ROLE OF SOCIAL MEDIA IN ELECTIONEERING: THE CASE OF THE NIGERIAN 2015 PRESIDENTIAL ELECTION

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Abstract

The 21st century can be described as the age of information technology. Technology runs almost all human endeavours, including politics. In recent times, politicians have swerved from the use of traditional media (broadcast and print) to the use of social media to carry out their political and electoral campaigns in order to realize their political ambition. One of the major challenges of electioneering in the 21st century is that, due to the faceless nature of the internet, social media spreads propaganda, false information, and hate speeches about an electoral candidate. These go viral and are used to manipulate the electorate. This paper examines the role of social media in the awareness, participation, and possible influence on the Nigerian electorate in their decision or choice of leadership during the 2015 presidential election. Findings show that the social media played a major role in mobilizing people, creating awareness, as well as participation and circulation of information about candidates. It therefore recommends, among other things, that regulatory methods on what should and should not be posted on social media should be put in place by the governing bodies of various social media platforms. This will help to censor and check information that spread on social media platforms. This way, campaigns that use and encourage hate speeches or instill violence will not be posted or published. The method of analysis is descriptive and the data are largely drawn from secondary literature.

Keywords: Electioneering, Election, Hate Speech, Social Media, False Information.

INTRODUCTION

The emergence of globalization has made the world a global village as proposed by Marshall McLuhan. This therefore necessitated the creation of information communication technologies (ICT) to facilitate the globalization of the world. This consequently, brought about the conception of social media platforms to further connect people all over the world via

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information. Social media as a product of global revolution, and an end product of globalization has in turn, brought about social and political changes in the world.

It is important to point out here that social media is not a new concept. There have been a good number of social media platforms before Facebook, Twitter, YouTube and others. Some of these platforms include Classmates, Sixdegrees, and Ryze. Meanwhile, the 21st century has witnessed the evolution of new forms of social media networks powered by the internet, such as Facebook, YouTube, Twitter, internet service among others. "The emergence of these new forms of social media revolutionised many aspects of human communication. Thus, social media have become a natural part of the everyday lives of people all over the world" (Ajayi & Adesote, 2015: 48). Allen (2012) and Scholz (2008) have argued that "social media applications are not new and that their origins can be traced to years earlier than 2005. They further added that Blogs were already around at the end of the 1990's, the wiki technology was suggested by Ward Cunningham in 1994 and first released in 1995; social networking sites already existed in 1995 and Google was founded in 1999" (Cited in Fuchs, 2014:34). This implies that social media is not as new as people have been made to understand.

With the evolving of the Internet applications, came the invention of social media to further foster socialization and connectivity of individuals from one end of the world to another. However, "the use of social media has gone beyond connecting with friends and family, entertaining, or mere socializing. It was and is still being used as a tool to disseminate information that has in turn led to political changes in the world. The emergence of social media is a phenomenon that has transformed the interaction, communication and sharing of information between people throughout the world in the 21st century" (Ajayi & Adesote, 2015).

The 21st century social media have not just been a mere phenomenon on cyberspace; it has also become part of our daily routine. Social media have influenced this generation such that some individuals cannot do without going online in a whole day and so for such persons, one can say they are greatly taught, informed, and influenced by social media consciously or unconsciously. As pointed out by Hinton & Hjorth (2013:2), "Social Media influence the way we think, experience and practice 'online media'. It is no longer a mere form of teen socializing- it has become an essential part of our everyday life which has influenced how we reflect and engage with friends, family, colleagues and even do politics."

Politicians have swerved from the use of the old media such as the print (newspapers) and the electronic media (television and radio), to the use of the new media during electioneering to actualize their political goals. Today, politicians have embraced the use of Social Media, which is one of the fastest ICT tools in the 21st century to carry out their campaign aspiration. This was clearly depicted by the Obama campaign in 2008, as social media was a major tool in his campaign. "During the 2008 presidential campaign of the then Senator Barack Obama, social

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media sites and content (such as YouTube videos, Facebook Fan Pages, Twitter accounts, etc.) were used to reach out to constituents and electorates with an exceptional success rate" (Carpenter, 2009 as cited in Mergel 2013:9).

In recent times, many countries in Africa have also experienced growth in the use of Social Media in politics due to increase availability of the internet. "Social Media networks like Facebook, Twitter, and YouTube are amongst the most visited websites in Nigeria. Due to their participatory, interactive, and cost-effective nature, they have become veritable instruments for carrying out election campaigns and other electioneering activities, political engagement and mobilization among others" (Ajayi & Adesote, 2015:48).

The constant evolving of the world has brought about or informed the changes and modifications of various systems and structures, including the political system. The political system has embraced the use of social media to advance their cause. Social media in the 21st century has been used as a tool for not just political awareness, but also for political mobilization, and eventual selection or choice of leadership, by the electorates. It is argued that of recent;

The social media have been playing a leading role in mobilising support for or against unpopular leadership. Recent happenings in the Arab Countries especially in Egypt, Lybia, Tunisia etc. have clearly demonstrated the effects of the social media on political mobilization of the youths to effectively checkmate leaders, thus leading to their enthronement or dethronement. It is also on record that, the recent London riots that took the ancient city by storm were hinged on the power of social media. (Titus- Fannie, Akpan, & Solomon, 2013:32)

This goes to say that the influence and power of the social media in electioneering all over the world cannot be underrated. Regardless of the fact that the social media is just on cyberspace, it has affected and influenced the electioneering and governing process all over the world and Nigeria is no exception.

However, regardless of the positive effects of social media, it has been observed that the social media has aided unreliable source of information, fake news as well as bad mouthing of candidates during campaigns. Furthermore, the social media also promote hate speeches and violence during electioneering which eventually affect the outcome of the elections. Furthermore, some researchers have argued that despite the unhindered political sensitization and awareness the social media command, it has also been used as a tool for conflicts between opposing parties during elections. Olabamiji (2014:44-48) argued that "although the social media have enhanced political awareness and interaction, however, they are also being used in Nigeria to malign, intimidate, and discredit political opponents, thus triggering conflicts. According to him, the website, blogs, and social media platforms are used strategically to describe politicians' curriculum vitae, present political ideology, list achievements, enumerate their agenda, canvass for votes, and at times disparage opposition."

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This paper therefore examines the role of social media in the Nigeria 2015 Presidential election electioneering process.

LITERATURE REVIEW
Social Media
Sociologist would say that humans are social beings and so one way or the other, they find way(s) to socialize or interact with their environment and the people in it. In recent times, we realize that the advancement of information and communication technologies (ICT) has further helped the socialization of humans via the use of the internet and its various platforms.
The growing influence of the social media in today's world and everyday living is spectacular and difficult to quantify and measure. Although the vast information flowing on social media platforms are largely unregulated, scarcely monitored and lacks authenticity, the reach to which correct or incorrect information can be manipulated, doctored and decimated is almost infinite largely through the wide coverage and penetration extent of the social media in the world of today.

Dijck (2013:11) said "social media is an interactive medium that departs from the one sided communication of existing mass media; an active and creative medium enabling users to transform from viewers, listeners and readers to participants." For Nnanyelugo & Nwafor (2013), social media are interactive, web-based media. They belong to the new genre of media that focus on social networking, allowing users to express themselves, interact with friends, share personal information, as well as publish their own views on the internet. Lovinik (2011) further explained "social media in relation to web 2.0. He said that it a shift from HTML based linking practices of the open web to liking and recommendation, which happen inside closed systems. Web 2.0 has three distinguishing features: it is easy to use, it facilitates sociality, and it provides users with free publishing and production platforms that allow them to upload content in any form, be it pictures , videos or text" (as cited in Fuchs 2014:36). While the social media can be defined as platforms to build, social networks or relationships among people sharing similar interests, activities, backgrounds, or goals. It is however paramount to note that the social media fulfills the intentions for the freedom of speech, which is the backbone of political philosophies such as democracy that places value on the participation of the masses in governance and the urge for several voices to be heard at once in governance.

Social media platforms such as Facebook, Twitter, YouTube, Blogs, and even Instagram are influential tools for disseminating of information as well as brand awareness. This is because these sites help to connect individuals that have similar backgrounds and interests. Pivotal pages dedicated to products and services are usually given paramount attention and concentration with the aim of creating a strong association between individuals and products. According to SuomenTawo-Think Tank (2012), "social media are new information network and information technology using a form of interactive communication skills, where users produce the content of

information, and interpersonal relationships are established and maintained in the process." Whereas, Sweetser & Laricsy, (2008) opined that unlike television, radio and newspapers, the users of social media are not passive but rather active in the creation and exchange of information (cited in Oyenuga, 2015). Several other scholars such as Adibe, Odoemelam, & Orji (2012) agree that the social media are interactive web-based media that concentrates on social networking, freedom of individuals to express themselves, share personal information, interact with other people and also broadcast their views on the internet.

The focal point in the diverse definitions above shows that the social media is a means of instant communication, and that it has differed from the traditional media in that, end users and consumers have the right to content creation. In essence, social media does not just make individuals, content consumers, but it also make individuals content producers. The various social media platforms enable individuals to publish their thoughts, and actions without interference. In recent times, the issue does not just have to be what is published by the traditional media for it to become news and go viral on social media. This is because regardless of what the issue may be, one is able to make it known to the public either through Facebook, Blogs, Twitter, YouTube and any other social media platforms and other view sprout up.

Electioneering
Electioneering deals with all the activities created to solicit or influence the expected preference of the voters. It is important to clarify that 'elections' and 'electioneering' are different concepts. Therefore, in differentiating between these two concepts. Akinwalere (2005:1), defines elections as "the actual process of choosing one or more persons for identified positions out of the more than the required number of persons that are interested in and who have submitted themselves to judgments on the scale of preference of others who equally have the rights to the position or office but are not interested in occupying it, at least for the defined period of time." While electioneering, is said to be made up of "the entire or series of activities engaged in by persons who have agreed to submit themselves to the elections, their political parties, groups, communities, political associations, friends, families and others in other to influence the anticipated preference of the electorate or choosers positively."
Slann, 1998:182 (as cited in Olabamiji 2014:47) said that;

> Electioneering is the process of asking for people's votes prior an election. It involves managing political parties, electoral umpires, the electorates, and the candidates. It is a process of communicating, responding, and determining political future of states. Political Campaign forms part of the electioneering process. It is an opportunity for candidates to sell themselves to the electorate using both interpersonal and mediated communication systems. Electoral campaigns offer platforms for political policy articulation and debates that enable the electorate to decide (it is hoped) objective information, which economic and political policies they want the government to adopt.

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With these definitions above, one could say that electioneering encompasses the pre-election activities. This includes all the campaign activities the nominated candidates carryout before the election so as to encourage or persuade the electorates to vote for them.

Social Media and Electioneering
The effect of social media on electioneering was demonstrated during the 2008 United States presidential election that brought to power President Barack Obama as the first black president of the United States of America. He made use of diverse social media platforms during his campaign. These platforms include Facebook, YouTube, Twitter, and even Blogs to circulate his message and campaign objectives to the US electorates. Furthermore, before the 2008 presidential election, previous presidential aspirants have used Social media to propagate their course; but the 2008 election was the peak of it as technological use became rampant as a result of the evolving nature of the world and the evolving nature of the use of Social Media on a daily basis. The Obama campaign took advantage of this and it yielded good results for him.

However, regardless of the benefits attributed to the social media, some scholars have noted that the social media aid political violence and hate speeches during electioneering with the aim of destroying a candidate's political image. Rather than political, on-screen characters sharpening the political group in connection to making the group to consider them as potential and better candidates of the general population, they take part in hate speeches (Akubor, 2015).

These hate speeches instills negative notions about a candidate in the minds of electorates whether directly or indirectly and social media helps in circulating them to a large number of audience faster. Kukah (2015) explains hate speeches as "communication that denigrates a particular person or a group on the basis of race, color, ethnicity, gender, disability, sexual orientation nationality, religion, or other characteristics. It can be in the form of speech, gesture, conduct, writing, or display and usually marks incitement, violence, or prejudice against an individual or a group" (as cited in Akubor, 2015). The after effect of these hate speeches, sometimes, result in violence. Adding to this point, Jega (2007) while considering the Nigerian situation, said that "there is a strong relationship between campaign of calumny (hate speech) and electoral violence and that is as far as history is concerned (as cited in Akubor, 2015)."

In recent times, social media help to spread rapidly these hate speeches that is aimed at tarnishing a candidates image and render a candidate irrelevant before the electorates. "The social media was also used as a means to undermine and destroy the image of other political parties For example, a publication on Senator Buruji Kashamu almost marred his political and eventually his swearing in. A hate video was broadcasted on both General Muhammadu Buhari and Senator Bola Tinubu." (Oyenuga, 2015:2).

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Unlike in the traditional media like television and radio where information are always well scrutinized and censored before been transmitted to the audience, the social media content are created by any individual and posted via any of the platform without any scrutiny whatsoever. This information is sometimes wrong; however, it still spread fastest via the internet. Buttressing on this, Oyenuga (2015:2) reiterated that these "information on the social media are unregulated and sometimes they tend to be biased, presumptuous, and might even be tentative."

THEORETICAL CONSTRUCT: SOCIAL JUDGMENT THEORY (SJT)
This paper adopted the Social Judgment Theory as a guide. This theory is associated with Pschology and the proponents of this theory are Carolyn Sheriff, Muzafer Sherif, and Carl Hovland. They proposed the SJT in 1965. They defined Social Judgment Theory as the "perception and evaluation of an idea by comparing it with current attitudes." Sherif and Sherif characterized SJT as the reflection and evaluation of one's thought after comparing it with one's present state. As shown by this postulation, an individual weighs each new thought, contrasting it and the individual's available perspective to figure out where it ought to be put on the state of mind scale in his or her brain.

Social Judgment Theory suggests that exposure to political campaigns encourage people to "assimilate" or equate their feelings about related target attitudes. According to Iyengar & Prior (1999), reactions to political campaigns whether negative or positive is highlighted by the disposition of the target audience as at the point of exposure. As cited in (Okeke, Chinonye, & Obi, 2016)

This theory therefore views that social media campaign messages that reassures a better Nigeria with employment opportunities, good roads and infrastructure, better provision of electricity and a better government will be welcomed by the electorates as these are the expectations of every Nigerian. However, the electorates owing to their disposition on these issues will not welcome messages that lay emphasis on an incapacitated government, with corruption, fraud and other ills as the order of the day. This theory is therefore appropriate in explaining why some of the campaign messages during the 2015 electioneering process where welcomed by the masses and the others not welcomed.

History of Elections and Electioneering in Nigeria
Akinwalere (2015) posits that Nigerians have been voting since 1922 when the opportunity was first granted for nationalist leaders to participate in colonial governments. The 1922 elections encouraged and created persistence by the nationalist leaders to press on for a free and self-governed Nigeria. Although the country was created in 1914, not until the 1950s did the struggle for self-rule yield significant results. Ologbenla (2011) reiterates that since 1954, elections have been held in different parts of the country to elect people into local, regional (states) and national political offices (cited in Akinwalere, 2015).

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"Elections were conducted in 1954, 1959, 1964, 1979, 1983, 1993, 1999, 2003, 2007, 2011,2013and 2015.While the 1954 and 1959 elections were conducted by the colonial masters, the 1979, 1993 and 1999 elections were conducted by the military regimes while the rest were conducted by successive civilian governments" Akinwalare (2005:1). Since elections, place value and power on the electorates to vote in their desired candidates to the positions for which they contend, it is therefore a huge deal as to the method in which the candidates and party can solicit or persuade the electorates to vote in their favour within the boundaries of electoral guidelines.

In Nigeria, the media has had a major role to play in electioneering. Before the popularity and availability of mass media and communication technologies such as the Radio, television, print media, and the internet, other traditional electioneering methods were employed by politicians. These includes physical face to face campaign speeches by party chieftains and candidates, town hall meetings, road tours, distribution of goods (foodstuffs, clothing, money etc.), and other philanthropically gestures. These were used to buy electorates votes and were still being used as at the 2015 presidential election in Nigeria.

The presentation of the party's flag bearer and other chieftains of the party to the masses to physically present their manifestos and convince the electorates still stand as a vital and required electioneering activity in Nigeria. Political aspirants are aware of the power and influence that traditional and religious rulers in the different ethnic and religious sections of the country wield on them. Some notable ones include the Oba of Benin, the Sultan of Sokoto, the Olu of Warri, the Obong of Calabar, the Oni of Ife, Oba of Lagos and a host of others. It is not strange to see political office seekers visit these royalties to seek endorsements and prayer and hopefully the votes from the electorates under the influence of the "royal fathers."

The role of the broadcast media in elections in Nigeria and beyond has been very challenging because the information passed to the electorates empowers the electorates and goes a long way to determine their voting pattern. Be that as it may, a few components, for example, the accessibility, affordability, availability, and ease of use of the information communication technology (ICT) likewise decide the span and scope of the mass and social media platforms. The northern side of Nigeria has for a more extended timeframe enjoyed a substantial amount of radio coverage, the spread of news in the local Hausa dialect boosting a more extensive worthiness and more distant reach even to the non-taught northerner. This reality is in charge of the higher support of the northern individuals of Nigeria in both nearby and national races.

THE SOCIAL MEDIA AND THE 2015 NIGERIAN PRESIDENTIAL ELECTIONS
The use of the social media for election purposes in Nigeria can be traced to the April 2011 general elections. The social media was deduced to have been a popular emerging medium for the electioneering; however, it took a direct cue from the Obama 2008 United States Presidential

election that popularized the influence of the social media on electioneering and elections. INEC officials had toward the beginning of March 2011 received the help of public society volunteers with its Facebook and Twitter accounts and another new media circumstance room which got input from people in general and later started to give ongoing data and addressed constituent inquiries (Nnanyelugo & Nwafor, 2013). Nnanyelugo & Nwafor (2013:36) pointed out that "Nigerian politicians actively utilized social media in their campaigns. They sent bulk text and voice messages in unprecedented numbers. They made massive use of Facebook pages and other social media platforms to win supports and canvass for votes. President Jonathan declared his intention to run for the presidency on Facebook and subsequently became the second most "liked" head of state in the world after US President Barack Obama." They further said that organisations like WangoNet, Enough is Enough, Reclaim Naija, and IamLagos set up stages empowering residents to report race related rates with pictures, recordings, instant messages, and phone message. In the meantime, conventional media houses, for example AIT, Channels Television, Punch daily paper, utilized social media (new media) to disperse data and assemble criticism from watchers.

The 2015 presidential elections had two major candidates; Muhammadu Buhari of the APC and the incumbent Goodluck Jonathan of the PDP, the former wielding a slogan of 'change' while the later 'transformation'. Despite the fact that the social media platforms did not choose the votes in the midst of all the sentiment surveys facilitated by various media platforms, it impacted the perception, expectations, and an ultimatum of straightforwardness from the masses. Oluwatola (2015) posits that one of the arena in which elections in Nigeria is contested is on social media. Due to the growing infiltration of smartphones, traditional barriers like access to broadband internet are eliminated and a zealous populace are ready to air their opinions via the social media about various issues such as the purchase of presidential jets, fuel subsidy and mismanagement of public funds. He added that while contents are paid for on traditional media, the social media is a combination of pure citizen participation and monetary interests. In Nigeria just as a good number of electorates were paid to vote with cash, bags of rice, clothing materials and other gestures, people were or are also paid to provide contents on social media.

The 2015 presidential elections saw a large participation of users on Twitter, Facebook, Blogs and online news platforms. A few of the pro Jonathan and pro Buhari twitter handles and hash(#) tags are outlined below;

Buhari	Jonathan
#febuhari	#forwardnigeria
#thisisbuhari	#gejvictory2015
#GMB15	#goodlucknigeria
#ichooseGMB	#gejnigeria
@profosibanjo	@presidentGEJ
@buhariosibanjo	@GEJ_Nigeria

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Omojuwa (2015) while emphasising on the use of Social media in the 2015 Nigeria presidential election campaign said that:

In May 2011 President Jonathan had a twitter page @presgoodluck that had 25,000 followers with 32 tweets however, it was abandoned. One can only imagine what four years of tweeting would have done to the president's social media image. However, Gen. Muhammadu Buhari his opponent joined Twitter in December 2014 and gathered over 117,00 followers with 900 tweets, and has since been verified by Twitter along with his running mate Prof. Yemi Osinbajo who, nearly has 80,000 followers with some 430 tweets.

He further added that whereas the APC's presence on social media was mostly lively, the PDP's was very lifeless and sometimes ridiculed on the social media platforms. He pointed out a situation where about 200 Twitter handles express their grievances with regard to Buhari's use of the same words at the same time during interviews. This was classified as robotic actions and they were termed ineffective in the social media due to the humanistic nature of the social media. In Omojuwa's word, "Elections may not be won on social media but perceptions are shaped here. More often than not, these perceptions even influence the so-called "legacy media"."

Although the Nigerian Broadcasting Code in Article 3.3.3 states that, "all sides to any issue of public interest shall be equitably presented to ensure fairness." However, the issue for the media observers was the outright disregard for the directives of the NBC and engagements of parties and their candidates in the use of vulgar language, offensive words, inciting confrontational and highly divisive comments during live broadcast and camp demonstrations that will then make its way into the social media. The social media with a reach of mostly young people, that are usually unchecked, unguarded and unmonitored had the release and publishing of contents which were not verified or verifiable, but targeted deceits and purposeful misinformation peddled for the gains of their favorite candidates. Issues such as the misappropriation of public funds, presidential fleet of aircrafts, wasting of taxpayers' funds on unnecessary trips abroad were all peddled against the incumbent president. Whereas, his opponent's age, role in past military coup, economic downturn in previously led administration and non-presentation of secondary school certificates were some of the popular allegations against his opponent and eventful winner of the 2015 elections.

The rights of the social media as a major means of electioneering cannot be downplayed because over the years, countries have inculcated it during various electioneering activities. Wolfensohn (2002) posits, "A free press is not a luxury. It is at the core of equitable development. The social media can expose corruption, keep a check on government actions, and let the people voice diverse opinions on governance and help build public consensus to bring about change" (cited in Obot 2013:4).

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As much as both parties use the social media massively to drive home their plans and why the electorates should vote for them, the social media was also used for hate campaigns, smearing and tarnishing of the image of opposition parties and candidates. Hate messages, memes, as well as doctored images went viral on social media platforms much to the applaud of their supporters and the retaliation of the opponents.

The effects of the social media on the 2015 Nigerian presidential election will not be complete without mentioning its role in real-time monitoring and reporting of the Election Day events. Reports of the entire process received from all crannies of the nation show delays in verification, dysfunctional card readers, and violence, and intimidation, underage voters.

Although there is no direct proof of the connection between the social media and the reported violence during the electioneering campaign, there were viral video and audio recordings of popular politicians inciting violence that made their way to the social media.

The Premium Times editorial of January 13, 2015 reports that; "history is repeating itself again as last week as the APC presidential candidate launched his campaign in Port Harcourt, gunmen ambushed and shot at members of the party on their way to the venue. As the week ended, an angry mob in Jos burned down a campaign bus plastered with president Jonathans posters and a day after, the APC office in Okrika, Rivers state was bombed while a property belonging to the PDP in Gombe state was destroyed."

CONCLUSION
In conclusion, the social media has gradually found its way into our day-to-day activities and in the end, it has affected and influence the way individuals go about various activities. Furthermore, social media has helped organisations in awareness and even fast in advertising. It has also help propagate religious activities, medical activities as well as political activities.
With regard to this paper, social media has been identified to have played a vital role in the awareness, mobilization, participation of electorates and even keeping check of electoral candidates.

Regardless of the fact that social media could be affected by factors such as affordability, accessibility, acceptability, availability, and usability in some parts of Nigeria, it still has a dominating effect during electioneering campaigns. However, the social media, holds a glitter of hope and wields the power to control information to the end users changing the hitherto status-quo as most of the electorates are subscribed to various social media platforms. The use social media for electioneering campaigns in Nigeria has become of utmost significance. The social media empowers the electorates who have before now been passive, voiceless, and under represented by the conventional or traditional media because they give preference to majorly the elite in the society. However, with the introduction of social media in electioneering, the

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electorates become active participants of the process and are able provide content during electioneering.

Therefore, absolute care and professionalism is required in the use of the social media for electioneering. Political parties and electoral candidates should to apply caution and professionalism in what they post on social media as a message if not properly interpreted or decoded may instigate possible violence when it goes viral on social media. Furthermore, electoral candidates and her supporters should desist from the use of fake or false information, hate speeches, and defamatory words to misrepresent and defame a candidate's image during electioneering.

RECOMMENDATIONS

Social media in Nigeria's electioneering process has come to stay. Therefore, to enhance its influence in electioneering and elections the following recommendations were made:

1. Nigeria's political leaders and future aspirants should desist from using the social media to spread false stories, hate speeches, caricature figures etc. on other candidates that will destroy their public image. Rather, they should portray what they have to offer to the masses.
2. Regulatory procedures on what should and should not be posted on social media should be put in place by the governing bodies of various social media platforms. This will help to censor and check information that spread on social media platforms. This ways, campaigns that use and encourage hate speeches or instill violence will not be posted or published.
3. Measures ought to be put in place by the communication bodies of Nigeria such that users that attempt to exploit the faceless nature of the internet would be tracked and strictly penalized.
4. The social media should be totally inculcated into the electioneering process of Nigeria, as it will enable fast and rapid mobilization, awareness, and participation of the electorates in their comfort zone.

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