

# 2ND QUARTER SOCIAL MEDIA INDEX REPORT JUNE 2018

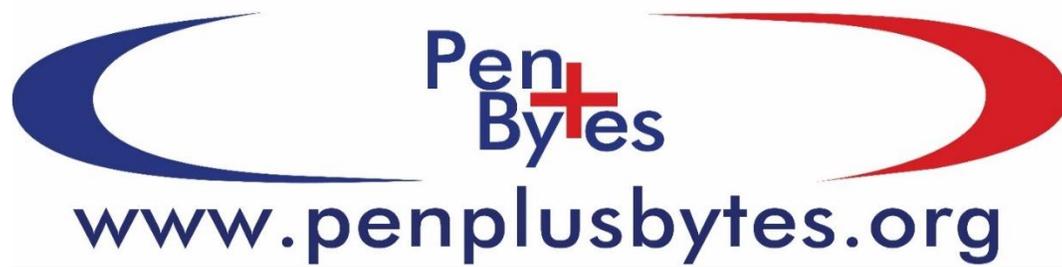


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**Social Media Index Report**  
**(Radio, Television and Newspaper)**

**June, 2018.**

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## **1. INTRODUCTION**

In the last decade and over, social media has become an inseparable part of our lives. We use social media via our smartphones, portable devices and laptops. Every hour of every day we connect with other people, make comments, follow favorite brands and even check social media for news. Due to this Social Media has gravely disrupted the Media Sector in the battle between Social Media versus Mass Media. News outlet have invariably been swept along the rave with many owning social media pages where news is shared, collected or published and audiences are engaged.

With a primary goal of improving mainstream journalism in Ghana using technology, Penplusbytes' 2<sup>nd</sup> 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 June 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 is the rank of media outlets use of Instagram which has become trendy in recent times.

With collected data remaining valid as at the 30<sup>th</sup> June, 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 resultant chapters.

## 2. TV INDEX

### 2. i. Facebook

Over 40 Television stations guaranteed operations and on air in Ghana were analysed under this study. Out of this number, 33 (67%), were found to have Facebook accounts. They 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’.

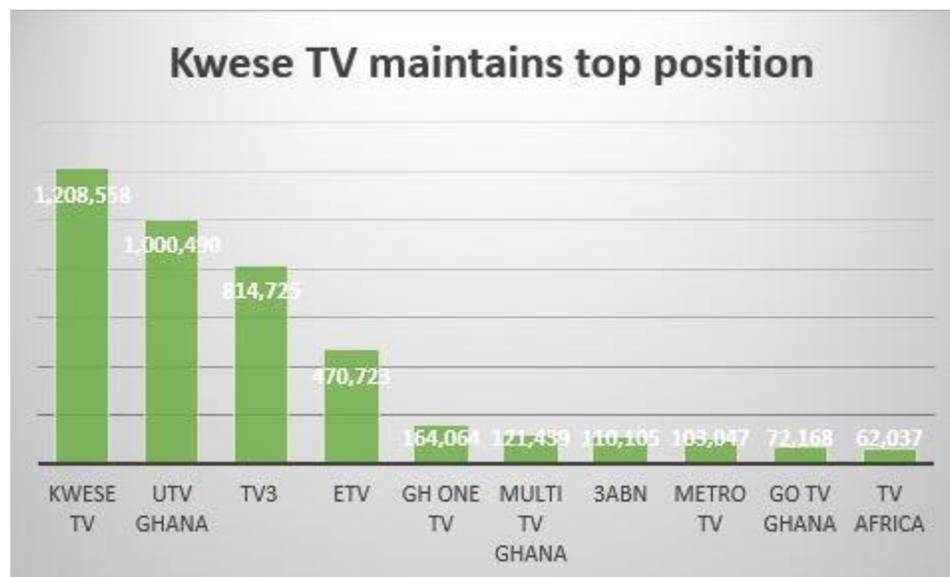
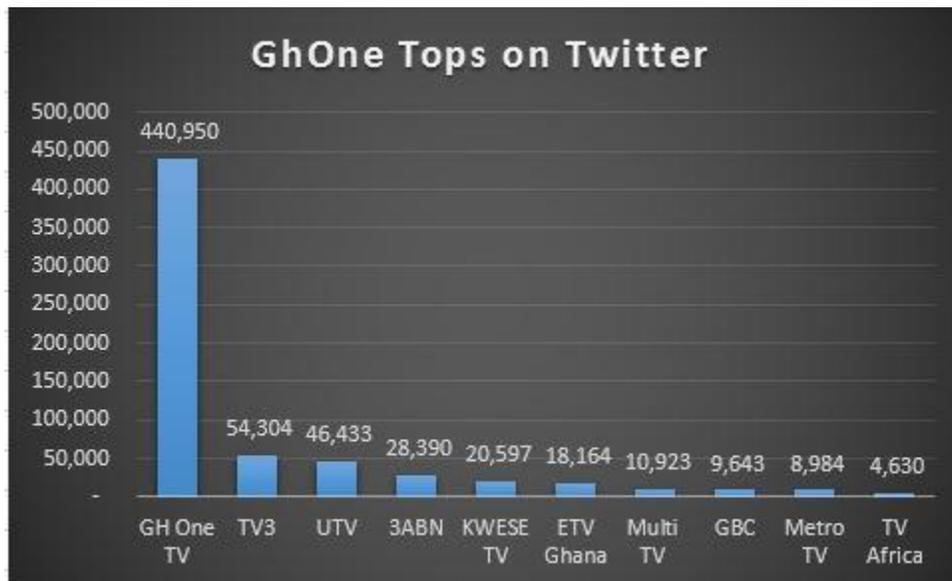


Figure 1: Top 10 TV stations on Facebook

## 2. ii. Twitter

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 and particularly active and regularly updated handles. Those on Twitter include; GH One TV, defunct VIASAT 1 TV, Kwese TV, UTV Ghana, TV3 Network, E-TV Ghana, Multi TV Ghana, and Metro TV. The rest include Kantanka TV, TV Africa, Ghana Television (GTV), KESSBEN TV, First Digital, Light TV, ZTV and Net 2 TV.

GH One TV with 440,950 followers sits top as the most followed TV station on Twitter. UTV came in 3<sup>rd</sup> with 46,433 followers. National Broadcaster GBC continues to lag behind on the list at the 8<sup>th</sup> position with less than 10,000 followers.



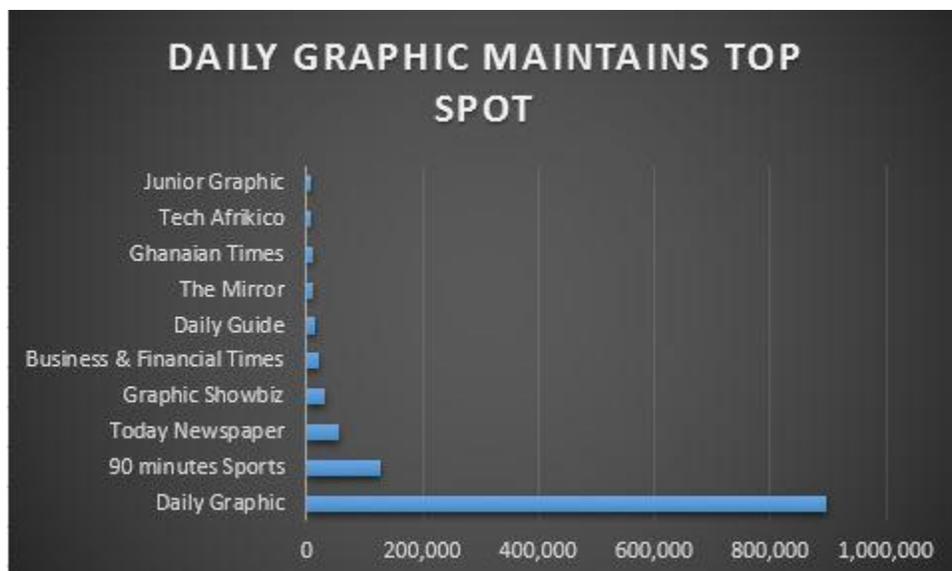
*Figure 2: TV stations with highest following on Twitter*

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. Social media platforms of a lot more 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 continue to record 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*

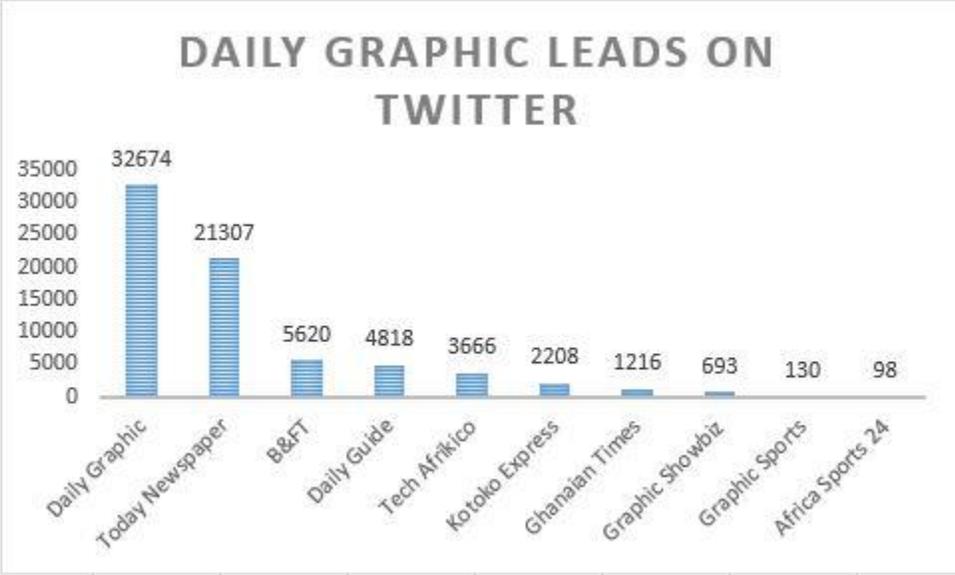
From our study of collected data, the Daily Graphic continues to hold a staggering lead as the best newspaper by number of 'Likes' on Facebook with 897,714 likes, followed by 90 Minutes Sport paper at a distant 2<sup>nd</sup> with 128,747 page 'Likes' a drop from [last quarter's figure](#). Today Newspaper comes in third with over 50,000 likes.

The Business & Financial Times lost its place in the top three last quarter to Today Newspaper which is arguably new in the sector.

#### 3. 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 in *Figure 4* below, the Daily Graphic returns to its former glory of the esteemed first position toppling new entrant, Today Newspaper who held this position last quarter.



*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.

RADIO STATION	FACEBOOK LIKES
CITI FM	1,135,264
JOY FM	1,090,857
NHYIRA 104.5 FM	735,346
ADOM FM	635,146
Y FM 107.9	459,978
HITZ FM	297,842
ATL FM 100.5	264,994
PEACE FM 104.3	197,438
ULTIMATE 106.9 FM	195,839
ASEMPA FM	184,537

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

Accra based Citi FM maintained its place 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 alternated places at the top two spots on the rank since the index launched two years ago. Ashanti Region's Nhyira FM occupies 3<sup>rd</sup> place with over a hundred more likes from its last quarter's number of likes. The full list as seen in the table above is graphically shown in figure 5 below.

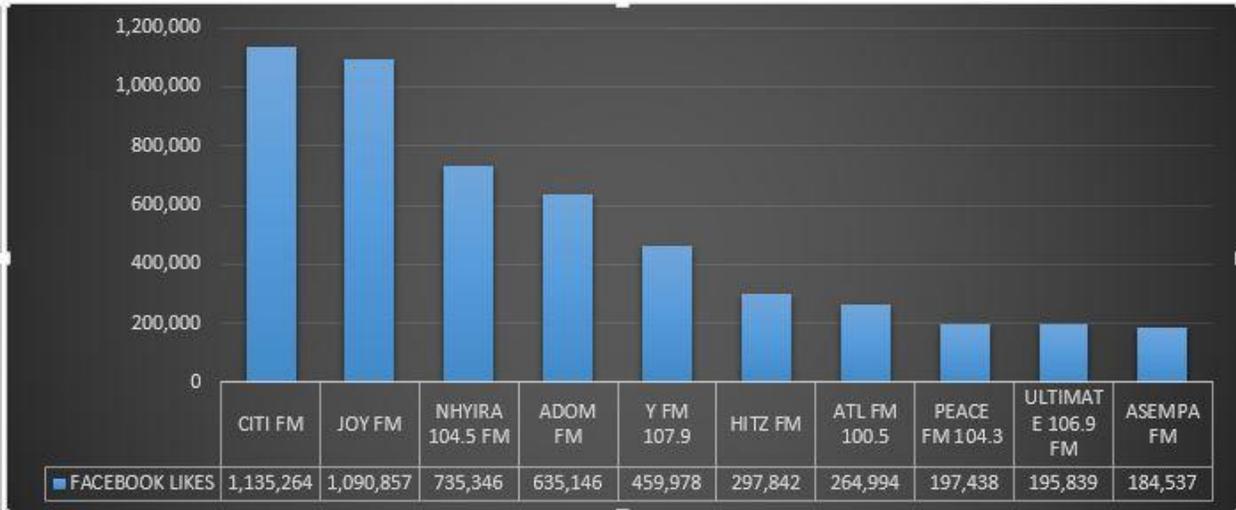


Figure 5: Top 10 most followed radio stations on Facebook

#### 4. ii. Twitter

As has been the case over the years 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 1<sup>st</sup> ranked radio station on Twitter; a position it has held onto for a long while. Citi FM follows the order in 2<sup>nd</sup> 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.

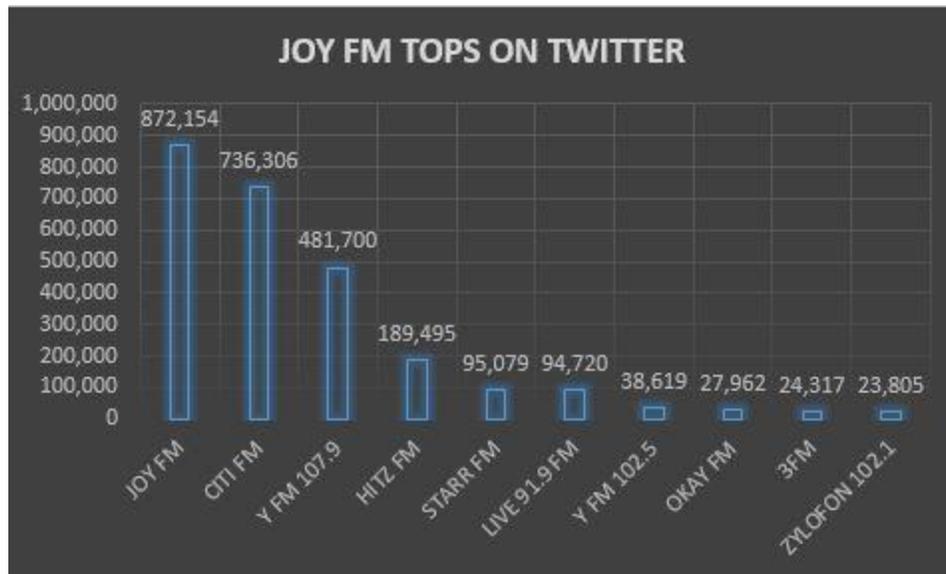


Figure 6: Rank of Top 10 Radio stations on Twitter

## 5. INSTAGRAM

### 5. i. Instagram Followers

This is a relatively new field for media houses and a very new one in this index report. As the analysts intend to go along with the feedback collated from other reports issued, we have explored ranking media entities that are excelling on that social media platform. Our checks as at the time for data collection for this report showed 33 active media entities who have pages doing well on Instagram. These entities have NOT been ranked based on the exact same criteria as radio, TV and newspapers on Facebook and Twitter i.e. they being duly registered as a media house by NCA was not given consideration in this part of the analysis. This was particularly due to the fact that the introductory report on media entities' performance on Instagram intends to focus on which ones were disseminating news via Instagram and constantly engaging their audiences. Below represents the top 10 media brands using Instagram with the most followership:

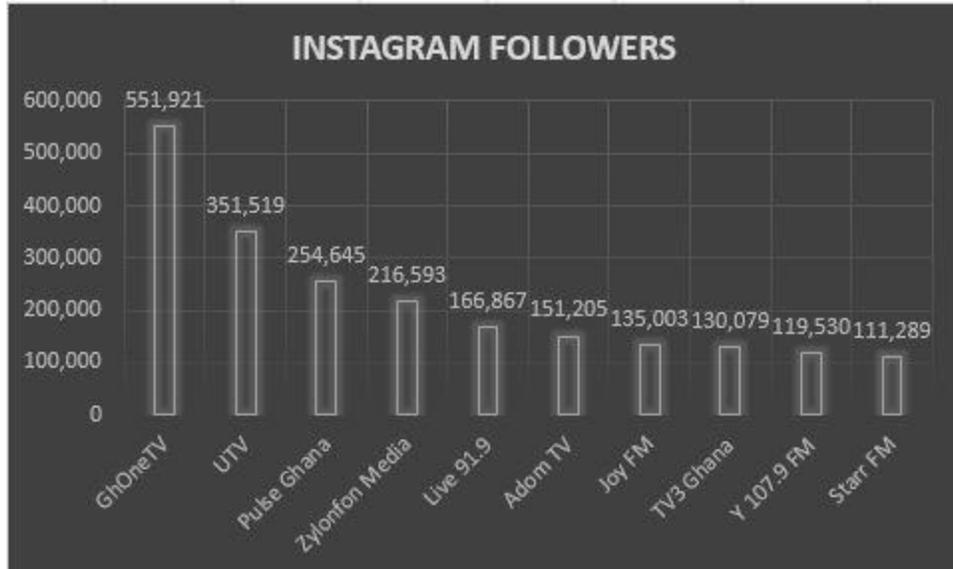


Figure 7: List of Top 10 media brands with the most followers on Instagram

## **6. DISCUSSION AND CONCLUSION**

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.

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.

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 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, the defunct Viasat 1 which still has a following on social media can be looked at by management of Kwese TV who have taken over the media house.

What converged media entities have also 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. Constant updates and engaging audiences is what keeps a media house on top on social media and media brands need to catch on with this especially in other regions in Ghana besides the capital cities.

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.