

Fighting Gender Disinformation in Tanzania's 2025 Elections: Zaina Foundation Leads the Way



As Tanzania prepares for its 2025 General Elections, the rise of gender disinformation has become an urgent concern. In response, Zaina Foundation, a Tanzanian-based non-governmental organization committed to promoting digital rights and inclusion, recently hosted a pivotal training workshop titled “Upholding Integrity: Countering Gender Disinformation in Tanzania’s Electoral Process.” Held on 12th June 2025 at Johari Rotana Hotel in Dar es Salaam, this initiative empowered journalists, civil society actors, and online influencers with essential skills and tools to confront this growing threat.

The training brought together 20 participants—15 women and 5 men—from various professional backgrounds, including media, NGOs, and digital advocacy. The sessions focused on raising awareness of gender disinformation trends and providing practical tools to identify, analyze, and report harmful content. Led by Zaina Foundation’s Executive

Director, Zaituni Njovu, the workshop offered deep insights into how gender disinformation undermines women's participation in politics and public life in Tanzania.

Participants were introduced to a range of digital tools for fact-checking and personal cybersecurity, including platforms such as Disinfo.Africa and the African Fact-Checking Alliance, alongside guidance on secure communication, mobile protection, and password management. The legal framework module, facilitated by Advocate William Kahale, explored Tanzania's current laws like the Cybercrimes Act and Online Content Regulations, highlighting the absence of specific provisions to protect women from online gender-based disinformation.

One of the workshop's most impactful moments came during the group discussions, where participants collaboratively identified major policy gaps and formulated actionable recommendations. These included public awareness campaigns, real-time gender disinformation reporting tools, ethical journalism training, and the advocacy for AI and digital safety regulations that are gender-sensitive.

Zaituni Njovu reiterated Zaina Foundation's commitment to digital rights and outlined the organization's advocacy efforts, including localizing digital tools in Swahili and conducting annual research on digital rights in Africa. She also called for stronger collaboration among media, civil society, and regulators like TCRA and INEC to ensure accountability and protect electoral integrity.

This workshop not only equipped participants with the knowledge to identify and counter gender disinformation but also laid the groundwork for long-term collaboration among Tanzania's digital rights defenders. As the 2025 elections draw near, Zaina Foundation continues to lead the charge in ensuring that Tanzanian women have a safe, inclusive digital space to participate freely and fearlessly in the country's democratic processes.