ALDER

SOCIAL MEDIA REPORT NIGERIA 2014

FIRST EDITION | JANUARY 2014
VOL 3 of 5

ARTICLES

Brand Accountability
The Business of Social Media
E-Business Opportunities in Nigeria
Social Media Marketing: Pros & Cons
Social Media for Small Businesses



SOCIAL MEDIA & BUSINESS

CONTRIBUTORS

Leke Alder, Alder Consulting
Amara Nwankpa, Galaxy Backbone
Subomi Plumptre, Alder Consulting
Idiare Atimomo, Etisalat Nigeria
Chukwuemeka Fred Agbata Jnr., Punch Newspapers

MEET THE COMPANY BEHIND THE ALDERSMR

CONTENTS

2 **Introduction to the AlderSMR**
Leke Alder, Principal Alder Consulting

3 **About Alder Consulting**
Who we are
What we do
Our social media services

5 **Expert Panel**
Brand, Communication and Media Specialists
Social and Digital Media Specialists
Media Academics and Researchers

7 **Contributors**
Social Media & Governance
Social Media & Business
Social Media & Technology
Social Media & Culture
Social Media & Ethics

10 **From Infancy to Maturity:**
The Evolution of Social Media in Nigeria

16 **The Business of Social Media: New Commercial Opportunities in Nigeria Due to the Rise of Social Media**
by Amara Nwankpa

20 **Brand Accountability**
by Leke Alder

26 **Emerging E-Business Opportunities in Nigeria**
by Subomi Plumptre

30 **Social Media Marketing - Pros & Cons**
by Idiare Atimomo

35 **Social Media Culture for Small Business**
by Chukwuemeka Fred Agbata Jnr.

38 **Social Employment & Opportunity Map**

39 **How to Hire a Social Media Manager**

40 **Lessons Learnt from Developing the AlderSMR**

41 **Introducing The AlderSMR Africa Edition**

42 **Appreciation**

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.

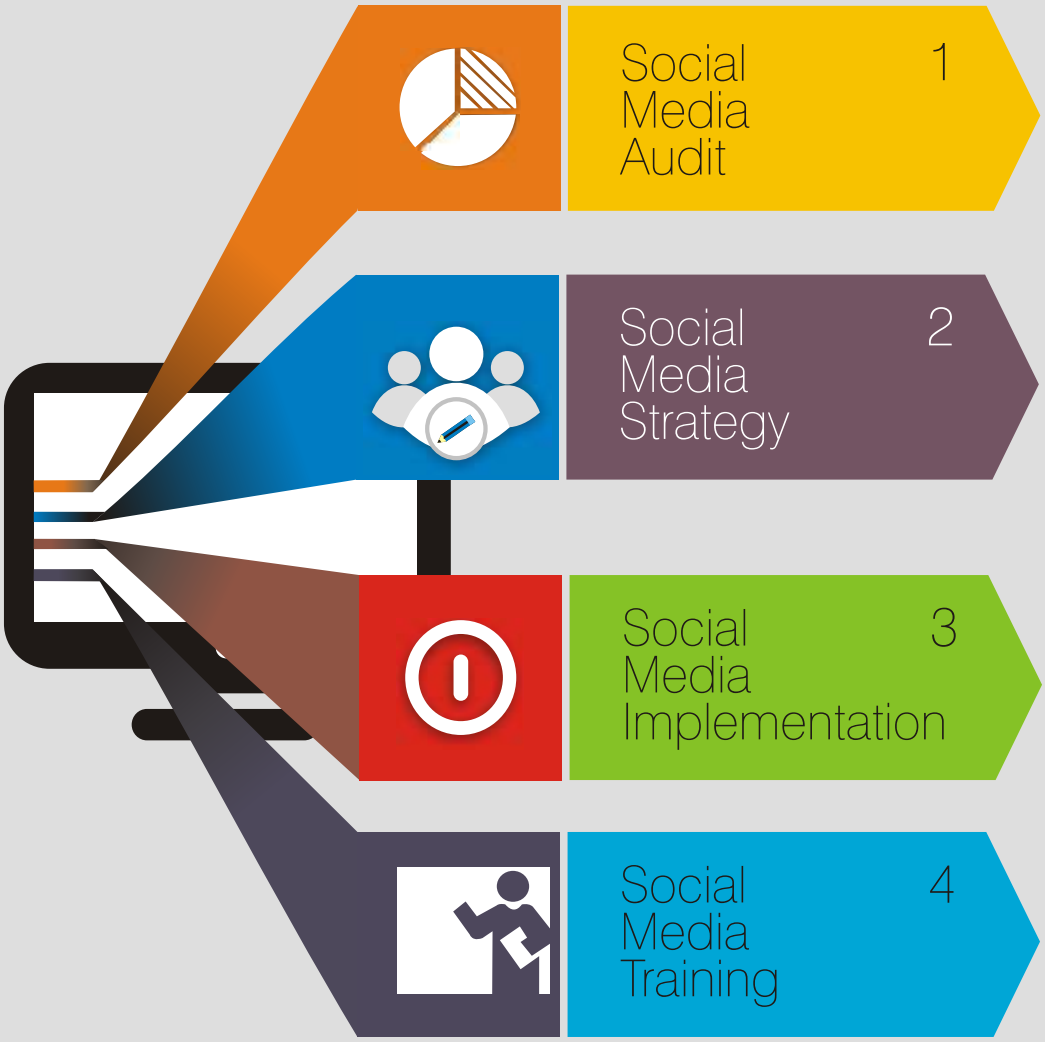
We develop political strategies and policy blueprints.

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.

.

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



THE BUSINESS OF SOCIAL MEDIA

NEW COMMERCIAL OPPORTUNITIES IN NIGERIA DUE TO THE RISE OF SOCIAL MEDIA

Amara Nwankpa

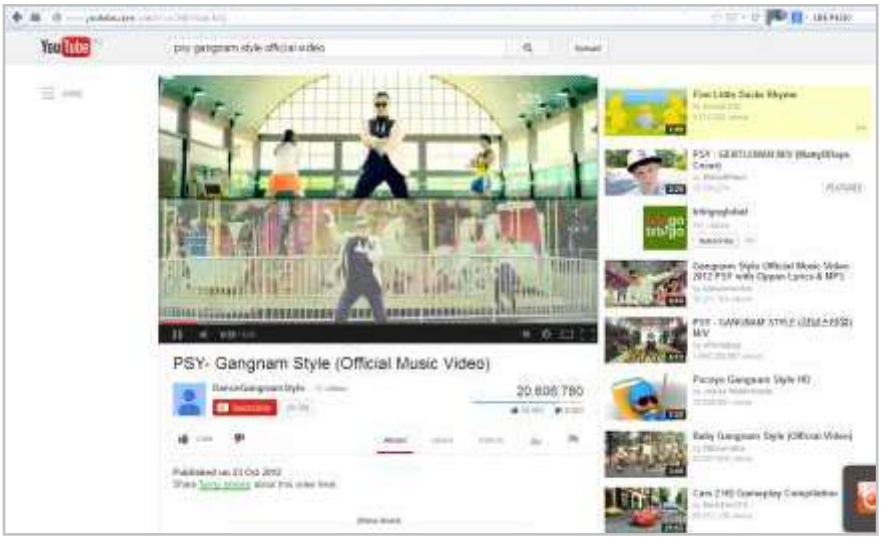


In July 2012, a little known Korean rapper, Park Jae-sang (a.k.a PSY) and his team released the song "Gangnam Style". The music video for "Gangnam Style", which featured an infectious horse-riding dance routine, was uploaded to YouTube. With little or no investment in marketing and advertising, the song would go on to become a viral phenomenon - captivating audiences around the world with its catchy tune and goofy dance moves.

By December 2012, Associated Press estimated that PSY and his team had made $8.1 million in global revenues from "Gangnam Style". Social media had taken a Korean product across language barriers and given it access to enviable revenue streams outside its local market.

The story of PSY and "Gangnam Style" illustrates how social media can present immense commercial opportunities to even the most obscure enterprises. It also shows that commercial opportunities available on social media are not restricted by geography or language, but by one's imagination.

Perhaps someday, a Nigerian brand will transcend Nigeria's online cultural space and become a cross-over hit in lucrative international markets. But even if that doesn't happen anytime soon, I am convinced that there are enough social-media-driven opportunities in the Nigerian market to keep any local entrepreneurs busy.



The story of PSY and "Gangnam Style" illustrates how social media can present immense commercial opportunities to even the most obscure enterprises.

BIO

NAME
Amara Nwankpa

TWITTER
@bubusn

Let's take a look at a few.

Since Nigeria's social media buzz picked up in 2009, Nigerians have joined social media sites in their millions. According to the social media statistics website, Social Bakers, there are 5.2 million Facebook users that claim Nigeria as their location. Nigerians who are active on Twitter are also estimated to be about 1.3 million. In a country where the largest newspaper circulation is circa 80,000 copies daily, these numbers are huge, relatively.

The sheer size of Nigeria's social media population becomes even more interesting when you consider the demographic group that makes up majority - young, upwardly mobile trendsetters with some cash to spend - a demographic group that represents the "sweet spot" for enterprises looking to create demand for new products or grow demand for existing ones.

The combination of size and quality of Nigeria's social media population creates some promising commercial opportunities for businesses and individuals.

For example, because social media gives almost instantaneous feedback, it is an ideal platform for businesses to build, sustain and grow their reputation. A lot of Nigerian businesses have discovered this and are spending more on online reputation management. Aside from driving increased patronage for their services, the increased spending has created new revenue streams for some influential social media personalities, who are often recruited to help businesses manage their reputation or promote their services online.

Besides creating the opportunity for existing businesses to grow patronage, the social media numbers in Nigeria have also created opportunities for new digital businesses to emerge. Because social media gathers millions of potential consumers in one virtual place, the business case for investment in digital businesses is now an easier sell. Perhaps, this is the reason why a lot of new online retail businesses are popping up in Nigeria these days.

The story of PSY and "Gangnam Style" illustrates how social media can present immense commercial opportunities to even the most obscure enterprises

It is not only brick and mortar businesses and celebrities that are benefitting from emerging social media opportunities. In the past few years, we have also witnessed a growth of commercial blogs. Some of these blogs have become extremely popular, driving as much as 500,000 page views per day! Nigeria's social media crowd seems to have a large appetite for online entertainment news and gossip and these entrepreneurs are catering to the demand. The incentive for these content entrepreneurs comes in the form of advertising revenues. Nigeria's commercial bloggers are beginning to command a good share of corporate online advertising spend. With Nigeria's top corporate brands spending an average N3 million per month on online advertising, there is definitely a lot of money to be made.



Social Bakers: Nigeria's top corporate brands are spending an average of N3m per month on advertising online

But no article on social media opportunities in Nigeria will be complete without politics. After all, it was socio-political advocacy and activism that put Nigeria's social media community on the map in the first place. Subsequently, many politicians have become willing to invest in gaining acceptance with the vocal and outspoken social media crowd. And as the 2015 elections approach, politicians will find social media useful for either refurbishing their own image or attacking the reputation of potential opponents. My estimate is that political parties and aspiring candidates could spend, at least, N1.3 billion in 2014 on social media communication alone. So, if you are a young Nigerian who is keen on politics and has social media skills, 2014 might just be your year!



Nigeria's former vice president, Abubakar Atiku, is investing money and talent in extending his social reach through the use of promoted tweets and placements

According to the social media statistics website, Social Bakers, there are 5.2 million Facebook users that claim Nigeria as their location. Nigerians who are active on Twitter are also estimated to be about 1.3 million. In a country where the largest newspaper circulation is circa 80,000 copies daily, these numbers are huge, relatively.

There are many more opportunities one could mention. But those already stated are sufficient to support the argument that Nigeria's social media market place is flush with lucrative opportunities for many discerning entrepreneurs. It doesn't matter if you are a new or existing business or if you are an individual with a passion for entertainment, fashion or politics, you can take advantage of these opportunities - as long as you have the right skills. And whereas your experience might not turn out to be as sensational as PSY's, there is no reason why you can't be dancing "Gangnam Style" while your phone beeps with credit alerts.

(Editor's note: In Nigeria, it is common practice for individuals and businesses to set up SMS alerts for notification of debit and credit activities on their accounts. To say "I have received the alert" is understood to mean one's bank account has been credited)





Social media is creating new wealth for social media personalities and online platforms

SOCIAL MEDIA & BUSINESS



Commerce is no longer just about the exchange of goods and services. Commerce is now a relationship in which brands are held accountable, not just for what they do but for what they fail to do as well.



Accountability. There's something about the word. Its power lies in its antonym. Whatever the antonym of accountability is, it's not a pretty word.

Accountability is not a word we generally associate with brands. We are more likely to use the word for politicians. We hold politicians accountable for lapses of judgment.

BRAND ACCOUNTABILITY

Leke Alder

And in a democracy, where the politician must renew his mandate every given number of years, the word "accountable" becomes ominous. Non-performance and we refuse to renew the license of the politician to represent us. And so we hold the politician accountable because we give him our votes. The politician's accountability is therefore founded on public opinion what we think of him and his performance.

To the extent to which we now hold corporations to the same standards as politicians through social media we have entered the era of political commerce. In the era of political commerce transactions don't end at the till. Once a customer patronises a brand, he has in effect registered as a political stakeholder of the brand. One transaction is enough. Even non patronisers of the brand can register. And so commerce is no longer just about the exchange of goods and services. Commerce is now a stakeholder engagement. Brands are held accountable, not just for what they do but for what they fail to do as well. In effect, we have progressed the concept of corporate citizenship and taken corporations further into the political landscape. Corporations are now political candidates. Brands must constantly seek our votes like politicians. We can determine their fortune by the vote of our opinions on social media. It's a strange era we're in.

The tentative foray along this path began a while back when we strangely defined corporations as citizens. This was a great extension of the concept of the corporation as a juristic person that can sue and be sued. As citizens corporations must pay taxes we said.

Then we went further and demanded moral duties from corporations. Corporations must be socially responsible we legislated. And so corporate morality became societal norm. With social responsibility the corporation demonstrates that it is not just a rapacious capitalist whose only interest is milking the community. The corporation demonstrates that it can give back to society, that it has a consciousness and a conscience.

It would now seem that society is saying this is not even enough. There is now a socialised stakeholder relationship. In this relationship, power is tilted in favour of the citizen by the sheer force of public opinion through distributed intelligence. A tweet from Lagos against a corporation can ricochet around the globe in five minutes.



Corporations are now political candidates. Brands must constantly seek our votes like politicians.

Let me share an unwholesome personal experience with British Airways. I had travelled to Maldives with my wife on British Airways. Quite an expensive ticket package, co-promoted with Shangrila Hotel, Maldives. The Shangrila lived up to its billing and delivered. The vacation went very well, until the return leg of the journey. The British Airways plane that was supposed to take us out of Maldives developed a fault. We were kept waiting in the lounge with assurances of a quick fix but it was soon determined that a major spare part was needed, and the spare would not arrive until the next day. The crew was gracious in communicating with us throughout the wait at the airport. Upon determination of a non quick fix, the airline by convention had to give accommodation to its stranded passengers. And so we slept an extra night in

Maldives. But the next day became a nightmare. Even the manner of alert for us to proceed to the airport was rather rough. We were woken up and given fifteen minutes to get ready for the airport. This was at 6am. It soon turned out that British Airways did not send a replacement plane. The airline decided to distribute its passengers among other airlines. By this time the crew was nowhere to be found. We were now being handled majorly by an overwhelmed airport official. Apart from handling our processing, this official had the additional responsibility of negotiating with the other airlines - Qatar Airways, Emirates Airline and one other airline I can't readily recall. And the system of verification of passengers left much to be desired. It took almost two hours with shifting and alternative queues. There was no guarantee of space availability on the other airlines. A lot depended on the unused capacity of the liaison airlines who understandably took care of their passengers first. At the end of the day those with business class tickets ended up in economy on Emirates. And so London bound passengers ended up in Dubai, to catch a connecting flight to London.

Instead of another six-hour journey to London from Dubai and then another six-hour journey to Lagos, my wife and I re-routed our journey, buying an Emirates ticket to Lagos. When we lodged an official complaint about our treatment to British Airways and demanded compensation, we got a mail from Neil Adair of British Airways Customer Relations offering us a £100 voucher each. However, the vouchers can only be used for British Airways flights, excluding bookings made with On Business points. In effect, we would need to give more money to British Airways in order to be compensated for bad treatment. Curiously, his mail contained these words: "We know we operate in a very competitive market and need to improve this aspect of our service if we are to deserve your confidence and trust. We don't take our customers for granted and know they have a choice when it comes to booking their flights. Thank you for getting in touch and giving me a chance to respond. I hope this will not deter (you) from flying with British Airways in future."

And when we followed up with assurances of our dissatisfaction with his response he replied as follows: "I would like to take this opportunity to explain that when it comes to claims for compensation under EU Regulation 261/2004, they have to be made using the online webform on ba.com or alternatively by post to the EU Compensation Claims team. The following address is used to locate the webform online, (www.ba.com/euclaim) and our contact address has been attached below:"

At which point, we decided to write the CEO directly. This is the response: "I have reviewed all the circumstances again and taken account of your email. It has not led me to a different decision, and I believe our original offer was a fair one. I am afraid I will not be able to increase the level of compensation already given. I appreciate that this is probably not the reply you were hoping for, and I am sorry to disappoint you.

Social media is not just for the processing of complaints. It is a tool for positive feedback, for consumer insight, corporate promotion, generational relevance and promotion of understanding.

I do hope this will not deter you from choosing British Airways in the future. Thank you for contacting me and giving me an opportunity to review your concerns again.

Please use the following link if you need to send us a reply: http://...Please quote your case reference...in any correspondence with us.

Please do not reply directly to this email as it will not reach us, but if you click on the link above, we'll be happy to answer your question."

This incident took place October 2012, just at the cusp of

the political maturation of social media as a tool of accountability. I foreswore British Airways, unless life gives me no other option. Were this incident to occur today, I'm sure social media would have made all the difference. And this is exactly what happened in the case of Hasan Syed's promoted tweets.



Hassan Syed's complaint created a social media buzz

In September 2013, Hasan Syed, a businessman, took to Twitter to complain about the slow response of British Airways' customer service staff when his father's luggage went missing on a flight to Paris. But he didn't just rant to his followers, he paid $1,000 for his tweets to be promoted. The tweet was aimed at British Airways' 300,000 followers but soon spread across the internet and the story was picked up by the media. His tweets were seen by more than 50,000 Twitter users in the UK and New York markets in which the promoted tweets ran. He tweeted saying: "Don't fly @BritishAirways. Their customer service is horrendous." He followed with a series of tweets criticising the loss of luggage and delayed response by the airline. He vowed to continue tweeting until British Airways solved the problem.



The Senior Vice-President of Marketing and Commercial at JetBlue Airways, Marty St. George, was intrigued at Syed's purchase of promoted tweets and tweeted saying: "Interesting; a disgruntled customer is buying a promoted tweet slamming a brand where they had a bad experience. That's a new trend itself!"



Senior Vice-President of Marketing and Commercial at JetBlue Airways, Marty St. George's tweet

British Airways did not respond as at the time of Syed's tweet but later apologised for the delayed response and proceeded to deliver the luggage to his father.



A classic case of brand accountability

The power of a global corporation is too huge against one individual. And seeking redress through law courts is expensive and subject to technicalese, fineprint and arcane legal principles. The corporation holds the power through orthodox channels of redress. But through social media, the imbalance is tilted in favour of justice, and at minimal or no cost to the victim. Thus social media becomes an arbiter of justice, equity and fairness in society.

Wise corporations actively seek to engage consumers and stakeholders. They are very responsive to complaints. They put social media to good use but social media is not just for the processing of complaints. It is a tool for positive feedback, for consumer insight, corporate promotion, generational relevance and promotion of understanding. Social media can bring the customer to the factory floor. Innovation thus becomes cheaper. This is the wisdom of X Factor and American Idol. Those who will buy the music get to select which artiste they want to listen to. Commerce efficiency.

The alternative to consumer engagement must not be contemplated. What can be more expensive than a campaign begun against a multi-billion dollar brand by an ardent social media denizen whose total cost is the data package plan?

BIO

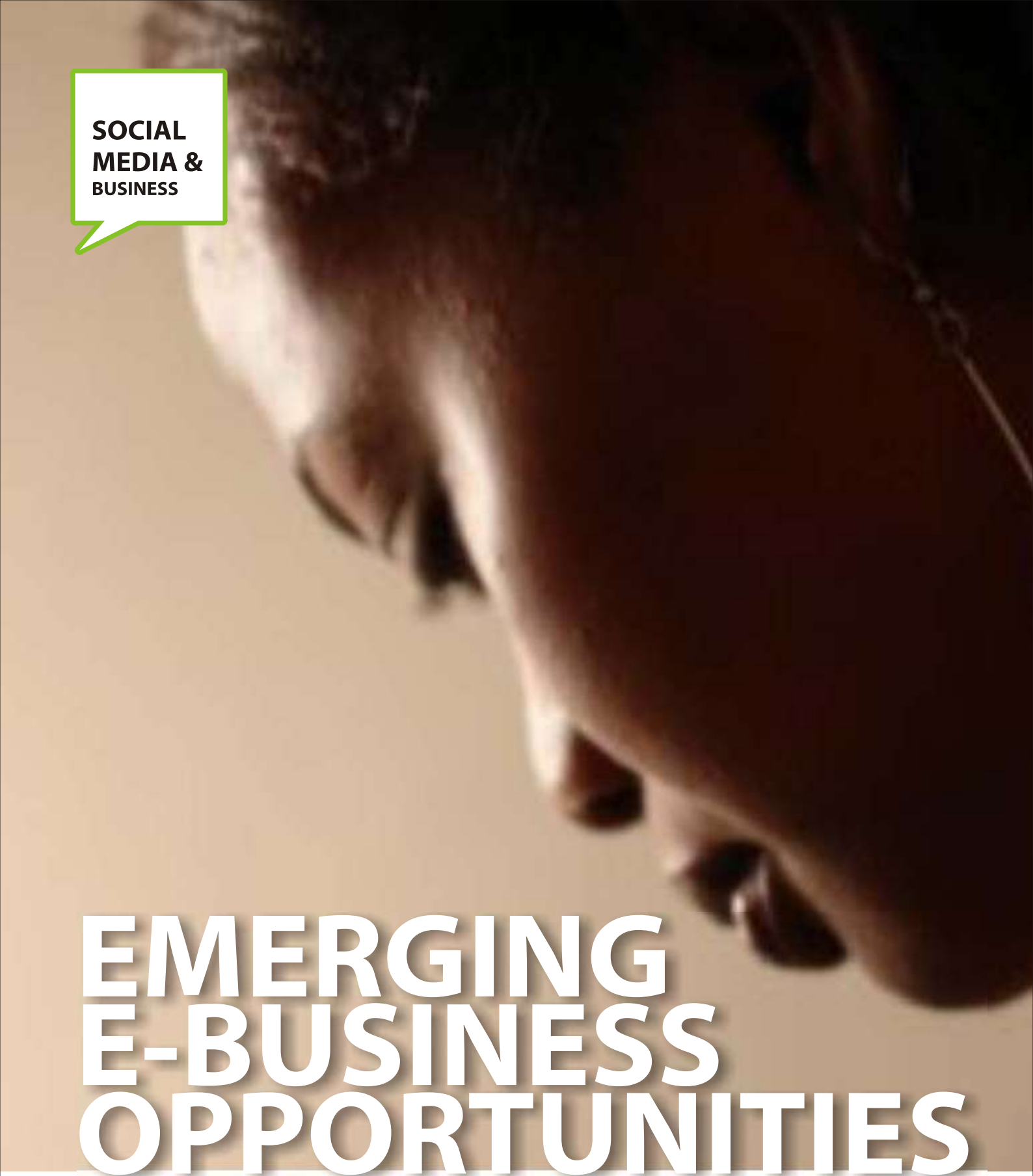
NAME
Leke Alder

FACEBOOK
www.facebook.com/lekealder1

TWITTER
@Leke_Alder

WEBSITE
www.lekealder.com





SOCIAL MEDIA & BUSINESS

EMERGING E-BUSINESS OPPORTUNITIES IN NIGERIA

Subomi Plumptre



There are many beautiful facts about Nigeria that are capable of transforming the country into a hotbed of business activity. It is the largest market in Africa and 6th largest in the world with a population of 174.5m (2013 est). Its youth population between the ages of 15 35 years is 72.1%. It has an active labour force at 53.8m. Nigeria's GDP at $262.6m is 37th highest in the world (2012 est). As at 2011, foreign direct investment in Nigeria was $8.9b with a 7.4% real GDP growth. Nigeria has the 4th highest return on investment in the world and the highest in Africa.

According to Internet World Stats, Nigeria is the 11th largest internet market in the world, with the largest GSM market in Africa and one of the fastest growing in the world. The internet has contributed $2b to the economy.

On the flip side, there are negative issues that continue to bedevil us. For example, our mono-economy (oil), acts of terrorism, kidnapping, militancy, inadequate electricity supply, terrible international image, ethnic division, youth unemployment and corruption.

Notwithstanding all these, immense wealth is being created. Five Nigerian banks are among the 30 largest banks in Africa. And Nigeria is home to Aliko Dangote, Africa's richest man and the 25th richest man in the world. Even foreign organisations like Google, Microsoft, Deutsche Bank and the like are setting up shop in Nigeria despite its challenges. For a young man or woman interested in participating in Nigeria's business environment, how does he or she start? What opportunities exist?

Research tells us that the challenges young entrepreneurs face in business include bad business ideas, poor business logic, poor knowledge of the workings of business, lack of exposure to sophisticated systems & support from specialised professionals, lack of networks, funding and a focus on sentimental partnerships. But, young people have certain advantages they can readily deploy in business including energy & drive, brashness, affinity for technology, resilience, confidence, exposure and gritty talent. These strengths prime them for success in a developing brutish economy.

Nigeria is the largest market in Africa & 6th largest in the world with a population of 174.5m (2013 est). Its youth population between the ages of 15-35 years is 72.1%.

Bearing the challenges and operating environment in mind, exciting e-business opportunities are open to individuals who can leverage their strengths to provide solutions to the problems of Nigeria. In this context, e-business is the application of information and communication technologies (ICT) in support of all the activities of business. For example, the solution provided by Spinlet, a digital music distribution platform was a direct response to the issue of music piracy in Nigeria. Direct distribution of music via mobile devices was a solution to this problem.



Spinlet has created a space where everyone wins downloading, streaming, managing and sharing music as well as showcasing and remunerating artistes

Because 80% of internet use in Nigeria is via mobile phones, e-business solutions are best distributed via mobile platforms. 48 million Nigerians are reportedly on social media, making social sharing a valuable source of business referral. Marketing an e-business has become easier. Today, if you run a traditional business e.g photography, hairdressing or fashion design, there is a framework for marketing and distributing your products using e-business platforms and for monetising your content and followership base.



Nigeria is the 11th largest internet market in the world and has the largest GSM market in Africa.

Business Content Monetisation Framework

Step 1
Create Unique Content or Identify Sources of Existing Content

Data, information, talent or skill

Step 2
Curate Content

Streamline content into a format appropriate for online distribution

Step 3
Develop a Product

Brand your content as a blog, e-book, video series, training, game, app, e-commerce platform, etc.

Step 4
Select a Distribution or Sales Platform

Video: YouTube
Audio: iTunes
Text: Blog
Pictures: Getty Images
Other: e-Commerce Website
Then, integrate a payment platform

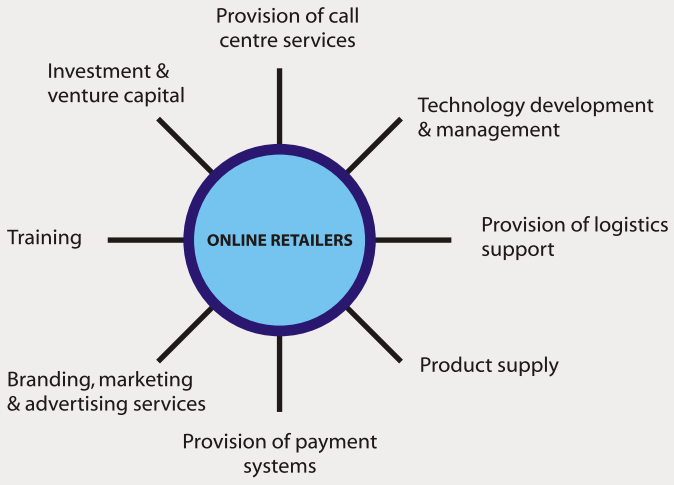
Step 5
Develop a Robust Database

Use fan gating, registration or subscription. Create a mailing list

Step 6
Track Impact and Sales

Actively track impact, sales and what works or doesn't

E-BUSINESS VALUE CHAIN



© Femi Adebiyi

There are numerous opportunities to service existing e-businesses or online retailers. These are enumerated in the e-business value chain.

Whichever path you choose, the originality of your content, seamlessness of distribution and aggressiveness of your sales strategy will make the difference between success and failure.

SOCIAL MEDIA & BUSINESS



SOCIAL MEDIA MARKETING PROS & CONS

Idiare Atimomo



Precious lives saved, corrupt policemen exposed and corporate malfeasance unearthed. Lynchings going viral, protesters nationwide united behind hashtags and new products discussed without the brand manager's input. This is the impact of social media's widening reach across Nigeria. This has happened in tandem with the democratisation of access to cheaper data plans on affordable mobile devices.

For the marketer, this digital seismic shift has opened a pathway, nay, a firm crevice into that most elusive of target markets.

The old media forms are losing their hold - their time-tested ability to sow seeds of influence and new media is here to save the day. With radio stations conducting visual interviews via hangouts and TV stations live streaming tweets, it is clear that times are changing.



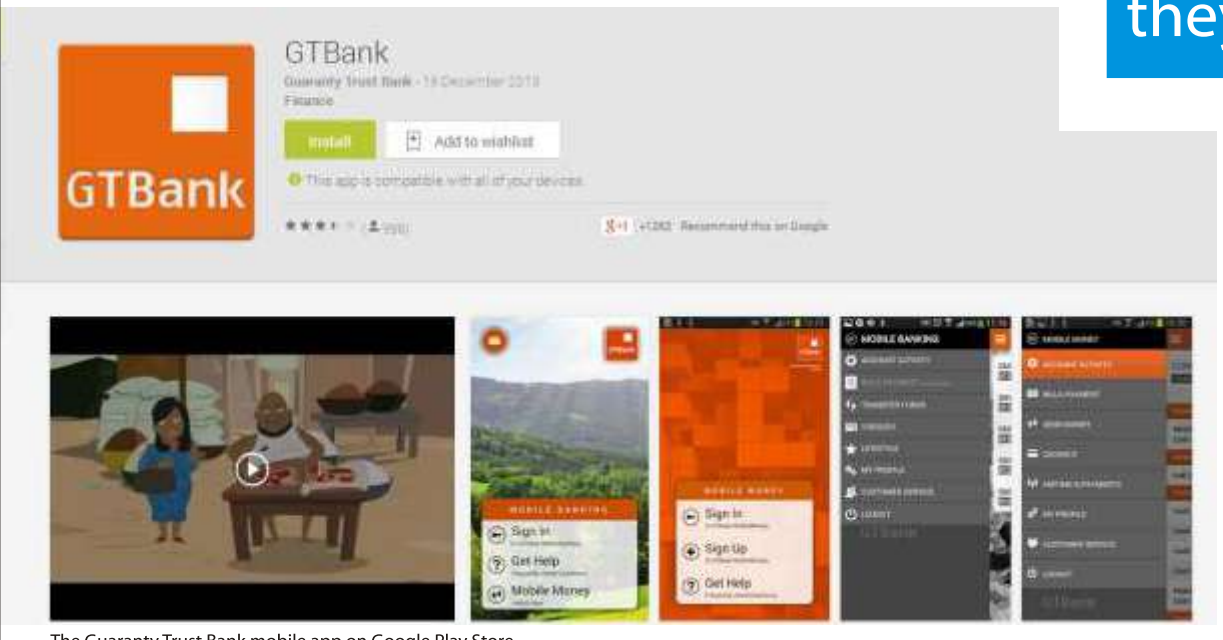
Exploring the pros for marketers

The ability to influence the thoughts and actions of large groups is an advantage marketers are willing to pay a king's ransom to preserve. For most marketers, the A.I.D.A framework for influencing behaviour change remains a rallying schematic.

The A.I.D.A framework - awareness, interest, desire and action - lends itself to the social media landscape in a fast changing digital world. Recruiting influencers on social media has become a key task that is only tempered by matching the right influencer to the campaign at hand. Choosing the right influencers on Twitter, Facebook or Instagram fast tracks the success of awareness generation, interest development and stimulation of desire to purchase our brands and patronise our services.

For those with a limited vision of how far ranging social media can be deployed, they tend to use it only for the first 3 elements the of A.I.D.A framework, leaving out action. Taking action via social media (usually purchase decisions) has been slow to catch on but there are many 'outliers' in the Nigerian sphere. A strong commendation goes to a brand like Guaranty Trust Bank which has created an application that allows users set up a bank account and transact business from within the Facebook environment.

Only a few marketing directors give social media budgets the true attention they deserve.



The Guaranty Trust Bank mobile app on Google Play Store

We now have 'brick and mortar' businesses like Vitafoam who not only encourage you to select mattress type on their website but also pay for it online. Customers can also verify authenticity of a purchased mattress via an SMS platform.



This trend cannot be ignored, as action is what most marketers are rewarded for. Revenue is guaranteed when the tools deployed for marketing result in customers who take action. Getting marketing budgets approved for social media campaigns is another trend characterising much of budget defences.

Only a few marketing directors give social media budgets the true attention they deserve. For those who are bullish, the rewards have been great. Your brand gains first mover advantage within your industry if you know what you're doing.

The cons

Prior to the introduction of social media, there were very few opportunities for individuals to engage brands and get their attention. It was a broadcast relationship of one-to-many (brand speaking to audiences).

Social media has disrupted this balance of power. The world we now live in is one of many-to-many relationships, with individuals being able to put a brand on the spot for any service failures in the public 'village square' which social media platforms like Twitter and Facebook have become.

The very nature of a village square in pre-colonial times was one in which an aggrieved party would table an issue in the presence of other villagers towards getting their input in holding an offender responsible. Needless to say this was quite an effective means as offenders behaved themselves to avoid public censure.

INNOVATION IN SOCIAL MEDIA MARKETING



Social Banking via Guaranty Trust Bank

#ColourfulWorldOfMore

In October 2013, Nigerians woke to find that their internet had been 'coloured' Guinness. The branding of the most popular youth, fashion, gossip and music blogs had been replaced with the Guinness branding in a variety of forms. Most innovative was the cursor appearing in the form of a Guinness bottle.



#ColourfulWorldOfMore: On Bella Naija



Innovative conversion of celebrity tweet into a promotion poster for blogs

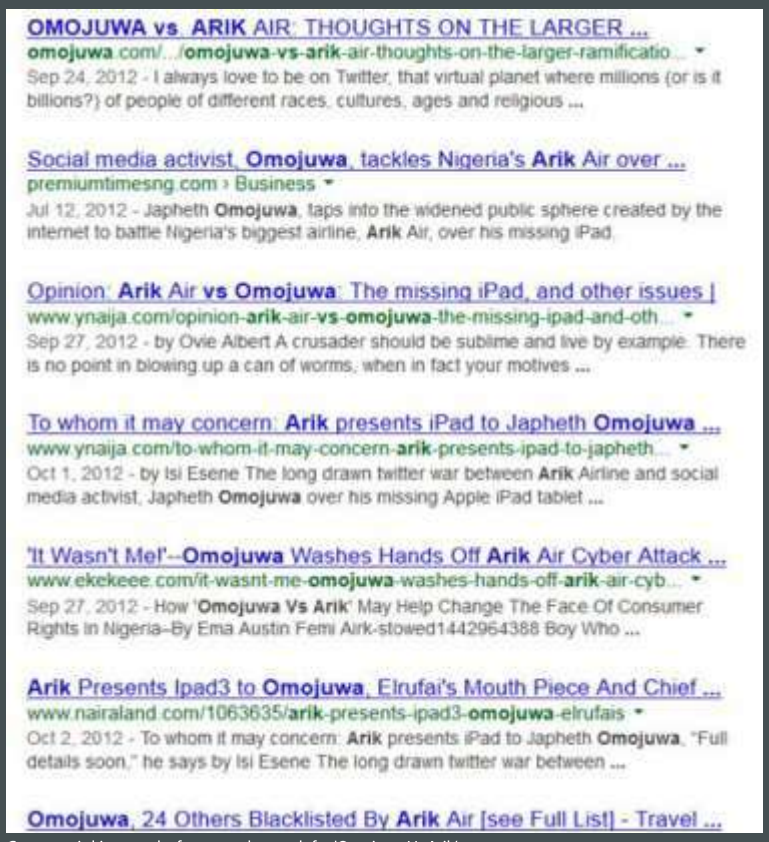
Prior to the introduction of social media, there were very few opportunities for individuals to engage brands and get their attention.

Social media has become a platform for not only the resolution of customer complaints by brands but also a village square sometimes overrun by bellicose digital citizens.

CUSTOMER IS KING AND HAS A LARGER TERRITORY

In June 2012, Japheth Omojuwa's iPad allegedly went missing on an Arik Air flight. Having received poor treatment offline, Japheth took to twitter, presenting his case to the virtual village square. Overwhelmed by the public backlash, Arik Air's twitter account disappeared without notice. Arik Air also responded by publicly barring him from flying with them. In October 2012, Japheth finally tweeted:

"@omojuwa: I just collected a new iPad 3 from Arik with a typad. Closing that chapter. I will not judge anyone based on the iPad issue"



Customer is king: results for a google search for 'Omojuwa Vs Arik'

Social media has become a platform for not only the resolution of customer complaints by brands but also a village square sometimes overrun by bellicose digital citizens. A few brands have been at the receiving end of a barrage of hostile customers who can latch on to hashtags, hijack social media campaigns and engage in smear campaigns. Such public scuffles can get really messy and may erode your brand equity.

Skilled marketers must be ready to face this clear and present dynamic in their use of social media for marketing purposes. Authenticity and the willingness to admit wrong will go a long way towards building a hedge for your brand in online waters that can be really murky.

IN CONCLUSION

I believe the pros outweigh the cons when it comes to social media marketing. The social media space has opened up brands to consumers who can respond to and interact more meaningfully with our brands and services. I would sign up for that any day.

BIO

NAME
Idiare Atimomo

TWITTER
@id49ja


SOCIAL
MEDIA &
BUSINESS

SOCIAL MEDIA CULTURE FOR SMALL BUSINESS

Chukwuemeka Fred Agbata Jnr.

Social media influences business success to a large extent nowadays. Mainly, it directs the way businesses carry out their trade in competition with other businesses within the same industry.

BIO

NAME
Chukwuemeka Fred Agbata

WEBSITE
www.cfagbata.com

Recently, The Internet Advertising Bureau UK conducted a study on this topic and found that over 80% of present day consumers are inclined to buy a product in future due to its presence on social media.

This clearly informs us that having a presence on social media is a crucial marketing initiative for a business because of its massive reach to potential consumers and its ability to help a business assess purchase interest.

Currently, small and medium businesses (SMBs) are facing enormous competition in every industry and field. Small businesses definitely need to apply exceptional marketing strategies in order to cope with competition and gain a better foothold in business, especially against bigger competition. As much as 80% of the urban customer base all over the world has access to information on products online and consumers rely more on businesses that are easily accessible on social media.

As consumer lifestyles and interests change, maintaining a presence on social media helps SMBs easily detect what potential customers like. Social networking sites are currently brimming with a huge volume of registered members from all parts of the world with facilities to share their interests. Understanding consumer lifestyles is a way for SMBs to gain advantage with the help of social media.

Social media strategy is not only about understanding markets and customers alone, but also about promoting products. The appropriate social media strategy can translate into sales. Sharing product website links, promotion campaign links, product page links and other activities can be done effectively on social media.

This will draw attention to the business and its products and engender trust, resulting in sales. It is easier to weather the storm of marketing competition through social media at very minimal cost. Many studies have been conducted with results confirming that social media marketing is one of the best business success solutions.

Social networking sites also help businesses build contacts worldwide.

There are a number of social media sites such as Twitter, Facebook and LinkedIn with varying styles to keep up with the interests of users. Pinterest is visual-content-centric and a special addition for businesses who wish to gain attention from the special segment of customers

Social media is definitely a wise option for a small business to make a mark against the competition.

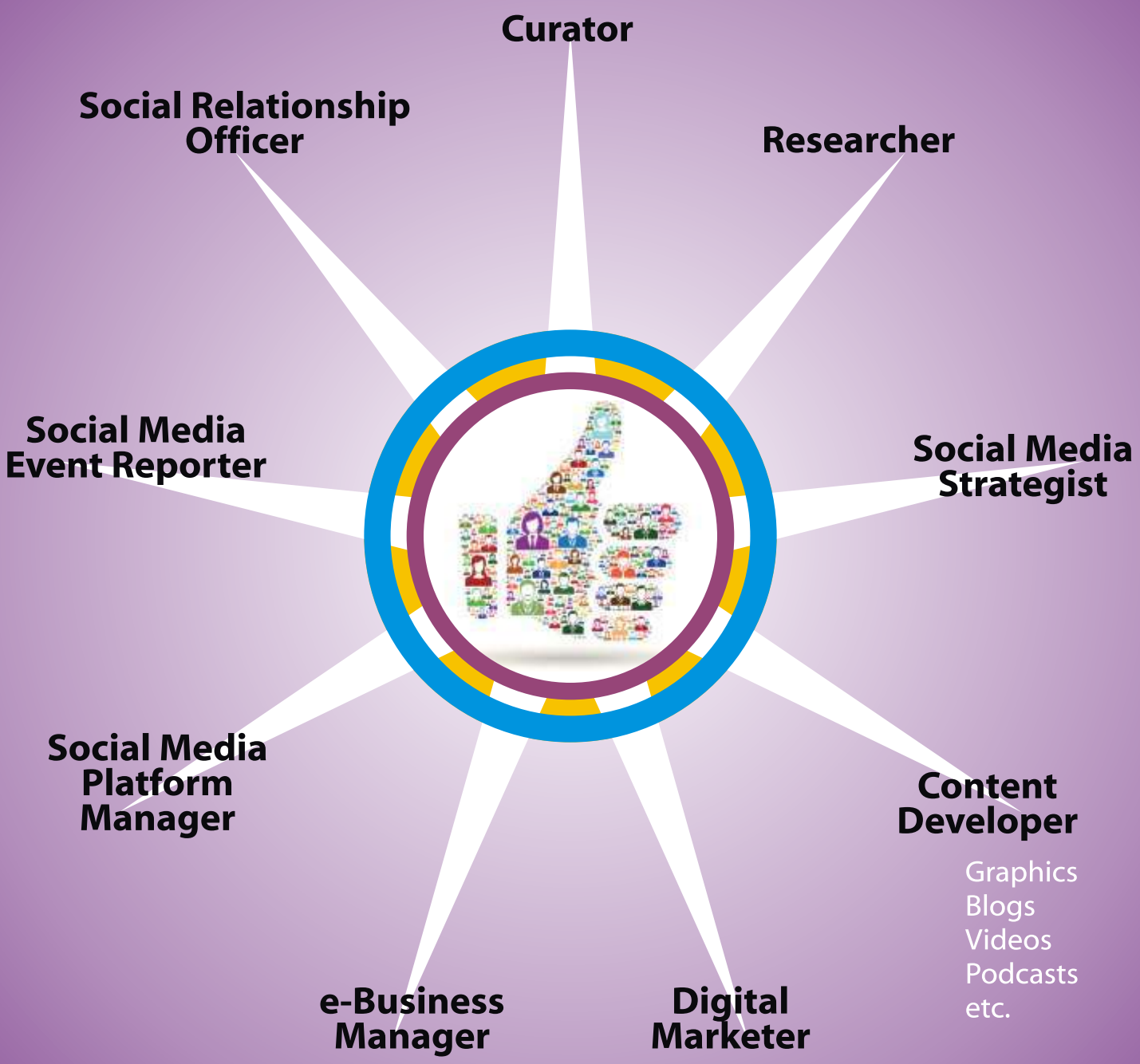




with interest in visuals.

Finally, while it is a good idea to keep a business presence on as many social media sites as possible, remember not to overstretch yourself.

SOCIAL MEDIA EMPLOYMENT MAP



These are the jobs and consultancy opportunities in social media. This map is not exhaustive.

© Subomi Plumptre

HOW TO HIRE A SOCIAL MEDIA MANAGER

Understands the role of communication strategy in delivering on corporate results



Understands brand strategy



Can manage projects and campaigns, pooling together external resources where required

Has a good grasp of social media tools

Tracks impact and measures results



Tracks social media trends on an ongoing basis

Understands social media is part of a holistic communication strategy and is not an orphan element

© Subomi Plumptre



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