

4th QUARTER SOCIAL MEDIA INDEX REPORT DECEMBER 2017

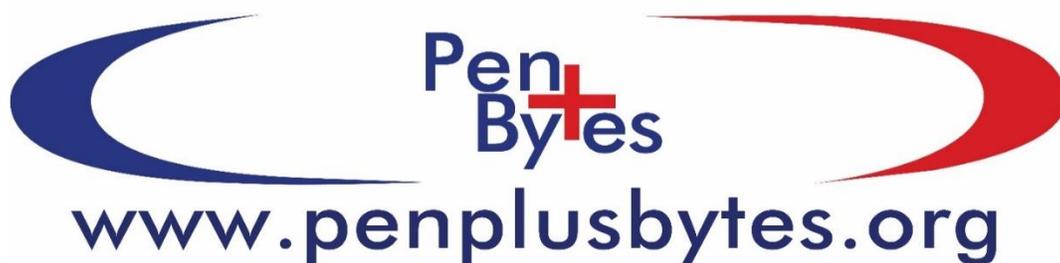


www.penplusbytes.org/publications

 Penplusbytes

 @penplusbytes

 info@penplusbytes.org



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

Visit : www.penplusbytes.org.
Email: info@penplusbytes.org.

TABLE OF CONTENT

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

1. INTRODUCTION

Ghana's media since 1957 has evolved into many phases. Current trends suggest that many future oriented newsrooms and media entities are embracing what has long been predicted as the future of news generation and dissemination. Social media has indeed come to stay and creates a viable means of improving news content production and information sharing.

With a primary goal of enhancing journalism in Ghana using technology, Penplusbytes' Final Quarter Social Media Index (SMI) report for 2017 reports the extent to which Ghana's traditional media are using social media in enhancing their work and reaching the masses.

The December 2017 report reviews the outlook and performance of Newspapers, Radio and TV stations in Ghana based on their presence, followers and likes on social media; particularly Facebook and Twitter.

With collected data remaining valid as at the 15th December, 2017, this report rates how media establishments utilize their social media platforms particularly Facebook and Twitter to reach out and engage audiences 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 index report assesses the presence and performance of the media brands primarily based on number of page "Likes" and "Followers" with key considerations on content updates i.e. frequency of posts and engagement on Facebook and Twitter.

It is worth noting also that this study was conducted on registered media organizations as captured by the National Communications Authority in their quarterly list of authorized media entities in the country. Thus, over 62 newspapers, over 470 registered radio stations and 51 TV stations guaranteed operations in Ghana and on air were captured; from which a rank of the best 10 performing media brands in each category is highlighted.

Key outcomes are outlined in the resultant chapters.

2. TV INDEX

3. i. Facebook

The study is conducted on 51 Television stations guaranteed operations and on air in Ghana, and sheds light on their presence and performance on social media. Out of this number, 25 (49%), were found to have Facebook accounts and they are; 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 Rock TV, Smart TV, Obinim, Amansan TV, 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 Facebook “Likes”
1	Kwese TV	1,197,326
2	UTV	889,722
3	TV3	703,620
4	e.TV Ghana	479,174
5	GHOne	266,788
6	Metro TV Ghana	81,034
7	Amansan	54,320
8	TV Africa Gh	45,601
9	Homebase	45,037
10	Net2 TV Gh	33,458

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’.

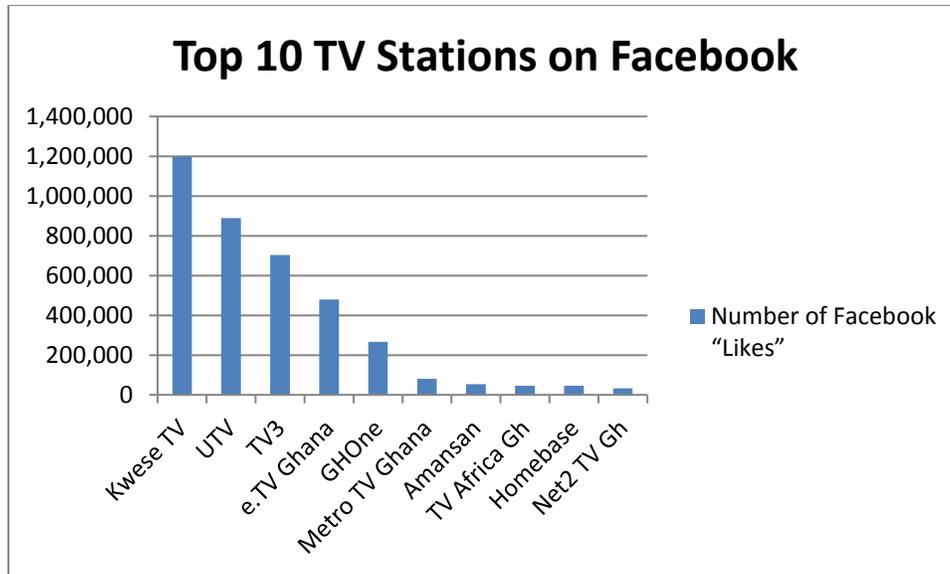


Figure 1: Top 10 TV stations on Facebook

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

Rank	TV Stations	Number of Followers
1	GH One TV	371,771
2	TV3	35,061
3	UTV	33,403
4	E-TV Ghana	17,864
5	FirstDigital TV	15,726
6	Kwese TV	13,394
7	GTV Ghana	6,537
8	Metro TV	6,411
9	Amansan	5,895
10	Kantanka TV	2,851

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

GH One TV with 371,771 followers sits top as the most followed TV station on Twitter. Rebranded Viasat 1 (Kwese) TV maintained its 6th position from last quarter's index with 13,394. TV3 replaced UTV at the 2nd place with 35,061 followers. UTV with 33,403 followers followed closely at the 3rd position. List is completed by Amansan TV and Kantanka who are new entrance in the table recorded significant rise in followership and were ranked 9th and 10th position respectively with 2,895 and 2,851 followers.

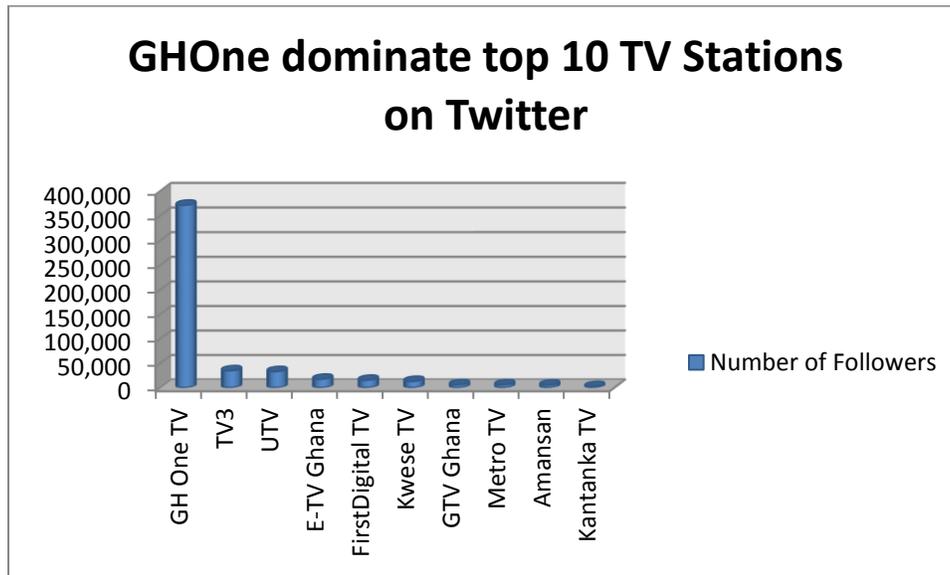


Figure 2: TV stations with highest following on Twitter

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 could seemingly be attributed to its rebranding from Viasat 1 TV to Kwese TV.

3. NEWSPAPER INDEX

4i. Facebook

Only about 19 (31%) newspapers in Ghana are on Facebook with active pages. The facts still remains that quite a number of these have not seen updates or any form of interaction in months and in some cases years. This, expectedly, has an effect on the number of followers recorded by such accounts. Pages with regular updates and interactions recorded more followers than those with none.

Table 3: Below is a full list of top 10 Newspapers on Facebook.

Rank	Newspapers	Number of Facebook Likes
1	Daily Graphic Newspaper	885,365
2	The New Stateman	32,973
3	Graphic Showbiz	25,494
4	B&FT	19,707
5	Daily Guide	14,004
6	Vibe Ghana	12,224
7	Ghanaian Times	9,664
8	Tech Afrikico	7,977
9	Graphic Sports	5,841
10	The Ghanaian Observer	1,998

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 885,365 followers, followed by The New Stateman paper at a distant 2nd with 32,973 page ‘Likes.’ The Ghanaian Observer with 1,998 ‘Likes’ (Complete list in Table 5 above).

Figure 3 (below) depicts the top 10 performing Ghanaian newspapers on Facebook ranked according to the number of page ‘Likes’ (followers).

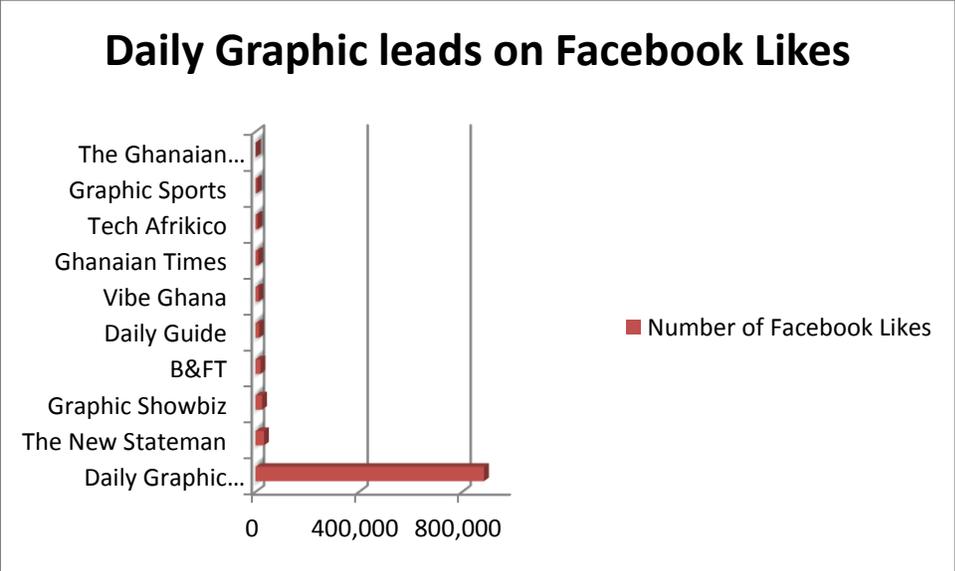


Figure 3: Rank of top 10 Newspapers on Facebook

The New Stateman compared to the last index report has increased its “likes” significantly to occupy the 2nd position which was then a position for the Business & Financial Times.

4. ii. Twitter

Reviewing about 62 newspapers, the study found that only 11 (17.7%) were actively on Twitter and they are listed in *Table 4 as follows* with the Daily Graphic leading positions and the Daily Guide following closely on the list.

Table 4 below indicates 10 top Newspapers presence on Twitter

Rank	Newspaper	Twitter Followers
1	Daily Graphic Newspaper	17,652
2	Daily Guide	14,287
3	Graphic Sports	7,347
4	B&FT	4,842
5	Tech Afrikico	3,765
6	NewsOne	2,055
7	Kotoko Express	1,958
8	Ghanaian Times	1,618
9	Vibes	1,478
10	Graphic Showbiz	606

Table 4: Newspapers ranked according to followers on Twitter

As represented in *Table 4 above*, the Daily Graphic newspaper (@graphicgh) has the most followers on Twitter replacing the Daily Guide for the 1st position. The Daily Guide (@dailyguideghana) is following closely at 2nd position. The Graphic Sports (@G_Sportsgh) with 7,347 followers sits at 3rd on the list.

Business & Financial Times (@bftghana) ranks 4th on the chart with 4,842 followers, Tech Afrikico (@techafrikico) with 3,765 followers placed 5th. The table is completed by Vibes (@GhanaVibes) with 1,478 and Graphic Showbiz (@GraphicShowbiz) with a following of 606 lies at the 9th and 10th respectively.

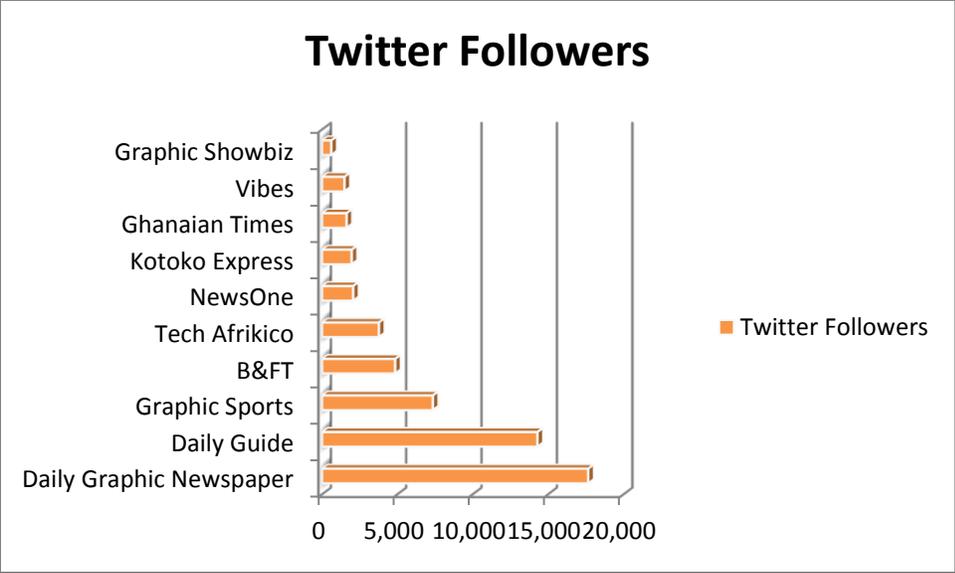


Figure 4: Rank of Top 10 Radio Station on Facebook

4. RADIO INDEX

2. i. Facebook

The report reveals that only 153 (32.3%) of 473 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 Hitz FM, Star FM and Peace FM.

Table 5 below ranks top 10 Radio Stations with most Facebook likes

Rank	Radio Stations	Number of Facebook Likes
1	Citi Fm	1,102,984
2	Joy Fm	1,046,034
3	Nhyira	637,455
4	Adom	583,063
5	Y Fm	449,713
6	ATL Fm	265,448
7	Hitz Fm	235,604
8	Ultimate Fm	187,671
9	Starr Fm	149,246
10	Peace	144,722

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

Accra based Citi FM maintained its position to rank the most followed radio station on Facebook with 1,102,984 ‘Likes’. Multimedia’s Joy FM with 1,046,034 ‘Likes’ in the last index above followed Citi FM in the 2nd position. Nhyira FM occupies 3rd place with 637,455 ‘Likes’. The full list as seen in the table above is graphically shown in figure 1 below.

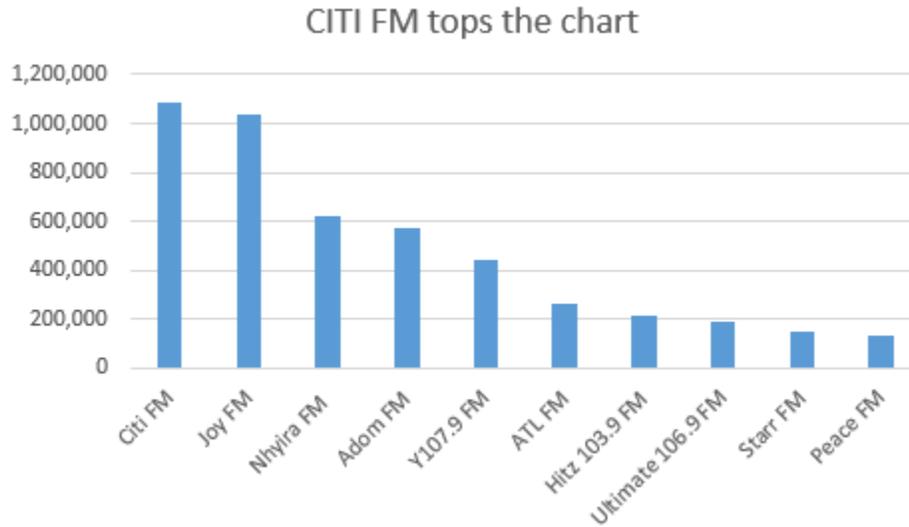


Figure 4: Top 10 most followed radio stations on Facebook

2. ii. Twitter

The study found about 106 (22.4%) Ghanaian radio stations with Twitter handle out of 473. 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 6 below shows the rank of radio stations on Twitter for the 2nd Quarter of 2017.

Rank	Radio Stations	Twitter Followers
1	Joy Fm	791,084
2	Citi Fm	659,553
3	Y Fm	429,280
4	Hitz Fm	127,922
5	Live Fm	77,666
6	Starr Fm	71,753
7	XYZ Fm	58,036

8	Y Fm Kumasi	28,861
9	Okay Fm	19,657
10	3Fm	18,449

Table 6: Top 10 Radio stations on Twitter

Joy FM with over 791,084 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 position, Y FM and Hitz FM follow at 3rd and 4th. Live FM sits at 5th position with 77,666 followers.

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

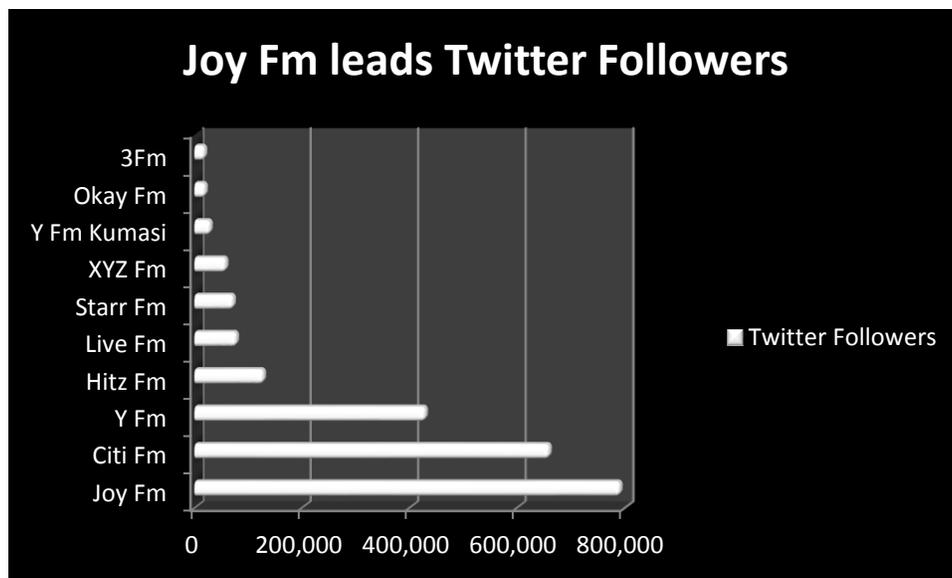


Figure 5: Rank of Top 10 Radio stations on Twitter

5. DISCUSSION AND CONCLUSION

All big news organizations are plunging into the world of social media, looking at its extraordinary newsgathering potential; it's potential as a new tool to engage the audience; and as a way of distributing our news.

News gathering and reporting has changed: typewriters have been replaced by computers; telephone-based tips have been replaced by Tweets and Facebook posts; data validation & fact checking is streamlined thanks to the internet; reporters can be their own cameraman with the smartphones in their hands.

All big news organizations are diving into the world of social media, looking at its extraordinary newsgathering potential, its potential as a tool to engage the audience, and as a way of distributing our news.

In the end there always remains an appetite for journalism that is based on the following values: truth, accuracy, integrity, verification, independence, and nowadays: speed. Social media adds, among other things, a speed value.

Facebook, MySpace, Twitter, or any other type of social media source needs to be treated the same as any other and not taken at face value. As the old journalists' adage goes, if your mother says she loves you, check same goes for tweets, status updates and wall posts.

When social media is used correctly, it connects journalists and reporters to people and information. Just like the telephone didn't replace the face-to-face meeting and e-mail didn't replace the telephone, social media doesn't replace other forms of connecting with people. It adds to them.

Social media is a new way to connect with people and communicate information, and that reporters and journalists always need to do that. So like the telephone and email before it, social media is the latest change in how people are connecting and communicating. But the change is purely tactical; the standards and values of journalism don't change.

Deciding what works for the audience plays a critical role in the 21st century newsroom.

Each platform has its own unique characteristics and strengths. The differences between the world's two strongest social media platforms, Facebook and Twitter. Twitter, can be likened to a newswire, where information of all types constantly streamed in. Facebook was geared more towards regular people, making it a larger market.

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.