

3rd quarter social media index report

October, 2016

*This Social Media Index (SMI) report reveals the performance of established Newspapers, Radio and TV stations in Ghana for the 3rd quarter of the year based on their presence, followers and likes on social media as at **15th October, 2016.***



Social Media Index Report
(Radio, Television and Newspaper)
October, 2016.

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1. INTRODUCTION

With close to 27 million mobile phone subscribers, eight million internet users and nearly 3.5 million Ghanaians on Facebook alone and with data penetration standing at about 40% of the total population, it is of little wonder how platforms such as Facebook and Twitter have become critical aggregators of news for consumers, journalists and their organizations as well.

There is a general surge in the number of news producers embracing social media as a means of connecting with consumers and raising their newsrooms' profile in the community, and also encouraging their news team to have individual social media presence.

Premised on the same objectives as the 1st and 2nd Quarter reports, Penplusbytes' 3rd Quarter Social Media Index (SMI) report reviews the outlook and performance of various Newspapers, Radio and TV establishments in Ghana based on their presence, followers and likes on social media; particularly Facebook and Twitter.

With data collected remaining valid as at 15th October, 2016, this report measures how media entities utilize their online platforms to reach out and engage their target audience by employing a quantitative research module. The module provides relevant numerical figures which informs the rankings.

Penplusbytes' interest in enhancing the work of journalists and promoting effective governance using technology in Africa, has also meant that, this report takes a cursory look at the activities of media entities around Ghana's upcoming 7th December general elections and how that has influenced their engagement patterns and whether or not it impacted their Followings and Likes.

This SMI report for Radio, Television and Newspaper entities provides an update on the performance of Ghana's electronic and print media brands on social media as captured in the [2nd SMI Report for 2016](#).

Acknowledging the existence of other performance metrics nonetheless, this SMI report accesses the presence and performance of various media brands largely based on "Followership" and "Likes" on social media as at 15th October, 2016.

This report assesses over 60 newspapers brands, over 350 registered radio stations and 34 TV stations guaranteed operations in Ghana and on air; rating their vibrancy using 'Likes' and 'Followers' as key indicators.

2. RADIO INDEX

2. i. Facebook

Out of the over 350 radio stations in Ghana, report shows that only about 20% own and run Facebook accounts. Greater Accra holds the record as the region with the most radio stations in the Top 10 bracket of the most active and best followed accounts on Facebook with 7 stations; Adom FM, Y FM, Joy FM, Hitz FM, Citi FM, Starr FM, and 3FM in no particular order. Completing the list are the Ashanti Region based Nhyira FM, Metro FM and Ultimate FM.

Figure 1 below gives a graphical look at how they rank.

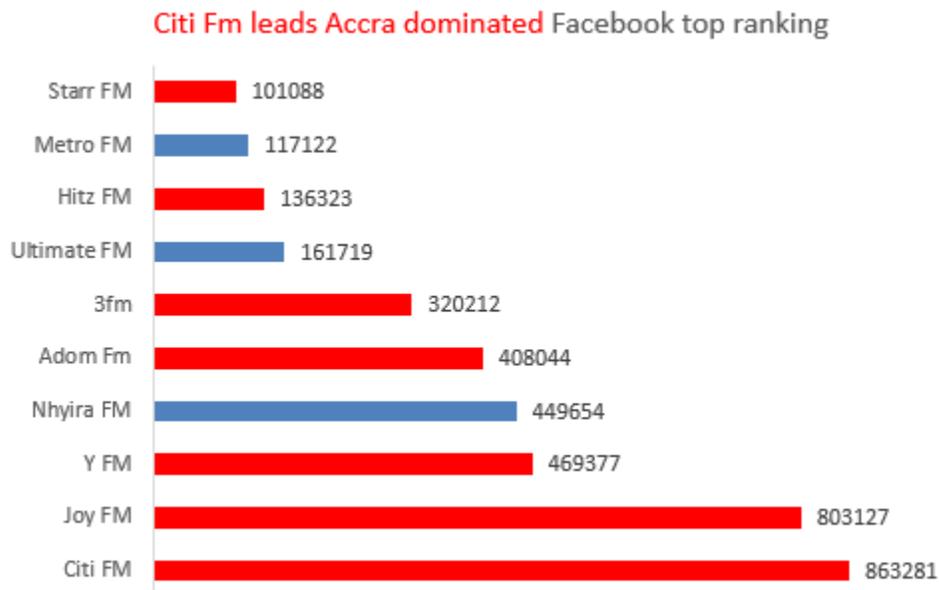


Fig. 1: Most followed radio station on Facebook.

Citi FM has overtaken Joy FM as the most followed radio station on Facebook with 863,281 ‘Likes’ after losing the slot to Multimedia’s foremost radio station in the 2nd quarter report. Joy FM now occupies 2nd spot with 803,127 ‘Likes’. Maintaining their hold at 3rd spot is Y FM with 469,377 ‘Likes’ and Nhyira FM with 449,654 ‘Likes’ to rank 4th. Adom FM also maintains a 5th position from the last report with 408,044 ‘Likes’. 3FM displaces Hitz FM at 6th place with 320,212 ‘Likes’ as Ultimate FM improves to 7th place with 161,719 ‘Likes’. Hitz FM moves down two places to 8th place with 136,323 ‘Likes’, likewise Metro FM which drops 2 places to 9th position with 117,122 ‘Likes’ and Starr FM occupies 10th place with 101,088.

2. ii. Twitter

There is about just as half as many Ghanaian Radio stations on Twitter as there are on Facebook and characteristic of previous observations, not all stations in the top 10 bracket of Facebook engagers have either Twitter accounts or the best following. 6 of the Top 10 performing radio stations on Facebook made it into the list of best performers on Twitter with Nhyira FM, Metro FM, Ultimate FM, and 3FM missing.

Table 1 below shows the rank of radio stations on Twitter for the 3rd Quarter of 2016.

Rank	Radio Station	Followers
1	Joy FM	525103
2	Citi FM	432456
3	Y FM	312433
4	Live FM	52407
5	Starr FM	42734
6	Hitz FM	39833
7	Angel FM	17,469
8	Pluzz FM	14172
9	Adom Fm	10132
10	Okay FM	7269

Joy FM with 525,103 Followers maintains its lead as the 1st ranked radio station on Twitter; a position it has held onto since the beginning of the year. In a similar order as the last report, Citi FM (432,456 Followers), Y FM (312,433 Followers) and Live FM (52,407 Followers) follow at 2nd, 3rd and 4th respectively. Starr FM pushes up to 5th position with 42,734 Followers. Hitz FM has 39,833 Followers to place 6th. Angel FM (32,172 Followers) is at 7th, Pluzz FM (14,172 Followers), Adom Fm (10,132 Followers) and Okay FM (7,269 Followers) complete the list of top 10 performing stations on Twitter for the 3rd quarter of the year.

Figure 2 below shows the Top 10 performing Ghanaian Radio stations on Twitter; ranked according to the number of Followers.

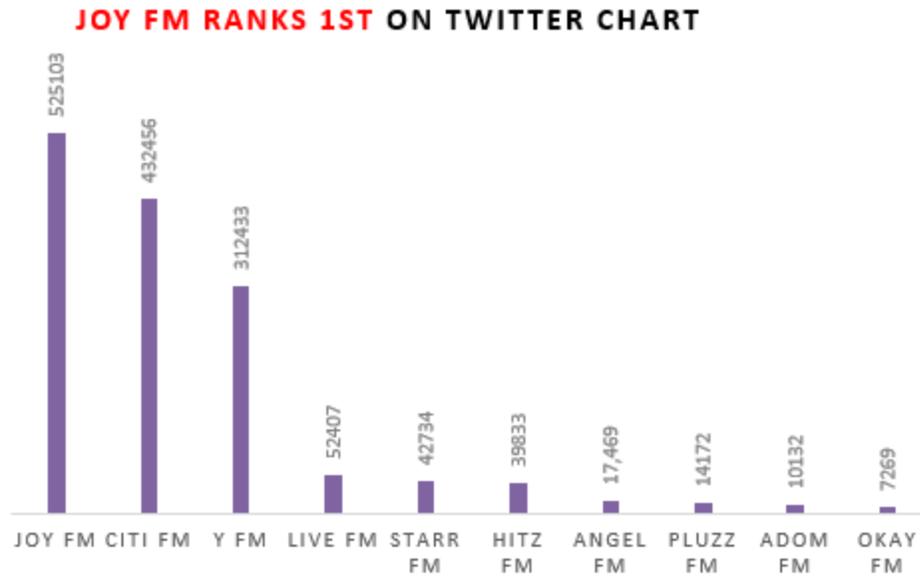


Fig. 2: Rank of Radio stations on Twitter.

3. TV INDEX

3. i. Facebook

This index sheds light on the presence and performance of 34 Television stations guaranteed operation and on air in Ghana. Out of this number, 23 were found to have Facebook accounts and they are; VIASAT 1 TV, U TV Ghana, E-TV Ghana, Ghana Television (GTV), GH One TV, TV3 Network, Multi TV Ghana and Metro TV. Others are GoTV, Kantanka TV, First Digital, United Sky Multimedia, Pent TV, Net 2 TV, Crystal TV, Rtv, Kessben TV and TV Africa. The rest are Light TV, Coastal TV, CAFDIL, Top TV and ZTV.

Below is a tabular rank of the top 10 TV stations according to page ‘Likes’ on Facebook.

Rank	TV Stations	Number of 'Likes'
1	<u>Viasat 1 TV</u>	913,762
2	U TV Ghana	517,233
3	E-TV Ghana	481,290
4	Ghana Television (GTV)	198,976
5	GH One TV	146,363
6	TV3 Network	127,922
7	Multi TV Ghana	123,487
8	Metro TV	72,125
9	<u>GoTV</u>	49,779
10	<u>Kantanka TV</u>	16,948

Table 2. Television stations ranked according to number of page likes on Facebook

Figure 3 below gives a pie chart of the list of top 10 TV stations on Facebook ranked by number of 'Likes'.

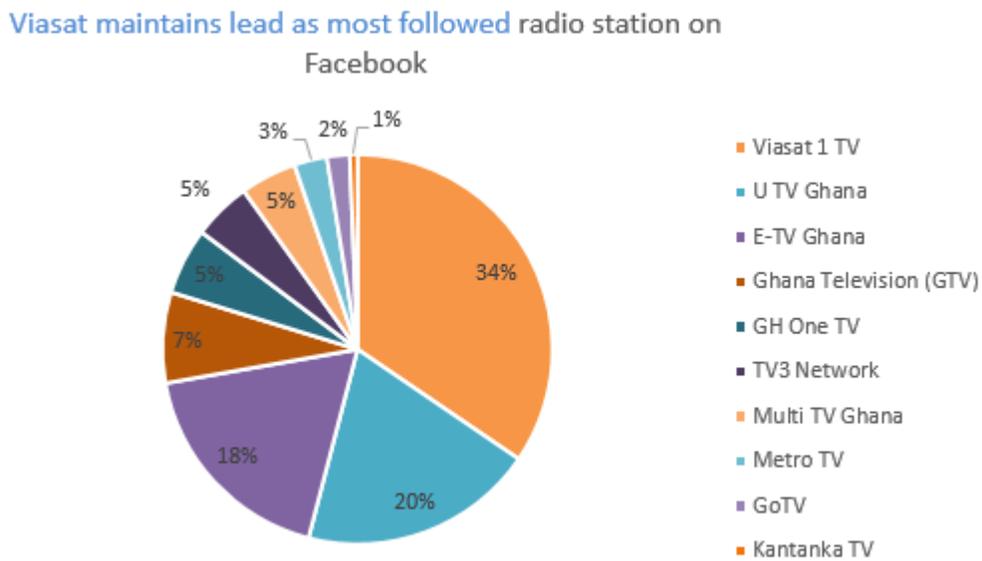


Fig. 3: Top 10 TV stations on Facebook.

3. ii. Twitter

Similar to the Radio category, not all TV stations on Facebook necessarily have Twitter handles. 23 out of the 34 TV stations under review have dedicated Twitter handles. They are, ANGEL TV, GH One TV, Viasat 1 TV, Multi TV, TV3 Network, CAFDIL, E-TV Ghana, U TV Ghana, Kantanka TV, Metro TV and TV Africa. The rest are Kessben TV, First Digital, Light TV, GTV, Net 2 TV, ZTV, Crystal TV, Rtv, Coastal TV, Pent TV and CTV.

Table 2 below however shows the top 10 Ghanaian TV stations on Twitter per number of Followers.

Rank	TV Station	Followers
1	GH One TV	238,333
2	VIASAT 1 TV	124,799
3	TV3 Network	119,967
4	U TV Ghana	14,103
5	E-TV Ghana	13,970
6	Multi TV Ghana	8,596
7	DSTV Ghana	4,583
8	Metro TV	2,829
9	<u>Kantanka TV</u>	2,299
10	TV Africa	1,144

Table 3. Television stations ranked according to number of Followers on Twitter

Consistent with the outcome of the previous Index, GH One TV with 238,333 Followers maintains top spot as the most followed TV station on Twitter. Viasat 1 TV remains 2nd with 124,799 Followers and TV3 at 3rd with 119,967 Followers. UTV however moves up to 4th on the chart with 14,103 as E-TV drops to 5th with 13,970. Multi TV maintains its 6th spot from the last Index with 8,596, DSTV with 4,583 Followers sits at 7th place as Metro TV with 2,829 Followers rank 8th; marginally dislodging former position holder, Kantanka TV with 2,299 at 9th place. TV Africa with 1,144 complete the list of top 10 ranked TV stations. This is depicted in fig.4 below.

Chart shows the top 10 TV stations on Twitter

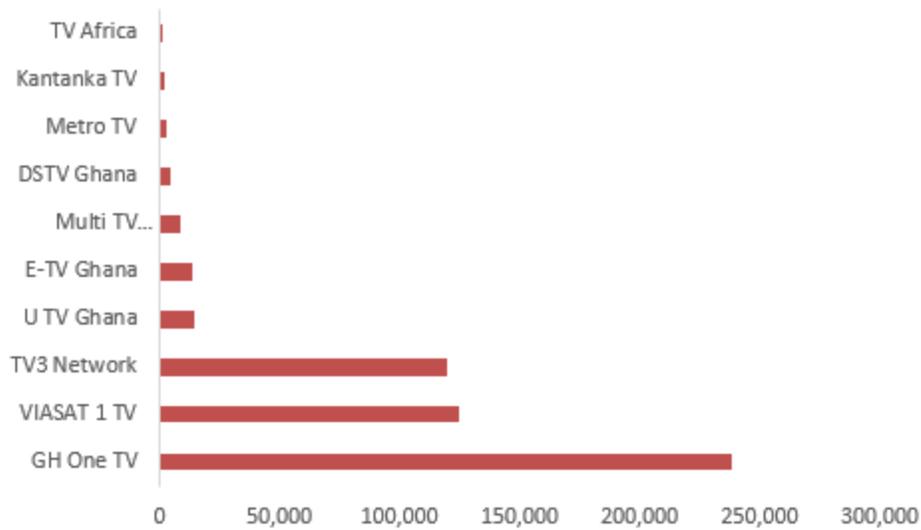


Fig. 4: TV stations with highest following on Twitter.

Some TV stations with relatively good showing in the top 10 bracket of Facebook engagers do not hold similar spot on Twitter with some completely falling out of the top rank. Stations such as GTV and GoTV are not among the best performers on Twitter though they recorded relatively strong numbers on Facebook.

4. Newspaper Index

4i. Facebook

Assessing some 60 newspapers in Ghana, the report's study found only about 30% of this number on Facebook with dedicated pages. Many of these pages have however been left unattended to with no updates or interaction in as long as 3 years in some cases. This, as expected, has a correlation with the number of Followers recorded by the accounts. Pages with regular updates and interactions recorded more Followers than those with none.

Table 4 below gives a full list of top 10 Newspapers on Facebook.

Rank	Newspaper	Number of 'Likes'
1	Daily Graphic	777,216
2	90 Minutes Sports Newspaper	131,070
3	B&FT	14,102
4	Daily Guide	12,511
5	The Mirror	11,132
6	Ghanaian Times	7,621
7	Graphic Showbiz	6,438
8	Junior Graphic	5,334
9	Graphic Sports	5,159
10	<u>Kotoko Express</u>	2,306

Table 4. Newspapers ranked according to followers on Facebook

The Western Publications Limited, publishers of the Daily Guide, Business Guide, News One and Guide Young Blazers operate a single Facebook account for all the four newspapers unlike the various newspaper brands under the Graphic Communications Group, namely; The Daily Graphic, Junior Graphic, Graphic Showbiz, Graphic Sports and the Mirror which have separately run Facebook pages.

From our study of collected data (which remains valid as at October 15th 2016) the Daily Graphic maintains a staggering lead as the best newspaper by number of 'Likes' (Followers) on Facebook with 777,216 Followers. 90 Minutes Sport paper follows at a distant 2nd with 131,070 page 'Likes.'

Ranking at 3rd is the Business and Financial Times (B&FT) with 14, 102 'Likes', the Daily Guide is 4th with 12,511 page 'Likes' while The Mirror with 11,132 completes the top 5. (Complete list in Table 3 above)

Figure 4 (below) depicts the Top 10 performing Ghanaian newspapers on Facebook ranked according to the number of page 'Likes' (followers).

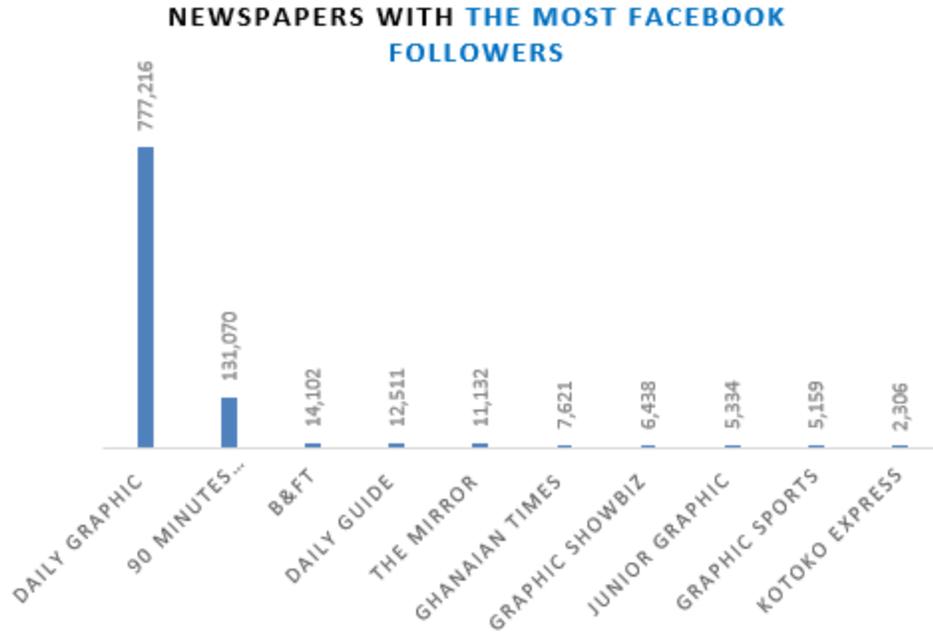


Fig. 5: Rank of top 10 Newspapers on Facebook

Some of the least active newspapers on Facebook whose accounts have remained largely dormant with just a few hundred(s) of Followers or less are the Herald (551), Daily Heritage (216) and the Accra Daily Mail (195).

4. ii. Twitter

A total of 8 newspapers are actually found on Twitter as at October 15th, 2016 and they're listed in *Table 4* below:

Rank	Newspaper	Followers
1	Daily Guide	12,792
2	Daily Graphic	6,423
3	B&FT	3,315
4	News One	1,972
5	Ghanaian Times	837
6	<u>Kotoko Express</u>	686
7	Graphic Showbiz	476
8	90 Minutes Sports Newspaper	133

Table 5. Newspapers ranked according to followers on Twitter

As depicted in the table 4, The Daily Guide newspaper (@dailyguideghana) ranks 1st with 12,792 Followers; maintaining its lead over the last three quarters. The Daily Graphic (@Graphicgh) is 2nd with 6,423 Followers (Same position as recorded in the 1st and 2nd quarter reports), Business & Financial Times (@bftghana) with 3,315 Followers sits at 3rd on the list.

News One (@newsonegh) ranks 4th on the chart with 1,972 Followers. The handle has however not seen any activity by way of updates and engagement with the last item posted back in August 2014. The Ghanaian Times newspaper, handlers of the very dormant @GhanaianTimes account on Twitter comes next at 5th spot with an unimpressive followership of 837.

At 6th place is the Kotoko Express (@KotokoExpress) with 686 Followers, Graphic Showbiz (@GraphicShowbiz) with a following of 476 and 90 Minutes Sports Newspaper with 133 Followers and showcasing an underwhelming disparity with its relatively large Following on Facebook, completes the list.

Figure 6 below shows a graphical rank.

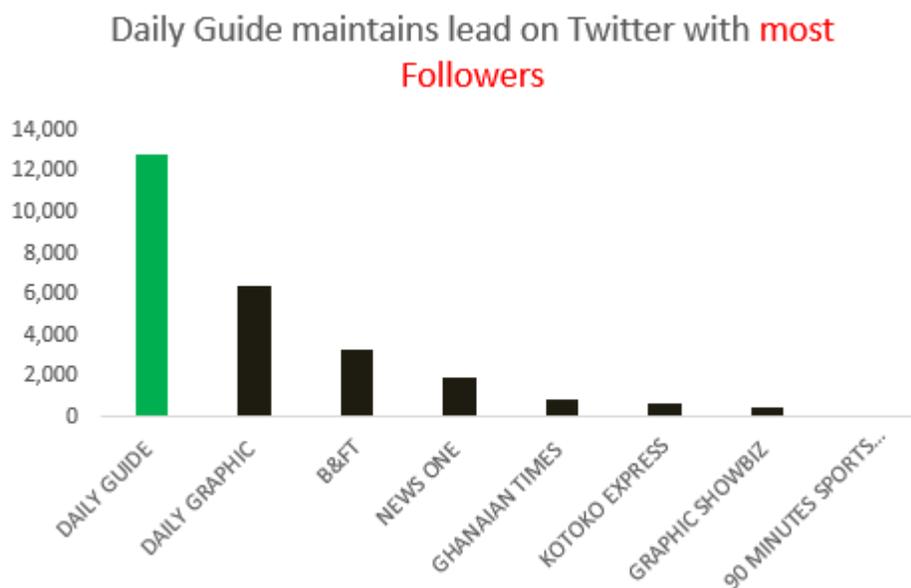


Fig. 6: Newspaper following on twitter.

5. DISCUSSION

Social media, now widely seen as an extension of our social lives, has come under intense scrutiny; having been at the center of many public, media and even political discourse about its use, impact and general role in Ghana's upcoming 2016 general elections.

For this reason and significant others, traditional news sources – radio, TV and newspaper – have stricken an almost inseparable connection with new media techniques of which social media is key.

Assessing the activities and performances of well over 350 radio stations, 60 Newspapers and 34 TV stations in Ghana who are harnessing social media as a news generation and dissemination tool, the report lends credence to the status of Facebook as the most popular social media tool in Ghana with greater patronage than Twitter. It therefore comes as no surprise that there are more Ghanaian radio stations on Facebook (70) than there are on Twitter (39); as many TV stations on Facebook as there are on Twitter (23) and more Newspapers on Facebook (21) than there are on Twitter (8).

The Ghana 2016 Election Fever

There is a steady progress by media organisations in setting up and managing credible, official and up-to-date social media pages. A significant number of them have embraced social media are fiercely making their presence known through the adoption of various strategies to keep their competitive edge over their competitors.

Ghana's impending 2016 general elections has ensured the emergence of a subtle virtual turf war among competing media brands, especially radio, in their attempt to establish themselves as the most credible go-to news sources of information for citizens serving the news in real time and on-the-go.

This SMI report reveals a key characteristic of media houses and their online activities in the lead up to the December 7 polls; how citizens, the media and political actors have utilized the tool to engage, interact and amplify voices on key issues around the elections.

Beyond trademark writing and posting styles as well as hashtag uses, many media outlets, as part of their strategies to court maximum interest and following, and to better engage their online audience before, during and after the elections, have adopted Ghana elections themed account names prefixes on social media especially on Twitter and perhaps as indication of what their topmost priority issue within the period is. This phenomenon appears to have contributed to a surge in the general appeal the number of followers of media/news entities on social media.

Joy FM's Twitter account is prefixed by *#ElectionHQ*, Citi FM's has *#GhElections*, Starrfm has *#EIB ElectionHub* and TV3 has *#ElectionCommand*. These accounts unsurprisingly are amongst

the best performing media entities on social media with the most up-to-date, interactive and best followed as revealed in the findings presented in this report.

6. CONCLUSION

Though social media's influence is rising; hastening the spread of information and ensuring an increasing reliance of readers on online resources to provide information and news, there still seem to be a snail-paced transition to what is evidently a great shift from physical print towards online media.

The outcome of the SMI report highlights the general use of social media by Ghanaian media entities and their newsrooms. It also serves as an indication of news organizations' attitudes towards new media platforms – Facebook and Twitter.

This report shows that though many media houses own various social media accounts, they have failed in the efficient and effective management of their accounts as many have been left without updates for many months and even years in some cases; thereby defeating their purpose.

Also, there persists a very uneven regional representation and spread of media houses in social media use in Ghana. The Greater Accra region registers more radio stations on the online space with Ashanti region following in a distant second with the relative infrastructure and technological disparities among regions as one of many possible reasons underlying this.

There is no doubt that factors such as the quality of Ghana's internet infrastructure, which is presently either slow or costly have translated into low internet penetration; making online activities a lot more cumbersome than necessary. These factors notwithstanding, Ghana's media brands are simply yet to make more pronounced their work in virtual space.