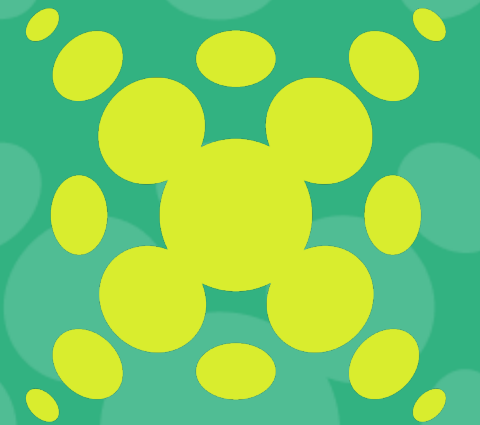


# National Political Liaison Committee (NPL) Presentation

**Moxii Africa**

**Thandi Smith & Kgothatso Mampa**

**16 April 2026**



**MOXII  
AFRICA**

**Media Monitoring Africa is now Moxii Africa.**

**Striving for open and trusted information**

**Our mission:** Striving for an accessible, accountable, and transparent information ecosystem we can trust.

Instil Information Integrity

Promote Safety

Open Information

Ensure Accountability

Empower Public

**Introducing five elections initiatives to foster ensure, accountability, transparency and information integrity**

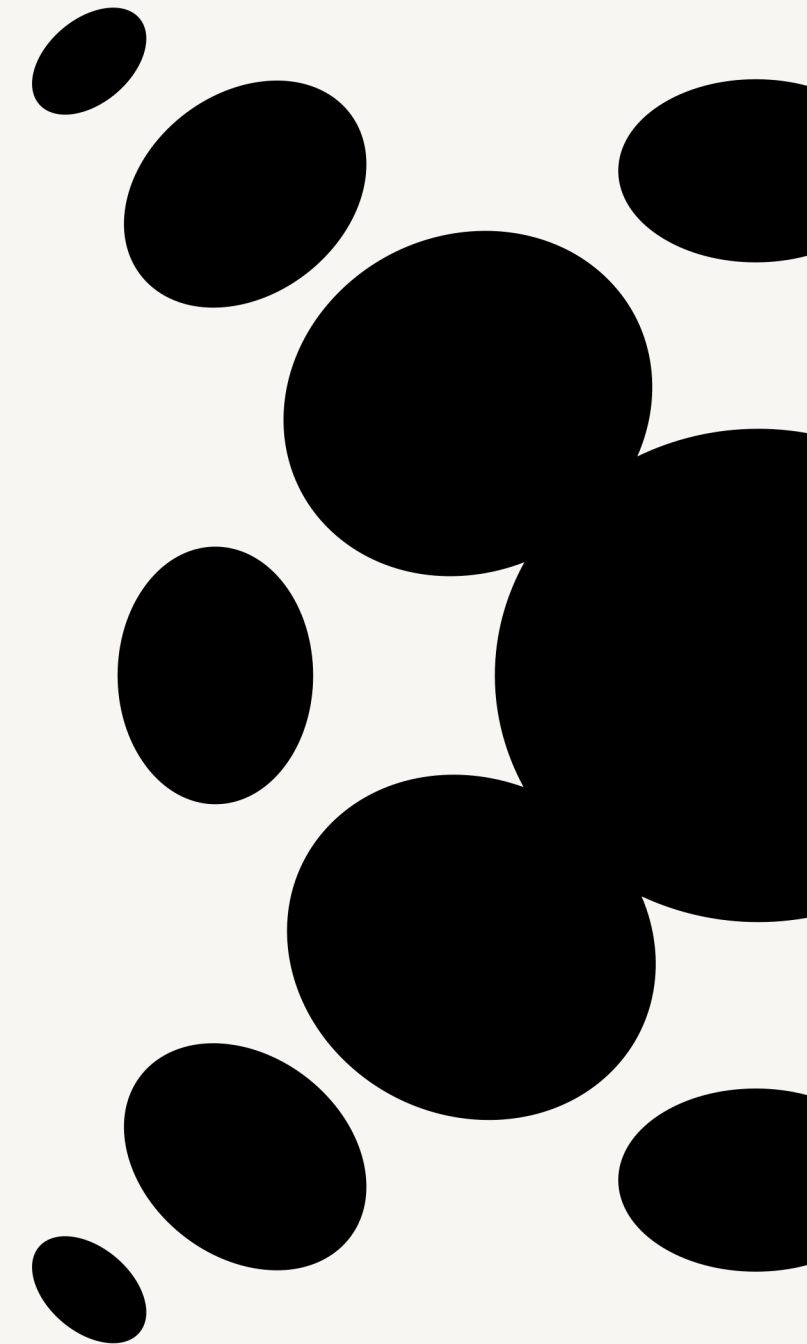
# Real411: Fight online harms together

## What it is:

- A secure, independent platform that empowers public and parties to report online harms: disinformation, hate speech, incitement to violence, and harassment.
- Operated by Moxii Africa (formerly Media Monitoring Africa) official complaints portal with the IEC to provide a transparent review process by legal and media experts.

## Why it matters:

- **Proactive Protection:** It provides an official channel to flag "fake news" before it goes viral and compromises election peace.
- **Accountability:** Ensures that digital actors are held to the same ethical standards as traditional media.
- **Public Trust:** Bolsters voter confidence by demonstrating that there is an active "watchdog" for the digital space.



# SEE SOMETHING? DO SOMETHING!

## TAKE A STAND AGAINST ONLINE HARMS

Report hate speech, disinformation, incitement, and harassment and see how Real411 is driving real change.

[MORE INFO >](#)

[REPORT ONLINE HARM >](#)

## WHAT CAN BE REPORTED TO REAL411?

Real411 offers a trusted platform for the public to report digital harms such as hate speech, incitement to violence, mis- or disinformation and harassment - ensuring that harmful online content is assessed and addressed fairly and responsibly. The system operates with a strong commitment to independence, transparency, accountability, and alignment with South Africa's legal and constitutional framework.

Special focus is placed on critical issues such as public health (e.g., COVID-19) and democratic processes, with heightened attention given to disinformation and other digital harms during election periods.



### Hate Speech

Suggests messages with malicious intent to harm or dehumanise and may lead to incitement of violence.

[+ REPORT HATE SPEECH](#)



### Incitement to Violence

The encouragement of others to commit a crime, in this case violent actions, which may cause harm, damage or even death.

[+ REPORT INCITEMENT](#)



### Mis- or Disinformation

False, inaccurate or misleading information designed, presented and promoted online to intentionally cause public harm.

[+ REPORT DISINFORMATION](#)



### Harassment

Unwanted conduct that is serious or repeated, causing humiliation or a hostile environment to coerce submission through threats or consequences.

[+ REPORT HARASSMENT](#)

# Framework of Cooperation: Social Media

## Platforms, the IEC, and Moxii Africa

### What it is:

- A formal agreement between major social media platforms (e.g., Meta, TikTok, Google), the IEC, and civil society partners like Moxii Africa.
- Establishes "fast-track" escalation channels to remove content that violates electoral laws or community standards.

### Why it matters:

- **Rapid Response:** Social media moves faster than legal proceedings; this framework allows for the swift take-down of harmful content.
- **Local Context:** Ensures global tech giants understand South African electoral nuances and the specific risks facing our democratic process.
- **Unified Front:** Creates a direct line of communication between parties, the regulator (IEC), and the platforms.



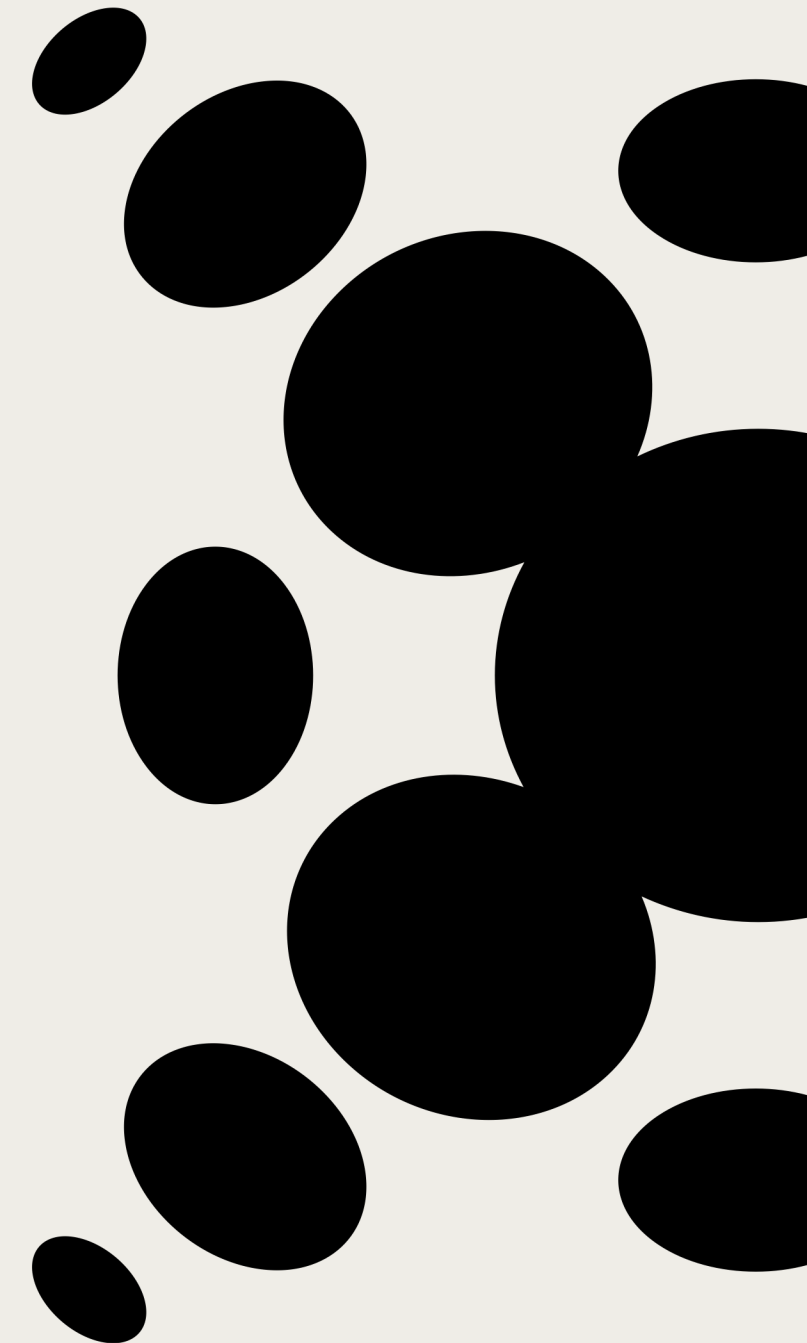
# The Political Advertisement Repository

## What it is:

- A public, transparent database of all digital political advertisements run during the election period across Meta and Google platforms.
- Tracks who paid for the ad, the amount spent, and the demographics/audience targeted.

## Why it matters:

- **Levelling the Playing Field:** Prevents "dark ads" (untraceable propaganda) from influencing voters without oversight.
- **Run with Ad: Checker** to quickly check if advert is official or not.
- **Transparency:** Ensures all participants adhere to campaign finance and disclosure rules.
- **Compliance:** Simplifies the process of auditing campaign activity for the IEC and relevant regulatory bodies.



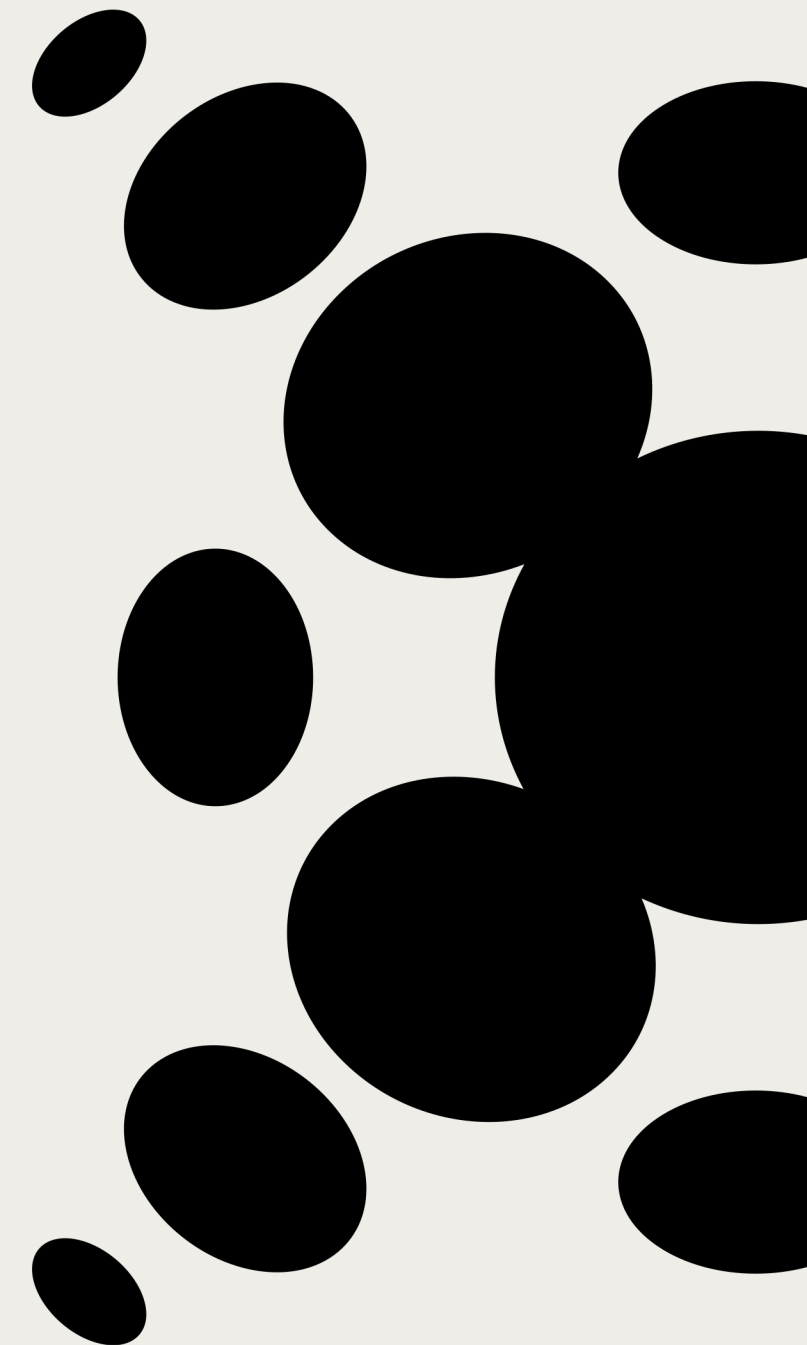
# Candidate Monitoring & Message Verification Tool

## What it is:

- A specialized digital dashboard designed for political parties to track the public utterances and social media activity of their own candidates.
- Includes features for "Attack Verification" to identify when a candidate is being targeted by bot networks or coordinated harassment.

## Why it matters:

- **Brand Protection:** Helps parties ensure their candidates are staying "on message" and adhering to the party's official policy positions.
- **Safety Net:** Instantly alerts the party when a candidate is under digital attack, allowing for rapid defence and reporting via Real411.
- **Data-Driven Strategy:** Provides leadership with a clear view of how their message is being received and where candidates might need more support or alignment.



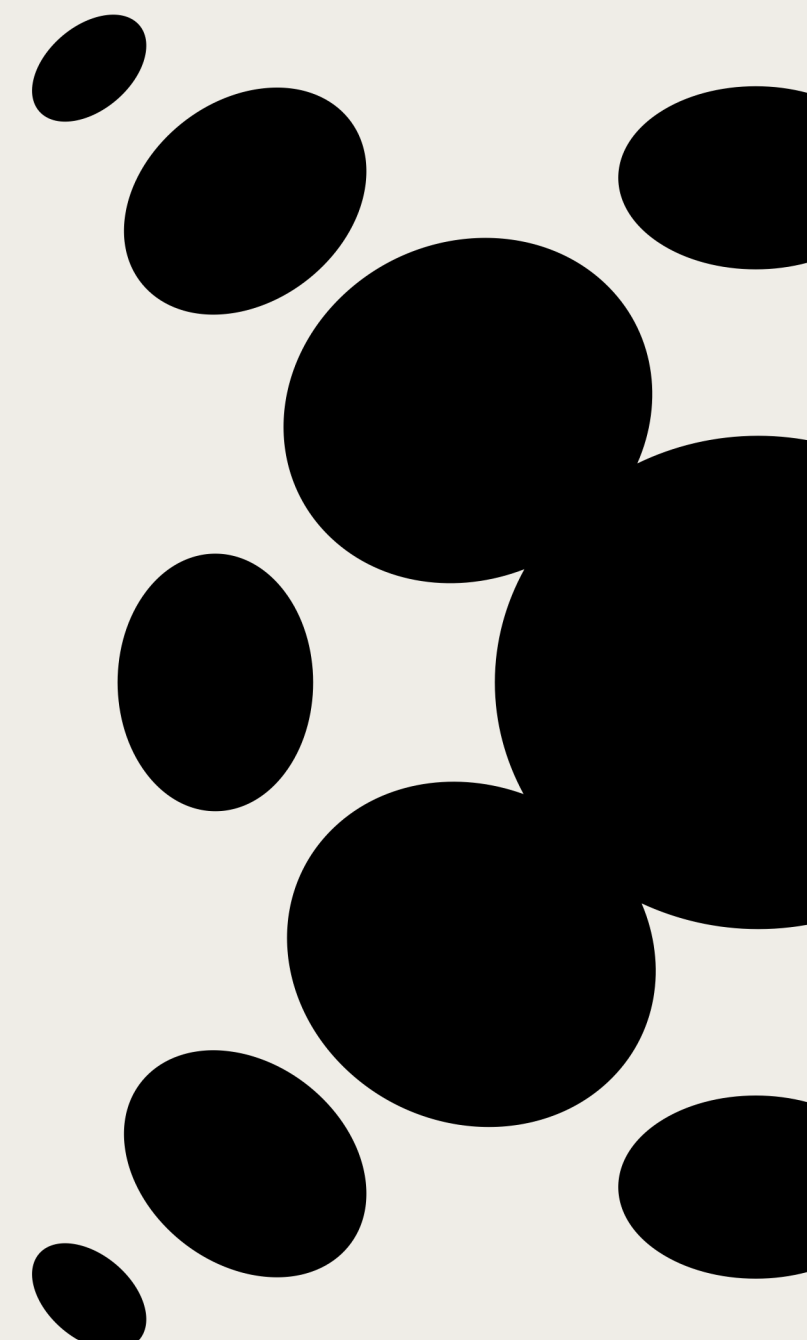
# Partnership on Information Integrity in Elections (PIIE)

## What it is:

- A multi-stakeholder coalition, with Moxii Africa, South African National Editors Forum and Africa check as oversight, focused on research, monitoring, and advocacy to protect the information ecosystem.
- It allows for principal members to with associate members like experts, academics and social media platforms, and combines technical expertise with the institutional authority of the IEC.

## Why it matters:

- **Collective Intelligence:** By pooling resources, PIIE identifies emerging threats (like Deepfakes or AI-generated misinformation) early.
- **Resource Sharing:** Provides parties and the IEC with up-to-date toolkits and training to navigate the digital landscape safely.
- **Long-term Stability:** Moves beyond a "reactive" approach to build a resilient information environment for future elections.



# Thank you

Name: Thandi Smith & Kgothatso Mampa

Email: [thandis@mma.org.za](mailto:thandis@mma.org.za)

