

ONLINE RAMADHAN PROGRAMS 1443AH

INTRODUCTION:

This year the Holy Month of Ramadhan fell on 2nd April and ended on 3rd May 2022. During this month, Muslims observe the fast and engage in spiritual activities in seeking proximity to our Creator. To support the nourishment of our souls, the Media department in collaboration with Tabligh department organized various online content and replaying on digital channels and FM radio.



PROGRAMS:

1. Darsa za Ramadhan

This was a daily program featuring Sh. Musa Shali, Sh. Ali Bahero, Sh. Aidarus Athman, Sh. Juma Shughli and Syd. Twahir Mohammed. Each scholar produced six episodes tackling different topics related to the month of Ramadhan. The programs were streaming live on YouTube at 5.00 pm and at 7.30pm on Sauti ya Pwani FM.

2. Quran Tafsir

This was a live program at Masjid Hassanain 'Bahman' on Mondays to Thursdays with Sh. Muhammad Dumila. The program included tafsir of the Quran and a Q & A session. The program was steamed live on Sauti ya Pwani FM.

3. Nasaha za Ramadhan

These were short clips of around 4 minutes on tips and advises on what to do during Ramadhan. Sis. Ruiya tackled different topics mostly related to women. The clips were shared on Facebook, YouTube, and WhatsApp groups.

4. Laylatul Qadr Aamals

RECOMMENDATIONS:

On the 23rd night of Ramadhan, we live-streamed the Aamals from Imam Mahdi centre in Burani, Kwale county. Those who couldn't access the mosque, followed the aamals online on our Facebook page.



All the programs were relayed on our digital platforms. **Facebook:** Bilal Muslim Mission of Kenya, & **YouTube:** Bilal Kenya. Cost of airtime on Sauti ya Pwani FM was generously supported by donors to reach a wider audience.

ANALYSIS:

YouTube: In the month of April 2022 our channel's viewership grew up to 4,800 views with an increase of 321 watch time hours. A 20% increase in subscription. We had several engagements (comments) on the channels as shown below;

CHANNEL RELAYS:

Ali Omar:

Riziki Mwalimu

'Masha Allah shukran'

'Mashallah'

Mwamboni Mtundo

Abdallah Abudi

'Maá shaa Allah, darsa nzuri'

'MashaAllah'

Facebook: Our Facebook page engagement is impressive and has grown during the month of Ramadhan. The viewership increased by 60% in the month of April. Among the post engagements included;

Fatumah Asmani

Abdalla sheikh

'MashaAllah'

'Leo nakusikiza kutoka nyumbani ustadh'

Hussein Dermilaz

Mwajabe Dzaya

'Mashalah'

'Shukran shkh'

We had the following recommendation both from the audience and our team members;

- Invite more sheikhs from different centres or institutions.

- Produce more live programs to increase real-time engagements during Ramadhan.
- Collaborate with other institutions to plan Ramadhan activities.
- Produce Ramadhan content for TV to reach a broader audience.

Our online productions went smoothly due to the coordination between media and tabligh department which was commendable. The team looks forward to a better production next Ramadhan InshaAllah.

CONCLUSIONS:

Bilal Muslim Mission of Kenya appreciates the generous support and assistance received from WF-AID /AFED to ensure a successful run of the Ramadhan Online programs.

The Mission also thanks all those involved in the preparation and delivery of the programs.

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