

3RD QUARTER SOCIAL MEDIA INDEX REPORT SEPTEMBER 2018

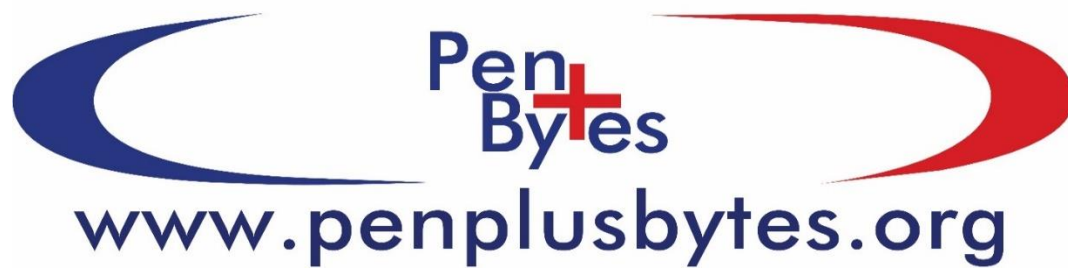


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Social Media Index Report
(Radio, Television and Newspaper)
September, 2018.

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1. INTRODUCTION

Today, news; newly received information about an important event, spreads across the globe faster than ever. Since the early 1900s which initiated the golden ages of radio, television, and newspapers, people all over the world have been able to access news in different locations through different platforms. Over the years, each platform: radio, television and newspaper have had different percentages of consumers patronizing due to preference and accessibility at each point in time.

However, in recent times social media has redefined how people access information, and doors have been opened for a better distribution of content and a wider reach of audience.

With a primary goal of improving mainstream journalism in Ghana using technology, Penplusbytes' 3rd Quarter Social Media Index (SMI) report for 2018 reports the extent to which media houses in Ghana are using social media to enhance their work and reach the masses locally and beyond.

The September 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. A new entrant to this report which was introduced in the last quarter is the rank of media outlets use of Instagram and this index will explore the trend.

With collected data remaining valid as at the 30th September, 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 in Ghana 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 ensuing pages

2. TV INDEX

2. i. Facebook

Over the period of reviewing television stations performance on social media, much change has not been recorded. Thus, the over 40 Television stations guaranteed operations and on air in Ghana were analysed under this study yet a few were found to operate a fully functional Facebook account. These include Kwese TV, U TV Ghana, E-TV Ghana, Ghana Television (GBC), 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, Kessben TV, TV Africa, Atinka TV and Zylonfon TV among others.

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

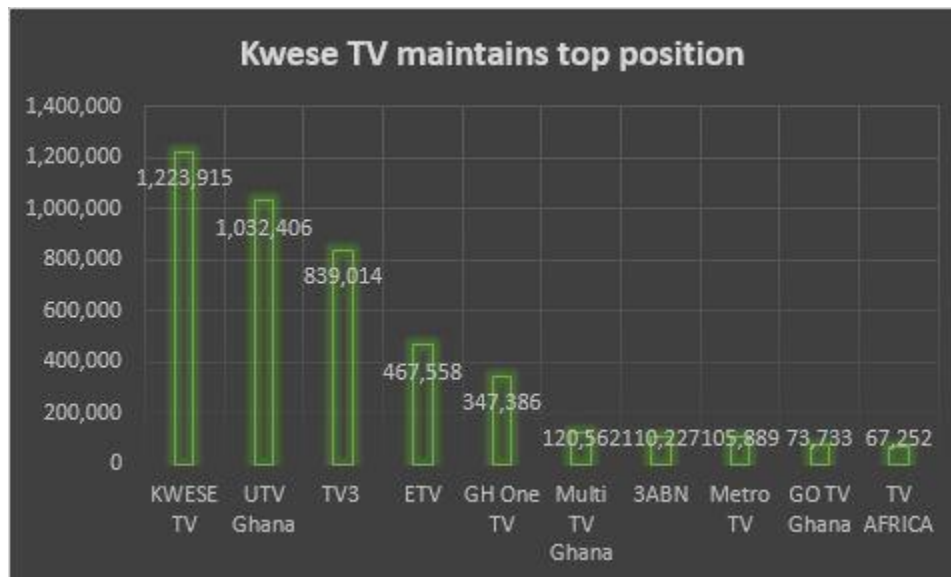


Figure 1: Top 10 TV stations on Facebook

2. ii. Twitter

There are almost the same number of TV stations on Twitter as there are on Facebook. However, not all TV stations on Facebook necessarily have Twitter handles and particularly active and regularly updated handles. Active twitter handles include; GH One TV (@GhOneTV), defunct VIASAT 1 TV, Kwese TV, UTV Ghana, TV3 Network, E-TV Ghana, Multi TV Ghana, and Metro TV, TV Africa and Ghana Television (GTV) amongst others.

GH One TV with 462,664 followers sits top as the most followed TV station on Twitter. At a not so near second place is TV3 Network with 64,974 followers. Recently re-branded TV Africa is at the tenth place with 5,205 followers.

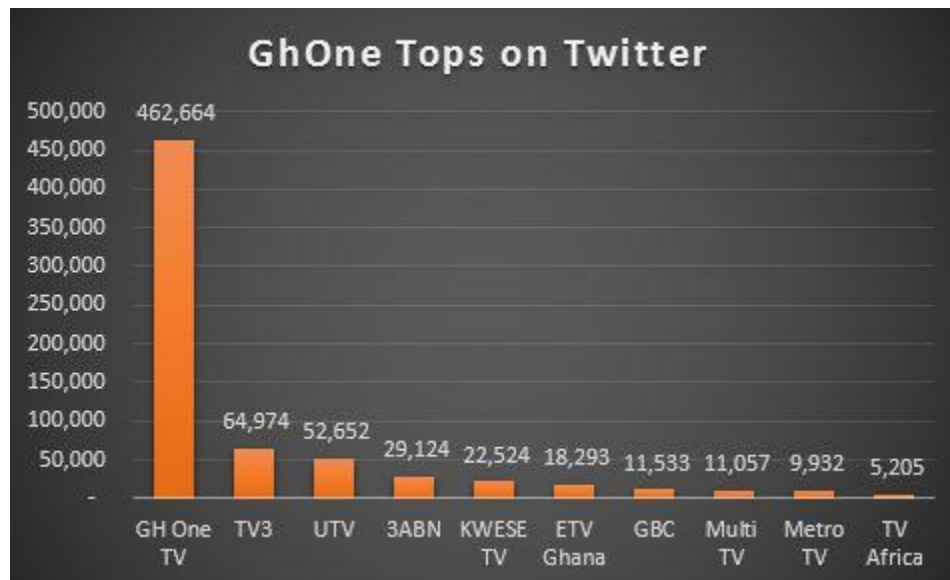


Figure 2: TV stations with highest following on Twitter

Quite evidently, some TV stations with relatively good showing in the top 10 bracket of Facebook engagers (Kwese TV for instance) 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 even though in recent times a lot more have launched online platforms where daily updates of news are published. Daily Graphic continues however, to have a worrying trend of being the top brand from the Graphic Communications Group on social media i.e. Facebook and Twitter to the detriment of other brands of the Group such as Junior Graphic, Graphic Showbiz amongst others. *Figure 3* (below) depicts the top 10 performing Ghanaian newspapers on Facebook ranked according to the number of page 'Likes'.

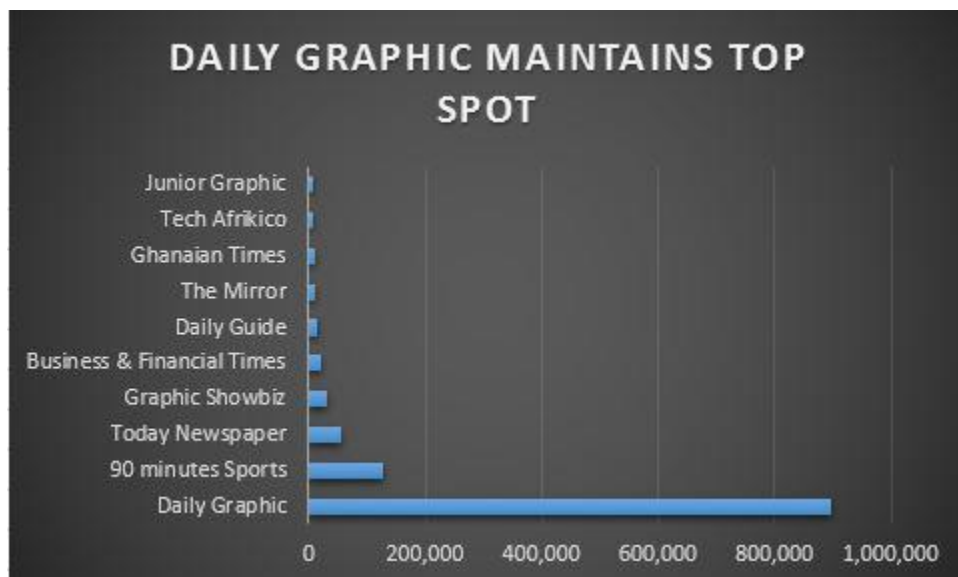


Figure 3: Rank of top 10 Newspapers on Facebook

3. ii. Twitter

As with other quarter reports, Daily Graphic retains its glory of the esteemed first position toppling new entrant, Today Newspaper who held this position last quarter. The Ghanaian Times performed particularly well this quarter from the 7th position last quarter to the 5th. The newspaper increased its followers from 1,216 last quarter to 4,985 this quarter.

@Graphicgh leads on twitter

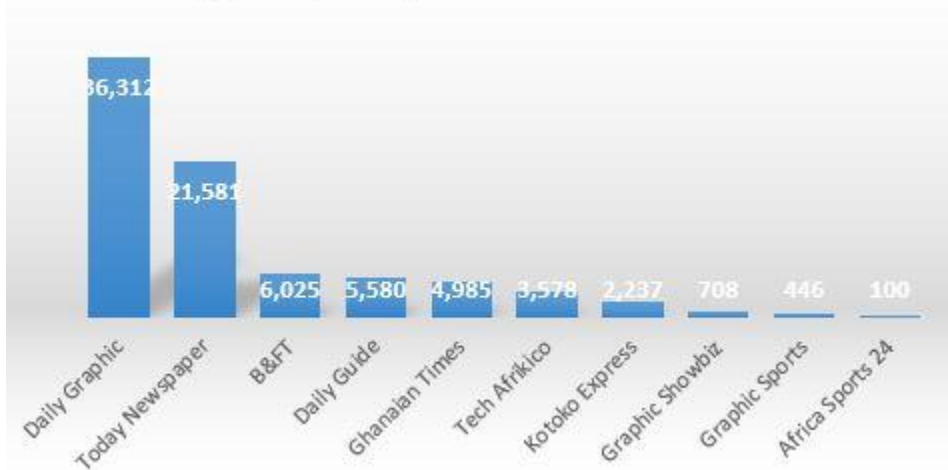


Figure 4: Newspapers ranked according to followers on Twitter

4. RADIO INDEX

4. i. Facebook

The regional divide in the use of social media persists in the media particularly among radio stations in the country. 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 which fell out of this quarter's top 10 list.

RADIO STATION	FACEBOOK LIKES
CITI FM	1,145,419
JOY FM	1,098,445
NHYIRA 104.5 FM	757,099
ADOM FM	652,835
Y FM 107.9	457,547
HITZ FM	316,234
ATL FM 100.5	263,475
PEACE FM 104.3	210,444
ULTIMATE 106.9 FM	195,635
ASEMPA FM	190,675

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

Accra based Citi FM remains at number 1 on the table and is being closely chased by Multimedia's Joy FM at number two with a little over a million likes on Facebook. These two have consistently maintained the top 2 spots on the index. Ashanti Region's Nhyira FM occupies 3rd place as it was in the last index report. The full list as seen in the table above is graphically shown in figure 5 below.

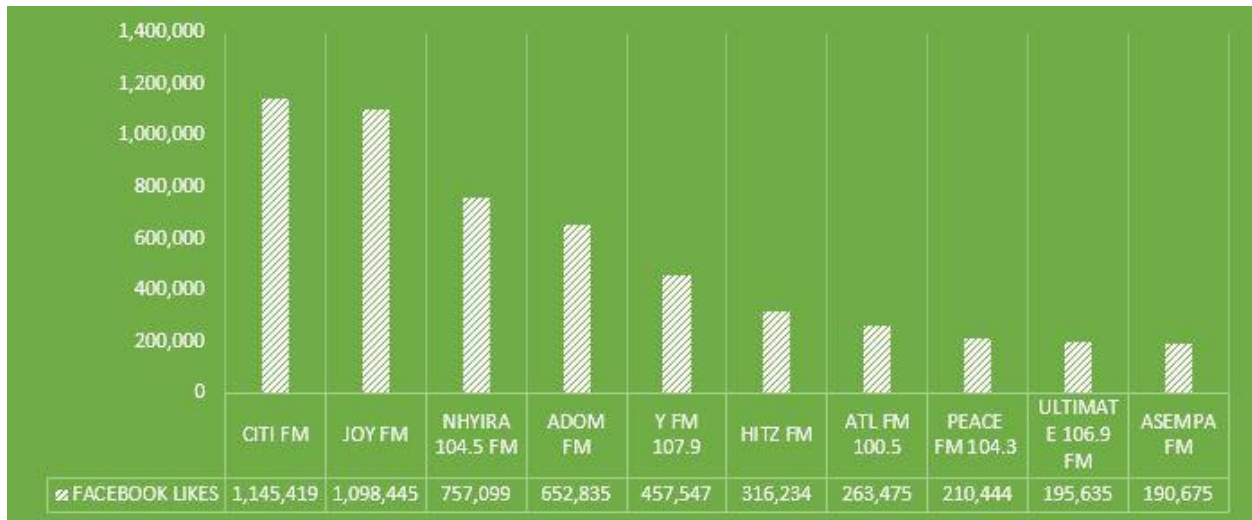


Figure 5: Top 10 most followed radio stations on Facebook

4. ii. Twitter

Joy FM maintains the top spot while drawing closer to the 1 million followers mark on Twitter. Citi FM follows the order in 2nd place with over 700,000 followers.

Figure 6 below shows the Top 10 performing Ghanaian Radio stations on Twitter; ranked according to the number of Followers.

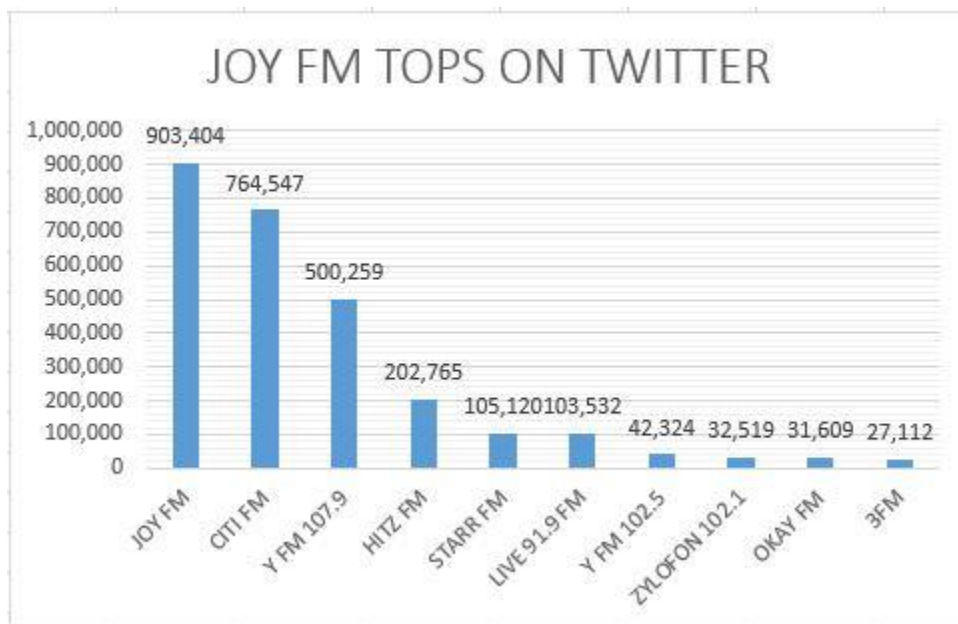


Figure 6: Rank of Top 10 Radio stations on Twitter

5. DISCUSSION AND CONCLUSION

Today, news spreads across the globe faster than ever. Since the early 1900s which initiated the golden ages of radio, television, and newspapers, people all over the world have been able to access news in different locations through different platforms. Over the years, each platform: radio, television and newspaper have had different percentages of consumers patronizing due to preference and accessibility at each point in time.

Social media has redefined how people access information, and doors have been opened for a better distribution of content and a wider reach of audience.

Today, Ghana has over fourteen percent of its population using the internet. Social Media is one of the main platforms that these users interact with online. This has presented an opportunity for media companies to gain business benefits by reaching their clients online. For others, it has provided a means to reach new audience. Social media has greatly affected the legacy media industry, especially regarding content delivery and creation. This has caused legacy media companies to look into the feedback and interactions of audience on the social media sites of their brands, in order to gain insights to improve their core business.

The emergence of social media has revolutionised the way media transmits information to its audience in Africa, especially Ghana. Media houses now count social media platforms as important channels for distributing news.

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 particularly those in the peri-urban areas outside of the capital cities of regions. This presents a somewhat wide gap in the use of social media by media entities.

One other fact worthy of note is that, compared to other quarter reports, some media houses are seen to losing some thousands of followers on their pages. It is however unclear what could be contributing to this drop in figures as interactions and updates are evident on these pages. This presents a new area of research worthy of pursuit.

What remains clear is that 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.

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.

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.

Social Media performance measurement continues to evolve with various social media channels effortlessly improving their analytics, insights and measurement tools to accurately record metrics from their platforms. Facebook, the largest social media channel continuously evolve with new measurement tools in their insights page for businesses. Media Brands in Ghana should be able to measure simple metrics such as likes and engagement to much complicated metrics including the demographics, locations of the page followings' or likes in order to improve on their online presence.

This report evidently shows impressive performances by media entities such as Joy FM, Citi FM, Daily Graphic and Kwese TV 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.

Rebranded media houses have also not pulled their weight along on the social media front. A lot more investment is required to stay significant on social media and these media houses need to pay attention to such to make more impact. Particularly, TV Africa which has done a lot more rebranding in content and programming should dedicate that much attention to its online presence.

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.