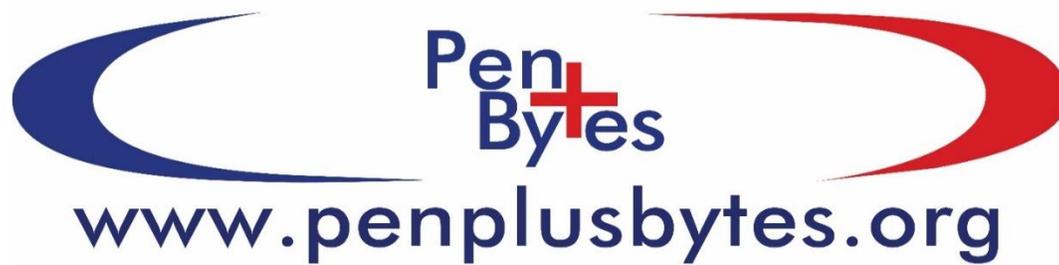


1st quarter social media index report

March, 2017

*The Social Media Index (SMI) report reveals the performance of established Newspapers, Radio and TV stations in Ghana for the 1st quarter of the year based on their presence, 'Followers and Likes' on social media as at **30th March, 2017.***



Social Media Index Report
(Radio, Television and Newspaper)
March, 2017.

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TABLE OF CONTENT

1. <i>Introduction</i>	1
2. <i>Radio Index</i>	2
3. <i>TV Index</i>	5
4. <i>Newspaper Index</i>	8
5. <i>Discussions</i>	11
6. <i>Conclusion</i>	12

1. INTRODUCTION

The transition towards digital media and social networking has picked up tremendous pace globally with many forward thinking newsrooms and media entities embracing what has long been predicted as the new force in news generation and dissemination practices.

Premised on a set objective to enhance the work of journalists using technology in Ghana, the 1st Quarter Social Media Index (SMI) report for 2017 gauges the extent to which Ghana's traditional media are using this important space.

The March 2017 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 collected data remaining valid as at the 31st March, 2017, 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 informed the rankings.

Acknowledging the existence of other performance metrics nonetheless, this SMI report assesses the presence and performance of various media brands primarily based on number of page "Likes" and "Followers" with key considerations on content updates, frequency of posts and engagement on Facebook and Twitter.

Providing an update on the performance of Ghana's electronic and print media brands on social media as captured in previous indexes, this study was conducted on over 60 newspapers, over 350 registered radio stations and 34 TV stations guaranteed operations in Ghana and on air; from which a rank of the best 10 performing media brands in each category is highlighted.

Key outcomes are explained in subsequent chapters.

2. RADIO INDEX

2. i. Facebook

The report reveals that only 68 (19.4%) of 350 radio stations own and run Facebook accounts. With Greater Accra and Ashanti holding a lead as the regions with the most radio stations on the social networking site, Greater Accra dominates the top 10 bracket of the most active and best followed accounts on Facebook with 6 stations as listed in table 1 below. Completing the list are Central Region's ATL FM, the Ashanti Region based Nhyira FM, Ultimate FM and Metro FM.

Rank	Radio Stations	Number of 'Likes'
1	Joy FM	1,008,733
2	Citi FM	999,388
3	Nhyira FM	549,072
4	Adom Fm	496,843
5	Y FM	424,525
6	ATL FM	247,161
7	Ultimate FM	176,685
8	Hitz FM	148,745
9	Starr FM	121,948
10	Metro FM	120,327

Table 1: List of Top 10 Radio stations with the most followers on Facebook

Multimedia's foremost radio station, Joy FM, ranks as the most followed Ghanaian radio station on Facebook; crossing the 1 million mark with 1,008,733 'Likes' to place above Citi FM who lie 2nd with 999,388 'Likes'. Nhyira FM occupies 3rd place with 549,072 'Likes', Adom FM comes in 4th place with 496,843 'Likes' and Y FM with 424,525 'Likes' ranks 5th. The full list as seen in the table above is graphically shown in figure 1 below.

Joy FM reaches *1 million followers on Facebook*

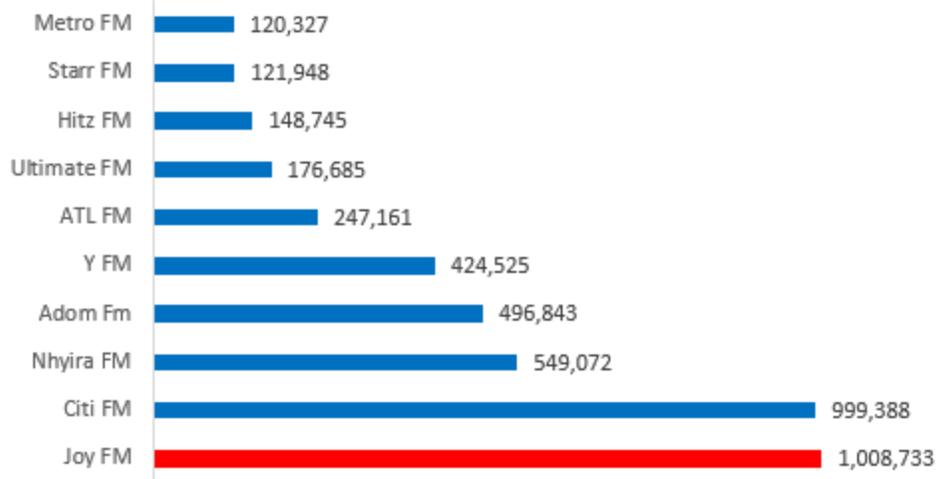


Figure 1: Top 10 most followed radio stations on Facebook

2. ii. Twitter

The study found about 55 (16%) Ghanaian radio stations with Twitter handles. Consistent with findings in previous SMI reports, not all stations with Facebook accounts necessarily owned a Twitter page and the reverse, to a minimal extent, also holds true. Also, not all in the top 10 bracket of Facebook engagers have the best presence on Twitter. In fact, only 4 out of the Top 10 performing radio stations on Facebook made it into the list of best performers on Twitter with the notable absence of Nhyira FM, Metro FM, Ultimate FM, Hitz FM, ATL FM and Adom FM. Table 2 below shows the rank of radio stations on Twitter for the 1st Quarter of 2017.

Rank	Radio Station	Followers
1	Joy FM	640,984
2	Citi FM	541,150
3	Y FM	351,328
4	Live FM	60,433
5	Starr FM	53,297
6	Peace FM	48,940
7	Hitz FM	45,996
8	Y FM Kumasi	21,324
9	Pluzz FM	16,161
10	3FM	12,694

Table 2: Top 10 Radio stations on Twitter

Joy FM with 640,984 followers maintains its lead as the 1st ranked radio station on Twitter; a position it has held onto throughout 2016. Citi FM follows the order in 2nd place with 541,150 followers, Y FM and Live FM follow at 3rd and 4th with 351,328 and 60,433 followers respectively. Starr FM sits at 5th position with 53,297 followers, Peace FM has 48,940 followers to place 6th, Hitz FM with 45,996 followers is at 7th, and Y FM (Kumasi) ranks 8th with 21,324. Pluzz FM and 3 FM complete the list of top 10 performing stations on Twitter with 16,161 and 12,694 respectively.

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

JOY FM IS BEST FOLLOWED ON TWITTER

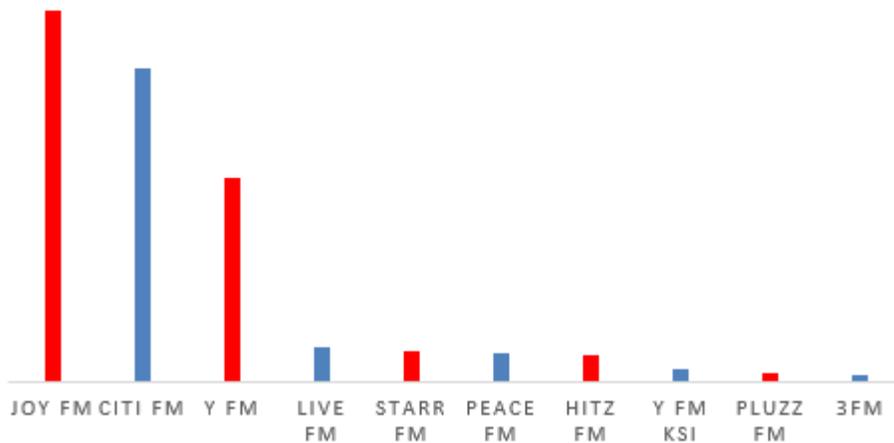


Figure 2: Rank of Top 10 Radio stations on Twitter.

3. TV INDEX

3. i. Facebook

The SMI is conducted on 34 Television stations guaranteed operation and on air in Ghana, and sheds light on their presence and performance. Out of this number, 23 (67%), were found to have Facebook accounts and they are; VIASAT 1 TV (Now Kwese Free Sports), 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 TV Ghana	716,095
2	E-TV Ghana	484,664
3	GH One TV	197,125
4	TV3 Network	148,596
5	Multi TV Ghana	124,120
6	Metro TV	76,614
7	VIASAT 1 TV (Kwese)	66,598
8	GoTV	58,907
9	TV Africa	35,127
10	ANGEL TV	30,085

Table 3: Television stations ranked according to number of page likes on Facebook

Figure 3 below gives a graphical representation of the list of top 10 TV stations on Facebook ranked by number of ‘Likes’.

UTV has the **most number of followers on Facebook**

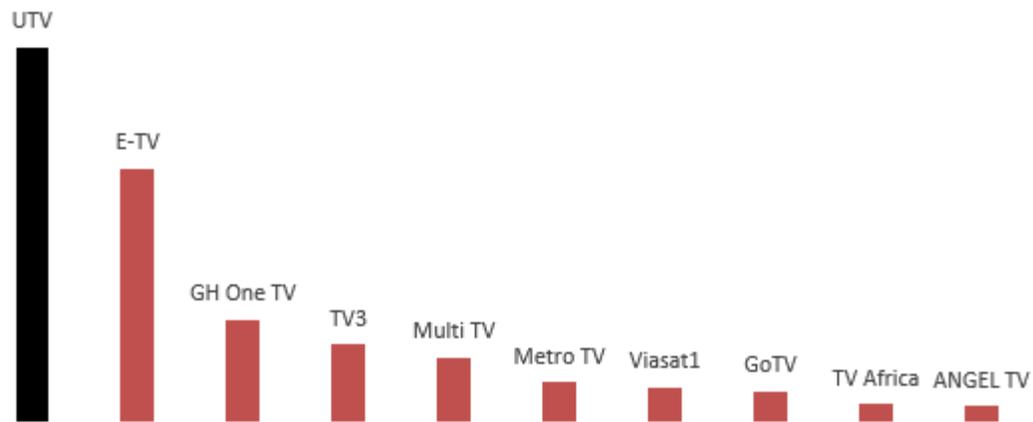


Figure 3: Top 10 TV stations on Facebook

3. ii. Twitter

Though there are almost same number of TV stations on Twitter as there are on Facebook, 20 (57%), not all TV stations on Facebook necessarily have Twitter handles. They are; GH One, VIASAT 1 TV (Kwese), U TV Ghana, TV3 Network, E-TV Ghana, Multi TV Ghana, and Metro TV. The rest are Kantanka TV, TV Africa, Ghana Television (GTV), KESSBEN TV, First Digital, Light TV, ZTV and Net 2 TV. ANGEL TV, Rtv, Crystal TV, Pent TV and CAFDIL complete the list.

Table 4 below however shows the list of top 10 Ghanaian TV stations on Twitter per number of Followers.

Rank	TV Station	Followers
1	GH One TV	289,567
2	VIASAT 1 TV (Kwese)	140,353
3	U TV Ghana	23,429
4	TV3 Network	22,758
5	E-TV Ghana	15,417
6	Multi TV Ghana	9,710
7	Metro TV	4,413
8	Kantanka TV	2,615
9	TV Africa	1,911
10	Ghana Television (GTV)	1,779

Table 4: Television stations ranked according to number of followers on Twitter

GH One TV with 289,567 followers sits top as the most followed TV station on Twitter. Viasat 1 (Kwese) TV is 2nd with 140,353 followers and UTV at 3rd with 23,429 followers. TV3 with 22,758 followers lie 4th, E-TV is 5th with 15,417 followers and Multi TV at 6th spot with 9,710. Metro TV with 4,413 followers occupy 7th position, as Kantanka TV with 2,615 followers rank 8th. List is completed by TV Africa with 1,911 and GTV with 1,779 at 9th and 10th respectively.

Chart showing the 10 most followed TV stations on Twitter

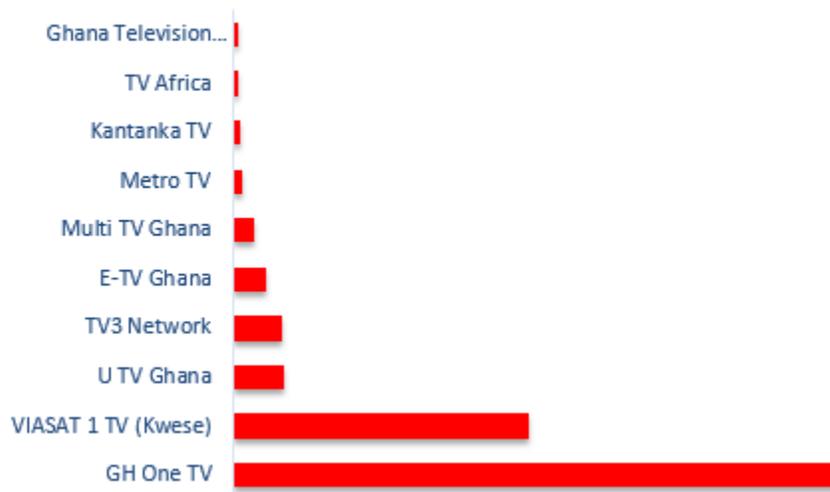


Figure 4: TV stations with highest following on Twitter

Quite evidently, 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. Although recorded relatively noticeable numbers on Facebook to rank in the top 10, stations such as Angel TV and GoTV, are not among the best performers on Twitter.

4. NEWSPAPER INDEX

4i. Facebook

Only about 19 (31%) newspapers in Ghana are on Facebook with dedicated pages. With many of these pages evidently ill-managed 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 such accounts. Pages with regular updates and interactions recorded more followers than those with none. Below is a full list of top 10 Newspapers on Facebook.

Rank	Newspaper	Number of 'Likes'
1	Daily Graphic	846,449
2	90 Minutes Sports	131,778
3	Daily Guide	73,215
4	B&FT	16,851
5	The Mirror	11,456
6	Graphic Showbiz	10,174
7	Ghanaian Times	8,232
8	Junior Graphic	5,903
9	Graphic Sports	5,461
10	Kotoko Express	2,826

Table 5: Newspapers ranked according to followers on Facebook

From our study of collected data, the Daily Graphic holds a staggering lead as the best newspaper by number of 'Likes' (Followers) on Facebook with 846,449 followers, followed by 90 Minutes Sport paper at a distant 2nd with 131,778 page 'Likes.' The Daily Guide with 73,215 'Likes' and the Business and Financial Times (B&FT) with 16,851 'Likes' occupy 3rd and 4th places respectively while the Mirror newspaper with 11,456 'Likes' completes the top 5. (Complete list in Table 5 above)

Figure 5 (below) depicts the top 10 performing Ghanaian newspapers on Facebook ranked according to the number of page 'Likes' (followers).

Daily Graphic is best followed Newspaper on Facebook

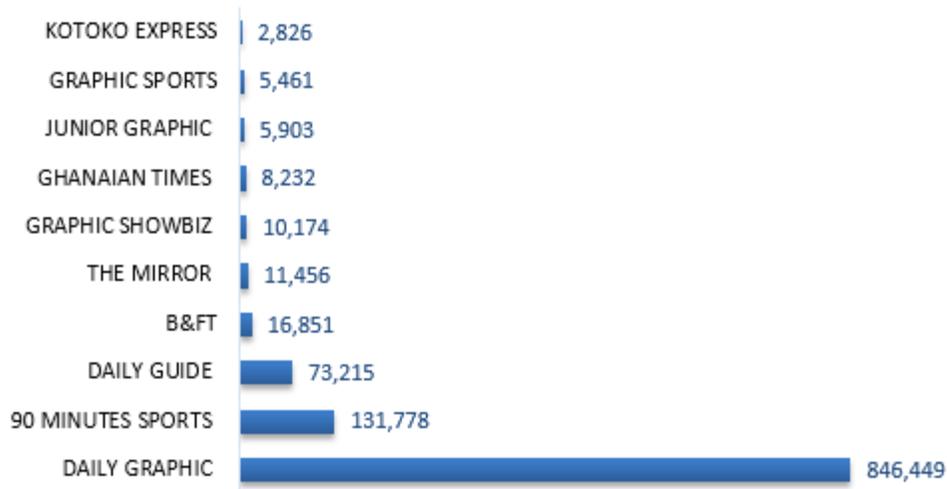


Figure 5: Rank of top 10 Newspapers on Facebook

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 Daily Heritage (348) and the Accra Daily Mail (259).

4. ii. Twitter

Reviewing about 60 Newspapers, the study found that only 13 (21.7%) were on Twitter as at the end of March 2017 and they're listed in Table 6 as follows with the 90 Minutes, Daily Heritage and MaxiGhana newspapers falling out of the top 10 rank of the best followed handles.

Rank	Newspaper	Followers
1	Daily Guide	13,596
2	Daily Graphic	11,497
3	B&FT	4,136
4	News One	2,053
5	Kotoko Express	1,074
6	The New Statesman	671
7	Graphic Showbiz	518
8	Ghanaian Times	393
9	Graphic Sports	347
10	The Mirror	245

Table 6: Newspapers ranked according to followers on Twitter

As represented graphically in *figure 6 below*, the Daily Guide newspaper (@dailyguideghana) has the most followers on Twitter with 13,596 followers to place 1st; keeping a consistent lead from throughout 2016. The Daily Graphic (@Graphicgh) is 2nd with 11,497 followers. The Business & Financial Times (@bftghana) with 4,136 followers sits at 3rd on the list.

News One (@newsonegh) ranks 4th on the chart with 2,053 followers, Kotoko Express (@KotokoExpress) with 1,074 followers and the New Statesman (@thestatemangh) with 671 followers are 5th and 6th respectively. Graphic Showbiz (@GraphicShowbiz) with a following of 518 lie 7th while the Ghanaian Times newspaper, handlers of @Ghanaian_Times account on Twitter comes next at 8th spot with an unimpressive number of followers, 393. Completing the list at 9th and 10th respectively are Graphic Sport (@G_SportsGh) with 347 followers and the Mirror (@Mirrorghana) with 245 followers.

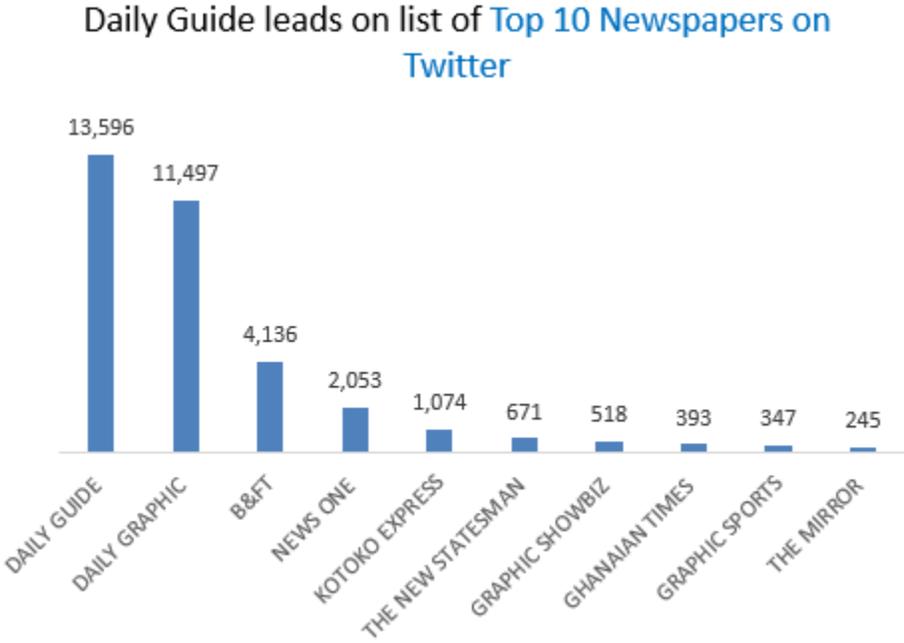


Figure 6: Newspapers with the most followers on twitter.

5. DISCUSSION

Globally, traditional news sources are increasingly embracing new media technologies and platforms. In Ghana however, progress can best be described as slow but steady considering the number, in raw count, of traditional media whose presence are found, first, and then “felt” on social media (Facebook and Twitter).

Refreshing as it may seem that a fair number of traditional news media have committed to establishing their presence in virtual space to feed the ever growing numbers of online audiences looking to consume news faster and on the go, actual performance, checked by the quality of social media page handling through the provision of regular updates and interactions, which in turn feeds the number of followers, is a tad underwhelming.

With the focus on assessing activities and performances of well over 350 radio stations, 60 Newspapers and 34 TV stations to find out the extent to which they are harnessing social media as a News generation and dissemination tool, this report endorses the Facebook’s status as the more popular social media tool in Ghana with greater patronage and use than Twitter. There are, indeed, more Ghanaian radio, TV and newspaper presence on Facebook than there are on Twitter.

This report reveals notably impressive performances by media entities such as Joy FM, Citi FM, Starr FM and ATL FM who, without any surprise, have some of their accounts verified. They represent a small percentage of best managed pages that are easily identified as official on social media with up-to-the-minute post updates and interaction with audience.

The reverse of this is also the general lack interest by many other news media with poorly managed handles that are difficult to identify as official accounts. Most of these traditional media have multiple pages created in their names with some appearing to have been last updated as far back as 2013 as found with a 2nd Ghanaian Times newspaper page on Twitter (@GhanaianTimes).

Again, the regional disparity in social media presence and spread of media houses in Ghana remains with the Greater Accra region recording more radio, TV and newspaper entities on the online space with Ashanti region following in second. The relative infrastructure and technological disparities among regions also persist as one of many possible reasons underlying this.

6. CONCLUSION

Having a firm understanding of the difference between new media and traditional media is not just interesting. Understanding how traditional media plays out on very dynamic social networking platforms bears critically on whether or not one would succeed on virtual space. Indeed, a social media campaign run like a traditional media campaign is most likely to see more damage to your brand reputation than benefits.

From the generally dormant outlook of some pages, through the absence of regular posts and updates, to the multiple accounts/pages created, there is just enough to conclude that only a few have caught on well with the social media game while a majority are yet to realize the potential harm to the brands of the many poorly managed social media accounts created in their names.

Highlighting the general use of social media by Ghanaian media entities and their newsrooms, the SMI 1st Quarter 2017 report also serves as the latest gauge of news organizations' attitudes towards new media platforms – Facebook and Twitter.

It is clearly not enough to just create an account in your name. The best performing media entities on social media are those with the most up-to-date posts and interactions. Such accounts record the highest numbers of follower as revealed in the findings presented in this report.

This report indicates that many media houses do not exist on social media or exist but have failed in efficiently and effectively managing their accounts with most pages left without updates for many months and even years in some cases; thereby defeating their purpose.

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.

Hopefully, as per the objective of this Index, Ghana's media entities and newsrooms would by this report commit a lot more to building quality online presence to engage their online audience on social media.