



# 2ND QUARTER SOCIAL MEDIA INDEX REPORT 2023

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## **1. Overview of Ghanaian Media on Social Media Platforms**

In an era that is characterised by rapid technological transformation, the media landscape has experienced evolution, reshaping the dissemination and consumption of information. Social media has emerged as a powerful tool for media outlets to connect with and engage their audience. In the past, traditional media, including newspapers, radio, and television stations held a leading position as the primary sources of news and entertainment. However, in recent times, there has been a drastic transformation in how information is disseminated and consumed, due to the influence of social media. Social media's interactivity, convenience, and simplicity have improved information access and dissemination, leading to a significant shift, as people increasingly depend on these platforms for news and other important information.

In Ghana, social media has become an important part of our lives, with a user population of about [8.8 million](#) people. This has led to growing interest in the number of media organisations using it as a mechanism to expand their reach to a larger audience and interact with their followers. Social media has not only made it easier for Ghanaian media organisations to share news and stories, but it has also made it easier for Ghanaians to share their views and opinions on trending issues.

Given the significance of social media to the media industry, it is not surprising that media houses in Ghana are beginning to prioritise their online presence. Ghanaian media houses have established a robust presence across various social media platforms such as Facebook, Instagram, YouTube, and Twitter, among others, and are leveraging the popularity of these platforms to connect with their followers. Nevertheless, this increase in social media adoption by media organisations has brought about challenges, including accurate information dissemination, meaningful engagement and how these media houses can effectively monitor and analyse their social media metrics to optimise the effectiveness of these platforms. It is, therefore, important to comprehensively assess the extent to which media outlets in Ghana have effectively utilised their social media platforms.

In light of this, Penplusbytes introduced the Social Media Index (SMI), a quarterly publication designed to assess the performance and outlook of Ghanaian media outlets on social media platforms, with a focus on Facebook, Twitter, and Instagram. This report analyses the Facebook Likes, Twitter followers, and Instagram followers for about 111 TV stations, 438 radio stations, and 42 newspapers in Ghana. The criteria for selecting a media outlet is that it should be registered by the National Communication Authority (NCA), the institution that is mandated to regulate electronic communication in Ghana.

The data for the report was collected directly from the official social media accounts of these media outlets. Specifically, the report compiles the number of Facebook likes, Twitter followers, and Instagram followers for each media house in Ghana as of July 2023.

In the context of this report, an active social media account is an account that has engaged in an activity in the last 90 days. Some of these activities include posting content, sharing information, and responding to comments or any other activity that shows the media house's presence and interaction on the platform.

## 2. TV Index

The TV Index analyses the Facebook Likes, Instagram followers, and Twitter followers of 111 television stations across the 16 regions of Ghana.

### i. **Facebook**

Among the 111 TV stations that were examined, over 70% were found to have active Facebook accounts as of July 2023.

Much like our analysis conducted in the 1<sup>st</sup> quarter of 2022, TV3, UTV, Joy News, Adom TV, Ghone TV, Joy Prime, E-TV, and GTV Sports+ continue to retain their original positions from 1<sup>st</sup> to 8<sup>th</sup> respectively. However, Atinka TV, which occupied the 9<sup>th</sup> position in the 1<sup>st</sup> quarter of 2022, has now slipped to the 10<sup>th</sup> position (a position previously held by Net 2 TV). Onua TV, which was not part of the top 10 in 2022 has surged ahead and now holds the 9<sup>th</sup> position.

Specifically, TV3 has 1.6 million 'Likes' on Facebook as of July 2023, showing a growth of about 14% from 1.4 million in the 1<sup>st</sup> quarter of 2022. This growth reaffirms the station's well-known tagline of being "first in news, and best in entertainment." Conversely, UTV saw a marginal increase of less than 2% in its Facebook Likes, although it retained its position as the 2<sup>nd</sup>.

Surprisingly, and much like our 1<sup>st</sup> quarter 2022 analysis, GTV did not feature in the top 10, although their subsidiary station – GTV Sports+ – made the list. Atinka TV, which previously held the 9<sup>th</sup> position in the 1<sup>st</sup> quarter of 2022 dropped to 10<sup>th</sup> place despite an increase in its Facebook Likes by about 4%. Figure 1 (as shown below) shows the top 10 TV stations with the highest number of likes on Facebook as of July 2023.

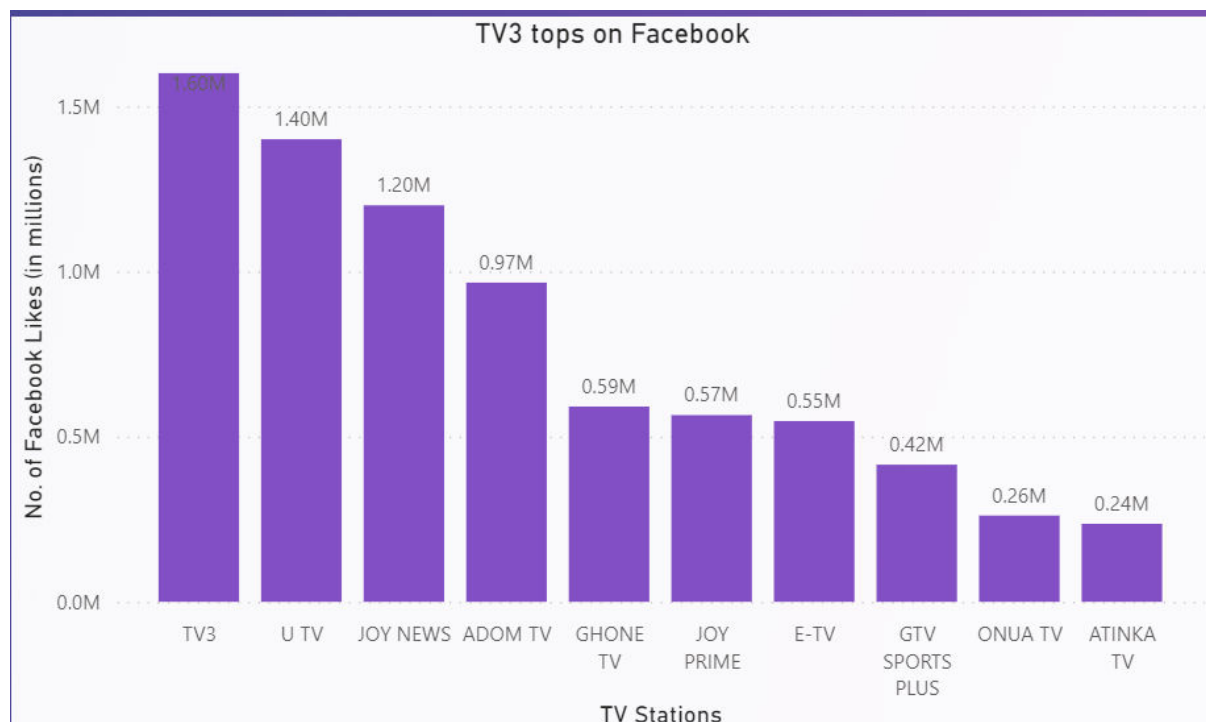


Figure 1: Top 10 TV stations with the most likes on Facebook

## ii. Twitter

Among the 111 TV stations whose Twitter accounts were analysed, approximately 58% were found to maintain active Twitter accounts. Similar to our analysis in the 1<sup>st</sup> quarter of 2022, TV3, GhOne TV, UTV, and Joy News have retained their positions as the top 4 TV stations in Ghana on this platform. In particular, TV3 boasts a substantial Twitter following of 2 million followers in July 2023, compared to 1.3 million followers in March 2022, an increase of about 56%. Notably, Adom TV, previously within the top 10 in the 1<sup>st</sup> quarter of 2022, failed to secure a place in the top 10 for July 2023. Conversely, Onua TV, which was absent from the top 10 in the 1<sup>st</sup> quarter of 2022, witnessed a rise in followers, leading to its inclusion among the top 10 TV stations. Figure 2 (as shown below) shows the top 10 TV stations with the highest number of followers on Twitter as of July 2023.

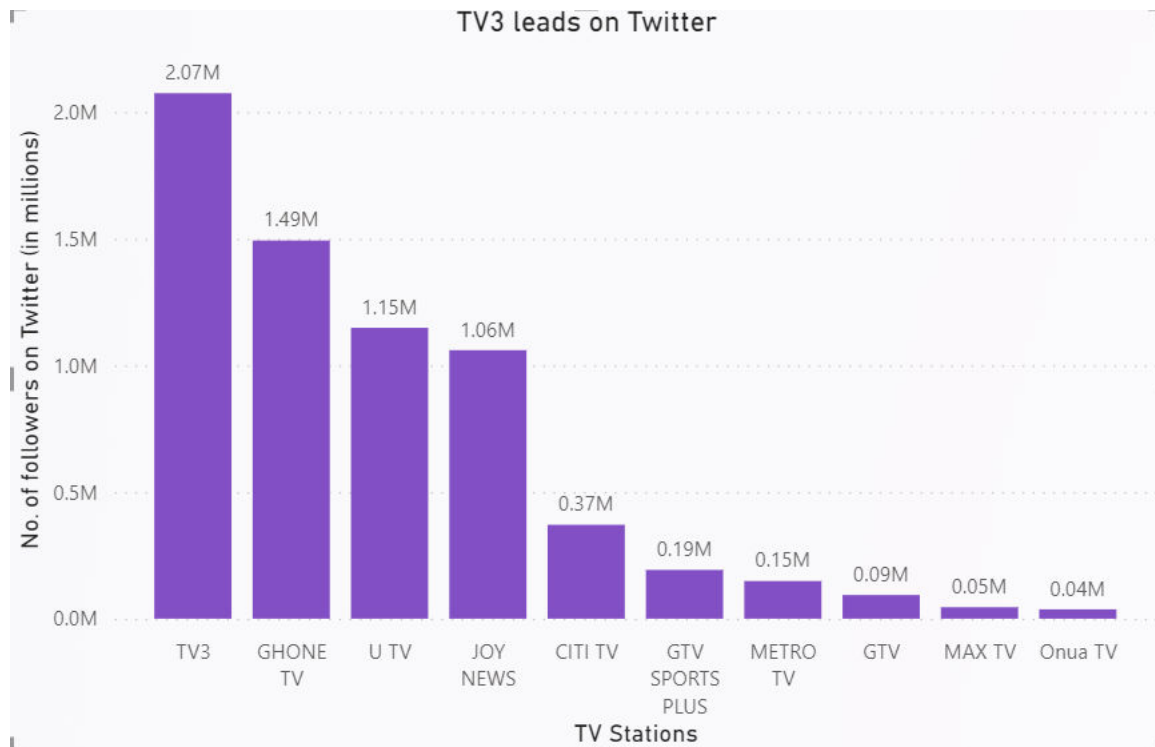


Figure 2: Top 10 TV stations with the highest followers on Twitter

## iii. Instagram

About 59% of TV stations in Ghana have active Instagram accounts. In contrast to Facebook and Twitter, where TV3 holds a dominant position, UTV has the highest number of followers on Instagram with 2.6 million followers compared to 2 million followers in the 2022 [report](#), an increase of about 32%. This is followed by Ghone TV, with about 1.9 million followers in July 2023, up from 1.8 million followers in the 1<sup>st</sup> quarter of 2022, an increase of 7%.

TV3, Adom TV, Joy Prime and Joy News retained their positions as the 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> most-followed stations on Instagram, respectively.

However, and rather interestingly, Onua TV, which ranked 10<sup>th</sup> in the 1<sup>st</sup> quarter of 2022 witnessed a 120% increase in its followers to 136,103 in July 2023 from 60,900 followers in March 2022, which led to it being ranked in the 7<sup>th</sup> position (a position previously held by Angel TV). Overall, the top 10 stations for July 2023 are the same as those for the 1<sup>st</sup> quarter of 2022, although there have been some changes in the order of rankings.

Figure 3 below shows the top 10 TV stations with the highest number of followers on Instagram as of July 2023.

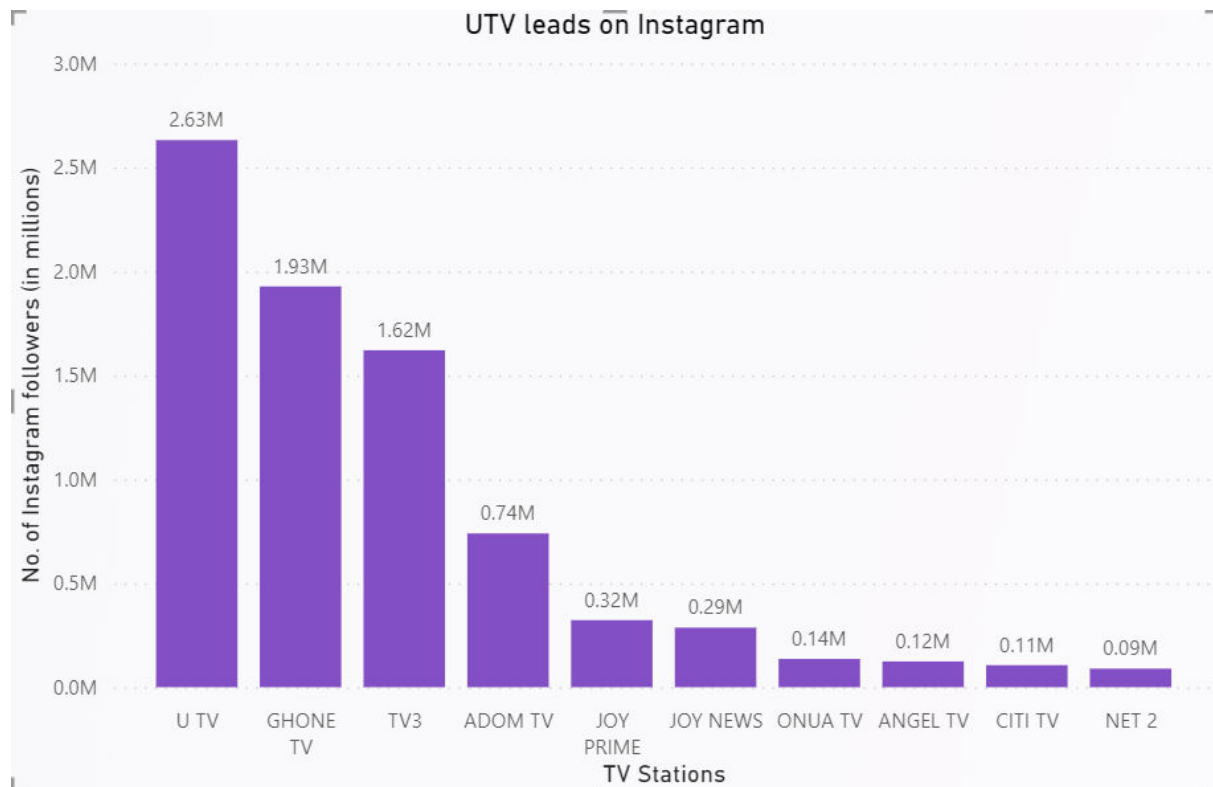


Figure 3: Top 10 TV stations with the highest followers on Instagram

### **3. Radio Index**

We analysed a total of 437 radio stations across 16 regions. The majority of the radio stations are located in the Greater Accra Region.

#### **i. Facebook**

Among the 437 radio stations, about 84% were found to possess active Facebook accounts and the remaining 16% did not have Facebook accounts. There is a huge regional disparity in the number of radio stations on Facebook. For instance, the Greater Accra Region significantly dominates the list of the top 10 most-followed radio stations on Facebook.

Nhyira FM, Joy FM and Citi FM hold an equal leading position with 1.2 million likes each, and 3FM holds the 10<sup>th</sup> place. Figure 4 (as shown below) shows the top 10 radio stations with the highest number of Likes on Facebook as of July 2023.

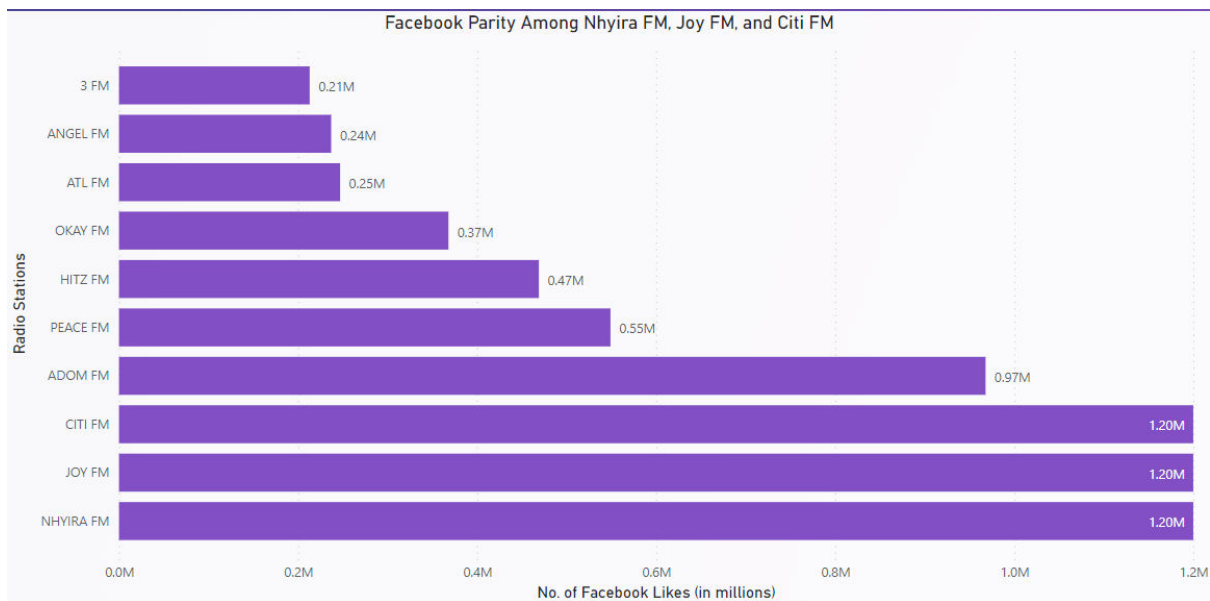


Figure 4: Top 10 radio stations with the highest Likes on Facebook

ii. **Twitter**

Out of the 437 that were analysed, only 227 radio stations, representing about 52% have active Twitter accounts. This means that about 48% of Ghanaian radio stations do not have Twitter accounts. Sadly, all the top 10 radio stations on Twitter are located in the Greater Accra Region. Joy FM leads with 1.9 million followers, closely followed by Citi FM with 1.6 million followers, with 3FM having the least number of followers. The Figure below (Figure 5) shows the top 10 radio stations with the highest number of followers on Twitter as of July 2023.

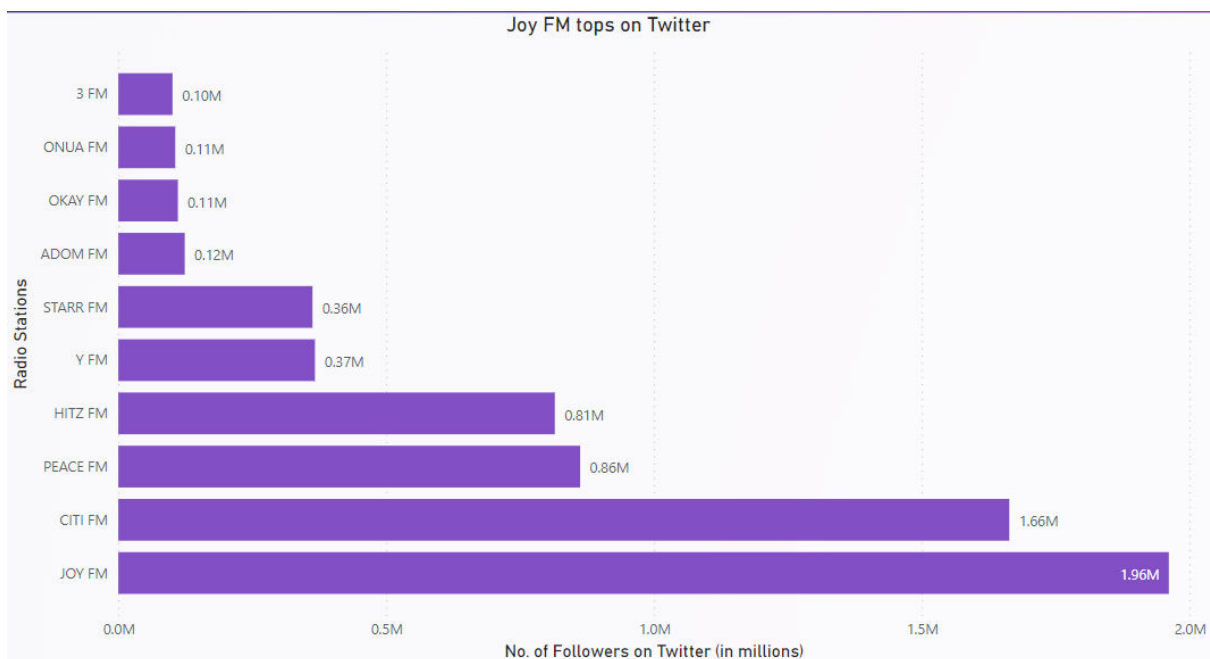


Figure 5: Top 10 radio stations with the highest followers on Twitter

iii. **Instagram**

Only 42% of the 437 radio stations have active Instagram accounts. This suggests that more than half of the radio stations in Ghana do not have Instagram accounts. Interestingly, Hitz FM – an Accra-based radio station that focuses on producing entertainment content – leads on Instagram with 472,953 followers. Surprisingly, Joy FM and Citi FM did not secure positions within the top 4 on Instagram, although they ranked among the top 2 on both Twitter and Facebook.

Figure 6 shows the top 10 radio stations with the highest number of followers on Instagram as of July 2023.

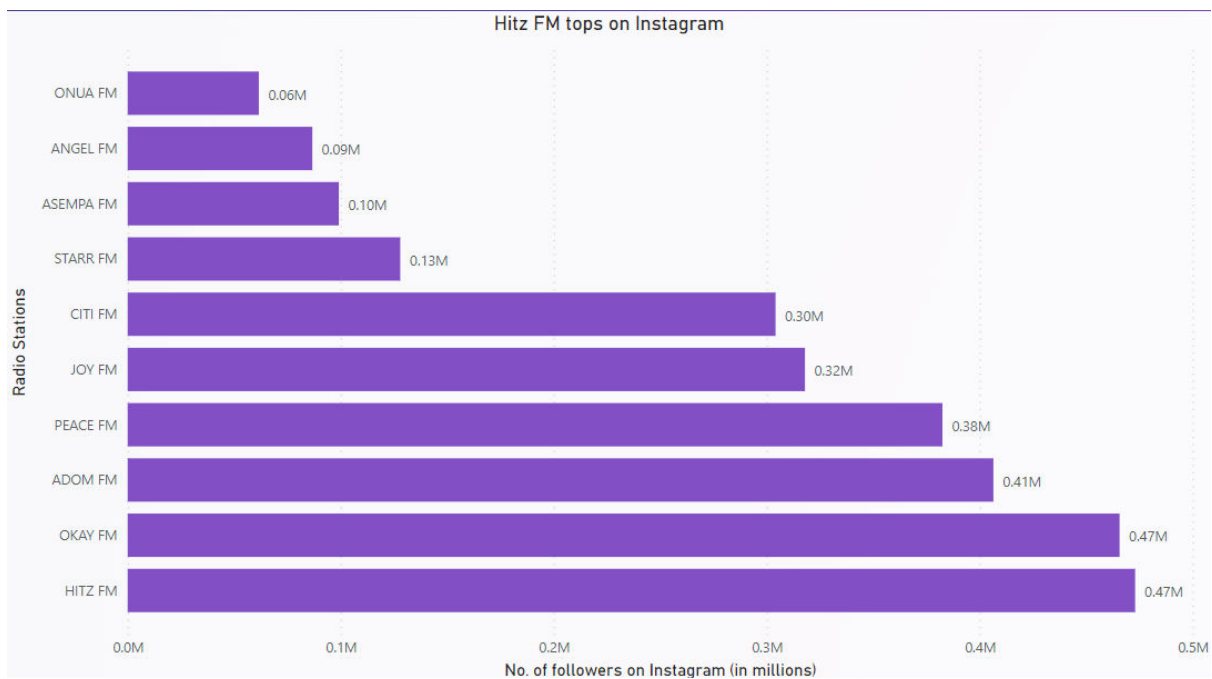


Figure 6: Top 10 radio stations with the highest followers on Instagram

#### 4. Newspapers Index

We analysed a total of 42 Newspapers across 16 regions. We observed that Newspapers have a lower number of followers across the three social media platforms, compared to radio and TV stations.

##### i. Facebook

About 76% of the 42 newspapers that we analysed have active Facebook accounts. Specifically, Daily Graphic, the leading newspaper in Ghana retained its position at the top of the list with about 946,044 followers. Overall, 9 out of the top 10 Newspapers with the highest number of Facebook likes that featured in our 2022 analysis also featured in the top 10 for 2023. The only newspaper that dropped out of the top 10 is the Independent Newspaper which opened a spot for Ghanaian Times to enter the top 10.

Figure 7 shows the top 10 radio stations with the highest number of Likes on Facebook as of July 2023.



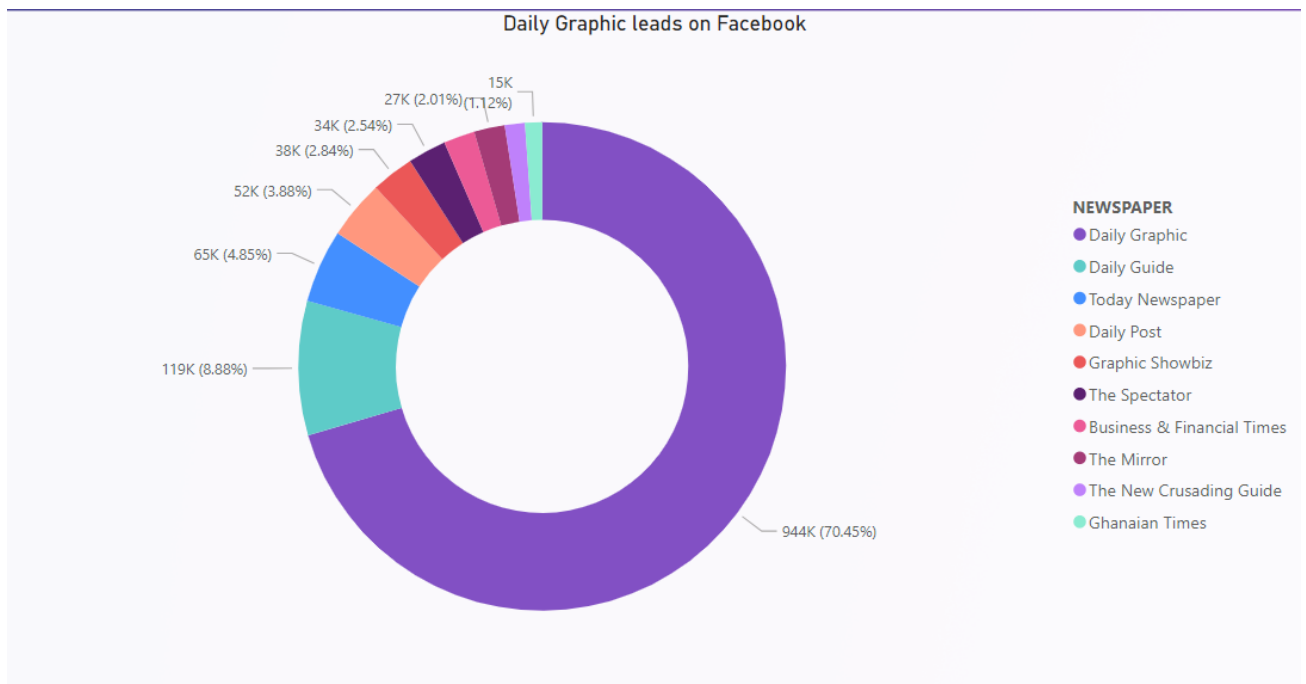


Figure 7: Top 10 newspapers with the highest likes on Facebook

**ii. Twitter**

Daily Graphic retained its position as the frontrunner on Twitter, with a significant increase from 176,800 followers in March 2022 to 227,900 followers in July 2023. The Daily Guide and Ghanaian Times also experienced an increase in their Twitter followers, allowing them to maintain their positions as the 2<sup>nd</sup> and 3<sup>rd</sup> with 176,800 and 40,104 followers respectively.

Two newspapers – Accra Times and Today Newspaper – experienced a marginal increase in their Twitter followers, allowing them to move into the top 10 and displacing Daily Statesman and The New Publisher from the top 10. Figure 8 shows the top 10 radio stations with the highest number of followers on Twitter as of July 2023.

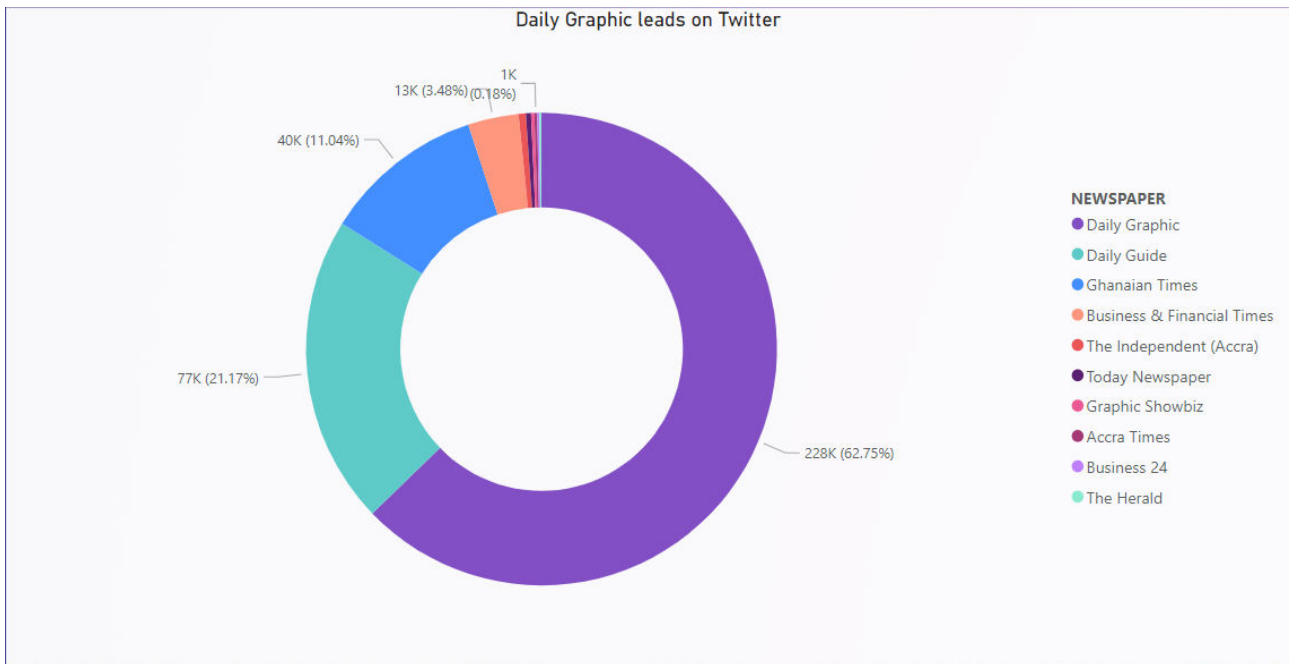


Figure 8: Top 10 newspapers with the highest followers on Twitter

**ii. Instagram**

From the graph below (as shown in Figure 9), the average number of followers for the top 10 Newspapers in Ghana on Instagram is 2,797, suggesting that Instagram is not a popular platform for Newspapers in Ghana. The Graphic Showbiz has the highest number of followers, closely followed by Accra Times, with the Custodian having the least number of followers. Overall, the data suggest that Instagram is not a popular platform for Newspapers in Ghana.

Figure 9 below shows the top 10 newspapers with the highest number of followers on Instagram

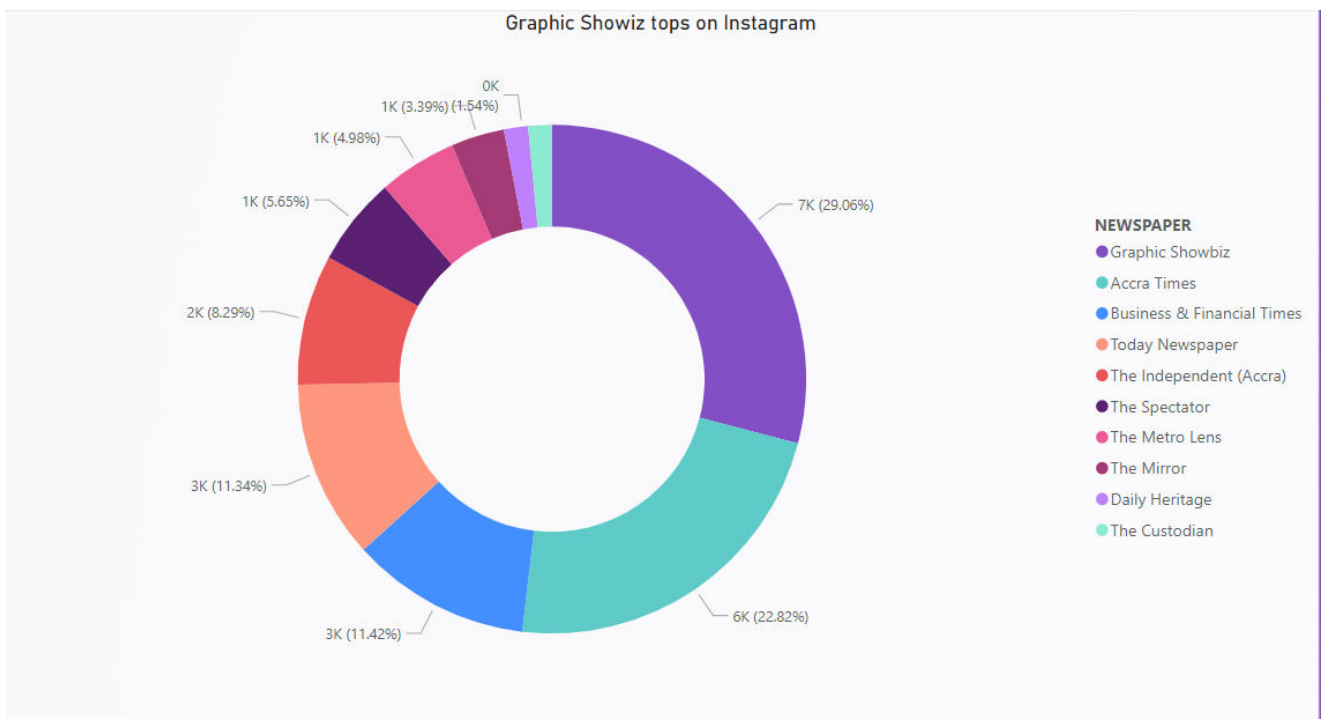


Figure 9: Top 10 newspapers with the highest followers on Instagram

## 5. Discussion

Our analysis reveals some interesting trends which are discussed below:

### **Regional disparity**

Our analysis shows a huge regional disparity of media outlets on social media as shown on all three social media platforms that we analysed: Twitter, Instagram and Facebook. Under the radio index, for instance, about 80% of the top 10 most followed stations are in the Greater Accra Region. Similarly, under the TV index, the 10 top TV stations with the most followers are in the Greater Accra Region. This is the same for the newspaper index as well.

The high regional disparity in media outlets on social media can be attributed to many reasons. One possible reason could be that the media outlets in the Greater Accra Region have more resources to invest in social media marketing. Irrespective of the reason, the regional distribution of media outlets on social media is an important finding that media outlets in other regions should take into consideration.

### **Facebook Dominance**

Another important finding from our analysis is that Facebook is dominant across all the media outlets: TV, radio and Newspapers. In the TV index, Facebook has the highest number of likes across all media outlets compared to Instagram and Twitter. Likewise, in the radio and newspaper indexes, Facebook is the most popular platform for all the top 10 most followed stations, with the highest number of likes compared to Instagram and Twitter.

This is in fact the case because Facebook has a larger user base of about [2.9 billion](#) globally, compared to [2 billion](#) and [556 million](#) for Instagram and Twitter respectively. This intently suggests that by using Facebook, Ghanaian media outlets can reach more people globally.

### **Newspapers low presence**

The analysis shows that newspapers in Ghana have fewer followers compared to TV and radio stations. For instance, Daily Graphic, the leading Newspaper in Ghana has less than a million followers across all the social media platforms even though they have been maintaining their position among the top 10 for years now. Many reasons may account for these low numbers, including the fact that print media is becoming obsolete in recent years, on the back of social media, with only [2%](#) of Ghanaians reading newspapers.

### **Entertainment Content and Instagram**

One intriguing observation from our analysis is the link between the type of content on Instagram and the number of followers. We discovered that media outlets that focus on producing entertainment-related content attract more followers on Instagram compared to those that do not. For instance, Hitz FM – an Accra-based radio station that produces more entertainment content – has a larger following on Instagram compared to the other stations. Similarly, Graphic Showbiz – a newspaper that focuses on entertainment news – leads its counterparts in terms of Instagram followers. One possible explanation

is that entertainment-related content resonates strongly with the youth, who constitute about [75%](#) of Instagram users in Ghana.

### **GTV's New Strategy for Engagement**

Although GTV did not feature in the top TV stations with the highest number of followers, its social media accounts, particularly Facebook and Instagram seem to be doing quite well. GTV has been successful in producing engaging and relevant content in recent times, thereby drawing audience attention. Their social media accounts have been very interactive in recent years with their admins replying to comments and responding to the messages on time. Quite recently, they have drawn more followers to their platforms by encouraging influencers and prominent persons to pay their TV Licence fee; a campaign that is arguably doing well and giving the station a deserving public exposure. Other media outlets can learn from GTV's success and develop social media strategies that are tailored to their audiences.

### **6. Conclusions and Recommendations**

As the media continues to evolve in this digital era, understanding these observations is key to building long-term relationships, ensuring inclusivity and aligning with changing audience preferences. Penplusbytes' periodic social media index continues to provide valuable information and insights into the status of media outlets on social media, particularly Facebook, Instagram and Twitter. These insights should be useful to media outlets in Ghana in understanding their audiences and their preferences and also in developing more effective social media strategies.

Based on the findings, we recommend the following strategies to enable media outlets to strengthen and enhance their social media usage:

- 1) Media outlets should continuously produce and publish content that is relevant to the needs of their followers; the first step in doing this is to have some knowledge about their audiences and their preferences.
- 2) They should recruit or assign a dedicated team to ensure regular engagements on their social media platforms
- 3) As the digital landscape continually evolves, media houses should invest in training their staff, particularly journalists, to stay up-to-date with emerging trends, platform changes, and audience behaviour.
- 4) Media houses should monitor and analyse their social media metrics regularly to assess the effectiveness of their engagement strategies
- 5) Media houses should embrace diversity by harnessing the unique potential of each social media platform to craft engaging content that is tailored to that platform's features as a step to tap into the audience of that platform.