

2017

# **Governance Social Media Index Report – June 2017**

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## **INTRODUCTION**

Ghana, as part of the global economy, cannot be left out in the use of social media as the country has been among the very earliest countries in the region of Sub-Saharan Africa to have access to internet services. In recent times, the use of social media in Ghana is gearing towards discussion of social, economic and especially political issues. The evidence of this upsurge in the use of social media can be seen from online activities that surrounded the 2016 General Elections. It offered ample proof of social media's popularity and effectiveness as a communication and social engagement tool. Indeed, available data by Stat Counter (2017) indicates that as of May this year, Facebook users in Ghana account for about 95.39 percent of the market share, whereas Twitter (2.29%), Pinterest (1.27%), LinkedIn (0.23%), YouTube (0.27%), and Google+ (0.18%) respectively.

Although Ghana's democratic credentials earned a massive boost after the successful conduct of the elections to choose a new President and 275 members of parliament, the success of the political season was however not limited to the peaceful manner in which Ghanaians conducted themselves before, during and after the fierce contest. The rather impressive use of new digital tools including social media also attracted widespread commendation.

From the culminating indicators seen in the deployment of tech-based systems by media houses that enabled their collation and projections of results, through the Electoral Commission's own challenges with same, to how political parties tracked their numbers before the final official declaration among others, the digital warfare lines had long been drawn with key communications and campaigning strategies by parties and their candidates pivoted on various social media tools especially Facebook and Twitter. Social media platforms existed long before last year's Parliamentary and Presidential election. Networks such as Facebook and Twitter, however, gained greater prominence during the straight fight of Mahama versus Nana Addo.

In June 2016, Penplusbytes issued the first Governance Social Media Index (GSMI) as a baseline on the presence of political parties, their candidates and elections management bodies on Twitter and Facebook. The second GSMI released in September 2016, measured how political parties and their leaders used social media tools in their communications strategies to engage citizens.

The third Index published in December 2016 provided an assessment on which political parties and candidates commanded the best presence on social media. This index also assessed the political parties level of engagement with followers in the heat of the campaign. This 3rd GSMI revealed a two horse race between President John Mahama of the National Democratic Congress (NDC) and his main rival Nana Akufo Addo of the New Patriotic Party (NPP) where the latter displaced the former President as the most followed candidate on Facebook. However, there were no significant change as President Mahama's Twitter account continued to have the most followers. Click to read more on [3<sup>rd</sup> GSMI Report](#).

## **SUMMARY OF THE POST-ELECTION GSMI**

Six months after the 2016 elections, the 1<sup>st</sup> GSMI Report in 2017 ascertains post-election use of social media by political parties with emphasis on the presence and performance of new President, Nana Akufo Addo and his last opponent, John Dramani Mahama. This report also focuses on some key governance institutions with direct stakes in electoral issues in Ghana.

This post-election survey revealed that as of 17<sup>th</sup> June, 2017, President, Nana Akufo-Addo maintains his status as the most followed personality on Facebook with an overwhelming 1,566,068 followers and 1,565,042 likes. On Twitter, former President, John Dramani Mahama leads with 471,000 followers. The President, post-elections, uses his account to announce new policies, interact with citizens and share his good will messages when needed. His opponent, John Mahama, has largely used his account as a tool for rallying of his party supporters and also to share his good will messages. Also, a look at the political parties indicated that the New Patriotic Party is the most followed party on Facebook, whereas that of Twitter is the National Democratic Congress.

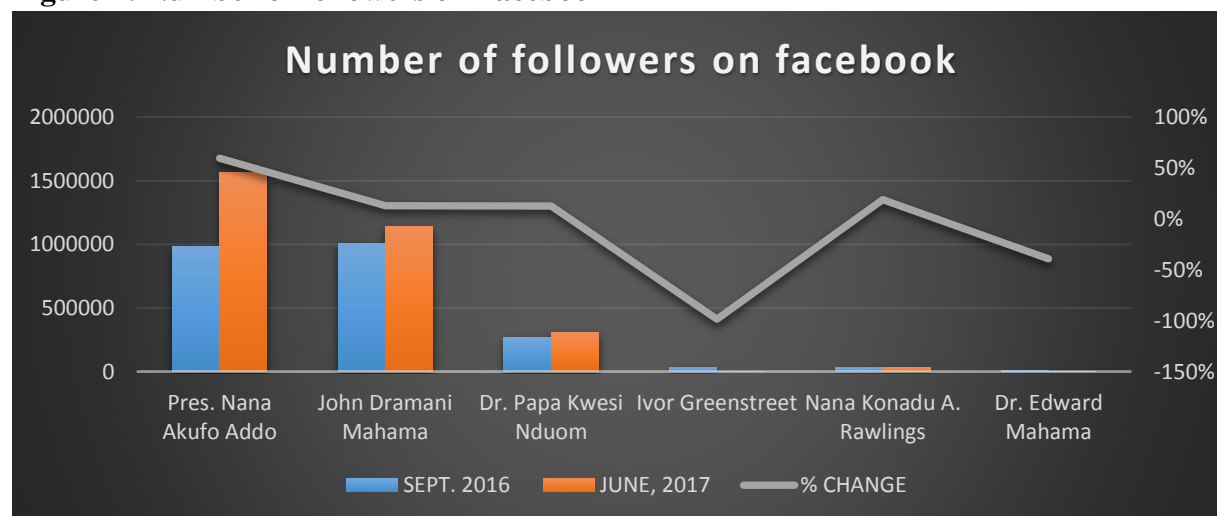
The details are discussed as follows:

**POLITICAL PARTY LEADERS (2016 Presidential Candidates) ON SOCIAL MEDIA  
RANKING OF PRESIDENTIAL CANDIDATES ACCORDING TO THEIR FOLLOWING  
ON FACEBOOK**

**Table 1: NUMBER OF FOLLOWERS ON FACEBOOK**

PRESIDENTIAL CANDIDATE	Sep-16	Jun-17	GAIN	% CHANGE	VERIFICATION STATUS	LEVEL OF ENGAGEMENT
Pres. Nana Akufo Addo	981,057	1,566,068	585,011	60%	Verified	High
John Dramani Mahama	1,007,595	1,138,686	131,091	13%	Verified	High
Dr. Papa Kwesi Nduom	270,507	304,426	33,919	13%	Not Verified	Low
Ivor Greenstreet	30,048	444	(29,604)	-99%	Not Verified	Low
Nana Konadu A. Rawlings	29,106	34,646	5,540	19%	Not Verified	Low
Dr. Edward Mahama	6,779	4,111	(2,668)	-39%	Not Verified	Low

**Figure 1: Number of followers on Facebook**



The table 1 with its corresponding figure 1 above depicts the Presidential Candidates with Facebook accounts. The data analysis indicates that the current President of Ghana, Nana Akufo-Addo of the New Patriotic Party has 1,566,068 followers on Facebook. With this figure, he leads

the rest of the political leaders as the most followed personality on Facebook. He's followed at 2<sup>nd</sup> place by the Presidential Candidate of the National Democratic Congress and the former President, John Dramani Mahama with 1,138,686 followers on Facebook. At 3<sup>rd</sup> place is Dr. Papa Kwesi Nduom (Presidential Candidate of Progressive Peoples Party) who has 304,426 followers on Facebook. Nana Konadu A. Rawlings (NDP), Dr. Edward Mahama (PNC) and Ivor Greenstreet (CPP) have 34,646, 4,111 and 444 respectively and in that order.

In addition, the variance analysis between the Pre-Election survey September 2016; a period marking the peak of pre-elections political activities and the Post-Election survey ( June, 2017) depicts that President Nana Akufo-Addo recorded the most gain of about 585,011 representing 60% increase in the number of Facebook followers. This is followed by Nana Konadu A. Rawlings gaining 5,540, representing 19% increase in the number of followers. John Dramani Mahama and Dr. Papa Kwesi Nduom gained 131,091 and 33,919 representing 13% increase in the follower base respectively. However, Dr. Edward Mahama and Ivor Greenstreet had a decrease in their number of followers.

## **RANKING OF PRESIDENTIAL CANDIDATES ACCORDING TO THEIR FOLLOWING ON TWITTER**

**Table 2: NUMBER OF FOLLOWERS ON TWITTER**

PRESIDENTIAL CANDIDATE	SEPT. 2016	JUNE, 2017	GAIN	% CHANGE	VERIFICATION STATUS	LEVEL OF ENGAGEMENT
Pres. Nana Akufo Addo	108,386	246,000	137,614	127%	Verified	High
John Dramani Mahama	269,264	471,000	201,736	75%	Verified	High
Dr. Papa Kwesi Nduom	51,692	376	(51,316)	-99%	Not Verified	Low
Ivor Greenstreet	609	1,018	409	67%	Not Verified	Low
Nana Konadu A. Rawlings	493	1,269	776	157%	Not Verified	Low
Dr. Edward Mahama	328	1,146	818	249%	Not Verified	Low

**Figure 2: NUMBER OF FOLLOWERS ON TWITTER**

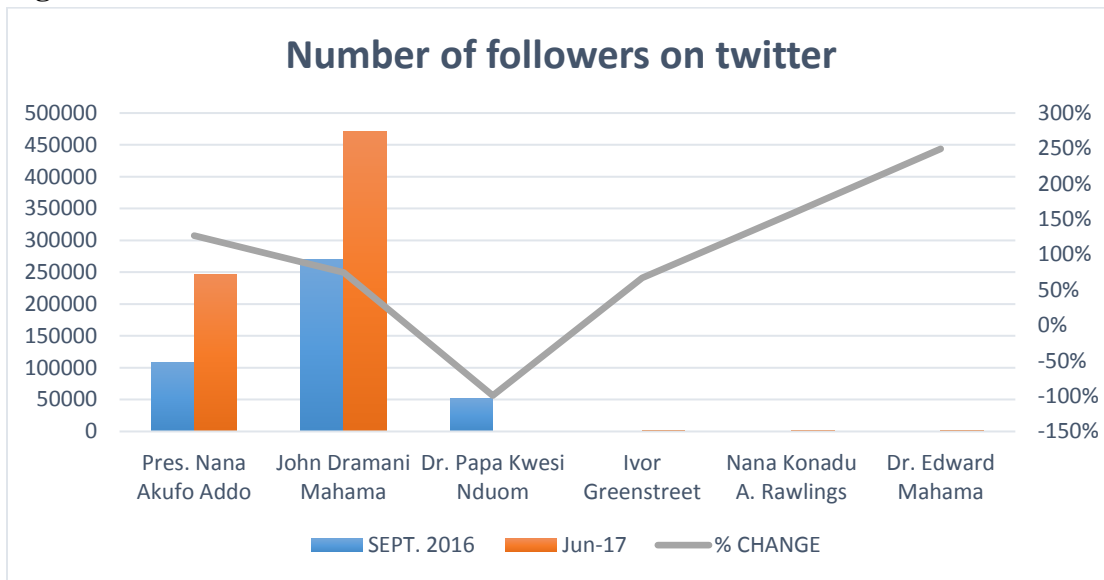


Table 2 with its corresponding figure 2, offer details on presence and performance of personalities on Twitter. John Dramani Mahama maintains his status as the most followed with 471,000 followers on Twitter. President Nana Akufo-Addo of the NPP comes in at 2<sup>nd</sup> with 246,000 followers on Twitter. At distant 3<sup>rd</sup> place is Nana Konadu A. Rawlings (NDP) who has 1,269 followers, with Dr. Edward Mahama (PNC) at 4<sup>th</sup> place with 1,146 followers. The rest are Ivor Greenstreet (CPP) with 1,018 followers and Dr. Papa Kwesi Nduom (Presidential Candidate of Progressive Peoples Party) with 376 followers on Twitter.

The variance analysis as seen in Table 2 indicates that Dr. Edward Mahama has the highest percentage gain with about 818 followers within the period. The figure represents a 249% increase. Within the same period, Nana Konadu A. Agyemang Rawlings gained 776 followers representing a 157% gain. President Nana Akufo-Addo had the third largest gain with 137,614 representing 127% increase, followed by John Dramani Mahama and Ivor Greenstreet 201,736 and 409 representing 75% and 65% increase respectively. Surprisingly, however, there was a sharp decline in the number of followers of Dr. Papa Kwesi Nduom on Twitter.

## POLITICAL PARTIES ON SOCIAL MEDIA

**Table 3: NUMBER OF FOLLOWERS ON FACEBOOK**

POLITICAL PARTIES	SEPT. 2016	JUNE, 2017	GAIN	% CHANGE	VERIFICATION STATUS	LEVEL OF ENGAGEMENT
NPP	307,963	457,442	149,479	49%	Verified	High
NDC	24,743	25,313	570	2%	Verified	High
PPP	33,193	120,637	87,444	263%	Not Verified	Low
CPP	6,662	6,765	103	2%	Not Verified	Low
NDP	8,977	8,964	(13)	0%	Not Verified	Low
IPP	297	303	6	2%	Not Verified	Low
APC	19	243	224	1179%	Not Verified	Low
URP	55	56	1	2%	Not Verified	Low
GCPP	1,194	1,186	(8)	-1%	Not Verified	Low



**Figure 3: NUMBER OF FOLLOWERS ON FACEBOOK**

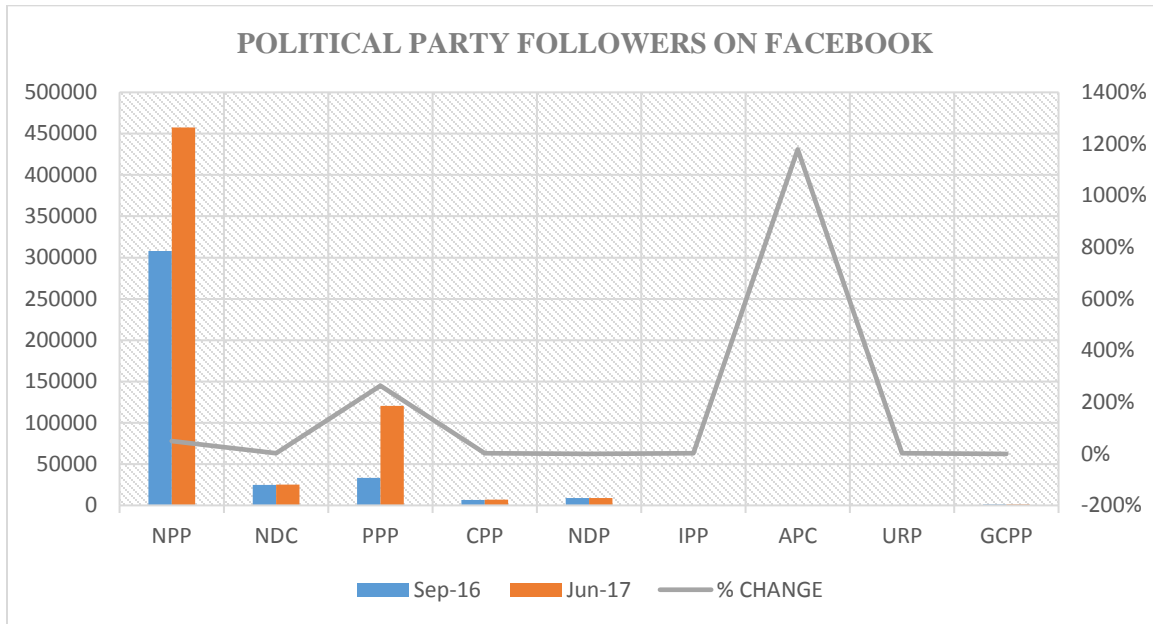


Table 3 with its corresponding figure 3 show political parties and their number of followers on Facebook. Clearly, the analysis suggests that the New Patriotic Party (NPP) is the most followed party on Facebook in this Post-election survey. They have obtained 457,442 followers representing 49% increase in the number of followers from the Pre-Election survey in September, 2016. The Progressive People’s Party is second as the next most followed party on Facebook with 120,637 followers representing 263% increase. This percentage shows from the analysis that, PPP is the second highest gainer after APC. Also, the National Democratic Congress has 25,313 followers representing a paltry 2% increase. Surprisingly, APC which was disqualified prior to the election obtained 243 followers representing 1179%, becoming the highest gainer among the parties. Again, GCPP is the only party that had a decline in their follower base as indicated above.

**Table 4: NUMBER OF FOLLOWERS ON TWITTER**

POLITICAL PARTIES	SEPT. 2016	JUNE, 2017	GAIN	% CHANGE	VERIFICATION STATUS	LEVEL OF ENGAGEMENT
NPP	35,193	26,800	(8,393)	-24%	Verified	High
NDC	12,577	27,500	14,923	119%	Verified	High
PPP	497	251	(246)	-49%	Not Verified	Low
CPP	N/A	547	N/A	N/A	Not Verified	Low

**Figure 4: NUMBER OF FOLLOWERS ON TWITTER**

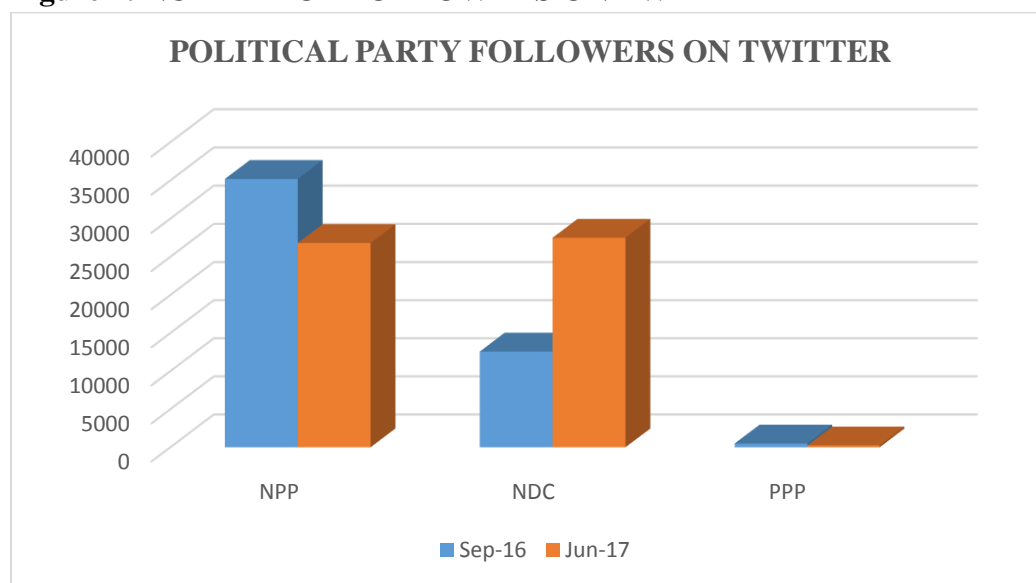


Table 4 with its corresponding figure 4 also indicates political parties and their number of followers on Twitter. Data obtained above indicates that the National Democratic Congress (NDC) is the most followed party on Twitter in this Post-election survey. The party has 27,500 followers representing 119% increase in the number of followers from the Pre-Election survey in September, 2016. This makes the NDC the highest gainer among the group of parties under consideration. The closest contender, New Patriotic Party, and the Progressive Peoples Party suffered declines in the number of followers. The other parties including APC, CPP, GCPP among others do not have Twitter accounts.

## KEY ELECTIONS MANAGEMENT BODIES

The Electoral Commission, among other key elections management bodies received the highest number of followers on Facebook whereas CODEO had the highest number of followers on Twitter. Table 5 below has details.

## SOCIAL MEDIA USAGE BY IMPORTANT ELECTION MANAGEMENT BODIES

**Table 5: NUMBER OF FOLLOWERS**

ELECTION MANAGEMENT BODY	POST-ELECTION FOLLOWERS (As at 17th Jun, 2017)	
	TWITTER	FACEBOOK
Ghana Police Service	6896	72231
CODEO	2958	14405
Electoral Commission (EC)	1848	212826
NCCE	396	123
Parliament	144	2063
NPC		
Judicial Council		

The table above depicts the post-election results (as at 17<sup>th</sup> June, 2017) of the usage of social media by some important election management bodies. Ghana Police Service is the main law enforcement agency of Ghana. The service has 6896 Twitter followers with 72,231 Facebook likes. The Coalition of Domestic Election Observers (CODEO); an independent and non-partisan network of civil society group, faith-based organizations and professional bodies, which observe Ghana elections, has both Facebook and Twitter accounts with 14,405 and 2,958 followers respectively. In addition, the Electoral Commission (EC) of Ghana which is the official body in Ghana responsible for the conduct of all public elections has both Twitter and Facebook accounts with 1,848 and 212,826 followers respectively. Again, the National Commission for Civic Education (NCCE) responsible for the education of Ghanaians on civic matters also has both Twitter and Facebook accounts with the followers being 396 for Twitter and 123 for Facebook. Surprisingly, the Judicial Council of Ghana (JC) and the National Peace Council (NPC) have no presence on Twitter and Facebook.

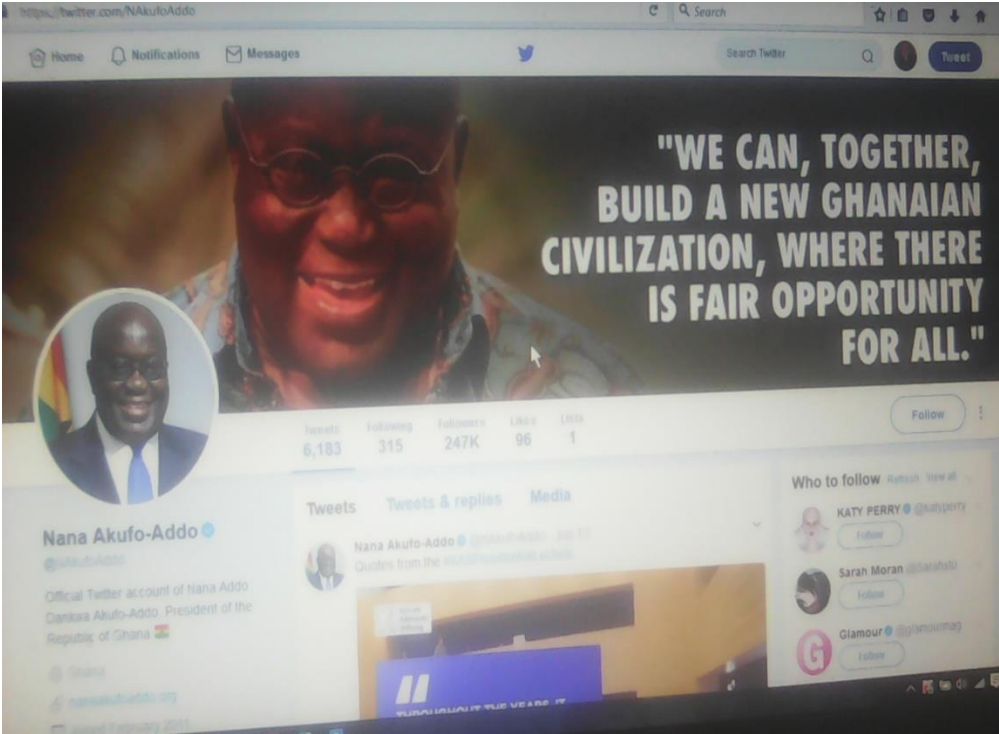
Overall, a vivid look at the data shows that among all the election management bodies under review, the EC has the most number of likes on Facebook followed by the Ghana Police Service, and CODEO. Again, with regards to Twitter accounts, the Ghana Police Service has the most number of followers, with CODEO and the EC respectively.

## **CONCLUSION**

This survey looked at the Post-Election Twitter and Facebook Accounts of Political Parties and their Presidential Candidates as well as some important election management bodies in Ghana. The period under consideration is 17<sup>th</sup> June, 2017. Findings from the survey indicate that the most followed personality among all the political leaders in Ghana on Facebook is the current President, Nana Akufo-Addo whereas the Twitter account of former President, John Dramani Mahama is the most followed. Also, a look at the political parties indicated that the New Patriotic Party is the most followed party on Facebook, whereas that of Twitter is the National Democratic Congress. Again, the analysis on the election management bodies indicated that the Electoral Commission is the most followed entity on Facebook, whereas, the Ghana Police Service is the most followed entity on Twitter.

**APPENDIX: A screenshot of the banner handle of the Presidential Candidates showing the number of followers on Twitter**

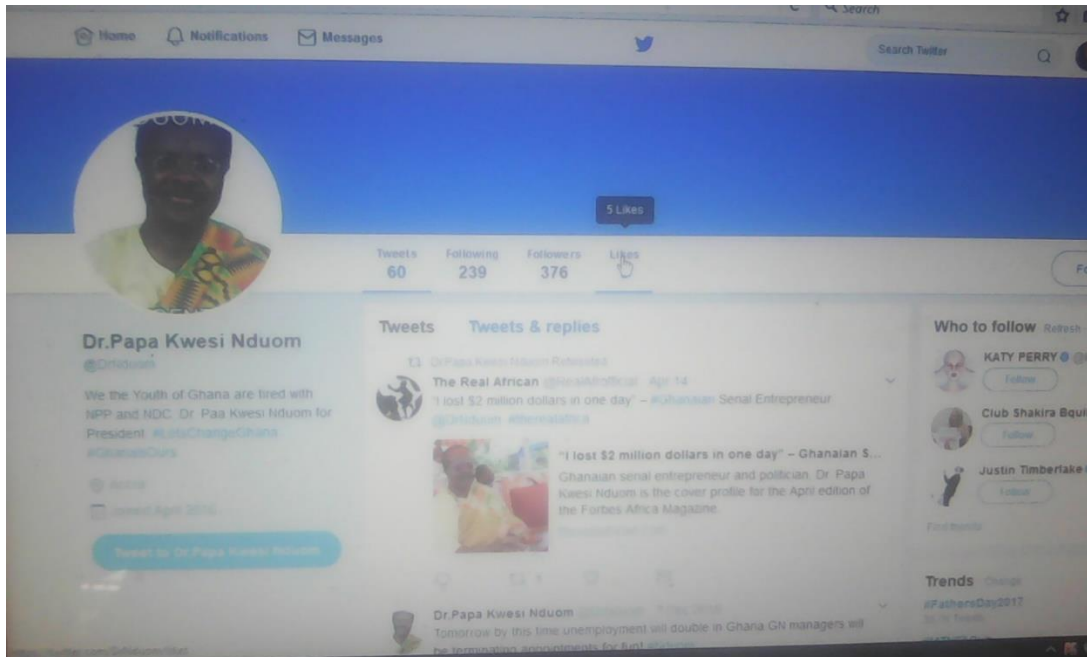
**Appendix 1: Nana Akufo-Addo**



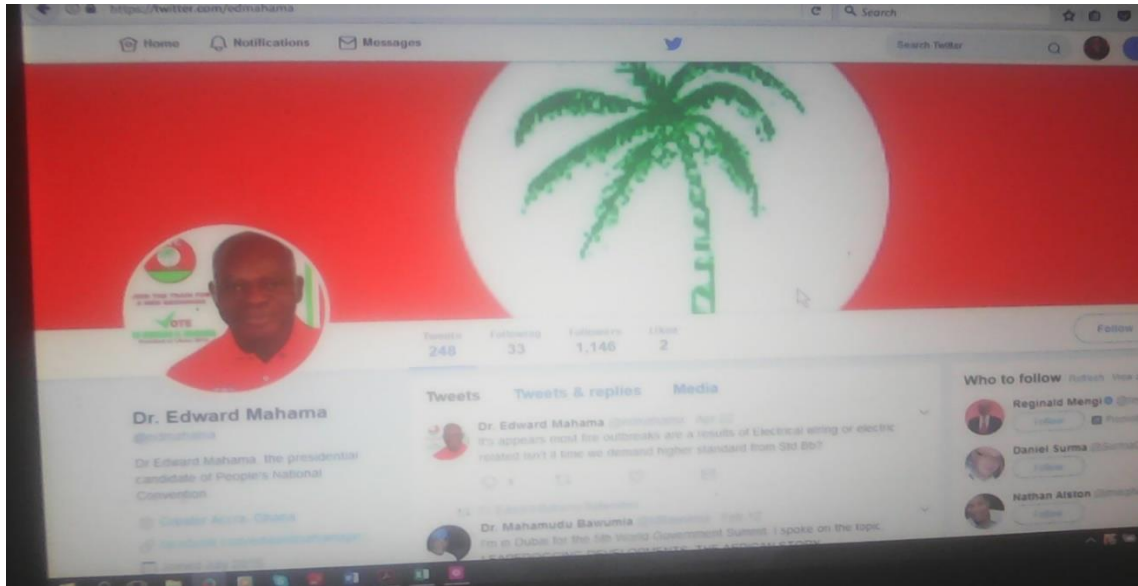
**Appendix 2: John Dramani Mahama**



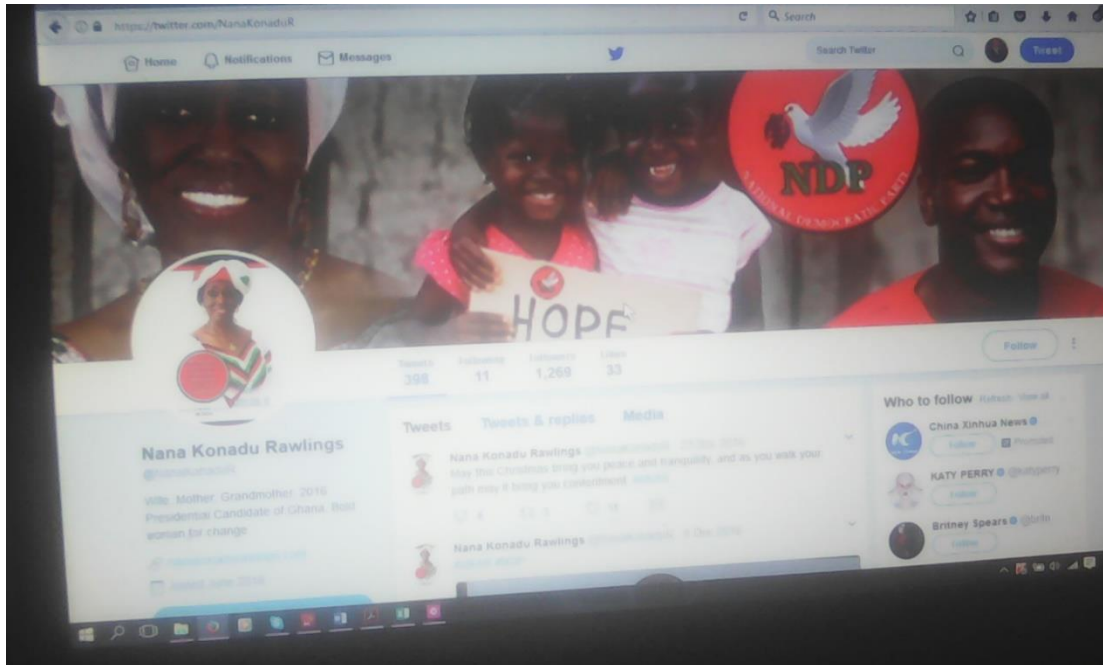
**Appendix 3: Dr. Papa Kwesi Nduom**



**Appendix 4: Dr. Edward Mahama**



### Appendix 5: Nana KonaduAgyemang Rawlings



### Appendix 6: Ivor Greenstreet

