WRITE FOR RIGHTS

AMNESTY INTERNATIONAL

ROKIATOU DOUMBIA

MALI



TIKTOK INFLUENCER AND ACTIVIST JAILED FOR SPEAKING OUT

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ROKIATOU DOUMBIA

MALI



Rokiatou Doumbia is a business owner, activist and social media influencer known for her courage and outspoken personality. Through TikTok, she created a space where her 175,000 followers could speak openly about daily hardships and rising food prices, earning her the nickname "Rose Poivron" ("Bell Pepper Rose").

Rokiatou has long supported women and families in her community, creating an association to help women start small businesses and organizing food distributions for people in need. Friends and supporters describe her as caring, generous and community-focused.

But in March 2023, after criticizing rising living costs and Mali's military authorities during a TikTok livestream, she was arrested and charged with "incitement to revolt", "disturbing public order", "discrediting the state" and "criminal conspiracy". Although two of the charges were later quashed, in August 2026 Rokiatou was sentenced to 10 years' imprisonment, including seven years to be served in prison and three years suspended, for "discrediting the state" and "criminal conspiracy".

Rokiatou's detention reflects a wider crackdown in Mali, where authorities increasingly use arrests and criminal charges to silence critics. Her situation shows how women who speak publicly can face repression, online harassment, discrimination and social stigma aimed at pushing them out of public debate. It also highlights how digital spaces in Mali are increasingly becoming places of surveillance and control.

Call on the Malian authorities to immediately and unconditionally release Rokiatou Doumbia.

WRITE TO MALI'S MINISTER OF JUSTICE

Demand Rokiatou be immediately and unconditionally released.

ADDRESS: Minister of Justice and Human Rights
Ministry of Justice and Human Rights
Cité Administrative
Bâtiment 12, 3e étage
BP 97
Bamako
MALI

SALUTATION: Dear Minister of Justice

NOTE: Please do not use Amnesty International branding on your letters or envelopes.

EMAIL: mkassogue@justice.gouv.ml
X: @Ministere_Mali, @Ministreka
FACEBOOK: www.facebook.com/JusticeMali.Gouv
HASHTAGS: #FreeRosePoivron, #FreeRokiatou, #W4R26

SEND ROKIATOU MESSAGES OF SUPPORT AND SOLIDARITY TO REMIND HER SHE IS NOT ALONE AND THAT HER COURAGE INSPIRES MANY PEOPLE

You can also include drawings symbolizing the issues she spoke out about and the support surrounding her, such as peppers or food items, paths or footsteps, women standing together, shared meals or food baskets, or circles representing community and mutual support.

ADDRESS: Rokiatou Doumbia
c/o Amnesty International West & Central Africa Regional Office
Point E, Rue 34
Immeuble Malaado Plaza, 6th Floor
PO box 47582 Liberté
Dakar
SENEGAL

TIKTOK: @rokiatoudoumbia1
HASHTAGS: #FreeRosePoivron, #FreeRokiatou, #W4R26

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