ALDER

SOCIAL MEDIA REPORT NIGERIA 2014

FIRST EDITION

VOL 5 of 5

ARTICLES

Building Thriving Communities in Developing Countries
Likes, Followers & Mentions: The New Celebrity Currency
Connected: The Age of Interactive Communication
Digital Millenials: The Generational Takeover
Trending: The Age of the Social Media Celebrity
Nollywood & Social Media
Social Media & Pressure on Celebrities
Social Media as a Channel for Creative Expression
My Social Media Experience



SOCIAL MEDIA & CULTURE

CONTRIBUTORS

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Chude Jideonwo, Red Media
Karo Akpokiere, The Seek Project

MEET THE COMPANY BEHIND THE ALDERSMR

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FOREWORD

I BELIEVE IN SOCIAL MEDIA

I believe in social media. It is the power of one to transform the self into distributed intelligence. It is the armament of the weak against the powerful, the leveler of society, the arbitrator of justice.

It is the ombudsman between the consumer and the producer, the voice of the voiceless, the channel of those disenfranchised from TV networks. Humankind is the new network.



Leke Alder
Principal, Alder Consulting
@Leke_Alder

Social media is the mediator between the barbarians of capital and those who labour; a platform of expressiveness of compassion, the connector of venture to adventurers. It is the podium of the vain and fanciful, the connector of the conjugating, the metrics of artistic creativity, the doorway of accessibility, the mean of "cool".

It is a veritable campaign network: against corporate malfeasance, and other cousins of corruption. It is serious, silly, dangerous, powerful, interesting, evocative, compelling…in a literal sense.

Social media is a cultural meme: it has evolved a new language of communication - a new morse code of human network.

And lives are being transformed right under our nostrils, nations undergoing transduction and transfiguration. Governments have been toppled, tyrants sent to gallows, autocrats become denizens of dungeons, gods no more - courtesy of social media. And what was originally regarded as the distraction of youth has become the arbitrage of society - of politics, sociology, science, commerce, economics and theology.

If we must be honest with ourselves, social media is nothing more than amplified text messaging. But text messaging is analogue. It is a two-lane traffic. What we now know as social media is a hydra headed highway with enormous creative capabilities. It branches hither thither willy-nilly, crisscrossing, generating entanglements.



The strength of the network grows exponentially the more components are added to the network - that the saying might come to pass, one shall chase a thousand and two shall chase ten thousand. And so is social media.

But perhaps the greatest achievement of social media is the creation of the contradictory culture of nakedness, shamelessness and namelessness. This is the report on the metrics of nakedness, of shamelessness and namelessness in Nigeria. Happy reading.

Leke Alder

ABOUT ALDER CONSULTING

Alder is a creative intelligence company with offices in Lagos and London.

We integrate strategy with the operational components of an organisation to realise market potential.

We develop business & brand strategies.

We develop exciting web and multimedia solutions.

We develop creative ways for you to talk to your customers.

We give you insight into how the market thinks.

We design interactive marketing solutions.

We help you simplify processes creatively.

We help you test your product and service concepts.

We help you create new products and services.

We extend existing ones.

We help your staff understand your company's vision and culture.

We help you understand, use, monitor & manage social media.

We help you listen to your customers better & identify market trends.

We help create design and marketing solutions.

We design inspiring 3D solutions.

We develop intelligent solutions for public relations nightmares.

We generate ideas for enterprise development.

We help you talk to the market in a language they can understand.

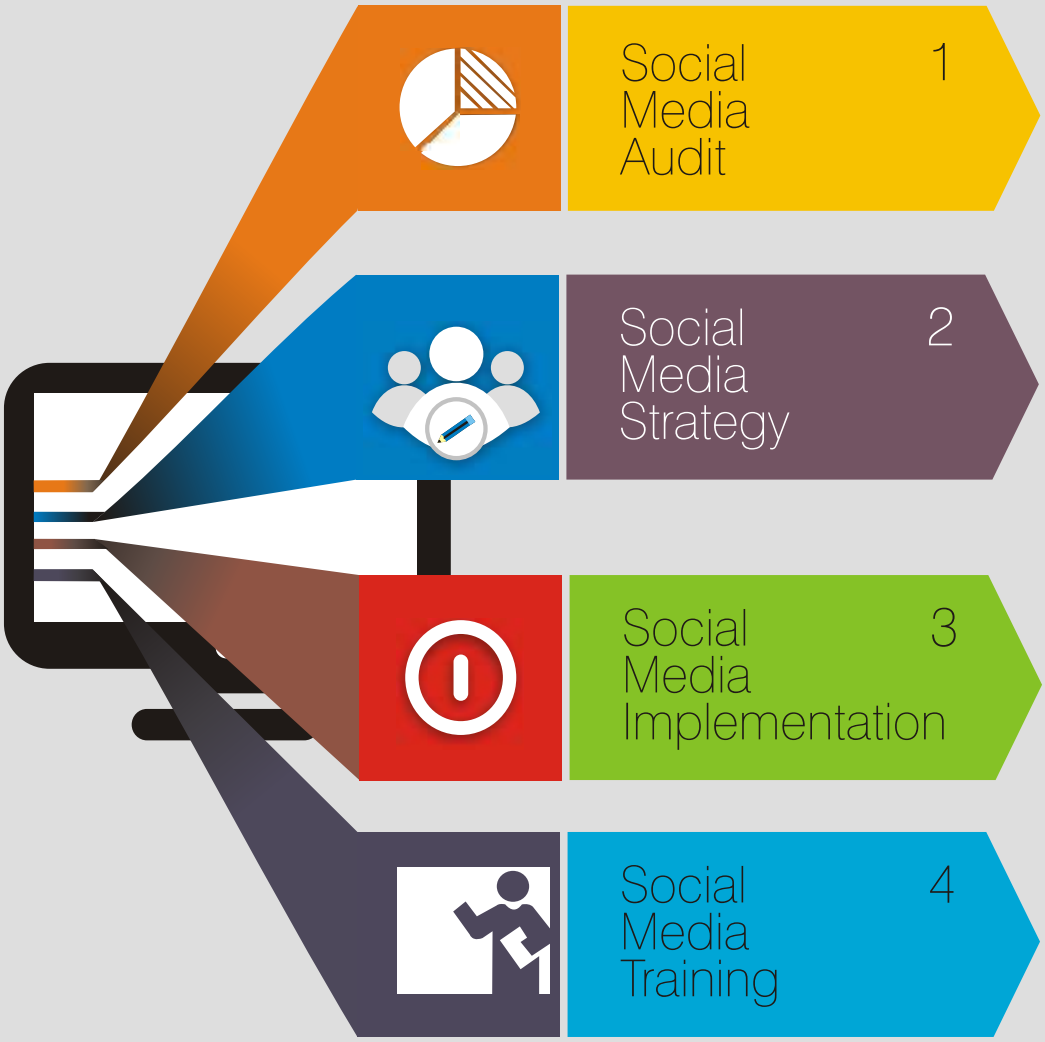
We develop political strategies and policy blueprints.

We help governments and government institutions communicate with the public.

We optimise your customers' brand experiences.

ALDER
creative intelligence

Our Social Media Services



EXPERT PANEL

The members of the AlderSMR expert panel were selected in recognition of their proficiency in various fields. The team comprises Brand, Communication & Media Specialists; Social & Digital Media Specialists and Media Academics & Researchers. The expert panel ranked deserving social media brands based on a shortlist from a public poll. They also independently nominated brands. None of the expert panelists was permitted to self-nominate.

BRAND, COMMUNICATION AND MEDIA SPECIALISTS



Mo Abudu
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Yanju Olomola
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Head of Public Affairs & Communications at Nigerian Bottling Company Ltd., a subsidiary of the Coca-Cola Hellenic Group



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Country Managing Director at L'Oreal West Africa



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Nigeria's Pioneer Professional Stand-up Comedian, a Motivational Speaker and Writer



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EXPERT PANEL

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Humanitarian and Social Ventures Champion

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Writer, Compere, Entrepreneur and Social Media Enthusiast



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Our African & international contributors are knowledgeable about the use of traditional and social media. Their articles focus on the impact of social media on Governance, Culture, Social Welfare, Technology and Business.

SOCIAL MEDIA AND GOVERNANCE



Ushahidi Platform
Kenya
A web based reporting system that utilises crowd sourced data to formulate visual map information of crises on a real-time basis



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SOCIAL MEDIA AND BUSINESS



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Principal, Alder Consulting and Nigeria's foremost brand consultant. A social media personality, philanthropist, public speaker and author of several business books



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SOCIAL MEDIA AND BUSINESS



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SOCIAL MEDIA AND TECHNOLOGY

2go Network
South Africa

A social network with millions of people around the world. A mobile messenger application for mobile phones and PCs which allows free communication with friends on 2go network or other social media networks



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SOCIAL MEDIA AND CULTURE



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SOCIAL MEDIA AND CULTURE



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SOCIAL MEDIA AND ETHICS



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Jason Caston
USA
Creator, Innovator, Author and Internet Church Expert





FROM INFANCY TO MATURITY

The Evolution of Social Media in Nigeria

Rosemary A. Ajayi

Social media practices in Nigeria are evolving on a daily basis.

My first attempts to communicate with loved ones in Nigeria via the World Wide Web involved sending an email to an uncle of an uncle of a friend, the intended recipient.

This uncle, who worked in a university's computer science department, would print my emails for delivery to my friend. We eventually progressed to Yahoo Messenger, restricted by power failures and internet café closing hours. Over a decade later, we communicate on-the-go via Facebook, Facetime and BlackBerry Messenger.

It is a little overwhelming to think back to a time in Nigeria's history where young people enjoyed such freedom of expression and access to information before Facebook or Twitter, especially having experienced so many military dictatorships. Platforms such as Nigeria Village Square, Nigeriaworld and Nairaland provided interactive and open spaces where Nigerians were afforded the opportunity to interact with each other across boundaries. However, Facebook and Twitter, in addition to the lowering costs of mobile devices and internet access have opened up entire new worlds.

In 2011, during Nigeria's voter registration, Nigerians on Twitter and Facebook worked together to crowdsource and share solutions to the many issues that looked set to disrupt the registration process.

Each one of the 48 million Nigerians who use social media platforms today has taken a very personal and different route. Going beyond building friendships, many Nigerian adopters have taken ownership of these platforms and pioneered practices beyond the imagination of the platforms' creators. From challenging governments, businesses and cultural norms to creating new wealth and new forms of celebrity to breaking news to crowdfunding for medical treatment, social media savvy Nigerians are making their own rules.

Before the birth of the present generation of Nigeria's Facebook and Twitter activists, there was Kayode Ogundamisi. Nicknamed Sankara, after the murdered leader of Burkina Faso, Ogundamisi's venture onto social media was the first time Nigerian politics was introduced to a mass audience on Facebook. Kayode's unique approach meant that he only published status updates and 'photo-speak' without contributing to the body of comments. In 2009, Kayode's Facebook page served as a case study in an Australian University.

In 2011, during Nigeria's voter registration, Nigerians on Twitter and Facebook worked together to crowdsource and share solutions to the many issues that looked set to disrupt the registration process. Since then, Nigeria's electoral commission has embraced Twitter and Facebook as tools for voter engagement and education. Following on from this, Nigerians set up Africa's first social media tracking centre for the general elections in 2011.

Nairaland, an online forum created in 2005 by Seun Osewa, established a charity which makes donations to causes following an offline assessment of needs. Another online creation which is creating change offline is Blossom Nnodim's #AdoptATweep.

On October 1, 2011, in celebration of Nigeria's 51st anniversary, no less than 100 bloggers participated in the #419Reasons9ja campaign in an attempt flood the internet with positive stories about Nigeria.



Through its 'Social Banking', Guaranty Trust Bank is attempting to expand its customer base via Facebook. Individuals are able to open accounts and manage them within facebook.

In 2013, Generational Voices began a discussion on young Nigerians' participation in politics. During a telethon on Channels TV, a live Google Hangout took place.

.

Other social media stories that stand out are President Goodluck Jonathan's declaration of his intention to run via Facebook; Japheth J. Omojuwa's #ArikWhereIsMyIpad campaign against the Nigerian airline, Arik Air, following the loss of his iPad; raising money for the foreign medical bills of strangers through campaigns such as #SaveOke and #SaveFunmi.

Highlights also include Guinness Nigeria's innovative placement of the Guinness bottle cursor on popular blogs and websites; Governor Fayemi of Ekiti State, Nigeria's no-holds-barred offline interactive session with bloggers and social media influencers which was also broadcast live via YouTube.

Whilst social media has been adopted mostly for good, it is important to keep in mind the dangers. In 2012, a young lady was lured to Lagos State from Abuja and murdered by young men she met on Facebook. In December 2013, only days after hundreds of online tributes were published following the death of Ifeoluwa Ojikutu (@RoyalAmebo on Twitter), the Nigerian community learnt it had been catfished!

For months, the @RoyalAmebo account successfully



deceived several prominent members of the Nigerian Twitter community with stories of an impending kidney transplant. Using Twitter, RoyalAmebo even managed to find a boyfriend, a kidney donor and make a little money from donations.

Another major issue for concern is the Nigerian government's discomfort with the freedom social media affords its citizens. Attempts at Internet surveillance and prosecution of online critics are genuine fears which if backed by law will reshape social media culture in Nigeria.

If there's any doubt about how social media has woven itself into the fabric of Nigerian society, one only needs to look at the nearly 100+ events for Social Media Week Lagos.



SOCIAL MEDIA MILESTONES IN NIGERIA

YEAR	EVENT
1999	Friends Reunited, the first online social network launches
1999	Nigeria World launches
2002	Friendster launches
2003	MySpace, Hi5, Nigerian Village Square & LinkedIn launch
2004	Facebook launches (For use by Harvard students only)
2005	Facebook use extends to US high school students
2005	YouTube becomes the first major video hosting and sharing site
2005	Nairaland launches
2006	MySpace becomes the most popular social networking platform
2006	Twitter launches providing real-time updates
2006	Facebook membership extends to all over 13s
2008	Facebook becomes the most popular social networking site and surpasses MySpace
2009	Kayode Ogundamisi's Facebook page used as a case study by Australian University
2009	LightUpNigeria campaign begins



SOCIAL MEDIA MILESTONES IN NIGERIA

YEAR	EVENT
2010	President Goodluck Jonathan joins Facebook
2010	GEJ declares intent for the 2011 presidential race
2010	DNC advertises for social networks manager to oversee Obama's Facebook, Twitter and MySpace platforms
2010	#President Goodluck Jonathan's book of Facebook posts 'My friends and I' is published
2011	Yookos launches, the Believers' Loveworld Inc (Christ Embassy) social networking site
2011	#INECRegistration hashtag is used
2011	Sarah Jibril trends during the PDP primaries
2011	INECNigeria plays an active role on social media during the elections
2011	Election Monitoring Social Media Tracking Centre set up in Abuja
2011	#NigeriaDecides hashtag is used
2011	#419Reasons9ja hashtag is used
20112	ABSURape story breaks on blogs
2012	#OccupyNigeria hashtag trends
2012	#ArikWhereIsMyiPad campaign begins
2012	Government of Ekiti State, Nigeria becomes verified on Twitter
2012	#SaveOke campaign begins
2013	Social Media Week Lagos launches
2013	#ChildNotBride campaign begins
2013	GTBank launches Social Banking on Facebook



SOCIAL MEDIA MILESTONES IN NIGERIA

YEAR	EVENT
2013	Guinness Nigeria launches the #ColourfulWorldOfMore campaign with a customised cursor
2013	Catfished by @RoyalAmebo
2014	Aliko Dangote joins Twitter
2014	GenVoices in partnership with Channels TV hosts live Google Hangout during telethon
2014	Government hosts bloggers during #JKFeedback
2014	Alder Social Media Report launches



SOCIAL MEDIA & CULTURE

BUILDING THRIVING COMMUNITIES IN DEVELOPING COUNTRIES THROUGH MOBILE ACCESS & SOCIAL PLATFORMS

Morin Oluwole



In early 2013, two phenomena occurred. More people started accessing Facebook via mobile devices versus desktop computers; a shift especially pronounced in developing countries[1]. Almost simultaneously, the World Bank reported that mobile use in developing countries surpassed that of developed areas[2]. A new era has emerged - one in which social media and mobile are inextricably linked.

[1] Facebook earnings report - http://investor.fb.com/results.cfm
[2] World Bank - http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTINFORMATIONANDCOMMUNICATIONANDTECHNOLOGIES/0,,contentMDK:23190786~pagePK:210058~piPK:210062~theSitePK:282823,00.html

In 2000, there were 16.5 million mobile subscriptions in Africa. Now, there are over 650 million.



From the first telephone conversation in 1876, it took 85 years for the world to reach 100 million fixed-line subscriptions. The mobile phone was invented a little over 30 years ago, and in that time nearly 6 billion people - over 85% of the world's population - have acquired a mobile phone[3]. There is a massive opportunity for mobile phones, especially via social platforms, to build thriving developing communities by improving the knowledge economy, saving lives, and creating economic empowerment.

Improving the knowledge economy

The knowledge economy (the use of knowledge to generate tangible and intangible values[4]) has been limited to the speed and function of the modes of communication available. Before the first landline patented by Alexander Graham Bell in 1876, it took ten days for letters to be delivered via the pony express[5]. Imagine waiting ten days to receive a breaking news alert on Twitter! Mark Zuckerberg (CEO of Facebook) has redefined the definition of knowledge economy to focus on its idealistic and commercially pragmatic aspects. The knowledge economy, he has said, "is about helping people create growth in jobs and supporting a larger economic shift in the world based on information and ideas."[6]

Today, information can be shared almost instantaneously. As mobile subscriptions have skyrocketed, so has access to information. In 2000, there were 16.5 million mobile subscriptions in Africa. Now, there are over 650 million[7]. People check their phones almost 100 times per day (approximately 20% of that time is spent on Facebook and Instagram[8]). Those in rural areas can now obtain educational, mobile health and financial services in ways that were impossible before mobile technology and the spread of social media. Due to the breadth and speed of mobile communication, the power of the knowledge economy is limitless.

Saving lives

The ubiquity of mobile phones has not gone unnoticed by global health experts. They can view real-time insight globally - when major illnesses or natural disasters occur, information is usually discovered first via social platforms. For example, Twitter tracks cholera outbreaks faster than health authorities, especially when used by people with mobile phones[9]. With location tracking features, mobile phones can send and receive data on disease incidence and public health emergencies, tracking disease and epidemic outbreaks.

During major disasters, social media can be a very powerful tool for seeking help or reuniting with loved ones. I was living in New York City during Hurricane Sandy in the fall of 2012. When I lost power and had to leave home, I let my friends know on Facebook (via my mobile phone) that I was safe. During the earthquakes in Chile and Haiti, and the tsunami in Japan in recent years, Facebook and Twitter were critical tools in sharing safety status and connecting the world in a fundamentally altruistic way[10].

[3] International Telecommunication Union - http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx
[4] Wikipedia - http://en.wikipedia.org/wiki/Knowledge_economy
[5] Wikipedia - http://en.wikipedia.org/wiki/Pony_Express
[6] Fortune - http://tech.fortune.cnn.com/2013/11/05/zuckerbergs-knowledge-economy/
[7] Technical Centre for Agricultural and Rural Cooperation - http://www.bizcommunity.com/Article/178/16/102984.html
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[9] The American Journal of Tropical Medicine and Hygiene - http://chronicle.com/blogs/percolator/twitter-tracks-cholera-outbreaks-faster-than-health-authorities/28205
[10] Huffington Post - http://www.huffingtonpost.com/2011/03/11/twitter-facebook-become-v_n_834767.html

During the earthquakes in Chile and Haiti, and the tsunami in Japan in recent years, Facebook and Twitter were critical tools in sharing safety status and connecting the world in a fundamentally altruistic way.

Economic empowerment

Mobile access allows merchants in developing countries to make sound business decisions. For example, farmers in developing countries often don't know the current price for the crops they grow. The World Bank's International Finance Corporation (IFC) and the Soros Economic Development Fund invested $1.25 million in Esoko to provide African farmers with timely crop information via text messaging and social media platforms. "By providing farmers current market information, even rural farmers can make educated, cost effective decisions when buying and selling their crops. As a result, they are more likely to see greater returns[11]."

The expansion of mobile services in East Africa has created massive mobile payment opportunities. More than 1 billion people in emerging markets possess mobile phones but do not own a bank account. Safaricom, East Africa's leading mobile provider, has almost 19 million subscribers. Of those 19 million, nearly 15 million use M-Pesa (a mobile phone based money transfer and micro-financing system), to pay utility bills, school tuition, transfer funds, and purchase mobile phone airtime[12]. Mobile payment technology has been a huge benefit to society and aids in information transfer to build economic independence.

About three-quarters of the world has easier access to a mobile phone than a bank account, electricity, or clean water

Closing

The mobile and social transformation has shifted more quickly than any other transformation in the past 140 years. About three-quarters of the world has easier access to a mobile phone than a bank account, electricity, or clean water[13]. There are over 1.19 billion people on Facebook[14] , 213 million on Twitter, and over 500 million on Sina Weibo (the most popular social network in China)[15]. Although we've seen phenomenal mobile growth globally, the internet is still not accessible to two-thirds of the world. Initiatives like Internet.org, spearheaded by Zuckerberg to make the web affordable and accessible, will set the stage for the long-term impact of this transformation.

The next chapter of this book is yet to be written - online.

BIO

NAME
Morin Oluwole

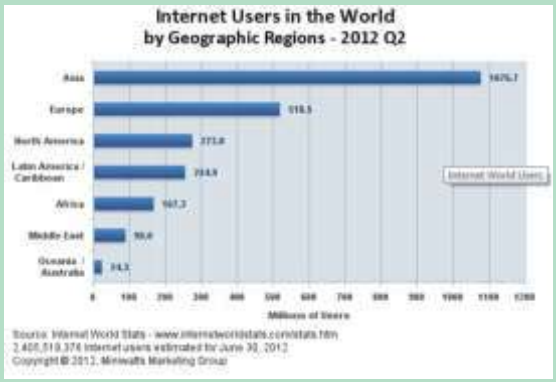
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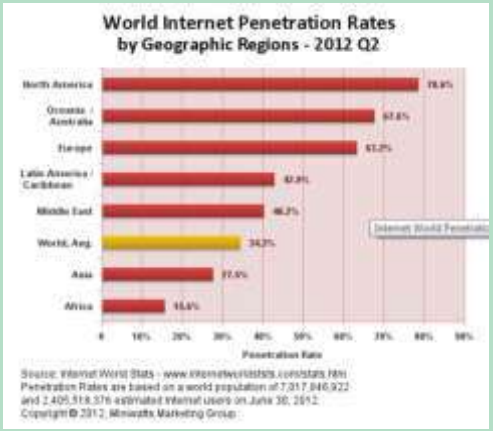


[11] International Finance Corporation - http://www.ifc.org/wps/wcm/connect/region__ext_content/regions/sub-saharan+africa/news/ifc+helps+african+farmers+go+mobile+for+crop+information
[12] All Africa - http://allafrica.com/stories/201311040095.html
[13] World Bank - http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTINFORMATIONANDCOMMUNICATIONANDTECHNOLOGIES/0,,contentMDK:23190786~pagePK:210058~piPK:210062~theSitePK:282823,00.html
[14] Facebook earnings report - http://investor.fb.com/eventdetail.cfm?EventID=135246
[15] TechWeb - http://www.techweb.com.cn/internet/2013-08-13/1316353.shtml

ADDITIONAL INFORMATION



As at June 2012, there were over 160 million internet users in Africa. Source: Internet World Stats



As at June 2012, the internet penetration rate for Africa was just 15.6 percent. Source: Internet World Stats

How many mobile phones exist in Nigeria?

As at September 2013, figures from the Nigerian Communications Commission indicate that the number of active mobile phone lines in Nigeria stood at about 121 million. (Source: Nigerian Communications Commission)

Using mobile phones for good



In Nigeria, the mobile phone has swiftly gone from being a luxury item to a necessity. Through a combination of text messaging and online platforms such as Ushahidi, mobile phones are being used by teams such as EiE Nigeria, iamLagos and ReclaimNaija for election monitoring and gathering election results in real time. In the fight against counterfeit drugs and other products, Nigerians are being encouraged to send text messages to authenticate items before purchase.

With the reduced cost of internet data plans and mobile phones themselves, more Nigerians now access the internet via handheld devices than desktop computers.

Mobile Money in Nigeria



With no government regulations or formal framework, ordinary Nigerians devised the first iteration of 'mobile money' involving the purchase and exchange of mobile phone airtime. Illustration: Emmanuel studying in Northern Nigeria needs money urgently. His Uncle John in the South West can purchase mobile phone airtime vouchers worth the required amount, scratch the vouchers to reveal the PINs. Instead of loading the credit on his phone towards phone calls, Uncle John will send the PINs to Emmanuel via SMS. Emmanuel can take the PINs to a local vendor and exchange them for their cash value minus a small commission.

Since 2010, the Central Bank of Nigeria has granted licenses to several mobile payment providers including My Paga, a fast growing Nigerian startup which leapt from 500 registered users in March 2011 to 1 million in November 2013. The company reports over 4.4 million transactions worth over N47 billion have been processed since it launched in February 2011. (Source:http://pagablog.com/2013/11/27/paga-achieves-one-million-user-milestone)

SOCIAL MEDIA & CULTURE



LIKES, FOLLOWERS & MENTIONS

THE NEW CELEBRITY CURRENCY

Ameyaw Debrah



As the world gravitates towards social media as the trendiest means of communication, Ghana has not been left out. From Facebook to Twitter and from Instagram to Keek, social media has become the means to reach the masses for businesses, politicians and entertainers. As a celebrity blogger in Ghana, I have followed developments with a keen eye and a happy heart.

For a country where the public has for a long time shown disinterest in local stars (in terms of a true celebrity culture), social media has been a sure way to test which Ghanaian stars are loved and for what reasons. Social media platforms have helped to grow celebrity culture somewhat in Ghana; fans now see their favourite stars and desire to interact with them. Even when it is not about expressing how much they admire these stars, the fans still maximise photo opportunities that they can share with friends and family on social media.

Terms such as 'Likes', 'Followers' and 'Mentions' have become the new celebrity currency, they have become a yardstick for measuring star power and popularity, and with it comes the power of self-promotion for the stars as well as brand endorsements. Whose Twitter account is verified? Who has the largest fan base (likes and followers)? Who is the most active? Who is the coolest celebrity on social media and who is trending? These are some of the questions that fans ask and sometimes argue about on social media. They have also become parameters to consider when brands choose celebrities for their campaigns.

BIO

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Ameyaw Debrah

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Are You Verified?
Twitter launched its verification programme in 2008, but it was not until March 2012 that the first Nigerian celebrities received twitter's verification tick. It might surprise you more to learn that the first Nigerian twitter account to be verified was @EkitiStateGov, owned by the Government of Ekiti State, Nigeria.

Each time a new batch of Nigerian celebs was verified, Nigerian tweeps expressed dismay and anger that Nollywood actress, Omotola Jalade-Ekeinde (@RealOmosexy) and music producer Don Jazzy (@DonJazzy) with larger online fan bases kept being left out (they have since been verified). Twitter is very clear that verification is not based on follower count or Tweet count.

Why does Twitter verify accounts?
Twitter Help states why it verifies accounts. "Verification is currently used to establish authenticity of identities of key individuals and brands on Twitter." Twitter advises as an alternative to verification: "Linking to your Twitter profile from an official website is the easiest way to confirm the authenticity of your Twitter account. Including Twitter's follow button on your webpage is the absolute best way to do this."

How many Nigerians and Ghanaians are verified on Twitter?
We have not done a head count but









From Facebook to Twitter and from Instagram to Keek, social media has become the means to reach the masses for businesses, politicians and entertainers.

Social media has afforded a direct link for celebrities to interact with their fans and while some celebrities do a good job, many are still finding the right way to do this. It is not enough to have a strong fan base but being active and interacting with fans are key to having a good online presence. I have seen musicians using social media to share their songs and music videos with fans and often these fans do not only just enjoy the music but also share with their friends and family. I have seen actors and musicians using social media to promote movie and music premieres, and even canvassing for votes to win certain awards. I have seen celebrities engaging with and growing their following by running giveaway promotions and competitions for fans on social media.









A. Sarkodie, Ghana's 'King of Social' has a combined following of over 700,000 fans on his official twitter and facebook pages alone.

B. Actor John Dumelo keeps up a good conversation with his 600,000 plus fans on Twitter, Facebook and Instagram.

C. Actress Jackie Appiah, mostly uses Instagram to share photos and interact with fans.



Combining likes, followers and mentions with consistent updates, interactivity with fans, engaging the public and sometimes giving news to blog about, some Ghanaian celebs stand out. Without including footballers who have international careers, award-winning rapper, Sarkodie is probably the 'King of Social' with a combined following of over 700,000 fans on his official Twitter and Facebook pages. He has become an influential brand on social media using his presence to promote his music, clothing line and more.

Sarkodie and the administrators of his pages update fans regularly and reply queries often. Actor John Dumelo is not too far behind. He keeps up a good conversation with his 600,000 plus fans on Twitter, Facebook and Instagram. He often shares information about his Foundation and movie shoots.

The female Ghanaian celebs seem to have more of a liking for Twitter, Instagram and Keek where their official pages can be found. With over 200,000 followers each, the likes of Yvonne Nelson and Nadia Buari are the most visible. Due to constant impersonation on Twitter and Facebook, Actress Jackie Appiah, mostly uses Instagram to share photos and interact with fans. Other celebs who engage fans via social media are Joselyn Dumas, Juliet Ibrahim, Reggie Rockstone, Lydia Forson, EL, Eazzy, Funny Face and Becca.

As accessibility to the internet, and education on the endless possibilities of social media increases across Ghana, there can only be more growth in the numbers as well as its impact for celebrities and those of us who trail them.

Everyone loves celebs who engage

It is not enough to have a strong fan base. Being active and interacting with fans is key to having a good online presence.









CONNECTED

THE AGE OF INTERACTIVE COMMUNICATION

Subomi Plumptre



In a digitally controlled environment, watching my BlackBerry device crash following the dreaded "error 53" was a nerve-racking experience. This error meant that I could not reboot or retrieve any of the information stored on my device.

Within micro-seconds, I was faced with the reality of losing data I had curated for years. This wasn't helped by the fact that I have a habit of using the same phone for years and years; it becomes my de facto notebook, scheduler and task manager. Thankfully, I had recently backed up my BlackBerry in the Cloud[1] using BlackBerry Protect and I was able to retrieve most of my data.

I had gotten a new smartphone a few months before the incident - a Samsung Galaxy Note 3 but the thought of transferring my data and formatting my device was daunting. It remained untouched for months. Now, I was forced to use it. I encountered problems transferring contacts between phones because Smart Switch (an app that facilitates seamless transfer of data between different phone brands) simply didn't work. But because my Yahoo account was synced with my BlackBerry, I was able to transfer all my contacts from Yahoo to Gmail and then to my new phone. Phew! I was back in business. Kudos to the Cloud!

Within a week of the demise of my BlackBerry, my Yahoo account was terminated due to a breach of terms and conditions - Yahoo is yet to explain what I did wrong. I had fortuitously exported my Yahoo address book to Gmail. (As I had planned to 'port'[2] to Gmail in protest over Yahoo's new interface). Unfortunately, years of emails stored in Yahoo folders were not retrievable.

With the advent of the Cloud, digital information is available anywhere and anytime on multiple devices. But this technology does not come without its challenges.

[1] A model for delivering information technology services in which resources are retrieved from the internet through web-based tools and applications, rather than a direct connection to a server.

[2] Porting is a term made popular by a mobile network advert. It refers to changing service providers.

A week later, my laptop needed re-formatting. (These are all factual events. I'm convinced there were *gremlins* in the machine)! This meant I had to back up my data to a hard drive. I could have transferred my data to the Cloud but due to limited bandwidth in my developing country, it would take days to transfer my music and videos. By the way, there should be an app that restores all programmes, files and plug-ins to a reformatted laptop, just like you can with a phone.

With the advent of the Cloud, digital information is available anywhere and anytime on multiple devices. But this technology does not come without its challenges. For example, all my accounts including journal subscriptions, DropBox, Facebook, Twitter, etc. were linked to my defunct Yahoo email address. As a result of being locked out of Yahoo, I needed to change the email addresses in order to have continued access to these accounts.

There are many benefits of the Cloud. Productivity is the first.

Is an email address your access to the Cloud? I still need an email address to access and update my Dropbox! Almost everything in my digital life is connected. My phone is connected to an app store which is connected to my credit card.

There is no doubt that there are many benefits of the Cloud. Productivity is the first. With DropBox, I have access to my work and personal files on my phone, home computer and work computer. If one device crashes, I simply continue work on the next. I no longer need to carry files in flash drives or hard drives. Backup power and wi-fi come in handy though.

One-click sign in is another benefit. With one email account, you can sign into any platform.



The security implications can be shattering. If for any reason, a device or computer is hacked into or a password is compromised, it means unfettered access to all digital data until you remotely lock your devices. Many manufacturers provide such protection. To protect ourselves, should we keep sensitive information in writing stored in safety deposit boxes instead? Surely, the probability of someone hacking into your online account is greater than a robber breaking into a bank's safety deposit box.

From my digital ordeal with my phone, laptop and email account, I have learnt some valuable lessons:

1. Have a secondary email address for all online accounts. If for any reason your primary email account is hacked, you can be authenticated by service providers. Facebook and Twitter also allow for mobile phone authentication, in the case of account recovery.
2. Avoid using the same passwords across different platforms.
3. Back up data both online and offline regularly. The hard drive isn't going out of fashion anytime soon.

For now, Google seems to be the clear leader in cloud services with products like Google Drive and Google Apps for Business. You can even back up your web browser bookmarks on Chrome. Whatever personal device you sign in to, you will always have access to your appointments, calendar, contact list, documents, emails, and media files via Google Apps. Apple is seeking to adopt the same strategy with iCloud and Windows with Live.

May the best platform win!

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SOCIAL MEDIA & CULTURE



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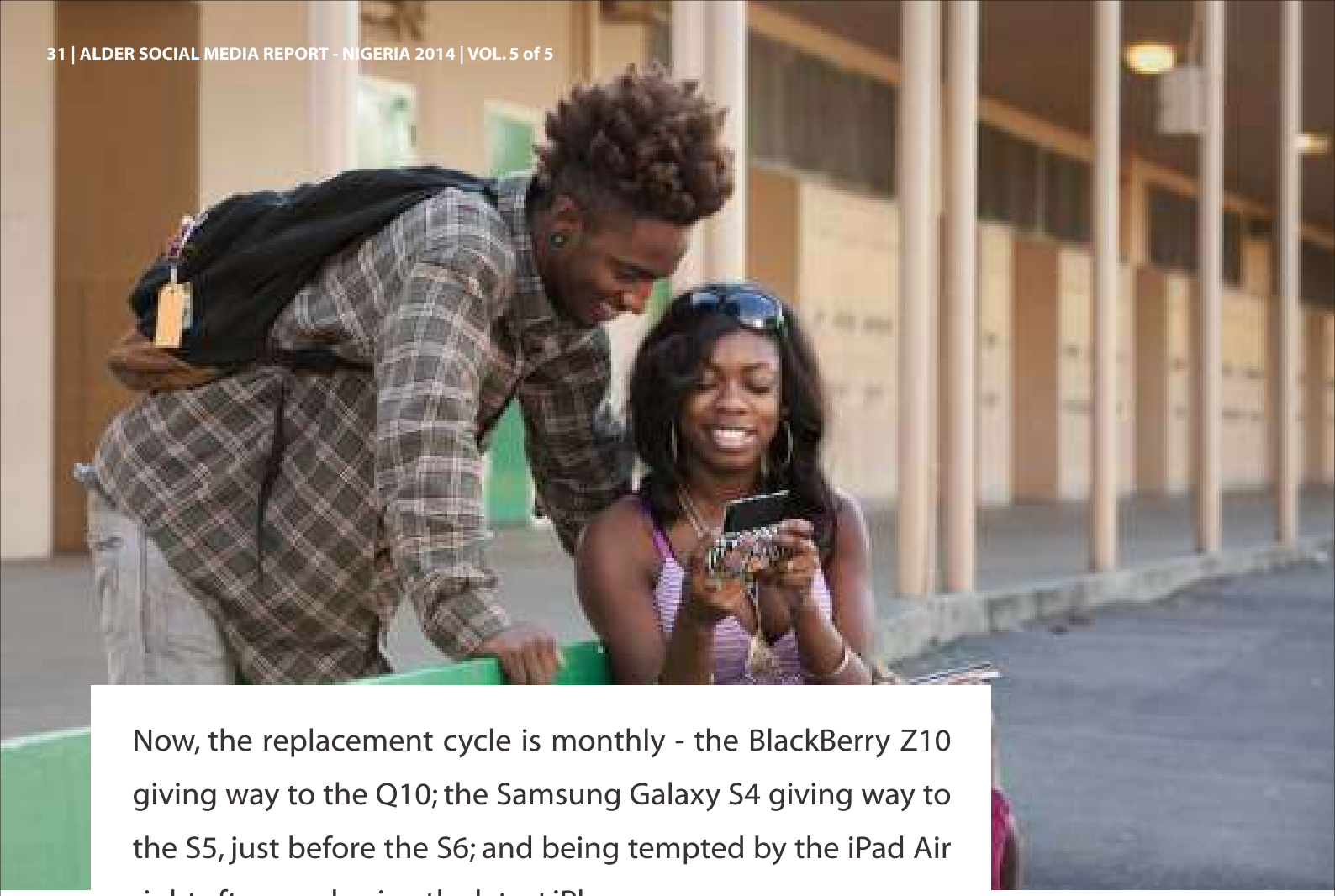
DIGITAL MILLENNIALS

The Social Media Generational Takeover

Chude Jideonwo

It's now a cliché - the fact that an entire generation is hooked to mobile phones and other devices, and no, those devices are not computers.

It's a measure of the times that it was only a few years ago that computers were a sign of cool; items to be treasured, even shown off; the 2-year cycle for change being reduced to 1 year and making the race for the new gadget more difficult.



Now, the replacement cycle is monthly - the BlackBerry Z10 giving way to the Q10; the Samsung Galaxy S4 giving way to the S5, just before the S6; and being tempted by the iPad Air right after purchasing the latest iPhone.

You might have heard of the word 'Twitter'. As the football joke goes, Arsenal - bless its heart - has not won a trophy since before the advent of Twitter in 2006. You see, the life cycles of brands and individuals are now split in two - Before Twitter and After Twitter.

Although it is one of the most talked about, Twitter is hardly the coolest app there is, according to the vast majority of Nigerian teenagers. For them, there is WhatsApp - insight which I encountered upon during a speaking tour of high schools earlier this year. And for those keeping track, there is Pinterest, and then Keek and several others.

In case you didn't get the memo, the world has radically changed. And, no this revolution wasn't televised. While you were watching 'News at 9' on the Nigerian Television Authority (NTA), the revolution was tweeted from a smartphone released to the market only a few weeks ago; a phone which can also take professional pictures, record a 3-hour event, and possibly do your laundry.

What is a Millennial?
In 2007, Dr. Reynol Junco and Dr. Jeanna Mastrodicasa published groundbreaking research on the Millennial Generation in the book "Connecting to the Net Generation". The Millennials, born between the early 1980s to early 2000s, are the first generation of children to grow up with computers in their homes and whose lives revolve around technology and the Internet. (For more: http://en.wikipedia.org/wiki/Millennials).

However, social media isn't just for the young.
A new survey revealed some interesting facts about social media usage.

- Fastest growing demographic on Twitter: 5564 year olds;
- Fastest growing demographic on Facebook and Google+: 4554 year olds

(Source: http://blog.bufferapp.com/10-surprising-social-media-statistics-that-will-make-you-rethink-your-strategy)



The Facebook you knew when you last logged on in March 2013 is centuries away from the privacy-swallowing, Twitter and Instagram-imitating dragon you will encounter today. I repeat, the world has moved beneath your feet.

YouTube reaches more United States adults aged 18-34 than any of the all-powerful cable networks, according to a report in December, 2013 on TheNextWeb. Social media has overtaken the two-decade reigning porn as the #1 activity on the web, and 25% of smartphone owners aged 18-44 say they can't recall the last time their smartphone wasn't next to them.

It's not just a generation of young people - after all, the fastest growing demographic on Twitter globally is the 55-64 age bracket. You see, the Digital Millennials are not a demographic, they are a psychographic: they think in 140 characters, move at the speed of an Instagram image, and swallow information like a newborn whale in the Atlantic.

To mention a few innovative ways in which social media is being deployed in Nigeria, GTBank (in line its 'social banking' mandate) has built a new following of young people through its online TV channel, Ndani. Ndani has become more successful than any other consumer engagement strategy in recent Nigerian memory. In rebranding; the staid old Titus food brand coloured Lagos State's transit buses with its Twitter handle and Facebook page address. In November 2013, Mrs. Obiageli Ezekwesili raised millions of naira for the medical bills of a young boy named Ernest via a #HelpErnest social media campaign, and recently Guinness won a huge chunk of the beer market's mindshare when it took over the websites and social media handles of 'Big 6' popular youth-focused websites - YNaija.com, BellaNaija, LindaIkeji, LadunLiadi, 360Nobs & NotJustOk.com.

The Digital Millennials are not a passing fad to be ignored anymore than the Internet or for that matter Facebook will stop being a part of our lives in the near future. They're a new way of being, a cultural monument; a movement.

And, like everyone from Hillary Clinton (who famously refused to tweet in her last combat with Barack Obama) to Atiku Abubakar (who we thought would be the last person to descend so 'low' as to join Nigeria's social media community), has come to find out, they're also inescapable.

YouTube reaches more United States adults aged 18-34 than any of the all-powerful cable networks, according to a report on The Next Web. Social media has overtaken the two-decade reigning porn as the #1 activity on the web, and 25% of smartphone owners ages 18-44 say they can't recall the last time their smartphone wasn't



SOCIAL MEDIA & CULTURE

#TRENDING

The Age of the Social Media Celebrity

Lanre Dabiri

According to Wikipedia, social media refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media depends on the advancements of mobile and web-based technologies that allow the creation and non-restricted exchange of user-generated content.

Traditional media once wielded the greatest influence and owned the largest information sharing platforms. Today, social media has provided similar or even bigger platforms for individuals to have the same reach, or more, than most traditional platforms. In 2009, Ashton Kutcher challenged CNN to a race to 1 million Twitter followers. Not surprisingly, he won. On winning, Kutcher said: "I find it astonishing that one person can actually have as big of a voice online as what an entire media company can on Twitter" and "I just thought that was just kind of an amazing comment on the state of our media." (Source:http://qik.com/video/1456333)

Today, one does not have to be a traditional celebrity to become a social media celebrity.

A traditional celebrity is one who is known by virtue of popularity gained via traditional media platforms such as television or radio. Actors, politicians, musicians and many other public figures fall into this category. A social media celebrity, on the other hand, is an individual or social media identity with as many fans or followers as is required in the region, to steer public opinion, create discourse, feed the curiosity of the general public, or share ideas. Many traditional celebrities are not active on social media and as a result wield little or no influence within the social media space. Today, one does not have to be a traditional celebrity or even be publicly recognisable to be a social media celebrity.

Interestingly, social media has created and empowered a new breed of socio-political commentators who not burdened by the same restrictions as previously experienced in Nigeria, are expressing their views to large audiences, regardless of their status. Over the past few years, we have become quite familiar with many individuals/social media identities, some of whom have become extremely popular, garnering such a large following that they have begun to qualify as celebrities too.

There's so much that goes into how social media celebs are able to leverage their social media accounts. They are on a pedestal for everyone to see, making their impact much broader and their mistakes far more consequential. An increasing number of brands on sites like Facebook, Twitter and YouTube are investing millions of dollars in social media campaigns, as well as signing deals with social media celebrities requiring them to promote products and services via their personal accounts. The more engaged your followers are, the more powerful you are on social media!

Social media has transformed the celebrity-fan relationship from being one-sided to a dialogue. This affords the celebrity an opportunity to actively manage their public perception. Many regular Nigerians are becoming popular, achieving celebrity status by being proactive on social media, whether it's by publishing controversial or sensationalist stories, starting anti-government movements or generating enough of a ripple to boost their followership. Some of the more popular bloggers and online commentators have become celebrities because of the level of influence they wield across social media. Some have become brand ambassadors and social media marketers, and many earn hundreds of dollars per sponsored tweet, retweet or blogpost!

The power and reach of social media has many content creators bypassing standard distribution channels, using social media to promote their own channels, thereby making products and services cheaper for consumers and generating more revenue.

On Twitter, Facebook, Instagram and other platforms, hashtags are introduced by users to keep track of particular topics. These tags may be adopted by others who participate in the conversation and eventually, the word or phrase that is tagged at the greatest rate becomes a "trending topic". Trending topics typically help brands estimate the penetration of a particular topic across various social media platforms.

In June 2008, Twitter launched a verification programme, allowing celebs to get "verified" in order to help fans ascertain which celebrity accounts were genuine. This has since become a status symbol for celebrities in Nigeria where Twitter verification suggests international acknowledgment of one's celebrity status, regardless of the actual number of followers one has.

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SOCIAL MEDIA & CULTURE

" I HAVE FOUND THAT HUMILITY GOES A LONG WAY AS WELL AS BEING MY OWN PERSON."

NO





LLYWOOD & SOCIAL MEDIA

Kate Henshaw

Q1. Kindly provide a brief background on Kate Henshaw: Your life, your work and lessons learnt.

A1. Lessons learnt are that being professional and humble have endeared me to a lot of people, fans and brands. I am always punctual and I give my all. I push myself and I am my worst critic. I have also found out that humility goes a long way as well as being my own person. I make it all about my work.

Q2. Social media is an inescapable phenomenon right now. Can you describe how it has affected Nollywood in the following areas: Ideas and content, Marketing and promotions, Sales and the public lives of Nollywood celebrities?

A2. Social media has affected Nollywood in terms of ideas and content as the fans and general audience comment on the moral and message of the movies we put out there. The story lines of Nollywood movies endear audiences when they relate to real life.

Marketing and promotions are carried out a lot on social media these days and it has helped a great deal with sales and creating awareness of new movies especially if the stars/actors tweet or post information to their followers on social media.



Q3. How has social media affected you personally?

A3.Social media has affected me more positively than negatively. I try to relate one-on-one with my fans by interacting as often as I can. It helps me put my ideas and thoughts out there. The brands I represent (Onga and Samsung Mobile & Electronics) have also benefitted greatly from my presence on social media. Products have been purchased just because I have endorsed them and sales have appreciated considerably. My charities have also received support.



Kate Henshaw,
Nollywood Actress, Nigerian Celebrity and Brand Ambassador



The public lives of Nollywood celebrities are now even more under the microscope due to the proliferation of blogs but the blogs also publicise the brands they represent.

Q4. We see that you have over 100,000 followers on Twitter and over 12,000 likes on your Facebook page. What effect do these relationships have on you?

A4. These relationships have helped me understand that I am a leader and role model. My opinion matters and I can affect lives either positively or negatively.



Kate Henshaw's Twitter profile



Kate Henshaw's Facebook Page

> These relationships have helped me understand that I am a leader and role model in my field.

Q5. How has social media helped individuals in Nollywood build their profiles? Are there specific examples you would like to share?

A5. I will speak for myself here. I have been known to champion various causes but with social media, my causes are more widely known and appreciated. A lot of people approach me to partner with them for different things varying from guest appearances to giving talks on building brands and being a positive role model.

Q6. What challenges do Nollywood celebrities face on social media?

A6. The challenges faced on social media are numerous. Fans expect so much and demand your time. Sometimes they do not understand that the work we do is hard and time consuming, not all pleasure. They tend to see the glamour. Everyone wants to be a "star" these days.

Q7. Are there any negative effects of social media on Nollywood or celebrities?

A7. Yes, there are negative effects because the judgment is instant whether you do good or bad. Sometimes it is not all black and white and you still have to explain yourself to over 100,000 people. I do not dwell on the negative though. I stand my ground, whatever choice I make.

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SOCIAL MEDIA & CULTURE



SOCIAL MEDIA & PRESSURE ON THE CELEBRITY

Ali Baba



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Social media, in its various forms, is having a huge impact on Nigerian society. Individuals and organisations on the different platforms desire to be connected for different reasons and the Nigerian celebrity is not left out. Fans long to interact with their favourite celebrities. The fans, who are the primary reason the celebrity enjoys this elevated status, are interested in following the minute details of their private lives and no place feeds this desire like social media. Many Nigerian newspapers also scour social media platforms for content to entertain their offline audiences.

From my experience, these are some of the pressures Nigerian celebrities experience on social media platforms:

Abuse of access
Social networks provide fans with easy access to their favourite celebrities. Never before has it been so easy to engage a celebrity in direct conversation. Sadly, this access is often abused largely due to the anonymity that social media offers.

Inappropriate advances
It is not unusual for celebrities to engage in **c**asual relationships with fans. It is part and parcel of celebrity culture. However, for those of us who turn down offers to date fans, it is common to receive abuse or be accused of being snobs or homosexual.

Awareness campaigns
Many celebrities are involved in advertising or social change campaigns. Social media affords the celebrity a platform to promote awareness of a variety of issues. To be successful, a celebrity must be in constant touch with their fan base in spite of their demanding schedules.

Bambiala
(Editor's note: 'Bambiala' is a Nigerian colloquialism used to describe the activities of street beggars.)

The Nigerian celebrity is inundated with requests for assistance, mostly financial. This might be due to the belief that the fans are responsible for your success and wealth. It is impossible to help most people who ask you for help.

Poor language skills
English is often not the first language of many Nigerians. However, it is the 'official' language of expression across social media platforms. Fear of



embarrassment has kept some celebrities away from social media.

Impersonation
An increasing number of parody accounts have succeeded in creating online personas which misrepresent the celebrity in question. In some cases, the parody accounts end up with more subscribers than the celebrity's because the parodies publish more engaging content.

Consistency
Maintaining an online presence requires more than a few minutes of the celebrity's time. Conversations are in real time and fans can be unforgiving if responses are delayed and engagement is not managed effectively. It requires much effort to balance one's offline and online activities. Sadly, failings in one world can affect the other.

In some cases, the parody accounts end up with more subscribers than the celebrity's because the parodies publish more engaging content.

In their attempt to generate visitor traffic and boost advert sales, the Nigerian blogger tends to target the celebrity for their content.

Inaccurate assessment of success
Every now and then, a celebrity's success is the subject of discussion on social media platforms. When the celebrity is unfairly judged below par, they are hurt but there is also a great deal of pressure to live up to the hype when a celebrity is wrongly judged as being more successful that they truly are.

Negative publicy
I've always wanted to drive a truck head and a few years ago, I bought a secondhand one for less than the cost of a brand new Honda Accord. When the story hit the internet, it took on a life of its own with tales of exorbitant price tags. There was an influx of hurtful anonymous comments suggesting I was foolish and selfish. No one was privy to my deal with a political campaign which helped pay for the vehicle in just 4 months.

The Right of Reply
Nigerian celebrities are fast learning that when a negative story surfaces, it is best to lie low until the storm blows over. Engaging spin doctors simply incites the mob. On the other hand, there are some individuals who will take the celebrity's silence as a sign of guilt. It is a lose-lose situation.

Blog Vultures
In their attempt to generate visitor traffic and boost advert sales, the Nigerian blogger tends to target the celebrity for their content. Often times, the celebrity is sensationalised and hurt by unverified stories by which time, the blog owner has generated revenue and moved on to the next celebrity story.

Closing
The challenges that celebrities experience on social media are not limited to those mentioned above. However, one thing is clear, the celebrity must learn to manage the dynamics of fan engagement, personal brand management and using the platform as a feedback tool.



SOCIAL MEDIA & CULTURE

Social media offers me a means to share interests, experiences and observations with others; a way to travel effortlessly across the world and connect me with people and businesses in the process.

SOCIAL MEDIA AS A PLATFORM FOR CREATIVE EXPRESSION

Karo Akpokiere


FALOMO
EMS
LEKKI
VICTORIA ISLAND
IKOYI
OBALENDE STRAIGHT
THE GRASS IS GREEN IN OJUELEGBA
UP BLUES
LMB LANDCRUISER
YABA
OSTAIN
IKEJA
MY AFRICA IS : LAGOS CHRONICLES
OSHODI
IPAJA
FESTAC
KARO AKPOKIERE

I love to draw and my practice revolves around drawing the things I am interested in - patterns, letters, characters, experiences and observations from life. Social media offers me a means to share these interests, experiences and observations with others; a way to travel effortlessly across the world and connect me with people and businesses in the process.

My fascination with social media as a channel for creative expression interestingly has its roots in some of my experiences growing up mostly in the pre-Internet times.

I have vivid memories of seeing an illustration in Journey (Coca-Cola Company's in-house newsletter 1989 - 1997) which showed the production of Coke, from concentrate to distribution. This illustration gave me a healthy respect for content and the importance of distributing it to the consumer. No content, no distribution, no business.

I also remember seeing Superman on TV, seeing him on the pages of comic books, seeing him in plastic, seeing him on fabric. This exposure made me conscious of the existence of multiple platforms and their place in making an idea more visible and accessible.

While in art school, my parents gave me the book, 100% Cotton: T-Shirt Graphics by Tim Fletcher and Helen Walters, which exposed me to the work of numerous artists outside of my environment and their attitude towards collaboration and sharing.



100% Cotton: T-Shirt Graphics by Tim Fletcher and Helen Walters one of Karo's earliest influences



Karo shares his work on Facebook and Twitter

It wasn't until I left my job in advertising in 2008, that I took social media seriously as a channel to share and express my creative interests.

These experiences embody what social media is to me - creating, sharing and connecting - and prompted me to create my own website, seekproject.com, in 2006. Although it lacked the immediacy and flexibility of the social media platforms that exist now, it was my first sharing platform. The sharing of content took place via the site and the feedback and connecting occurred by email.

It wasn't until I left my job in advertising in 2008, that I took social media serious as a channel to share and express my creative interests. In leaving my job, I had only one plan and that was to draw and make my work accessible and visible. I was interested in taking advantage of the opportunities that the accessibility and visibility would bring my way. Social media became an effective ally in helping me execute this plan.

In late 2009, I found out about a drawing project on Twitter called Draw365. The objective of the project was to encourage artists to create a fresh drawing each day of the year, post the drawing on their blog or website and share the link on Twitter using the tag #Draw365. Draw365 offered a great way to connect with and receive feedback from artists and art enthusiasts all over the world. Social media via Twitter offered an alternative for people who had never visited my website or even had plans to visit my website to access my work thereby making the work more visible. Most importantly, the consistent posting of drawings helped develop a daily routine that made my work better. It also gave people multiple platforms to get in touch with me and view my work.

Social media via Twitter offered an alternative for people who had never visited my website or even had plans to visit my website to access my work thereby making the work more visible.

Two notable outcomes of my engagement via social media come to mind. In 2011, I came in contact with American shoe company, Bucketfeet, on Twitter. I visited their website and liked the art + footwear objective of the company and expressed a desire to work with them. That connection on Twitter led to a collaboration between Bucketfeet and I which resulted in the production of the Bucketfeet Tokeria shoe.

The second incident happened in the first quarter of 2013. I was involved in the Art Dubai Art Fair for 2013. The promotional activity for the art fair resulted in one of my drawings being featured in the Financial Times, London. A notable gallery director saw the drawing and got in touch via Facebook. This new connection has led to us making plans for an exhibition in his gallery and the creation of a new body of work.

I don't have a carefully thought-out social media strategy. I have approached social media the way an explorer approaches new territory - going in and feeling my way through. My focus has always been about moving effortlessly between the offline world (where most of my content is created) and the online world (where the content is distributed). My approach is really basic with a heavy focus on content creation.

I create the work - share the work - engage with people where necessary and where possible - check links shared by others - go back to creating more work.

So create the work, share it, go back to creating and watch as dots connect and things unfold.





The Bucketfeet Tokeria shoe is a result of contact Karo Akpokiere made with Bucketfeet, an American shoe company, on Twitter in 2011.

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Social media tips for artists and designers

1. Share and share and re-share your work online, and across multiple platforms
2. Adapt your content to suit new platforms e.g. ask a video editor to help turn your artwork into a video for distribution on YouTube or Vimeo
3. Follow known hashtags to connect with creatives or find new opportunities related to your line of work
4. Look out for social media users who might need your services. Don't be shy to reach out to them



MY SOCIAL MEDIA EXPERIENCE

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My romance with social media started slowly but grew steadily. My first encounter was with Facebook and it was a case of love at first sight.

We soon became addicted to each other, almost becoming inseparable. Our activities grew in leaps and bounds and nothing was going to tear us asunder. Or so I thought.



Dele Momodu's Instagram Page

I was in Maryland, USA for the annual Nigeria Reunion meet. A young man named Bamikole Omishore had been assigned as my protocol officer. I was honoured to meet such a smart and intelligent gentleman.

I remember telling Bamikole about plans by some friends to lure me into the Presidential race in Nigeria. He would become one of the four pillars of my Presidential campaign. Bamikole and my Presidential Campaign Manager, Ohimai Godwin Amaize, both agreed to engage my young fans through social media platforms. It was during this period that I was told about a revolutionary platform called Twitter. At first, the concept of Twitter sounded Greek and complicated to me. Even Bamikole and Ohimai who were supposed to be more technologically-savvy found it tough to decipher, at first. The more we tried to unravel the jigsaw the more discouraged we became. At a stage, we left Twitter alone and concentrated on our old reliable Facebook.

My team later reconnected with Twitter and managed the account on my behalf. This was the case until January 2012, when we joined the fuel subsidy demonstrations in London, Lagos and Accra. I was amazed at the way young people used social media networks to mobilise and galvanise the people into action.

My curiosity led me to ask my team about what I needed to know to be able to manage my Twitter account myself. I was taken through the process and before I knew it, I had become an expert of sorts. What helped me was simple and straight-forward. Twitter thrives on the ability of users to effectively communicate using short sentences of no more than 140 characters in total. This means the users must have a gift with words. I believe my background in Literature in English and Yoruba came in handy. I garnish my tweets with Yoruba idioms and proverbs as well as the English classics. When time I started tweeting, my team had built my Twitter followership to 13,000. In less than two years, I have pushed it to over 155,000 followers. And for me, it has been an awesome experience.

I have been able to entertain my followers by sending on the spot account of events from different parts of the world. I have been able to break some news based on my direct access to sources of information. I also post exclusive pictures from my massive photo library, via Instagram. I have participated in interactive sessions via Twitter and been invited to partake in social media events and conferences.

Social media has also become a veritable tool for sending out my political messages. Many have come to understand and appreciate my philosophy of life through my regular engagement on social media. I must quickly add that social media platforms have made it easier to promote my business globally and free of charge, for that

Twitter thrives on the ability of users to effectively communicate through short sentences of no more than 140 characters in total.



Dele Momodu's Twitter profile

matter. I'm able to post covers of Ovation International magazines as soon as they are ready. I have been able to secure engagements because clients contact me by sending private messages on Facebook and Twitter. I have since stamped some authority on my Instagram page by posting extremely beautiful pictures.

There is no limit to the potentials of social media. While some young folks see it only in terms of entertainment and an opportunity for attacks on those they dislike, some have tapped into these modern inventions to improve our personal lives and that of mankind, in general.



Dele Momodu photo library

I must quickly add that social media platforms have made it easier to promote my business globally and free of charge, for that matter.



Dele Momodu share's covers of his company's magazine via Instagram.



NOTABLE HASHTAGS IN NIGERIA

CATEGORY	HASHTAG
GOVERNANCE AND ACTIVISM	#ChildnotBride
GOVERNANCE AND ACTIVISM	#OurNASS
GOVERNANCE AND ACTIVISM	#100KVoices
GOVERNANCE AND ACTIVISM	#FuelSubsidy
GOVERNANCE AND ACTIVISM	#OccupyNigeria
GOVERNANCE AND ACTIVISM	#LightUpNigeria
GOVERNANCE AND ACTIVISM	#RSVP









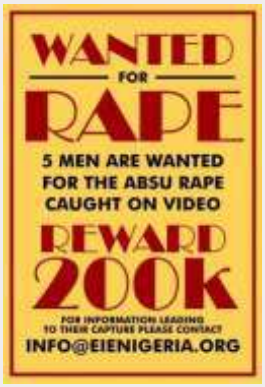




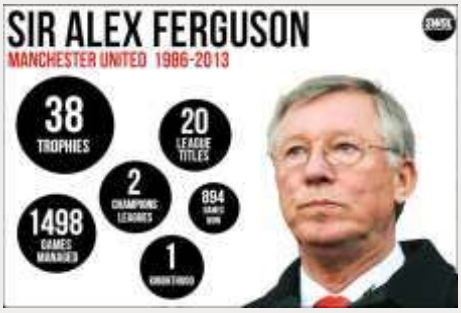




NOTABLE HASHTAGS IN NIGERIA

CATEGORY	HASHTAG	
SOCIAL ACTIVISM	#Aluu4 	#ABSURape 
CROWDSOURCING	#HelpSaveOJBNow 	
ENTERTAINMENT	#POKO 	#AKPOS 
TELECOMS	#IDonPort #Saka 	

NOTABLE HASHTAGS IN NIGERIA

CATEGORY	HASHTAG	
SPORTS	**#SirAlexFerguson** 	**#Ozil** 
PARODY	**#OgaAtTheTop**  	**#9jaPoliceBeLike** 
MISCELLANEOUS	**#SomeoneTellNigerians** 	**#SomeoneTellKenyans** 
OTHER NOTABLE HASHTAGS	**#LunchWithGEJ** **#INECRegistration** **#NigeriaAt50** **#NigeriaDecides** **#OccupyNYSC** **#PlessYaHand** **#RSVP** **#419Reasons9ja**	**What is a Hashtag?** # "A hashtag is a word or phrase preceded by a hash sign (#), used on social media sites such as Twitter, Instagram, Facebook to identify messages on a specific topic" - Wikipedia.



LESSONS LEARNT FROM DEVELOPING THE ALDER SOCIAL MEDIA REPORT

We learnt many lessons while curating the AlderSMR which we hope to integrate in future editions. We wish to share a few with you:

Brands should be encouraged to ask their fans to rank the effectiveness of their social efforts during the nomination process for the AlderSMR. This will provide good feedback for the brands.

The public should be encouraged to contribute to the report by sending in insights, personal experiences and relevant data.

The public should be encouraged to vote for their favourite social media platforms and apps, citing unique ways they use them.

The nomination period should be extended and more time provided for it.

Education and real estate should be included in subsequent reports.

All these lessons will be taken into consideration while preparing for the next edition of the AlderSMR.

INTRODUCING

THE AlderSMR Africa Edition

In 2014, we are expanding across Africa as we introduce The Alder Social Media Report Africa. The report will be a presentation of Africa's most impactful and innovative social media brands. We will begin our Africa foray with the following countries: Ghana, Kenya, Tunisia, Egypt and South Africa. We will also continue the Nigeria edition.

Tunisia and Egypt are instructive because of the role of social media in the Arab Spring. South Africa has the highest mobile penetration in Africa. In Kenya, platforms like Ushahidi have impacted governance and elections. These are some of the reasons why we've chosen to focus on these African countries. We hope to cover more African countries in future editions.





APPRECIATION

We would like to thank everyone who contributed to the success of this report.

We thank our expert panelists and gracious contributors. We are proud of the depth of knowledge and expertise lent to the report.

We thank members of the general public who nominated top social media brands, as well as the brands who were honoured.

We thank Rosemary A. Ajayi for editorial support.

We thank those who provided feedback and constructive criticism.

We thank our partners at Social Media Week, Lagos during which the report was launched.

Finally, we thank all staff of Alder Consulting. Your tireless commitment made this report possible.

Thank you.

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