

1ST QUARTER SOCIAL MEDIA INDEX REPORT MARCH 2018

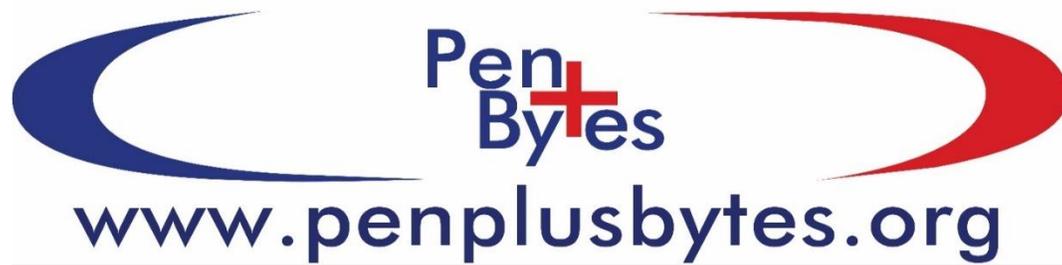


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Social Media Index Report
(Radio, Television and Newspaper)
March, 2018.

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1. INTRODUCTION

Social media has become the source of on-the-go news outlet for most individuals lately. It is thus not surprising that a chunk of advertisers are resorting to social media and thereby revenue due traditional media houses are declining. Social media has indeed come to stay and poses a viable means of improving news content production and information sharing as well as revenue generation.

With a primary goal of enhancing journalism in Ghana using technology, Penplusbytes' 1st Quarter Social Media Index (SMI) report for 2018 reports the extent to which Ghana's traditional media are using social media in enhancing their work and reaching the masses.

The March 2018 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 29th March, 2018, this report rates how media establishments have made good use of their social media platforms particularly Facebook pages and Twitter handles to reach out and engage audiences by employing a quantitative research module. The module provides relevant numerical figures which informed the rankings.

Not disregarding the existence of other social media performance metrics, 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 organisations as captured by the National Communications Authority in their quarterly list of authorized media entities in the country. Thus, over 60 newspapers, 350 registered radio stations and 40 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. It is also worthy to mention here that international media houses that have registered outlets in Ghana were not captured in this data (i.e. BBC, RFI, DSTV etc.)

Key outcomes are outlined in the resultant chapters.

2. TV INDEX

2. i. Facebook

The study is conducted on 49 Television stations guaranteed operations and on air in Ghana, and sheds light on their presence and performance on social media. Out of this number, 36 (73%), 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, Healing Jesus TV, Pent TV, Net 2 TV, Crystal TV, RTV, Kessben TV and TV Africa among others.

Figure 1 below gives a graphical representation of the list of top 10 TV stations on Facebook ranked by number of ‘Likes’.

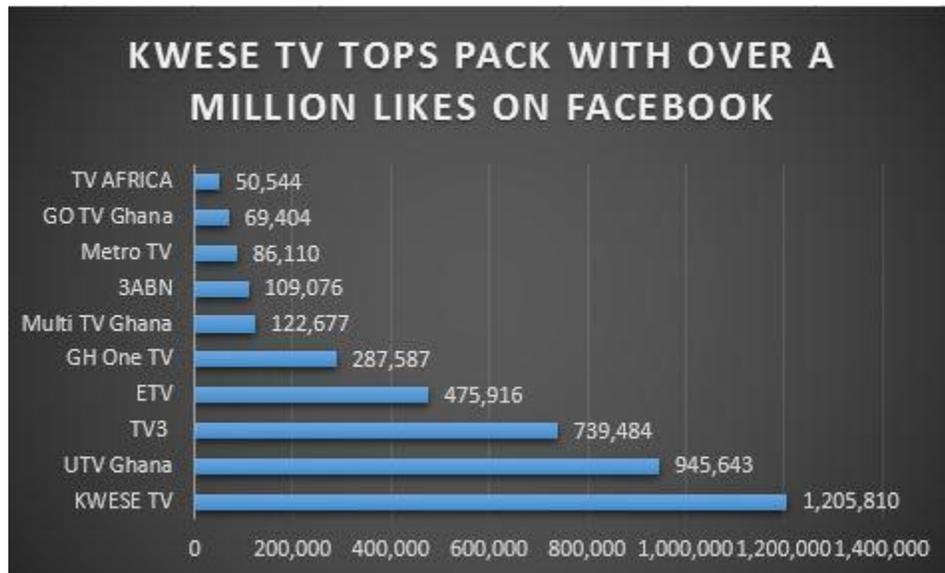


Figure 1: Top 10 TV stations on Facebook

2. 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, Crystal TV, Pent TV and CAFDIL complete the list.

Table 1 below however shows the list of top 10 Ghanaian TV stations on Twitter per number of Followers.

RANK	TV STATIONS	TWITTER FOLLOWERS
1	GH One TV	408,076
2	Home Base TV	52,507
3	UTV	37,901
4	3ABN	28,010
5	Galaxy TV	18,952
6	KWESE TV	16,762
7	TV3	11,520
8	Multi TV	11,011
9	GBC	7,723
10	Metro TV	7,266

Table1: Television stations ranked according to number of followers on Twitter

GH One TV with 408,076 followers sits top as the most followed TV station on Twitter. Rebranded Viasat 1 (Kwese) TV maintained its 6th position from the [last quarter index report](#) and gave off its 2nd place from previous reports to HomeBase TV with 52, 507 followers. UTV came in 3rd with 37,901 followers.

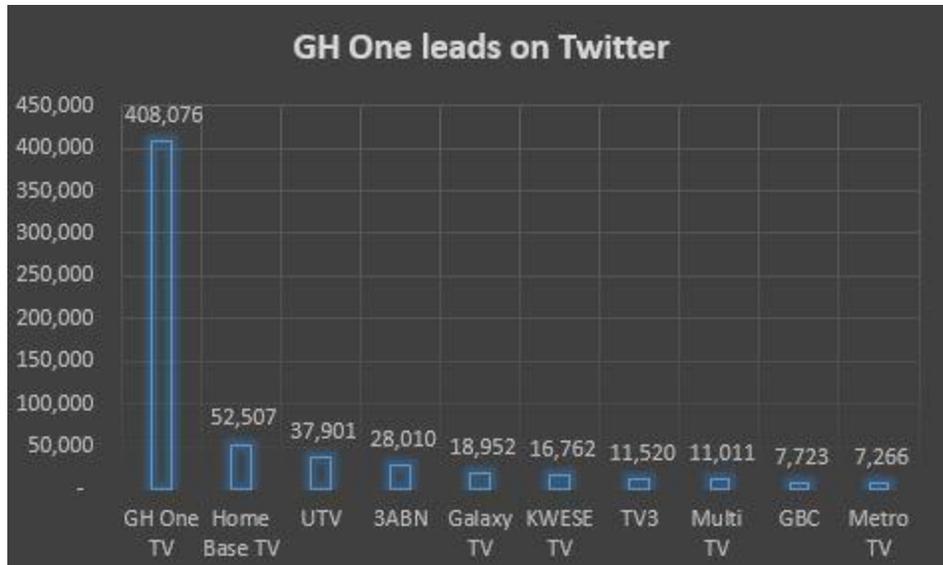


Figure 2: TV stations with highest following on Twitter

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.

3. NEWSPAPER INDEX

3.i. Facebook

Evidently so, most newspapers in Ghana do not operate a fully engaging social media platform. Quite noticeable is the fact that many of these pages are ill-managed with no updates or engagement 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. *Figure 3* (below) depicts the top 10 performing Ghanaian newspapers on Facebook ranked according to the number of page 'Likes'.

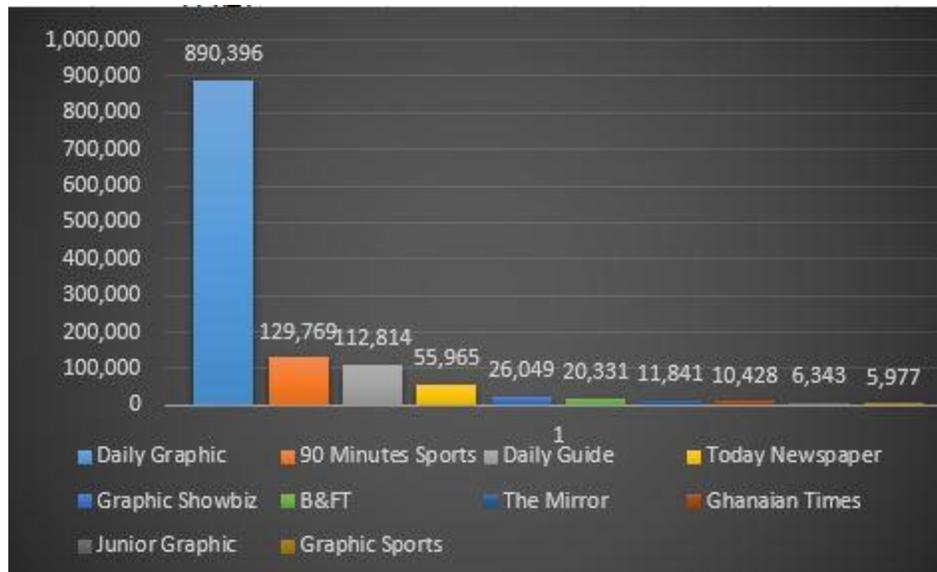


Figure 3: Rank of top 10 Newspapers on Facebook

From our study of collected data, the Daily Graphic continues to hold a staggering lead as the best newspaper by number of ‘Likes’ on Facebook with 890,396 likes, followed by 90 Minutes Sport paper at a distant 2nd with 129,769 page ‘Likes.’ The Daily Guide with 81,539 ‘Likes’ completes the top three (*Complete list in Figure 4 above*).

The Today Newspaper is worth mentioning as it comes in the top 10 index rank for the first time in the enviable 4th position; throwing out the Business & Financial Times which hitherto held that position.

4. ii. Twitter

Twitter is still a green field for newspapers as the big shots continue to thrive in the space to the detriment of smaller brands. Reviewing about 50 newspapers, the study found that only 16 (32%) were actively on Twitter and they are listed in *Figure 4* with the Daily Graphic losing its esteemed first position from previous reports to new entrant, Today Newspaper.

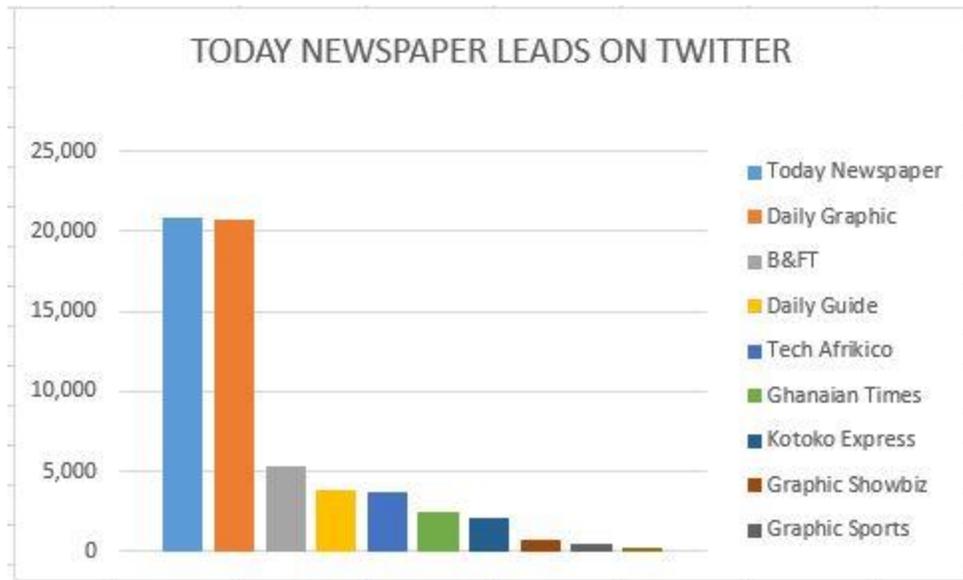


Figure 1: Newspapers ranked according to followers on Twitter

As represented above, the Today Newspaper (@TodayGha) has the most followers on Twitter dragging behind “big shots” like the Daily Graphic (@Graphicgh) and the Daily Guide (@dailyguideghana). The Business & Financial Times (@bftghana) with 5,268 followers sits at 3rd on the list.

4. RADIO INDEX

2. i. Facebook

Greater Accra dominates the top 10 bracket of the most active and best followed accounts on Facebook with 7 stations as listed in the table below. Central region's ATL Radio and Western region's Ultimate FM are also showing considerable progress beating the likes of Accra based Peace FM and Starr FM.

RANK	RADIO STATIONS	FACEBOOK LIKES
1	CITI FM	1,124,357
2	JOY FM	1,077,834
3	NHYIRA 104.5 FM	686,691
4	ADOM FM	609,461
5	Y FM 107.9	458,238
6	HITZ FM	266,172
7	ATL FM 100.5	264,060
8	ULTIMATE 106.9 FM	193,423
9	PEACE FM 104.3	166,139
10	STARR FM	161,411

Table 2: 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 and Citi FM have maintained their over a million "likes" in the last two quarters. Nhyira FM occupies 3rd place with 686,691 'Likes'. The full list as seen in the table above is graphically shown in figure 5 below.

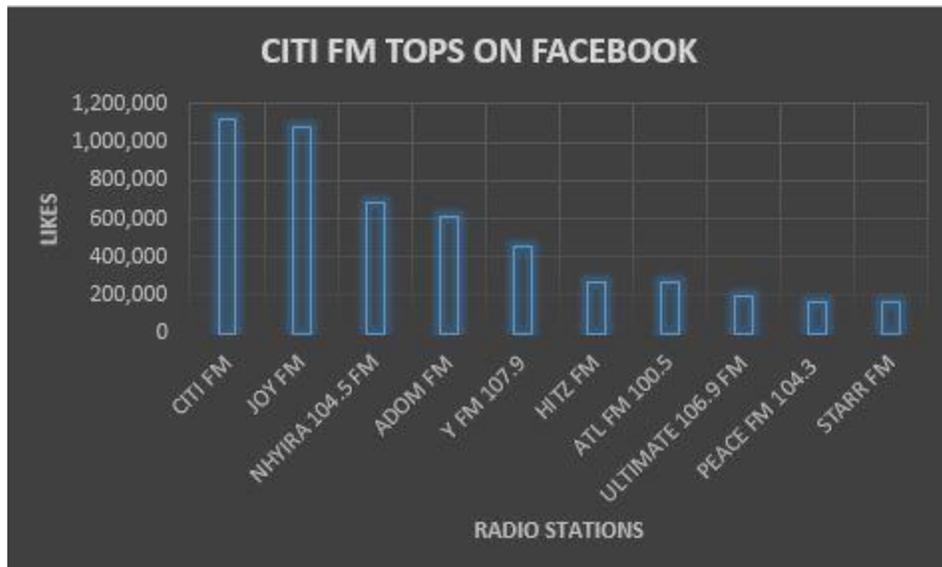


Figure 5: Top 10 most followed radio stations on Facebook

2. ii. Twitter

Consistent with findings in previous SMI reports, not all stations with Facebook accounts necessarily owned a Twitter page and the inverse, to a minimal extent, also holds true. Further, not all in the top 10 bracket of Facebook engagers have the best presence on Twitter.

Joy FM with over 800,000 followers maintains its lead as the 1st ranked radio station on Twitter; a position it has held onto for a long while. Citi FM follows the order in 2nd place (total number), Y FM (number) and Hitz FM (number) follow at 3rd and 4th respectively Peace FM sits at 5th position with 83,962 followers.

Figure 5 below shows the Top 10 performing Ghanaian Radio stations on Twitter; ranked according to the number of Followers.

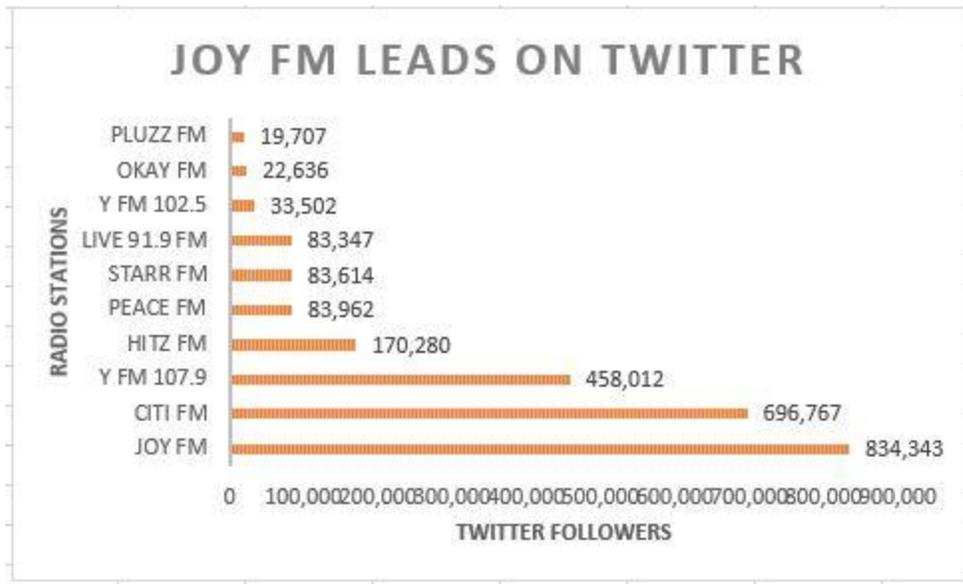


Figure 4: Rank of Top 10 Radio stations on Twitter

5. DISCUSSION AND CONCLUSION

All big news organisations are adopting and actively using social media. Looking at social media's extraordinary newsgathering prospects; its potential as a new tool to engage the audience; and as a way of distributing news, social media presents great opportunity for the news media to generate user content and reach a wider audience.

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.

In the end, there will always remain an appetite for journalism that is based on the following values: truth, accuracy, integrity, verification, independence, and in recent times: 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.

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 value to them.

Social media is a new way to connect with people and communicate information, and 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 their audience.

What these converged media entities have failed to do is to incorporate their “smaller” brands in the social media drive. Brands like Junior Graphic and Graphic Sports under the Graphic Communications group have not had well managed pages in a while. These brands have been somehow neglected and focus has been on the big brands like the Daily Graphic and The Mirror.

The reverse of this is also the general lack of 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 persists with the Greater Accra region recording more radio, TV and newspaper entities on the online space. ATL FM and Ultimate 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.