ALDER

SOCIAL MEDIA REPORT NIGERIA 2014

FIRST EDITION

VOL 4 of 5

ARTICLES

Your Website is Your Anchor Leg
The 2go Story
How the Church can Leverage Social Media for Impact
Social Media for Social Good
Crowdsourcing: Dana Crash Case Study
Stop the Hate! A Case for Civility & Respect



SOCIAL MEDIA, TECHNOLOGY & ETHICS

CONTRIBUTORS

2go, Social Network
Michelle Pelletier, University of Toronto
Jason Caston, Author & Internet Church Expert
Nnodim Blossom, Adopt A Tweep™
Kathleen Ndongmo, Social Ventures Champion
Dr. Paul Nwulu, Ford Foundation

MEET THE COMPANY BEHIND THE ALDERSMR

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Leke Alder, Principal Alder Consulting

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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.

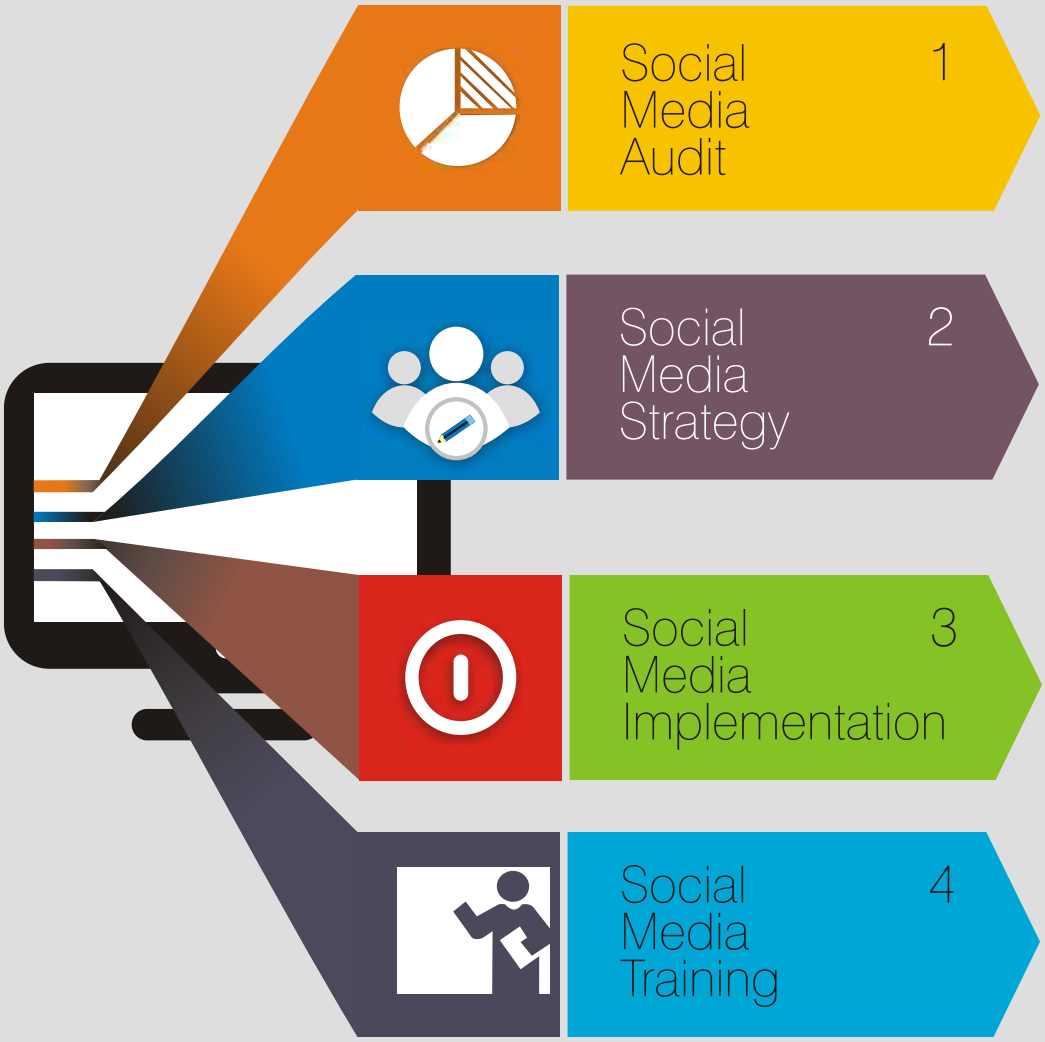
We develop political strategies and policy blueprints.

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
Nigeria
Chairman and Chief Executive of Ebony Life TV, Africa's first global black entertainment network



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



Idorenyen Enang
Nigeria
Country Managing Director at L'Oreal West Africa



Atunyota Alleluia Akporobome aka Ali Baba
Nigeria
Nigeria's Pioneer Professional Stand-up Comedian, a Motivational Speaker and Writer



Enitan Denloye
Nigeria
Director, Brands and Communications at Etisalat Nigeria



Steve Babaeko
Nigeria
CEO/Chief Creativity Officer at X3M Ideas



Chude Jideonwo
Nigeria
Lawyer, award winning Journalist, Media Entrepreneur and Public Speaker. Co-founder & Managing Partner at Red Media Africa

EXPERT PANEL

SOCIAL AND DIGITAL MEDIA SPECIALISTS



Morin Oluwole
USA
Business Lead/Chief of Staff to the VP of Global Marketing Solutions at Facebook



Taiwo Kola-Ogunlade
Nigeria
Communications and Public Affairs Manager in charge of West Africa at Google



Gbenga Sesan
Nigeria
African Social Entrepreneur, Author and ICT-for-Development Consultant. Executive Director of Paradigm Initiative Nigeria (PIN)



Japheth Omojuwa
Nigeria
African Cyberpreneur, Author, Public Speaker and Columnist



Kathleen Ndongmo
Cameroon
Humanitarian and Social Ventures Champion

Kingsley Ezeani
Nigeria
Founder of Information Nigeria



Nnodim Blossom
Nigeria
Writer, Compere, Entrepreneur and Social Media Enthusiast



Chioma Chuka Agwuegbo
UK
Social Media Strategist and a Masters Degree holder in Social Media

MEDIA ACADEMICS AND RESEARCHERS

Dr. Isah Emmanuel Momoh
Nigeria
Media and Communication Economist. Head of Department of Communication & Media Enterprise and Director of the PhD programme of the School of Media and Communication, Pan-Atlantic University



Tomi Oladepo
UK
Digital Media Researcher, Experienced Blogger and Writer. PhD candidate at the Centre for Cultural Policy Studies, University of Warwick, UK

CONTRIBUTORS

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



Geraldine de Bastion
Germany
Open Technologies, Digital Media and ICT-for-Development Consultant



Japheth Omojuwa
Nigeria
African Cyberpreneur, Author, Public Speaker and Columnist



Rosemary A. Ajayi
Nigeria
Technical Assistant (Strategic Communications) to the Governor of Ekiti State, Nigeria. She served in Africa's first election monitoring social media tracking centre in Abuja, Nigeria in 2011



Yemi Adamolekun
Nigeria
Executive Director of Enough is Enough Nigeria (EIE), a coalition of individuals and youth-led organisations committed to instituting a culture of good governance and public accountability in Nigeria

SOCIAL MEDIA AND BUSINESS



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



Amara Nwankpa
Nigeria
Head, Marketing and Communication, Galaxy Backbone. An IT professional and advocate for good governance and national development. One of the architects of the 1-Gov.net platform, a government-wide shared services platform for the Federal Government of Nigeria



Idiare Atimomo
Nigeria
Manager, Youth Segment, Etisalat Nigeria



Chukwuemeka Fred Agbata Jnr
Nigeria
ICT columnist with The Punch, Nigeria's most widely read newspaper. Passionate about ICT, digital media and mobile technology

CONTRIBUTORS

SOCIAL MEDIA AND BUSINESS



Subomi Plumptre
Nigeria

Member of the Executive Committee at Alder Consulting and Head of the Consulting and Social Media Practices. A leading African strategist focused on business, brands and social media

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



Michelle (Corsano) Pellettier
Canada

Senior Marketing Strategist and Digital Marketing Coach at the University of Toronto

SOCIAL MEDIA AND CULTURE



Morin Oluwole
USA

Business Lead/Chief of Staff to the VP of Global, Marketing Solutions at Facebook



Dele Momodu
Nigeria

Publisher, Teacher, Politician, Entrepreneur and Motivational Speaker



Kate Henshaw
Nigeria

Nollywood Actress, Nigerian Celebrity and Brand Ambassador



Atunyota Alleluia Akporobome aka Ali Baba
Nigeria

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

CONTRIBUTORS

SOCIAL MEDIA AND CULTURE



Lanre Dabiri aka eLDEE The Don
Nigeria
President and CEO Trybe Records. A Rapper, Record Producer, Song Writer and Architect. Was also interactive media consultant for international brands such as CNN, Accenture, Kimberly Clark, UPS, Cartoon Network and Warner Bros



Chude Jideonwo
Nigeria
Lawyer, award winning Journalist, Media Entrepreneur and Public Speaker. Co-founder & Managing Partner at Red Media Africa



Ameyaw Debrah
Ghana
Social Media Expert, Freelance Journalist and Celebrity Blogger



Subomi Plumptre
Nigeria
Member of the Executive Committee at Alder Consulting and Head of the Consulting and Social Media Practices. A leading African strategist focused on business, brands and social media



Karo Akpokiere
Nigeria
Digital Artist and Promoter, The Seek Project

SOCIAL MEDIA AND ETHICS



Nnodim Blossom
Nigeria
Writer, Compere, Entrepreneur and Social Media Enthusiast. A public speaker whose message is Social Media for Social Good



Kathleen Ndongmo
Cameroon
Humanitarian and Social Ventures Champion. An ideas machine in social media, strategy and people service



Dr. Paul Nwulu
Nigeria
Works on media issues in West Africa for the Ford Foundation's office in Lagos. His work focuses on how traditional and new media can be used to attain scale and impact in driving social change within the region



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.

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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 & TECHNOLOGY



YOUR WEBSITE IS THE ANCHOR LEG

Michelle Pellettier



How quickly has marketing changed? Marketing has changed more in the past two years than in the past fifty, according to Adobe's Digital Distress study published in September 2013. The main driver of this change is technology, in particular online, interactive technology that we know as the Internet. Digital marketing as a discipline and operational competency is now mandatory for organisations.

Digital is now the main channel through which organisations communicate, gain customer feedback, generate leads and make sales. Digital marketing comprises the strategic use and publishing of content and interactive applications that reside on websites, electronic mail (Email), search engines, blogs, forums and social networks.

Digital marketing is a multi-faceted, dynamic discipline that is constantly in flux with advances in technology, the explosion of online content, emerging interactive communications and an increasingly competitive market. The importance and influence of digital to everything an organisation does is increasing.

Significantly, 2013 marked the 20th anniversary of the Internet. Businesses and organisations have been publishing websites and dabbling in digital marketing for 20 years.

BIO

NAME
Michelle (Corsano) Pelletier

WEB
www.burstmarketing.ca

Email
michelle@burstmarketing.ca

BLOG
http://digital-marketing-coach.tumblr.com

TWITTER
@mcorsano



World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists , Policy , November's W3 news , Frequently Asked Questions .

What's out there?
Pointers to the world's online information, subjects , W3 servers, etc.
Help
on the browser you are using
Software Products
A list of W3 project components and their current state. (e.g. Line Mode ,X11 Viola , NeXTStep , Servers , Tools , Mail robot , Library)
Technical
Details of protocols, formats, program internals etc
Bibliography
Paper documentation on W3 and references.
People
A list of some people involved in the project.
History
A summary of the history of the project.
How can I help ?
If you would like to support the web..
Getting code
Getting the code by anonymous FTP , etc.

The World's First Website

The very first website was put back online in April 2013 to commemorate the Web's 20th birthday. Tim Berners-Lee invented the Web in 1989 at CERN, the European nuclear research and particle physics laboratory in Geneva, Switzerland. The Web became public in August 1991 while the technology was made available on a royalty-free basis in April 1993.

When organisations first started publishing websites, they were simply online versions of brochures, static and non-interactive read-only. See for yourself by visiting The Internet Archive, WayBack Machine (http://archive.org/web/web.php), to view many of these early stage websites including your competitors'.

In 2004, the term Web 2.0 was popularised referring to websites that extend beyond static, read only content to allow for interaction and collaboration; think social media, customer reviews and sharing/commenting. While an ever growing set of tools have helped web developers build more dynamic and interactive websites - like Java, Ruby, Ajax, and more recently HTML5 and CSS3. Yet, many of the 717 million websites on the Internet are stuck in the last century.

When is it time to redevelop and refresh your organisation's website? Here are some signals that the time is ripe:

Digital is now the main channel through which organisations communicate, gain customer feedback, generate leads and make sales.



Flash

Flash-based websites were novel before today's Web visitor interactivity was even possible. They served the purpose of adding a visual interest to read only websites. Yet, they sorely lack usability and are slow. More importantly, they are not search engine friendly and can't be optimised for organic search. Flash-based websites are missing organic search traffic from your prospects.

Calls to action

When your website is not generating leads, prospect inquiries or any visitor feedback, it is missing its reason for existence. That is like a direct mailer missing a call back number or return address. "If you don't ask, you don't get," equally applies to website conversions.

Calls to action should be placed prominently on each page (especially the home page), repeated and varied. Examples include 'request a demo', 'ask a question', 'download', 'watch video', 'register for webinar'.

[1] (http://info.cern.ch/hypertext/WWW/TheProject.html)

Copy heavy
Text is still the main form of content on the Web despite the popularity and near ubiquity of video and digital media. Web visitors are searching for content that answers their questions, helps them complete a task, solves their problem or extends their knowledge of what they are searching.

However, this comes with a few caveats: Web users don't read, they scan; they want content fast; and they want current and relevant content. Heavy and wordy (and outdated) copy will not be read and will drive your visitors away (exit sign). The place for longer form copy is not on your web pages - locate content rich information in your blog, white papers, articles and eBooks (ideal for 'download' calls to action).

Competition
Most entrepreneurs and CEOs are obsessed with the competition. Every business can identify two to five primary competitors who they compete with for the same prospects, influencers and web visitors/searchers. Your audience is googling and visiting your competitors' websites - and hopefully yours.

Want to know what your competition is doing to win business? Visit and review their websites on a regular basis to uncover first mover advantages, ideas to improve your website, and learn where they are missing the mark and where yours outshines (or could) the competition. If your website is lagging and not keeping up with the competition you are giving them a leg up.

Your website is the anchor leg in the race to win customers in the 21st century.

If your website is lagging and not keeping up with the competition you are giving them a leg up.

Your website is the anchor leg in the race to win customers in the 21st century.



What is digital marketing?
Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cellphones, tablets and game consoles to engage with stakeholders. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Source: Wikipedia http://en.wikipedia.org/wiki/Digital_marketing

Top Nigerian websites according to Alexa.com
10 Nigerian-owned websites are included in the top 25 websites in Nigeria on Alexa.com (Source: http://www.alexa.com/topsites/countries/NG Accessed December 2013).

From Alexa.com: "The sites in the top sites lists are ordered by their 1 month Alexa traffic rank. The 1 month rank is calculated using a combination of average daily visitors and page views over the past month. The site with the highest combination of visitors and page views is ranked #1."

1. google.com
2. google.com.ng
3. facebook.com
4. yahoo.com
5. youtube.com
6. blogspot.com
7. nairaland.com - Nigerian-owned
8. twitter.com
9. linkedin.com
10. wikipedia.org
11. vanguardngr.com - Nigerian-owned
12. ask.com
13. lindaikeji.blogspot.com - Nigerian-owned
14. punchng.com - Nigerian-owned
15. blogger.com
16. jumia.com.ng - Nigerian-owned
17. konga.com - Nigerian-owned
18. goal.com - Nigerian-owned
19. naij.com - Nigerian-owned
20. gtbank.com - Nigerian-owned
21. wordpress.com
22. informationng.com - Nigerian-owned
23. live.com
24. amazon.com
25. bbc.co.uk

SOCIAL MEDIA & TECHNOLOGY



SOCIAL MEDIA IN THE AGE OF MOBILE INTERNET ACCESS
THE 2GO STORY

Marc Herson

2go is a mobile social network with approximately 11 million monthly active users in Africa. 2go is based in Cape Town, South Africa.

In Nigeria, 2go is dominant with over 9.2 million monthly active users* and over 7 billion messages sent on the network every month. 2go has seen approximately 50% growth in the last year. This growth was almost entirely viral with no marketing support.

*10 million as at February 2014

2go is a mobile social network with approximately 11 million monthly active users in Africa.

On 2go, users are able send messages to friends at no cost. They also share photographs and status updates and meet new people. 2go connects people across a wide spectrum of communities and provides channels that allow people to discuss topics of interest to them such as sports, entertainment, relationship advice, health, politics and music thereby developing the social interest graph.

A YOUNG USER BASE

The fun feel of 2go appeals to a young user base. Over 70% of 2go users are below the age of 25. In Nigeria, where most of the 2go user base is, the network is skewed male.

HISTORY AND THE INSPIRATION BEHIND 2GO

2go was founded in 2007 by Alan Wolff and Ashley Peter while studying computer science at university in South Africa. Their goal was to build a mobile application that could impact and enrich people's lives.

SMS costs were high and instant messaging on mobile was emerging as a technology that offered users a cheaper option. The focus was to build a technically superior product focused on addressing the needs of consumers in emerging markets in a way that was far more social, fun and with a distinctly local flavour.

The founders initially began working on a simple mobi site application that allowed students in their class to keep up to date with their study and exam timetable. They soon realised that the application could function well as a more general purpose chat application. Using Java, the founders decided to start a company with the aim of developing and promoting a messaging network on feature phones.

In 2010, the network started growing in Nigeria amongst university students.

Soon the growth became viral and 2go has added millions of users to the network over the last 3 years.

2GO IS SELF-FUNDED AND PROFITABLE

2go has grown organically and has had no external funding. The first version of 2go, which was built by the founders, started generating revenue immediately. This and all subsequent revenue continue to be ploughed back into the company.

The company has grown since 2012 and now has 19 employees, including 12 engineers.

REVENUE: THE 2GO ADVERTISING PLATFORM AND GOCREDITS

2go generates revenue through its virtual currency, GoCredits, which users purchase to play games, message each other in 2go Rooms and meet new people.







Over 70% of 2go users are below the age of 25. In Nigeria, where most of the 2go user base is, the network is skewed male.

2go has built its own Advertising Platform, offering premium splash screen and interactive text advertising. Advertisers on 2go include Procter & Gamble, Standard Bank, KFC, Guinness, MTN, DSTV and Coca Cola.

IMPORTANCE OF FEATURE PHONES IN AFRICA

2go's primary target is countries in Africa where communication is expensive (SMS and mobile data costs), users are price sensitive and feature phone penetration is high. For example, in Nigeria, feature phones still comprise over 80% of the installed base of mobile phone users.

The 2go feature phone application (J2ME) is one of the world's leading mobile messaging applications and is extremely data efficient. This saves users data costs and makes it a very affordable messaging tool. Although the sale of smart phones is accelerating, it is generally accepted that the large installed base of feature phones will dominate most African markets for several years to come, and Africa as a whole will still have an installed base of over 50% of feature phones by 2017.

Smart phones are however also a critical part of 2go's strategy and the company is well positioned to migrate feature phone users to its smart phone apps. 2go supports Nokia Asha, Blackberry and Android. 2go for Android, which was launched in May 2013, involved a complete redesign of the J2ME application. 500,000 downloads were achieved in a matter of months, with no marketing.

WHAT IS THE COMPANY'S DIFFERENTIATION?

The 2go app is built specifically with feature phone users in mind. 2go developed custom technology to keep the application lightweight and data/resource efficient.

The app's design and user experience is also unique and the 2go team spends a lot of time thinking about and developing ways to improve the product, and making it easy and intuitive for people to communicate. Understanding what users want and constantly incorporating their feedback into the application is what makes the difference.

2GO MISSION AND VALUES

2go is driven by its mission to build intuitive technology that enriches people's lives by enabling them to communicate in an affordable, efficient and social way.

BIO

NAME
2go Mobile Social Network

WEB
http://www.2go.im/

TWITTER
2gomessenger



SOCIAL MEDIA STATISTICS

1

48 million Nigerians are reportedly on social media

2

Teledensity is 87%, PC density is 0.7%



SOCIAL MOBILE STATS

4

Mobile is used by 80% of internet users and mobile is 5 times bigger than the traditional internet

3

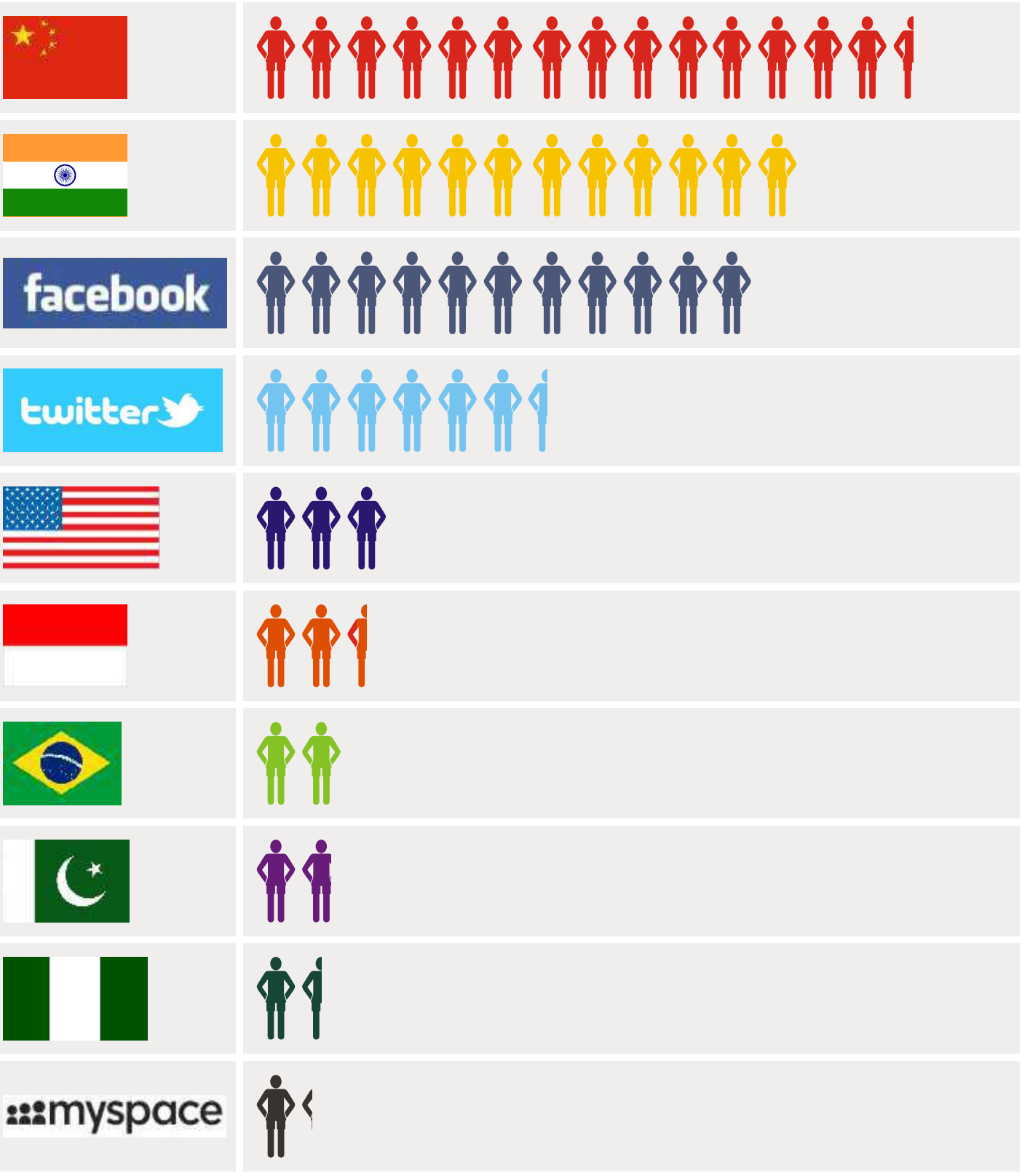
There are 32,335,478 active mobile internet connections in Nigeria: 1 for every 5 Nigerians

Sources: Data as at December 2013 from NCC, MediaReach OMD and McKinsey & Company

TOP SOCIAL NETWORKS IN NIGERIA

SITE	ABOUT	FEATURES
facebook	Multimedia social network with 11 million members in Nigeria. Defined the modern concept of a social network	18-34 primary demographic; 35-44 secondary demographic. Nigeria is Facebook's fastest growing market and a valuable political advertising market. InfoNaija is the fastest growing Facebook page in Africa with 1 million fans
2go	Mobile chat based forum with 10million members in Nigeria	Teenage demographic. Heavily focused on interests. Anonymity is a major feature and freedom of expression
ESKIMI	Chat based mobile platform with 5 million members in Nigeria. Also has a web platform	18-24 demographic. Users can find jobs, take polls, ask questions, form fan clubs (interest communities), listen to music (via iROKING), become VIPs (which provides greater anonymity, higher voting/ranking points)
twitter	Global chat platform with 3.5m estimated users in Nigeria	Focused on real brand and individual interactions. Ability to connect directly with anyone or any company in seconds. Usage keeps evolving: learning, customer service, customer feedback, trend spotting etc.
NAIRALAND	Topical chat fora with 1.2m members in Nigeria. Created by Nigerian, Seun Osewa, in 2005	Topical discussions and content curation platform. Has not evolved much in response to newer social networks

WORLD POPULATION RANK
TAKING INTO ACCOUNT SOCIAL MEDIA



Each figure represents approximately 100,000,000

MOST VISITED WEBSITES IN NIGERIA

1. Google	6. Nairaland	11. Vanguard	16. Konga
2. Facebook	7. Twitter	12. Ask	17. Naij
3. Yahoo	8. LinkedIn	13. Punch	18. GTBank
4. Youtube	9. Linda Ikeji	14. Goal.com	19. InformationNG
5. Blogger	10. Wikipedia	15. Jumia	20. Live.com

Source: Alexa.com as at November 2013. Repetitive listings like Google and Google.com.ng have been combined

The most searched 'How Tos' in Nigeria in 2013

How to make love	How to make money online	How to kiss	How to join the Illuminati

Source: Google.com

TOP 20 FACEBOOK PAGES IN NIGERIA

1. Facebook for every phone	6. Pastor E. A. Adeboye	11. Vanguard Newspapers	16. Nokia Nigeria
2. GTBank	7. President Goodluck Jonathan	12. Chelsea Football Club	17. Big Brother Africa
3. MTN LoadedNG	8. Snaptu	13. Manchester United	18. Omotola Jalade Ekeinde
4. Information Nigeria	9. Akon	14. Konga	19. Rihanna
5. Naij.com	10. Airtel Nigeria	15. Lil Wayne	20. Don Moen

Source: Socialbakers as at November 2013. This ranking does not take into account Facebook pages that do not list Nigeria as location. The list is not exhaustive

TOP 20 TWITTER PROFILES IN NIGERIA

1. Wizkid	6. Ice Prince	11. Punch Newspapers	16. The Beat 99.9FM
2. Dbanj	7. Basketmouth	12. Naeto C	17. Linda Ikeji
3. Victor Moses	8. eLDee The Don	13. Comedian Klint	18. MTN Nigeria
4. Tiwa Savage	9. Omotola Jalade Ekeinde	14. AY Comedian	19. AlibabaGCFR
5. Genevieve Nnaji	10. Vanguard Newspapers	15. Nasir El-Rufai	20. Comedian Seyilaw

Source: Socialbakers as at November 2013. This ranking does not take into account Twitter profiles that do not list Nigeria as location. The list is not exhaustive

TOP 12 GOOGLE PLUS PAGES IN NIGERIA



1. The Beat99.9 FM	5. Etisalat Nigeria	9. Project Fame West Africa
2. The Wedding Company	6. Who Wants To Be A Millionaire	10. Ademola Abimbola
3. GTBank	7. No Surprises Events Limited	11. Mauco Internet Consultants
4. Konga.com	8. Jumia Nigeria	12. Calypso Coconut Liqueur

Source: Socialbakers as at November, 2013. This ranking does not take into account Google Plus pages that do not list Nigeria as location.

TOP 15 YOUTUBE CHANNELS IN NIGERIA

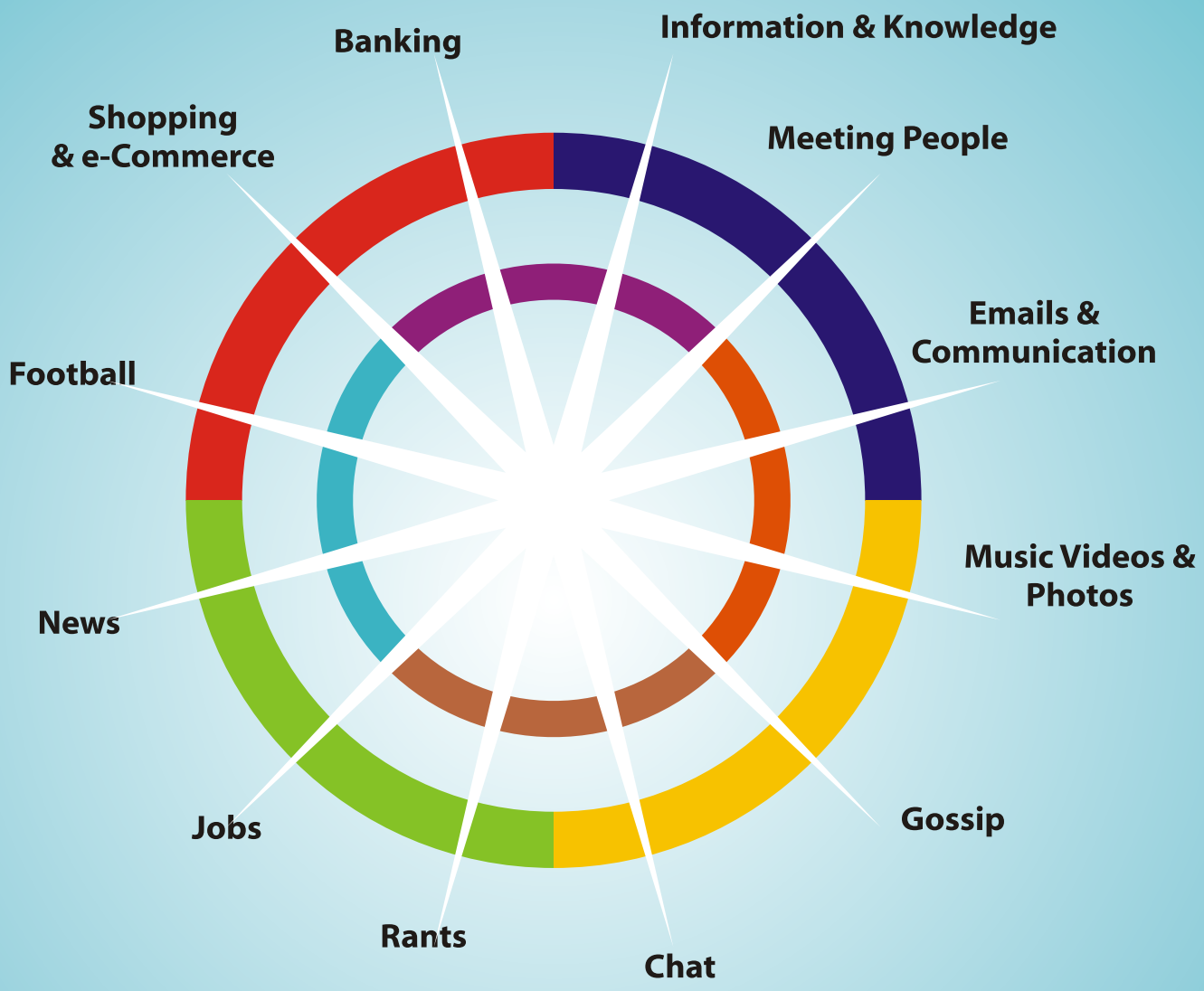


1. Chocolate City Music	6. The Beat99.9 FM	11. First Bank
2. Vconnect Nigeria	7. GTBank	12. LG Africa
3. Konga	8. Diamond Bank	13. Wema Bank
4. U Nolly	9. UBA Group	14. Calypso Coconut Liqueur
5. Etisalat NG	10. Tech City NG	15. Bar Baric

Source: Socialbakers as at November, 2013. This ranking does not take into account YouTube channels that do not list Nigeria as location.

TOP ONLINE BEHAVIOUR & CONSUMED CONTENT IN NIGERIA

(Based on most visited websites and how-to searches)



INSIGHTS

- Text based platforms are dominant but as bandwidth improves, photos and videos will continue to gain ascendance
- Nigeria has a rich evolving social vocabulary e.g. phrases like LWKMD (Laugh Wan Kill Me Die), GGMUB (God Go Make You Bigger)
- Social networks thrive on cultural memes e.g. #OgaAtTheTop
- Social networks demand continuous creativity and reinvention
- The target audience drives the look, feel and functionality of social media platforms



HOW THE CHURCH CAN EFFECTIVELY LEVERAGE SOCIAL MEDIA FOR IMPACT

Author Jason Caston

BIO

NAME
Jason Caston

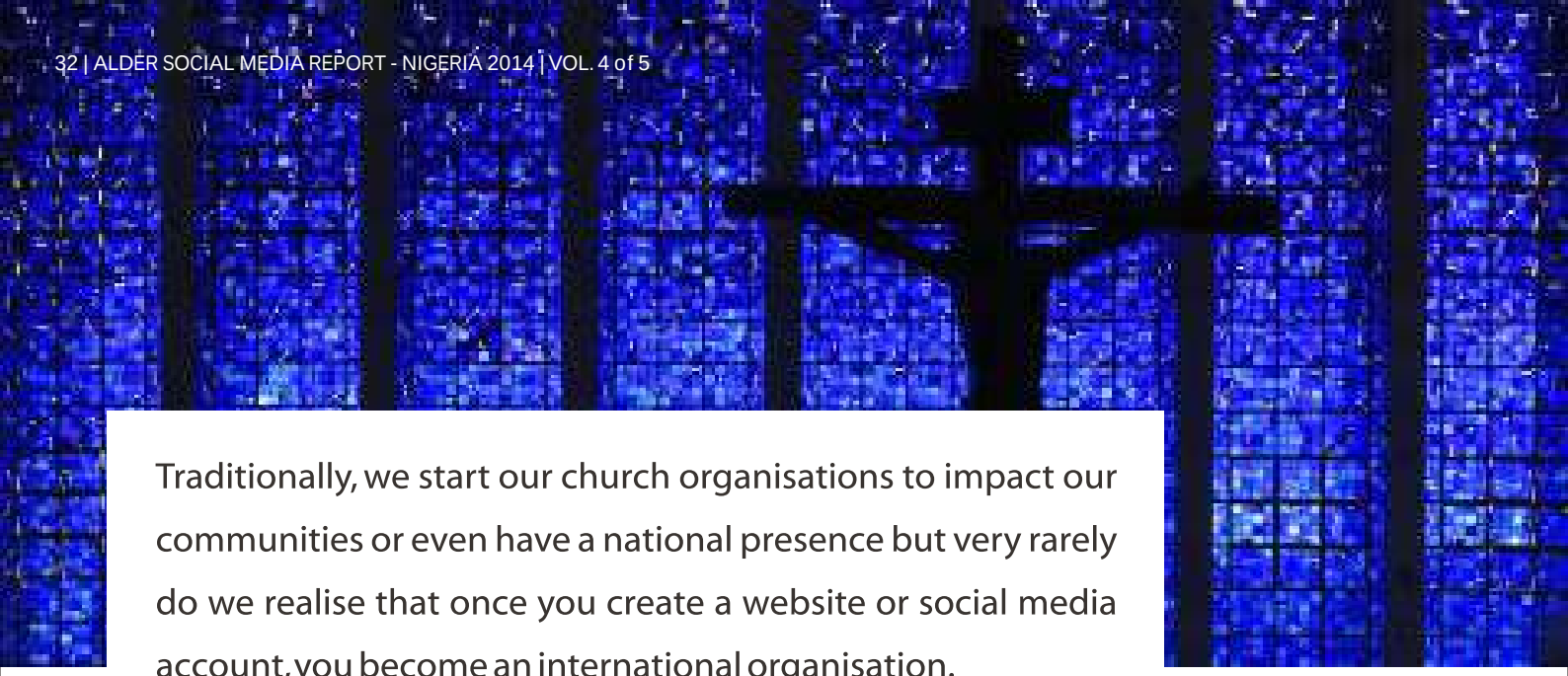
TWITTER
@jasoncaston

LINKEDIN
www.linkedin.com/in/jasoncaston

WEBSITE
www.jasoncaston.com



Very few organisations understand how important their ministry content is to people who are in areas where they cannot worship openly and proclaim their faith.



Traditionally, we start our church organisations to impact our communities or even have a national presence but very rarely do we realise that once you create a website or social media account, you become an international organisation.

Social media is one of the best ways to reach people with your message because it allows you to reach people right where they are, on their social network of choice, and lets the information flow from your organisation to their social profile. Additionally, very few organisations understand how important their ministry content is to people who are in areas where they cannot worship openly and proclaim their faith, thus leaving to them worship in online settings and utilise online content to help them in their spiritual walk. Organisations should strive to reach people wherever they are, on whatever network they are on, via any device they pick up. This is the opportunity that social networks give us.

While working with T.D. Jakes Ministries, I have had the great opportunity to see the impact of social media and how it can impact millions. When I arrived at the ministry in January 2010, the ministry's main outreach focus was television, conferences and church letters, now fast-forward to January 2013 with 1.8M Facebook fans, 1.2M Twitter followers and over 3M YouTube views, we have integrated social media into every aspect of our ministry and no matter how you connect with us, we inform you about our social media networks. One of the great ministry stories I've seen using social media is when Bishop Jakes decided to start a prayer chain one morning. He started with a prayer that he posted on Facebook and asked people to add to the prayer and about two hours later with over a million views and 50,000 shares, real time ministry had blessed numerous people via social media.



T.D. Jakes Ministries has integrated social media into every aspect of their ministry.

What is the iChurch Method?

The iChurch Method helps "ministries advance the Kingdom online and take the gospel to the world" through a five-part approach of websites, multimedia, ecommerce, social media and mobile.

We scrolled through Twitter timelines all the way back to January 2013, to check a selection of Nigerian ministries against Author Jason Caston's four focal points in establishing an organisation's message via social media:

Assessing Nigerian churches use of social media

Taking Jason's 4 focal points into consideration, we carried out a quick audit of Nigerian churches on social media for the year 2013. We found that in the areas of inspiration, information and consistency, both church ministries and church leaders were doing well. However, in the area of communication, we observed that the largest Nigerian churches and most prominent church leaders were yet to embrace the 'social' element of social media. Despite their large follower count which, for some, run into the millions, these Old Generation ministries focused on one-way communication, paying no attention to their mentions or general discussions revolving around their brands.

On the other hand, New Generation ministries are embracing social media full on. In addition to posting scriptures and messages of hope, the churches and their leaders also devote time to engaging social media users. The Lagos-based Elevation Church has a dedicated social media team and participated in the first Social Media Week, Lagos.

Which Network is the Best?
Is it Facebook and their one billion users? Is it Twitter and their easy-to-use network? Is it Pinterest and their pictures and videos? Is it YouTube and their massive video network? Which one is it? Well, the answer is simple: the best social network is whichever one your organisation knows how to use. That's the hard part for organisations to grasp when they start social media: start with the network that your staff know best. The social network your organisation should be on depends on your content, where your audience is and capability to use the network. If you have just a small amount of content and the people you have on staff know Twitter best, then start on Twitter. If you have people on staff that are familiar with Facebook then use that social network. Ask your audience which networks they use the most and get started there. You don't have to be on ALL of them but it's good to be on as many as your staff can handle. If you can only be on one network, then make the most of that network until you get the ability to expand to more.

What Should we Post?
To give you some guidelines, here are four focal points in establishing your organisation's message via social media:

Inspiration
Make sure to provide inspiration and motivation via your social networks. These are the best types of posts. Whether they are quotes or photos with encouraging words on them, everyone wants some type of inspiration in their life.

Information
Provide information about your organisation via your social networks. Don't assume that everyone reads your website or saw your eblast. Distribute information about events and other happenings via your social networks. You can also repurpose flyers, newsletters, eblasts and other marketing materials and send them out via social networks.

Communication
Social media is "social," therefore it should be a two-way communication. If you post to a network and people comment, ask questions and take time out of their busy day to respond, then make sure your organisation takes time to acknowledge them and respond. Don't appear too arrogant to respond to your social network fans, even if you don't have the staff or time to answer every comment or question. At least answer some. Show that the organisation sees their comments/questions and cares.

Consistency
The network that you employ to push content out to your online users is irrelevant if there isn't a consistent strategy behind it. The networks will come and go but the strategy remains the same, make sure the content from your organisation flows consistently via your online properties to your online users.

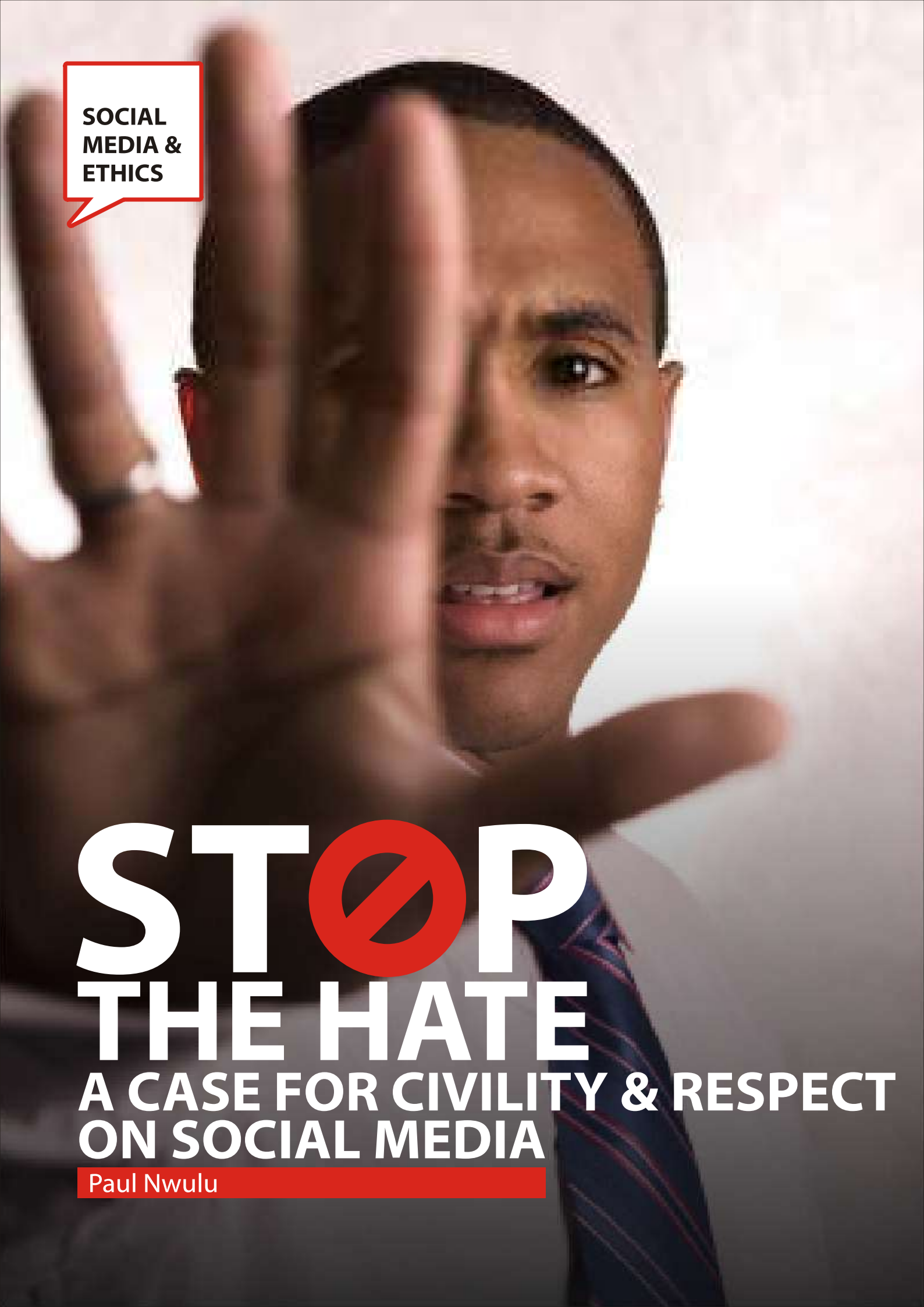
Overall, social media has provided the church with a way to reach people all around the world in a quick and effective manner. This is yet another step towards fulfilling the great commission and taking the gospel to the entire world.



Don't appear too arrogant to respond to your social network fans, even if you don't have the staff or time to answer every comment or question.






SOCIAL
MEDIA &
ETHICS
STOP
THE HATE
A CASE FOR CIVILITY & RESPECT
ON SOCIAL MEDIA
Paul Nwulu

New forms of digitally assisted communication, facilitated by the global network of computers known as the Internet have transformed the way we communicate, share information and get our voices and ideas heard.

The emergence of social media platforms like Twitter, Facebook, YouTube has given voice to the previously voiceless. And with a blog, anyone can publish anything and get responses from oftentimes millions of followers. Information has truly become democratised. In the early 1960s, American journalist and social critic, A.J. Liebling opined, "freedom of the press is limited to those who own one." Today, we all have the ability to own the press simply by using our computers, tablets or smartphones.

In many instances when freedom increases, the tendency to abuse that freedom also increases. The freedom of speech and expression that is obtainable online is now being abused with a higher incidence of hate speech and fighting words that denigrate others based on some personal or societal characteristics.

Hate speech is a very difficult term to define. In their book Viral Hate, Abraham Foxman and Christopher Wolf, say that "the notion of a single definition of hate speech that everyone can agree on is probably illusory because of the continually evolving and morphing nature of online hate" (p-52)[1]. Wikipedia defines hate speech as communication that vilifies a person or group based on discrimination against that person or group, while fighting words are those words, either spoken or written, that are often abusive epithets aimed at provoking a violent reaction. One of the characteristics of hate speech and fighting words is that the user often attacks people based on some commonly and widely recognised approaches to victimise and stigmatise people. Stereotyping and denigrating someone's race, ethnicity and religion are examples of such long-standing and continuing basis for discrimination. A heated speech or debate online can exhibit characteristics of hate speech, although they are not.

In many instances when freedom increases, the tendency to abuse that freedom also increases.

[1]Foxman, A.H & Wolf, C. (2013). Viral Hate: Containing its spread on the Internet. Palgrave McMillan, New York.

Wikipedia defines hate speech as communication that vilifies a person or group based on discrimination against that person or group, while fighting words are those words, either spoken or written, that are often abusive epithets aimed at provoking a violent reaction.

Online hate speech is a global phenomenon. However, the situation in Nigeria has become quite alarming. Look at any of the popular Nigerian blogs today and you will see a lot of personal attacks and other forms of hate speech and fighting words. Despite what might seem to be an alarming increase in using such hate speech or fighting words on many Nigerian blogs, it is also important to note that this is often not the norm on these blogs as the people who spew hate on these blogs are in the minority. But their comments are also often the most liked. While most online comments are safe, clean and non confrontational, the fact remains that the few that are hate filled get more attention and once one starts it, many others often follow. And hate speech can become dangerous. 71% of respondents in an online poll agreed that hate speech could be a precursor to more serious crimes and violence[2]. And in Kenya today, a popular blogger is facing charges for posting Facebook messages that were intended to cause ethnic hatred and violence among several communities during the recently concluded elections[3].

So how do we handle the issue of hate speech online? I am not advocating for any approach that impinges on the rights of people to express themselves. Article 19 of the Universal Declaration of Human Rights gives everyone the right to freedom of opinion and expression, and any attempt to reverse this right should be defended just like every other right stipulated in this document. So, no attempt should be made to stop through legal means, anyone who gets satisfaction by spreading hate online. The late Irish playwright and renowned poet, Oscar Wilde was once quoted as telling a heckler "I may not agree with you, but I will defend to the death your right to make an ass of yourself".

Since we cannot legislate away hate speech online, the best way to fight it is through education. According to Foxman and Wolf, "The best anecdote to hate speech is counter-speech; exposing hate speech for its deceitful

Giving a "voice to the voiceless"

Nigeria's National Youth Corps Service (NYSC) enlists graduates of universities and polytechnics in a mandatory one-year paramilitary programme. Corps members are prohibited from protesting. However, on May 11, 2012 after the delayed payment of the monthly allowance of N19,800.00, @OccupyNaija, a serving corps member, took to twitter posting the first #OccupyNYSC call-to-action for corps members nationwide to boycott their assignments.



and false content, setting the record straight, and promoting the values of respect and diversity" (p.129). Counter speech, they note, will not only help foster tolerance and openness in online discussions but also in every other aspect of our society, both online and offline. To fight hate speech, each and every once of us has to get involved. Practices such as preventing anonymous posts or responses on blogs have been proven to help reduce the incidence of hate speech. Academic and anecdotal evidence exists that people who post anonymously online are more likely to spew hate against other groups than those who are not anonymous. Even if privacy advocates worry about the impact of banning anonymous postings online, technologies exist today that ensure that even if anonymous posting is allowed, the blog administrator is able to identify people who post on their blogs.

Fighting hate speech is something that we should all be doing in an effort to preserve our rights to free speech. And although education is one of the best approaches to do this, we also need to start exploring other ways we can use technology and commonsense to ensure that the freedom that the Internet has given us to say whatever we want to does not lead to situations that impinge on our abilities to live together as one nation that is truly united, despite our unique differences.

Bad online behaviour

Hate speech Communication that vilifies a person or group based on discrimination against that person or group.

Trolling An Internet slang term used to describe any Internet user behavior that is meant to intentionally anger or frustrate someone else.
Source: http://knowyourmeme.com/memes/subcultures/trolling

Troll A person who sows discord on the Internet by starting arguments or upsetting people, by posting inflammatory, extraneous, or off-topic messages in an online community, either accidentally or with the deliberate intent of provoking readers into an emotional response or of otherwise disrupting normal on-topic discussion.
Source: Wikipedia http://en.wikipedia.org/wiki/Troll_(Internet)

In several countries, trolling is an offense with culprits serving prison sentences.

Abuse of freedom of speech

"In many instances when freedom increases, the tendency to abuse that freedom also increases." - Paul Nwulu





In September 2011, news of #ABSURape broke on Twitter and Facebook (via Linda Ikeji's blog). For several weeks prior, a video of a young woman being gang raped by 5 alleged students of Abia State University (ABSU) had been in circulation amongst ABSU students via mobile phones. In the midst of the anger, the calls-to-action and proposed rape walks, a Twitter user created and actively promoted the trending topic, #RapeHerIf.

Online abuse hurts real people:







Tonto has endured prolonged abuse and mockery on social media platforms.

In October 2012, an anonymous Tumblr blog - Tonto Dikeh has killed me (tontothekiller.tumblr.com) - was created to curate memes expressing dislike for the new song released by Nollywood actress, Tonto Dikeh

In August 2013, Linda Ikeji's blog revealed that Tonto was suffering from depression and had attempted suicide in June 2013.

Reporting abuse

In an attempt to crackdown on abusive behavior, Twitter introduced an in-tweet 'report abuse' option in August, 2013: https://support.twitter.com/articles/20169998-reporting-abusive-behavior

Facebook and other platforms also provide links on their sites to report abuse. Use them.

[2] http://www.debate.org/opinions/is-hate-speech-a-precursor-to-more-serious-crimes-and-violence Retrieved November 01, 2013.
[3] http://iwpr.net/report-news/kenyan-authorities-dock-over-hate-speech Retrieved November 01, 2013.



SOCIAL MEDIA FOR SOCIAL GOOD

HOW NON-PROFITS CAN LEVERAGE SOCIAL MEDIA FOR GOOD

Nnodim Blossom

Social Good is an action that benefits society. Social Media for Social Good refers to the creation of a positive societal impact using social media as a tool. It is the process of using social media and social-focused communities to create a positive impact on our surrounding environment. Anyone with access to technology or the internet can organise a campaign that has the possibility of impacting their society.

BIO

NAME
Nnodim Blossom

TWITTER
@blcompere

LINKEDIN
www.linkedin.com/in/blcompere

WEBSITE
www.blcompere.com

Social good is the process of using social media and social-focused communities to create a positive impact on our surrounding environment.

Essentially social media is about conversation and interaction and ultimately leads to offline engagement. It is beyond head count, as many are inadvertently tempted to focus on. Amber Cadabra succinctly states": "Quit counting fans, followers and blog subscribers like bottle caps. Think instead about what you're hoping to achieve with and through the community that actually cares about what you're doing." Social good is and will always remain the driving force for our humanity. In the words of Henry David Thoreau, "Not only must we be good, but we must also be good for something."

Profit oriented organisations usually dedicate a portion of their advertising budgets to social media as they increasingly understand that their target audience extends here as well. Non-profits are also learning that embracing social media can help them reach their audience, create momentum and build communities.

How can non-profits effectively and efficiently leverage social media for social good? Why should non-profits consider embracing social media for advocacy?

The reasons are enshrined in the core benefits that social media offers:

1.The costing and budget implication is relatively low

2.It is a great way to connect with audiences as boundary lines are practically nonexistent

3.It is a guaranteed complement to promotions on other channels

To suggest fail proof ways for your non-profit to leverage social media, we must note that there are a thousand and one social media platforms available. The winning strategy begins with identifying the ideal platform for your non-profit. The leading decider in choosing the right social media platform is your audience. Who do you wish to reach? What actions do you want your audience to take? Why should your audience want to perform this action?

These four social media platforms are the way to go as at today. Here they are in order of importance:

1. Twitter (If you want your audience to access real-time news concerning your cause)

2. Facebook (If you want your audience to get more involved with your cause)

3.Blogs (If you want to more or less welcome your audience into your office via your digital story telling)

4. YouTube/Instagram (If you want your audience to watch/see you in action and ultimately be inspired to join your cause)

Twitter A message posted here is called a tweet. Visualise your tweet as an acronym T.W.E.E.T - Target, Write, Engage, Explore, and Track. Ensure you base your conversations around hashtags, for instance, #AdoptATweep or #Save theChildren or #Race4Survival. Tweets are short, quick and straight to the point. A tweet sparks an interest that can ultimately lead online interaction towards becoming offline engagement.



The #AdoptATweep hashtag is an example of how online engagement translates into offline activity

Amber Cadabra succinctly states:"Quit counting fans, followers and blog subscribers like bottle caps. Think instead, about what you're hoping to achieve with and through the community that actually cares about what you're doing."

Campaigns Embracing Social Media for Social Good



Tools were put in place to allow social media users announce their endorsement of the #100KVoices campaign direct from the campaign's website



Generational Voices aims to get 100,000 young Nigerians to the Tafawa Balewa Square, Lagos in January 2014



The #ChildNotBride hashtag was first used on Twitter where it caught the attention of international media and offline protests



The 419Positive Project is on a mission to collate 419 positive attributes of Nigerians and Nigeria, uses YouTube and other platforms



The Microsoft Internet Safety, Security and Privacy Initiative for Nigeria (MISSPIN) in partnership with Paradigm Initiative Nigeria commissioned a music video featuring Nigerian music stars in an attempt to address the issue of cyber crime

Facebook

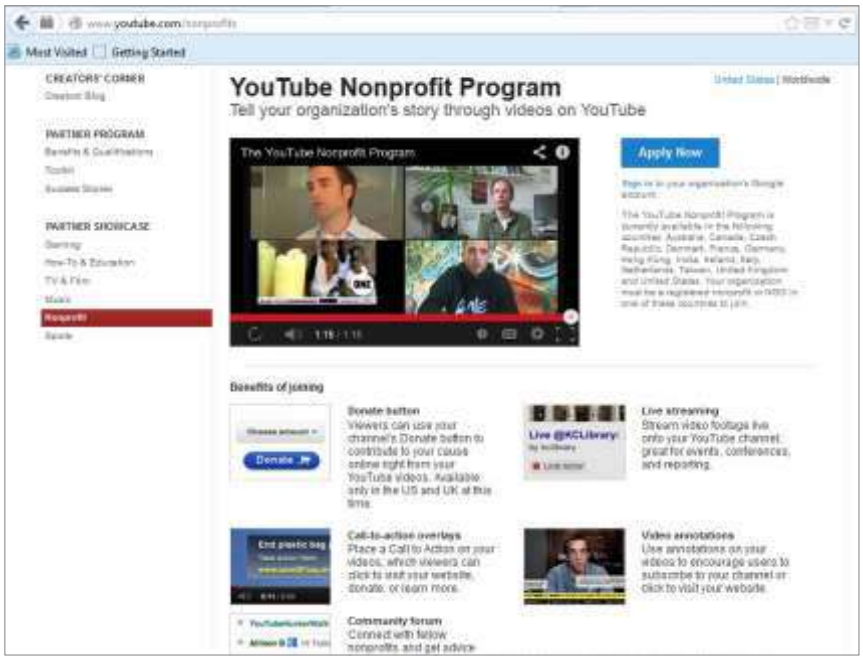
Create a Facebook page for your non-profit or cause. It will also be worth your while to make your page more engaging by incorporating a customised, branded welcome page which includes photos and video. Facebook provides 'Boost Post' and 'Promote Page' services that you can sign up for to extend the reach of your cause. Engage your audience via a robust blend of text, photos and videos.

Blog

Use your blog to welcome your audience into your cause's headquarters. Use text, photographs and videos to promote the impact stories of your cause's beneficiaries, as well as others who are likely to benefit from the overall impact of your cause should your audience support you. Ensure that your stories are easy-to-share so that traffic can easily be driven to your blog. Lastly, embrace online tools which make it easy for your audience to subscribe to your stories.

YouTube/Instagram

Use videos and photographs to tell your story. Instagram readily aggregates similar content when hashtags are employed. Take advantage of YouTube's Non-profit Programme as it offers advanced features such as being listed on the non-profit channel, call-to-action overlays and the chance to drive fundraising through the Google Checkout "Donate" button.



YouTube provides a platform that helps non-profits maximise their presence online

The leading decider in choosing the right social media platform is your audience. Who do you wish to reach? What actions do you want your audience to take?

What would our world be without conversations between individuals and groups with either similar or dissimilar issues? What a pleasure it would be, to be in the right place, at the right time, with the right messages, for the right audience!

"Social media sparks a revelation that we the people, have a voice, and through the democratisation of content and ideas we can once again unite around common passions, inspire movements and ignite change."- Brian Solis.

Social good becomes more successful when it ultimately translates from online interaction to offline engagement. We may start online, but to make a difference and embrace what it means to be social, we have to fully understand that our success is not measured in the number of followers or fans but by the change we inspire through the use of the various social media tools available.

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 and Facebook to identify messages on a specific topic"- Wikipedia.



A Google search of the word hashtag



#Race4Survival message from Pakistan



#Race4Survival message from Seoul, Korea



#Race4Survival message from Nigeria

Twitter was the first social media platform to embrace the hashtag. However, most major social media platforms support hashtags today. Through the use of the hashtag #Race4Survival, messages from Pakistan, Korea and Nigeria can be grouped together using innovative curation tools like Storify.com

Take advantage of YouTube's Non-profit Programme

SOCIAL MEDIA & ETHICS



CROWD SOURCING FOR SOCIAL GOOD

THE DANA CRASH CASE STUDY

Kathleen Ndongmo

Behavioural research suggests that given the right circumstances, crowds or groups of inspired citizens will make wise and remarkably intelligent choices when it comes to philanthropy and giving back to their communities.

Even before the sad events of June 3, 2012, when Dana Air Flight 992 carrying 153 passengers crashed in Lagos, Nigeria killing all on board and some on the ground, efforts to raise funds for Nigerians suffering from debilitating health conditions were commonplace on social media platforms.



At one point, I tagged the approach: #SaveCitizen. I was hit by the realisation that public health had ceased to be the responsibility of public administrators and that essentially, citizens were 'on their own'. The primary platform where influencers steered the crowdfunding for one sick Nigerian after the other was Twitter. From #SaveOke to #SaveFunmi - who sadly passed away - and more recently, #SaveOJBJezreel, raising funds from the online crowd had become the norm.

Then, the Dana crash happened. When we found out that many of the displaced residents were without suitable shelter and relief items, we turned to our good friend, social media, once again.

On June 5, 2012, we published what the team tagged the #DanaCrashAction relief material response call asking well-meaning individuals to assist 15 families consisting of about 50 individuals whom we had identified and screened. We requested donations of material (non-cash) items. Our aim was to reach as many stakeholders as possible with the hope of receiving urgent relief items for the displacement victims. That single call went viral, generating hundreds of responses. We engaged a team of 'volunteers' who subsequently raised the volume by tweeting and retweeting critical information. This immediate amplification of the relief request on social media proved to be significant to the success of our effort.

From #SaveOke to #SaveFunmi - who sadly passed away - and more recently, #SaveOJBJezreel, raising funds from the online crowd had become the norm.



Twitter was employed to kickstart and sustain #DanaCrashAction

High profile twitter users helped amplify the message by tweeting and retweeting important information



Our team developed a "Relief Materials Collation" strategy and set ourselves a four-week goal to complete collation, stock taking and distribution to victims. This was further broken into two-week phases of collation and distribution. Twitter was used to kick start and sustain the relief effort, as well as broadcasts via Blackberry Messenger. Photo and video updates of donated relief items, bank statements, receipts and reports were published on blogs, Facebook and YouTube. The response was amazing, if not, overwhelming. Volunteers sprung up across Nigeria - Lagos, Kaduna, Benin City Abuja, Ile-Ife, Ibadan - and the United Kingdom. At its peak, the #DanaCrashAction campaign was able to mobilise relief materials for the 15 families displaced by the plane crash. This was a welcome departure from the usual practice of emergency management in Nigeria in which there was little coordinated citizen action in offering relief to victims. #DanaCrashAction reaffirmed the ability of young Nigerians to achieve success when they are united for a cause.



THE #DANACRASHACTION REPORT (with account details) June 25, 2012

Posted by seunfakze in CHANGE, MORALITY, MOTIVATION
Tags: Dana Crash, DanaCrashAction, Kathleen Ndongmo, Nigeria, Seun Fakuade
trackback

THE COMPREHENSIVE (first phase) DANACRASHACTION REPORT

4th June, 2012 was a black Sunday for Nigeria. On that day, a commercial flight belonging to Dana Airline had crashed in Lagos into a building and its parts into four adjoining ones, killing all on board and other families on the ground. The nation was thrown into great mourning. This had been one of the most vivid and unfortunate air mishap in a while. Almost everyone had someone involved in the crash, or a family friend or friend of a friend.

On Monday, 5th June, 2012; notably Seun Fakuade (@seunfakze) and Kathleen Ndogmo (@kathleenndongmo), used social media platform Twitter to launch, then an immediate and initial relief material response call across the nation calling for friends and loved ones not only to mourn and eulogize those who had departed but help those different families who had been displaced by the crash with material (non-cash) donations. The Plan was simple: use distress calls to help gather relief materials in the country. These generated many responses with loving friends helping the effort by tweeting and retweeting critical information that proved to be significant to the success of the effort.

The relief collation was given a timeline frame of 4 weeks to ensure collation, stock taking (inventory of materials) and ultimate distribution. This was divided in 2 week phases of Collation and Distribution. Twitter was ultimately used to

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#DanaCrashAction updates including donations and financial statements were published on Facebook and blogs

This immediate amplification of the relief request on social media proved to be significant to the success of our effort.

BIO

NAME
Kathleen Ndongmo

TWITTER
@KathleenNdongmo

LINKEDIN
www.linkedin.com/in//kathleenndongmo

WEBSITE
www.about.me/kathleenndongmo

At its peak, the #DanaCrashAction campaign was able to mobilise relief materials for the 15 families displaced by the plane crash.

Of course there was the usual cynicism and skepticism. If anything, the negativity only reinforced our commitment to making #DanaCrashAction as transparent as possible.

This experience helped me understand that in its simplest terms, crowdfunding engages people in two-way conversations, and mobilises the collective intelligence from an often diverse, independent and decentralised crowd. Insight into group dynamics and decision-making, together with online engagement technologies have changed the way organisations and individuals source for cause and project donations. Local crowdfunding websites and platforms like Nigeria's 234Give.com are transforming how and why people support causes.

In recent times, this has been the subject of intense study as social networking is now widely credited with helping root the impact of the crowd concept onto the business and the philanthropy landscapes.

Twitter was used to kick start and sustain the relief effort, as well as broadcasts via Blackberry Messenger. Photo and video updates of donated relief items, bank statements, receipts and reports were published on blogs, Facebook and YouTube.

Crowdfunding using social media has emerged as an innovative and effective tool bringing individuals together to make charitable decisions. A social interactive application, it provides new meaning to online communities who seek to give. Social media crowdfunding has the potential to become the driving force behind fundraising, CSR and maybe even social network innovation.

What is Crowdsourcing?
Crowdsourcing is the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community, rather than from traditional employees or suppliers - Wikipedia.

What is Crowdfunding?
Crowdfunding alternately referred to as crowd financing, equity crowdfunding, crowd-sourced fundraising is the collective effort of individuals who network and pool their money, usually via the Internet, to support efforts initiated by other people or organisations.

Save a Nigerian Citizen
Over the last two years, social media users have united to crowdsource support for informal Nigerian campaigns such as: #SaveDebbie #SaveErnest #SaveFunmi #SaveJude #SaveMeka #SaveOJBJezreel #SaveOke.

Millions of naira have been raised for Nigerians by ordinary Nigerians thanks to access to an individual or group who was willing to share their story on social media.


#SaveCitizen: Will You Save A Citizen?

Public health has to be the responsibility of Public administrators right? - Not in these parts! Incessant cries and calls to #SaveOke, #SaveJude, #SaveYinkaJohnson, #SaveMeka and most recently #SaveFunmi have shown us we are on our own & we MUST do something for ourselves.

KN|GenVoices.org
@KathleenNdongmo
Follow

The stories & plights of #saveoke #SaveYinkaJohnson #savejude #savemeka & now #SaveFunmi showcase the myraid of issues in d health sector.

10:10 AM - 20 Aug 2012

1 RETWEET

On March 23rd 2012, I wrote this piece for the @YNaija frontpage daily. That was after doing my bit to help raise funds for Oke, a young man with a debilitating diabetes condition:

Kathleen Ndongmo's article titled #SaveCitizen: Will You Save a Citizen? was published on YNaija.com in March 2012



#SaveOke: In 2012, Oke received help to pay for treatment for diabetes in India. His story was published across various platforms, including Nairaland.com which has set up a charity supported by its members

That crowdfunding is done online now even offers a low fundraising cost structure, real-time engagement with audiences, and considerably broader reach than traditional mass media. It can enable access to a much broader donor pool than current fundraising techniques. Best of all, it can complement an existing fundraising programme.

Imagine for a moment how much money we would need to promote a cause without Twitter or Facebook. Chances are if anyone is crowdfunding, it is because they don't have that kind of money to play spendthrift with. With social networking, a few tweets throughout the day and a Facebook status update serve not as adverts, but as headlines in our very own 'newspaper'. That's the power of crowdfunding using social networks.



In 2012, Funmi Lawal received the money required for cancer treatment and travel expenses outside Nigeria. Sadly, she passed away in April 2013





#Save campaigns requested that donations be paid into an individual's bank account. There were always questions surrounding authenticity, and even one alleged case of impersonation during #SaveDebbie. The launch of 234Give, Nigeria's first online fundraising platform, was a welcome response



2013: #SaveErnest

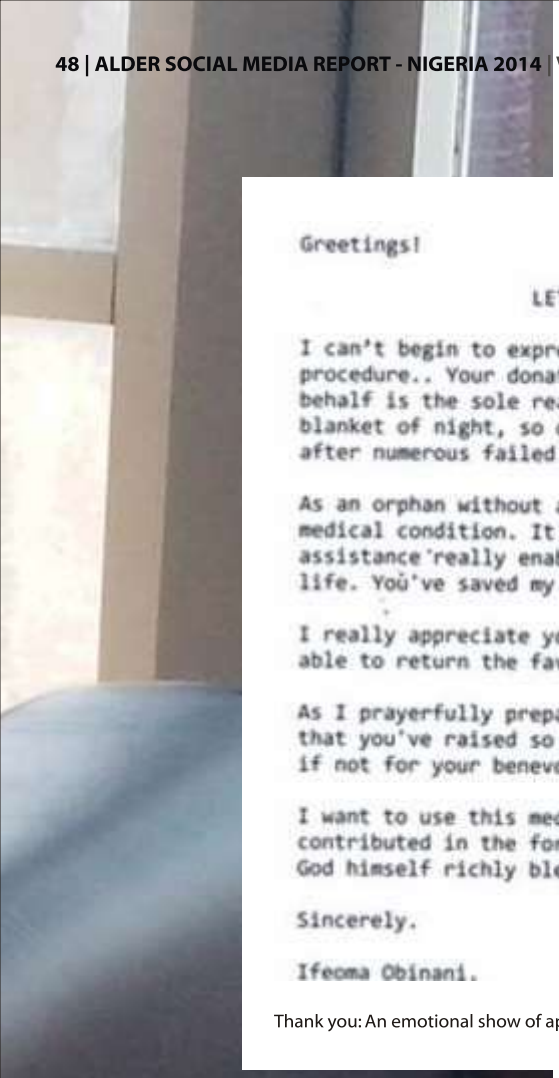
SOCIAL MEDIA & ETHICS



USING SOCIAL MEDIA TO HELP SAVE A LIFE

THE IFEOMA OBINANI CASE STUDY

Leke Alder Foundation, Nigeria



Greetings!

LETTER OF APPRECIATION

I can't begin to express my profound appreciation for your sponsorship of my surgical procedure.. Your donation and the success of the fundraising campaign you launched on my behalf is the sole reason I'm making this trip. As the soft rays of dawn penetrates the blanket of night, so did your decision to sponsor my surgery suffuse my heart with hope, after numerous failed attempt to get sponsorship.

As an orphan without a family support, it is very difficult for me to cope with life and my medical condition. It 'd have being impossible to garner the funds for my medical bills. Your assistance really enabled me to continue my battle of survival as a Sickler. You've saved my life. You've saved my dreams and put an end to my suffering which had lingered for so long.

I really appreciate your organization and all that you do to help others. I pray I should be able to return the favor someday and somehow by helping another person overcome.

As I prayerfully prepare for this trip, I know heaven will send help to complete the funds that you've raised so far and also provide for my travel expenses. I'd not have come thus far if not for your benevolence spirit and generous heart.

I want to use this medium also to express my gratitude to all the human angels who had contributed in the form of thought, prayer and cash donations towards my medical request. May God himself richly bless you mightily in Jesus Name. Amen.

Sincerely.

Ifeoma Obinani.

Thank you: An emotional show of appreciation by Ifeoma Obinani

As with traditional media, social media can be used for good, or for evil. A shocking reminder of its negative use is the Twitter feed of the Al-Qaeda linked terrorist group, al-Shabab. Following the horrific shootings in Kenya's Westgate mall, Twitter shut down the group's account because of slurs tweeted during the shooting[1].

In 2013, The Leke Alder Foundation (LAF) decided to put social media to good use to save a life. Ifeoma Obinani, an orphan with sickle cell anaemia required urgent assistance paying for hip replacement surgery in India. The surgery cost $10,700 (excluding travel expenses). She approached the Leke Alder Foundation.



The Leke Alder Foundation contacted the local hospital handling her care and carried out checks to verify her medical needs. We donated $4,700 and leveraged on social media to crowdsource outstanding funds. Using the Foundation's Twitter handle (@AlderFoundation), we raised over $4,000 online in addition to other offline donations.

BIO

NAME
The Leke Alder Foundation

FACEBOOK
www.facebook.com/LekeAlderFoundation

TWITTER
@AlderFoundation

WEBSITE
www.lekealderfoundation.org

Crowdsourcing platform:Twitter
Appeal tweets were published by @AlderFoundation using the tag #MedicalRequest. Our tweets were amplified by friends of LAF, wellwishers and notable online and offline personalities. Airlines on the Nigeria-India route were mentioned in tweets as the appeal also included sourcing for discounted or complimentary air travel from Nigeria to India.

Information about the donation process, as well as progress and financial reports were published on the Foundation's website. Thank you tweets were published and an appreciation letter from Ifeoma was posted online. The Foundation wired the hospital fees directly to the medical centre in India. Ifeoma and her handler also received $330 for miscellaneous spending. A representative of the Foundation accompanied Ifeoma to the Lagos airport to ensure she had no trouble boarding her flight to India.



#MedicalRequest: The Foundation used Twitter as its primary crowdfunding platform



Transparency: As the donations came in, tweets were published to update the public

We shared photographs of Ifeoma at the Lagos airport and at different stages of surgery via social media.

During the process, the following lessons were learnt:

Amplification matters
Social media personalities (traditional and online celebrities) amplified the campaign on behalf of the Foundation, generating publicity which translated to offline donations.

Structure matters
Our organisation's history and structure gave donors a reason to trust us. We also put in place a verification system to confirm Ms. Obinani's need and made direct payments to the medical service providers.

Transparency is important
The Foundation ensured that regular progress reports and financial updates were posted to our website and Twitter page. Donations were acknowledged with receipts and public appreciation (unless the donor requested anonymity).

Our crowdsourcing experience for Ms. Ifeoma Obinani has demonstrated the immense power of social media and its benefit to society. What impact will you make today?



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.

ALDER
creative intelligence

ALDER CONSULTING
1, Ajose Adeogun, by Ligali Ayorinde Street,
Victoria Island, Lagos
T. +234(0)2705408-9
E. aldersmr@alderconsulting.com
W. www.alderconsulting.com

alderconsulting