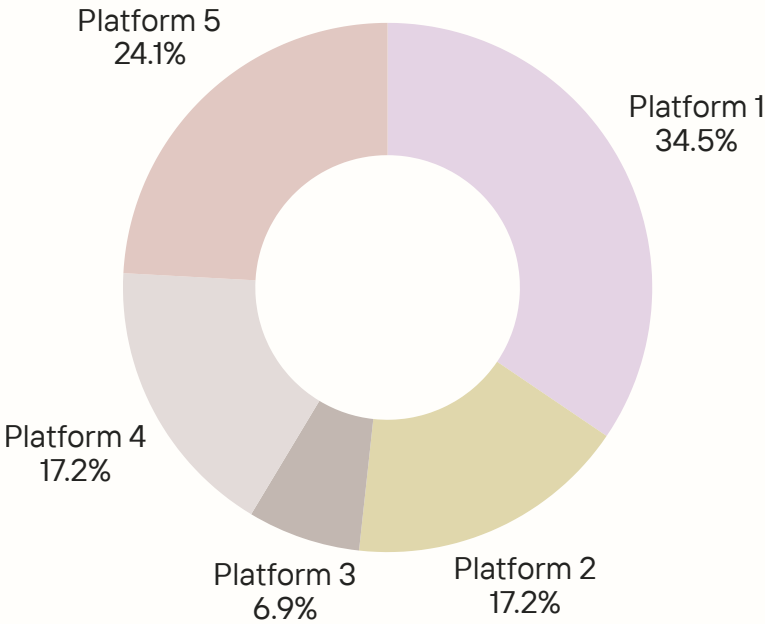
Engagement by Platform

Track data on the number of monthly comments, likes and shares across each social media platform!



Followers by Platform

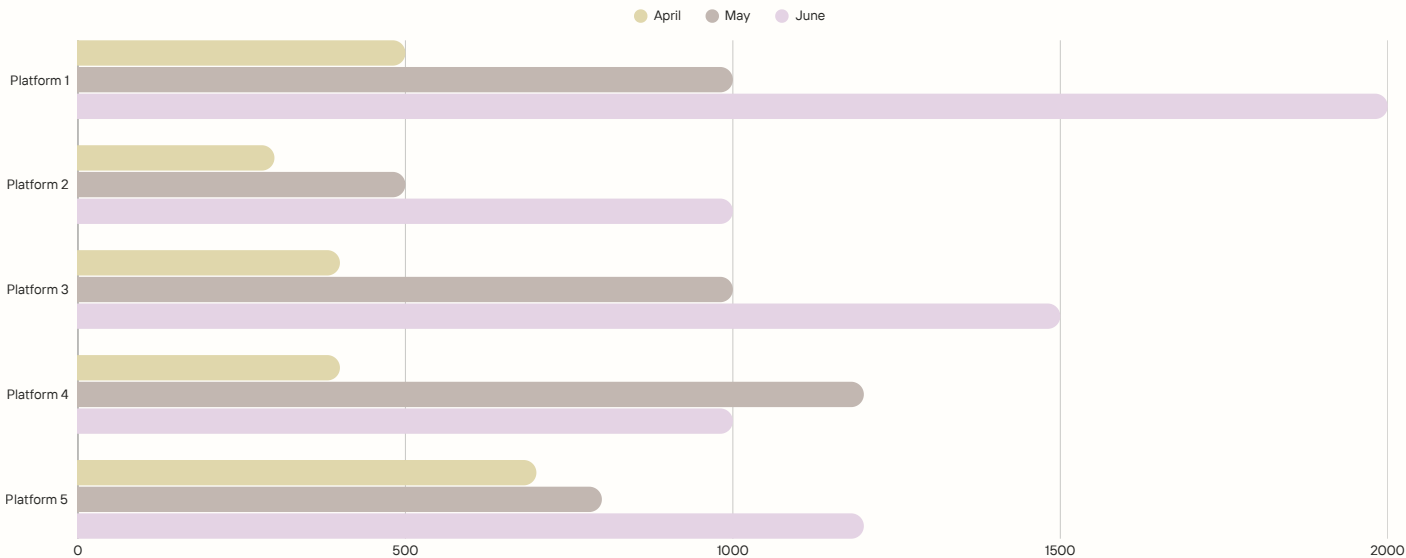
Add data to each chart to track your audience and engagement across your social media platforms!



Keep track of how many followers you have across each social media platform!

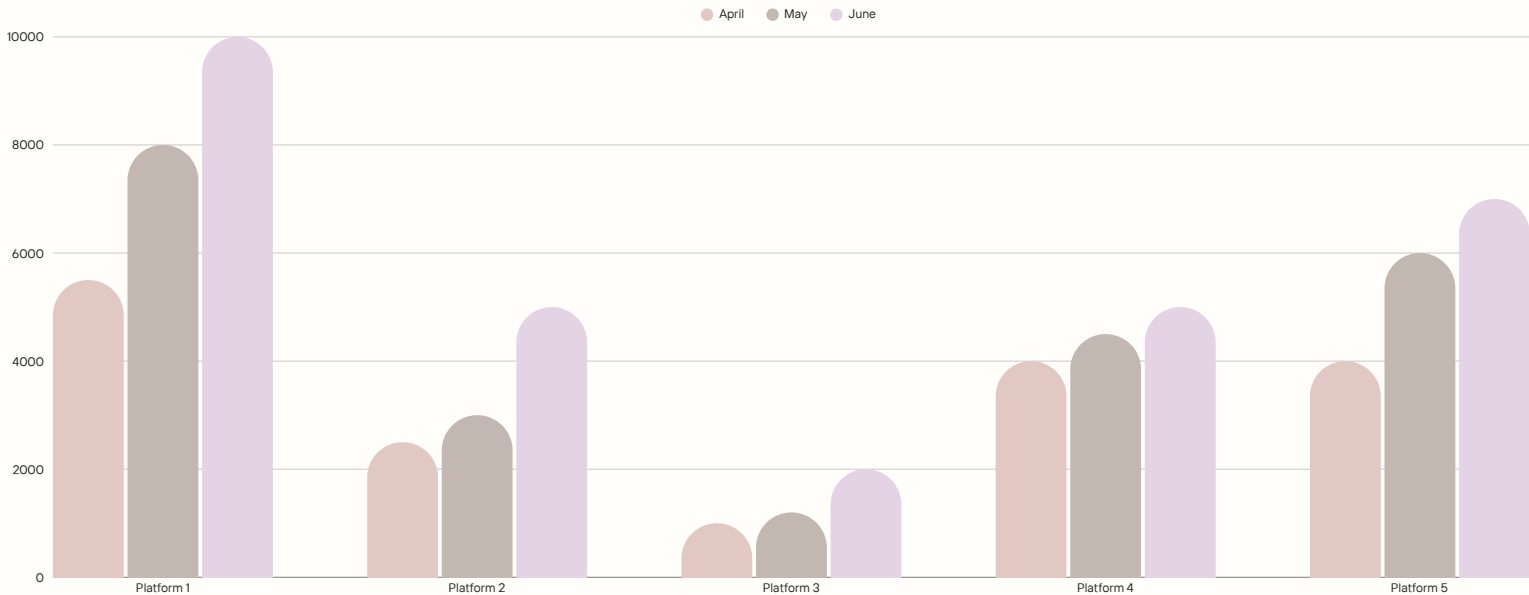
Engagement Growth

Input monthly data from above to track engagement growth over time across each social media platform!



Audience Growth

Input monthly data from above to track audience growth over time across each social media platform!



## Canva Tips

### Essential Shortcuts

#### Sticky notes

Select **S** to create sticky notes.

You can sort sticky notes **by topic, color, name, and reaction**.

Use **Magic Write** to create a summary of your notes.

S

#### Lines

Select **L** to generate lines.

Select lines to edit their style or select twice to add text.

Drafting text

#### Shapes

Select **C** to generate a circle.

Select **R** to generate a rectangle.

C

R

#### Magic commands

Design with **/Magic** commands.

Type **/** (forward slash) and search for whatever you need - emojis, charts, even a timer!

/

### Helpful Features

#### Elements tab

You can also access **sticky notes, lines, shapes, charts, tables,** and more from the Elements tab.

Elements

#### Draw tool

Select **Draw** to access drawing tools and much more.

Draw

#### Embedded content

Embed videos, presentations, and more. Just directly paste their links onto the template.

</>

Copy Link

#### Real-time collaboration

Select **+** plus to add people so you can work together simultaneously!

+

## Resources

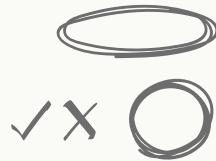
### Content Status Key

Draft

Scheduled

Published

### Reactions



### Sticky Notes

Use Sticky Notes to add comments, reactions, and updates for collaborators.



## Content Pillars

Education

Add a description of your content pillar including an explanation of how it aligns with your business goals. Using content pillars will help ensure your content format and style aligns with your brand.

Connection

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Promotion

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Weekly Posts

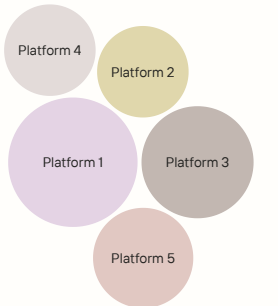
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Wednesday	Current Events		Carousel	Instagram			Draft	<a href="#">Add link</a> <small>Team meeting for next weekly strategy</small>
Thursday								
Friday	Exp		Infographics	Instagram				
Saturday								
Sunday								

## Social Media Analytics

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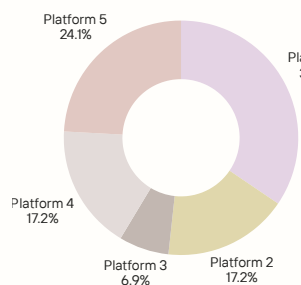
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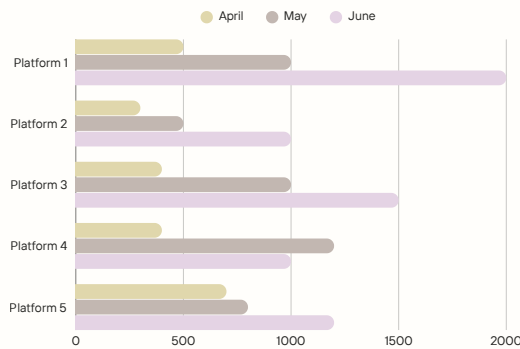
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