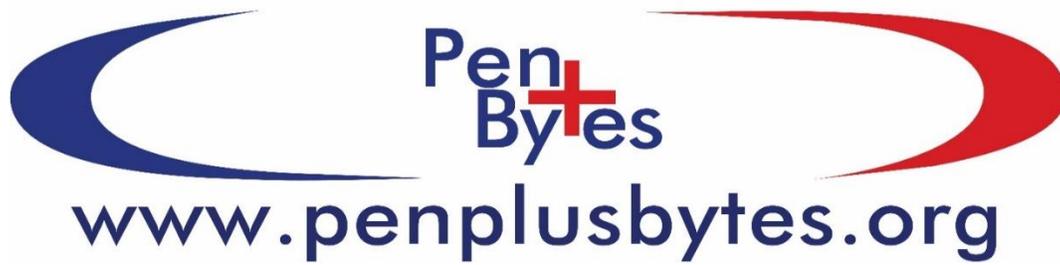


2nd quarter social media index report

June, 2017

*This Social Media Index (SMI) report reveals the performance of established Newspapers, Radio and TV stations in Ghana for the 2nd quarter of the year based on their presence, followers and likes on social media as at **30th June, 2017.***



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

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1. INTRODUCTION

Social media as an essential tool for communicating and publishing news has come to stay. Globally, many forward thinking newsrooms and media entities are embracing what has long been predicted as the new trend in news generation and dissemination practices.

With a primary goal of enhancing journalism in Ghana using technology, Penplusbytes' 2nd Quarter Social Media Index (SMI) report for 2017 reports the extent to which Ghana's traditional media are using this important space.

The June 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 30th June, 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.

Giving an update on the performance of Ghana's electronic and print media outlets 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 outlined in the ensuing chapters.

2. TV INDEX

3. i. Facebook

The study is conducted on 34 Television stations guaranteed operations and on air in Ghana, and sheds light on their presence and performance on social media. Out of this number, 23 (67%), were found to have Facebook accounts and they are; VIASAT 1 TV (Now Kwese 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	Kwese TV	1,130,887
2	U TV Ghana	809,107
3	TV3 Network	634,817
4	E-TV Ghana	484,109
5	GH One TV	232,787
6	Multi TV Ghana	124,315
7	Metro TV	77,671
8	GoTV	61,726
9	TV Africa	37,546
10	ANGEL TV	31,737

Table 1: 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’.

Kwese TV tops list of most followed TV stations on Facebook

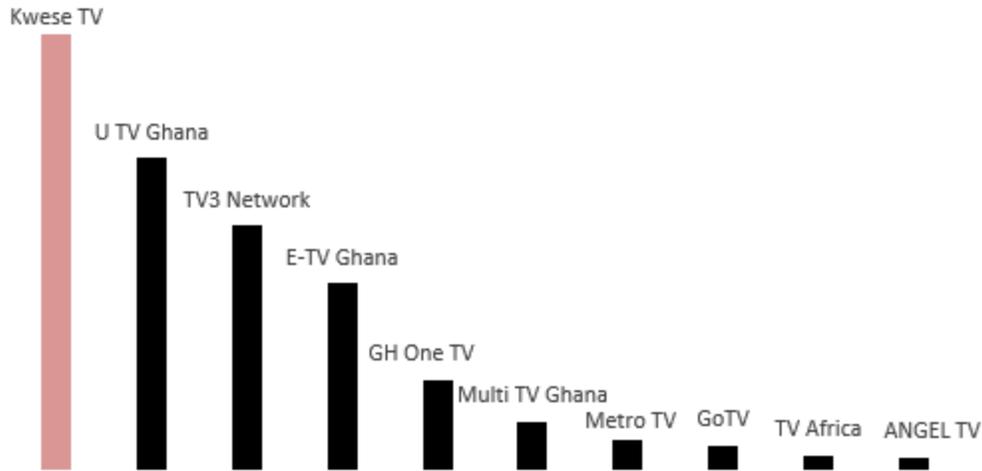


Figure 1: Top 10 TV stations on Facebook

3. ii. Twitter

Though there are almost same number of TV stations on Twitter as there are on Facebook. However, not all TV stations on Facebook necessarily have Twitter handles. Those on Twitter include; GH One, VIASAT 1 TV (Kwese TV), UTV 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	318,205
2	U TV Ghana	26,741
3	TV3 Network	26,411
4	E-TV Ghana	16,013
5	Multi TV Ghana	10,092
6	Kwese TV	5,276
7	Metro TV	5,044
8	Kantanka TV	2,765
9	TV Africa	2,208
10	Ghana Television (GTV)	2,081

Table 2: Television stations ranked according to number of followers on Twitter

GH One TV with 318,205 followers sits top as the most followed TV station on Twitter. Rebranded Viasat 1 (Kwese) TV lost its 2nd position from last quarter's index to place 6th with 5,276. UTV replaced Viasat 1 (Kwese TV) at the 2nd place with 26,741 followers. TV3 with 26,411 followers followed closely at the 3rd position. List is completed by TV Africa who though recorded significant increase in followership maintained their 9th and 10th position respectively with 2,208 and 2,081 followers.

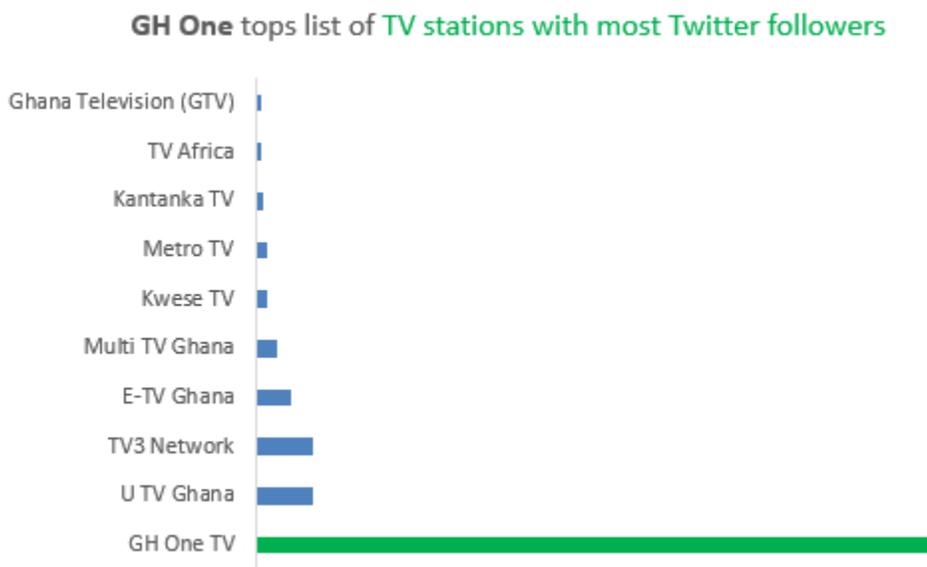


Figure 2: TV stations with highest following on Twitter

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 a relatively noticeable number on Facebook, Kwese TV's drop in figure on Twitter must seemingly be attributed to its rebranding from Viasat 1 TV to Kwese TV now.

3. NEWSPAPER INDEX

4i. Facebook

Only about 19 (31%) newspapers in Ghana are on Facebook with active pages. Quite noticeable is the fact that many of these pages are evidently ill-managed with no updates or interaction in quite a long time. 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	873,857
2	90 Minutes Sports Newspaper	131,571
3	Daily Guide	81,539
4	The New Statesman	32,958
5	Graphic Showbiz	23,645
6	B&FT	18,130
7	The Mirror	11,588
8	Ghanaian Times	8,701
9	Junior Graphic	6,155
10	Graphic Sports	5,614

Table 3: Newspapers ranked according to followers on Facebook

From our study of collected data, the Daily Graphic continues to hold a staggering lead as the best newspaper by number of 'Likes' (Followers) on Facebook with 873,857 followers, followed by 90 Minutes Sport paper at a distant 2nd with 131,571 page 'Likes.' The Daily Guide with 81,539 'Likes' (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).

Chart shows Daily Graphic has **most Facebook followers**

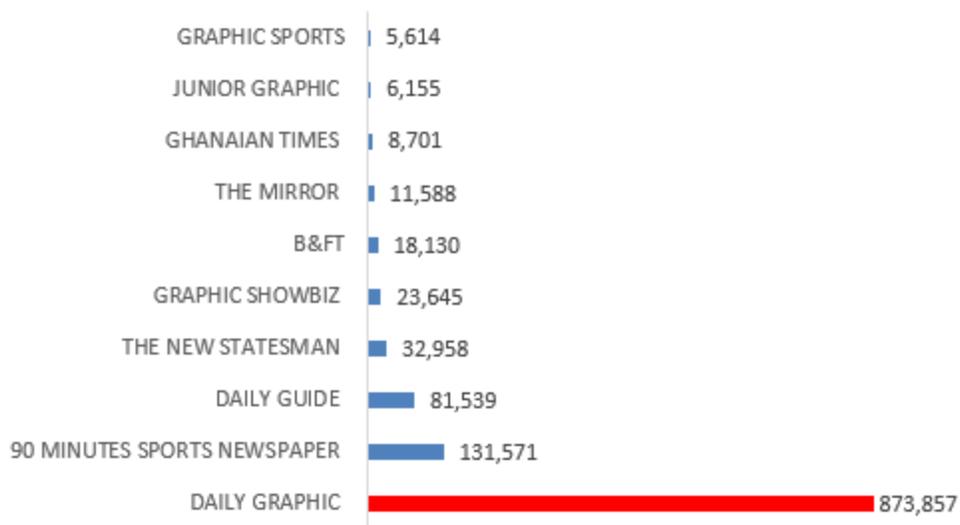


Figure 3: Rank of top 10 Newspapers on Facebook

The New Statesman compared to the last index report has increased its “likes” significantly to occupy the 4th position which was then a position for the Business & Financial Times.

4. ii. Twitter

Reviewing about 60 newspapers, the study found that only 13 (21.7%) were actively on Twitter and they are listed in *Table 6 as follows* with the Daily Guide maintaining its lead position and Daily Graphic following closely on the list.

Rank	Newspaper	Followers
1	Daily Guide	13,700
2	Daily Graphic	12,997
3	B&FT	4,379
4	News One	2,058
5	Kotoko Express	1,310
6	Ghanaian Times	765
7	The New Statesman	754
8	Graphic Showbiz	559
9	Graphic Sports	366
10	The Mirror	245

Table 4: Newspapers ranked according to followers on Twitter

As represented in *Table 6 above*, the Daily Guide newspaper (@dailyguideghana) has the most followers on Twitter maintaining a consistent lead from last year till date. The Daily Graphic (@Graphicgh) is following closely at 2nd position. The Business & Financial Times (@bftghana) with 4,379 followers sits at 3rd on the list.

News One (@newsonegh) ranks 4th on the chart with 2,057 followers, Kotoko Express (@KotokoExpress) with 1,310 followers follows suit and the New Statesman (@thestatemangh) with 754 followers is at the 7th position. Graphic Showbiz (@GraphicShowbiz) with a following of 559 lies at the 8th while completing the list at 9th and 10th respectively are Graphic Sport (@G_SportsGh) with 366 followers and the Mirror (@Mirrorghana) with 245 followers.

4. RADIO INDEX

2. i. Facebook

The report reveals that only 66 (19%) of 350 radio stations own and run Facebook accounts. The Greater Accra and Ashanti regions continue to dominate other regions in the number of stations on this list. Nonetheless, 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. Central region's ATL Radio also shows considerable progress beating the likes of Accra based Starr FM and Hitz FM.

Rank	Radio Stations	Number of 'Likes'
1	Citi FM	1,048,027
2	Joy FM	1,029,531
3	Nhyira FM	590,451
4	Adom Fm	550,055
5	Y FM	424,525
6	ATL FM	260,281
7	Hitz FM	183,354
8	Ultimate FM	180,487
9	Starr FM	135,260
10	Metro FM	122,489

Table 5: List of Top 10 Radio stations with the most followers on Facebook

Multimedia's foremost radio station, Joy FM, was beaten by Accra based Citi FM to rank the most followed radio station on Facebook. Joy FM crossed the 1 million mark with 1,008,733 'Likes' in the last index to place above Citi FM with 999,388 'Likes' but this time around Citi FM after crossing the 1 million mark beat Joy FM. Nhyira FM occupies 3rd place with 590,451 'Likes'. The full list as seen in the table above is graphically shown in figure 1 below.

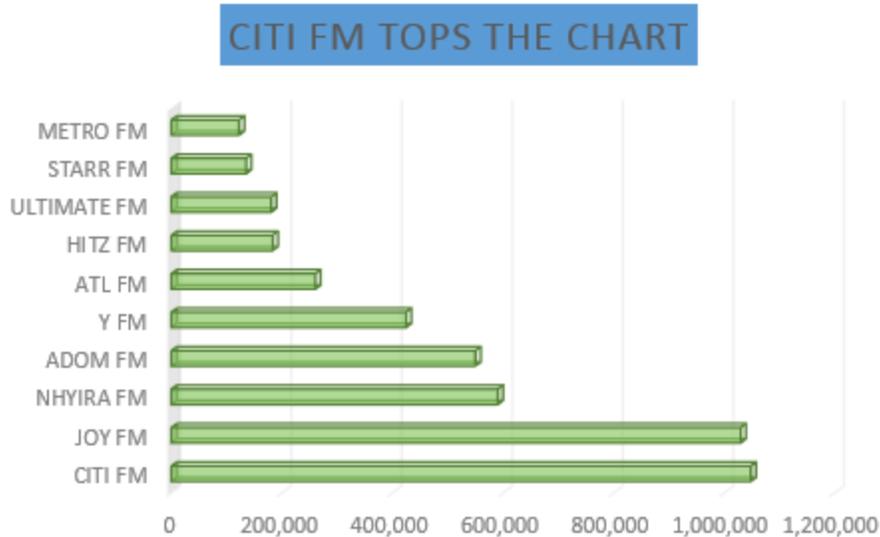


Figure 4: Top 10 most followed radio stations on Facebook

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.

Table 2 below shows the rank of radio stations on Twitter for the 2nd Quarter of 2017.

Rank	Radio Station	Followers
1	Joy FM	705,546
2	Citi FM	600,356
3	Y FM	370,789
4	Live FM	64,067
5	Starr FM	54,287
6	Hitz FM	50,769
7	Y FM Kumasi	23,765
8	Pluzz FM	16,270
9	3 FM	13,789
10	Peace FM	10,987

Table 6: Top 10 Radio stations on Twitter

Joy FM with over 700,000 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, Y FM and Live FM follow at 3rd and 4th. Starr FM sits at 5th position with 54,287 followers.

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

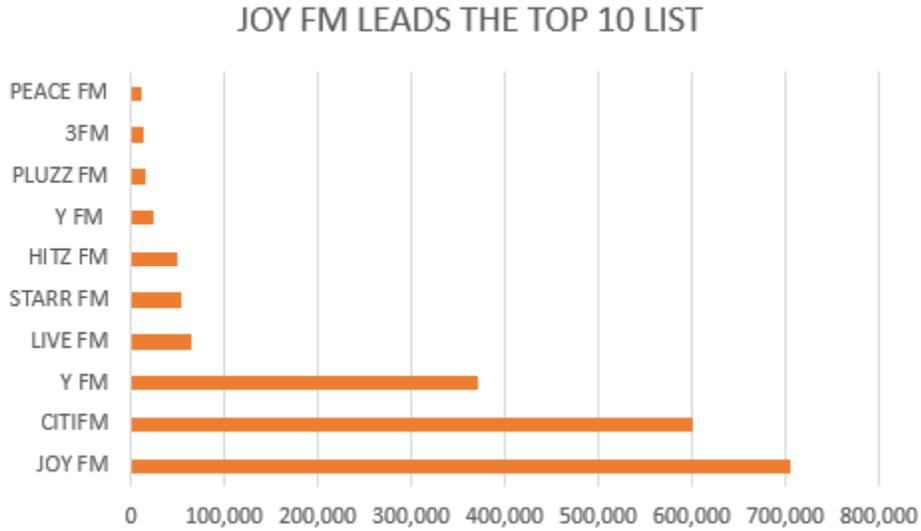


Figure 5: Rank of Top 10 Radio stations on Twitter

5. DISCUSSION AND CONCLUSION

Overall, there have been enormous improvement and continuous growth in social media use among media houses in Ghana as seen from previous index reports and their data trends. It is however worth noting that a significant number of media houses are still missing in the social space whilst others have lost their value on social media through non engagement and a sheer lack of regular content updates.

Strategy is the core to achieving any social media goals and being ranked high. Most media brands fail to rank high and do well on social media because they fail to put in a strong social media strategy. A strategy that outlines efforts in social media management and how each results are achieved could go a long way to make media brands useful on social media space.

This report reveals notably impressive performances by media entities such as Joy FM, Citi FM, Daily Graphic and Daily Guide who have maintained their positions on the Top 10 list for a while. 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. 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 best numbers of follower as revealed in the findings presented in this report.

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 is worth mentioning. ATL FM's place on the Top 10 radio stations on Facebook connotes a place for other regional media brands to mount the stage on the index. The relative infrastructure and technological disparities among regions also persist 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.

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.