

Social Media and Youth Advocacy in Preventing Violent Extremism (PCVE)



Introduction of PCVE KIRH Hub

www.pcvekirh.org

Introduction

- **Social media's influence on youth:**
Social media has become the dominant space where African youth form opinions, identities, and communities. It plays a major role in shaping their worldview, exposing them to global conversations, and influencing how they perceive injustice, belonging, and purpose.
- **Opportunity vs. risk in digital spaces:**
While these platforms offer youth a voice and community, they also present a high-risk environment for misinformation, polarization, and ideological grooming. Extremist groups exploit the openness of these platforms to radicalize through tailored messaging.
- **Need for targeted digital advocacy:**
To prevent radicalization, PCVE strategies must incorporate digital communication that is emotionally intelligent, locally relevant, and aligned with youth culture. Engagement must feel authentic and be grounded in values youth already relate to.

Social Media Channels used in Radicalization and Recruitment




► New Trends : Leveraging Artificial Intelligence

- **AI-generated content:** Extremists use AI tools to auto-generate fake news, ideological messages, and deepfake media.
- **Telegram bots:** Bots automate the recruitment process and share encrypted radical material undetected.
- **Decentralized Web (DWeb):** Radical content is hosted permanently and anonymously on decentralized platforms.
- **Gab network:** A fringe platform with minimal moderation where hate speech and radical views thrive.

Usual Trends : Leveraging on Social Networks

- **Chatrooms and forums:** Private and semi-private communities used for indoctrination.
- **Twitter/X and Threads:** Real-time, trending conversations exploited for propaganda.
- **Facebook:** Closed groups are used to build extremist communities and share material.
- **YouTube & Video Sites:** Long-form videos tell emotional and ideological stories that hook youth.
- **Video Games & Gaming Chats:** Used as subtle entry points for grooming through camaraderie.



PCVE KIRH Prevention Strategies for Radicalization on Social Media and the Internet



- Media and Information Literacy (MIL) & Critical Thinking
- Building Digital Resilience
- Preventing the Spread of Terrorist Content Online:
- Reporting, Takedown, and Filtering of Terrorist Content:
- Promoting Positive Messages and Alternatives to Terrorism
- Deconstructing Terrorist Arguments
- De-legitimizing Terrorist Groups and Actions
- Creating different groups within the PCVE KIRH

Tips for Crafting Youth Messages





- Speak their language
- Promoting Resilient Community on Social Media (Story Telling, Hangout, Social Cohesion, Livelihood etc)
- Focus on identity, belonging, and aspiration
- Tell compelling stories(Story Telling)
- Design matters
- Create for mobile, short attention spans

■ Messaging Tips by Platform

- The Use of AI
- Gab Network
- WhatsApp/Telegram
- Instagram
- Twitter/X
- Facebook
- YouTube



Conclusion

To succeed, PCVE efforts must go beyond reactionary tactics. They must be strategic, youth-driven, and consistently present online. Collaborating with influential messengers—like educators, artists, and youth advocates—ensures authenticity, while anticipating digital trends and adapting swiftly will help sustain long-term impact.

