ALDER

SOCIAL MEDIA REPORT NIGERIA 2014

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ARTICLES

Social Media and Good Governance
Vox Populi: Governments & the Effective Use of Social Media
The Occupy Nigeria Case Study
Social Media as a Tool for Advocacy & Activism
The Ushahidi Case Study



SOCIAL MEDIA & GOVERNANCE

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MEET THE COMPANY BEHIND THE ALDERSMR

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FOREWORD

I BELIEVE IN SOCIAL MEDIA

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

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



Leke Alder
Principal, Alder Consulting
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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.

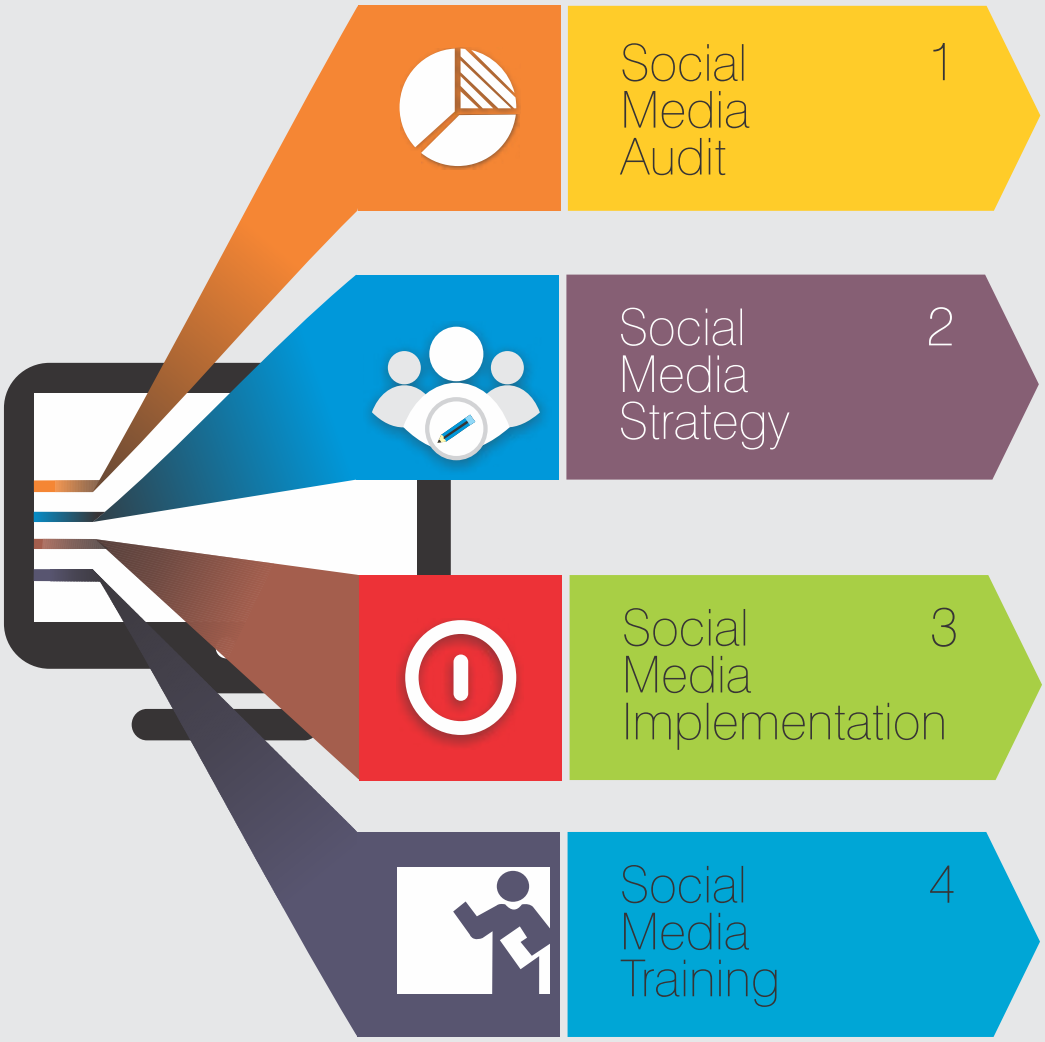
We develop political strategies and policy blueprints.

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



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

EXPERT PANEL

SOCIAL AND DIGITAL MEDIA SPECIALISTS



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



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Cameroon
Humanitarian and Social Ventures Champion

INFORMATION NIGERIA

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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

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

SOCIAL MEDIA AND GOVERNANCE



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



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Open Technologies, Digital Media and ICT-for-Development Consultant



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African Cyberpreneur, Author, Public Speaker and Columnist



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



Amara Nwankpa
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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



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SOCIAL MEDIA AND TECHNOLOGY

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



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

SOCIAL MEDIA AND CULTURE



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



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SOCIAL MEDIA AND CULTURE



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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



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Digital Artist and Promoter, The Seek Project

SOCIAL MEDIA AND ETHICS



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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 & GOVERNANCE



SOCIAL MEDIA & GOOD GOVERNANCE

ENDLESS OPPORTUNITIES & RESTRICTIONS OF POLITICAL REALITY

Geraldine de Bastion



Had this article been composed a year ago, the first paragraph would have mentioned the Arab Spring and begun with a critical but positive outlook on the power of digital technology for democratisation.

At present, any article reflecting on the potential of digital communication for good governance needs to start with the United States' National Security Agency (NSA). The revelations made by whistleblower, Edward Snowden, have unveiled systems of global mass surveillance with the power to tap into any Internet user's personal communication and track individuals in real time. The current debate around privacy vs. surveillance also brings new attention to attempts made by other national governments to monitor and control their citizen's digital communication, often holding the need for national security higher than citizens' rights to privacy and anonymity. These revelations impact on the question of how social media can be used in political contexts. They also raise the fundamental question whether democracy is possible in a state of surveillance as well as the question of how civil freedoms and rights can be balanced with governments striving for security and control.

BIO

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Since 2011, social media has been largely seen as democratising and liberalising technologies, giving voice to the masses, allowing for unfiltered, uncurated many-to-many communication, enabling exchange of information and mobilisation amongst citizens. The power of social media as a tool for organising protests and actions of civil disobedience has been proven time and again during the past few years, be it in the organisation of demonstrations during the Arab Spring or in Brazil and Turkey. We are living in a world where commercial social media platforms have become the central outlet for thought expression and voicing of political ideas. Soon, creating a global decision-making body through Facebook and Twitter may seem more practical than the UN General Assembly. The question of if and how social media can further forms of direct democracy, possibly replacing representative structures is another concern often raised in this context. Further, the question of political legitimacy of using social media for political participation is important, particularly in contexts where large parts of a population do not have affordable and accessible Internet connections.

In societies where the majority of people have 'free' access to the Internet, social media offers a range of opportunities of innovating governance and finding new ways of government-to-citizen interaction, from listening to citizens' needs and ideas and including them in agenda setting and decision making processes, to increasing transparency and accountability, to improving service delivery through crowdsourcing.

Examples of successful government-to-citizen or citizen-to-government interaction facilitated via social media are growing. In 2011, the government in Chile launched an open innovation process to generate ideas to tackle a number of water-related issues. Organised by the Ministry of Economy, Development and Tourism, the competition was open to all Chilean residents. During the 5-week submission period, it attracted thousands of participants and more than 800 ideas.

President Paul Kagame is among the most conversational world leaders on Twitter.

#Tweetmeets, TwitterChats & Google Hangouts

Several government officials and institutions in Nigeria have adopted social media platforms for debates and discussions with citizens



Stella Oduah, a former Nigerian minister participated in a twitter debate organised by Citizens Platform



Lagos State Government hosted a Google Hangout with Governor Babatunde Fashola, moderated by celebrity, MI Abaga

Social media can be used to involve citizens in innovating governance and improving service delivery. They can also provide a vital source of information for governments wanting to make informed policy decisions. In August 2013, the Kenyan government announced plans to develop an online monitoring portal that will monitor conversations, views and issues. Cabinet Secretary, Ann Waiguru, said the new platform would help the government respond to the needs and concerns raised by Kenyans on social networks. According to Waiguru, social media are important tools for future policy planning and public service delivery: "We are just trying to adopt the existing technology to help us inform policy making and to make it more responsive to the needs of the Kenyan people."[1]

Cabinet Secretary, Ann Waiguru, said the new platform would help the government respond to the needs and concerns raised by Kenyans on social networks.



President Paul Kagame of Rwanda is one of the most engaging world leaders on Twitter

Some government leaders have begun to embrace social media as a way to interact directly with citizens. President Paul Kagame is among the most conversational world leaders on Twitter. He has led the way, personally taking time to directly engage or respond to people inside and outside Rwanda. Here, several government agencies have begun to use social media platforms as a means to disseminate information to the public and collect their feedback. For instance, the Minister of Health, Dr. Agnes Binagwaho, initiated a series of Twitter discussions, engaging medical practitioners, partners and the general public on various health-related issues. She holds these sessions Monday afternoons, twice a month, in what is dubbed "#MinisterMondays".

[1] http://www.humanipo.com/news/30707/social-media-to-help-kenyan-government-monitor-views-and-make-informed-policies

Social media 'censorship'

In 2012, the President of the Nigerian Senate, David Mark (a former military officer) called for censorship of social media as a means to prevent Nigerians from disrespecting their leaders. In a society where print and broadcast journalists are allegedly paid to kill stories, the freedom and access that social media affords is becoming a big problem for government officials who have no control of the medium.

In June 2013, Nigeria's House of Representatives unanimously adopted the motion to investigate the circumstances around a $40 million Internet surveillance deal by The Presidency. The online community fears that any surveillance of the Internet will put online critics at risk.

In December 2013, Nigerian lawmakers began deliberations on a bill set to address cybercrime. Although this is a welcome development, the following section gave web-savvy citizens much reason for concern:

Section 13(3):
"Anyone who intentionally propagate [sic] false information that could threaten the security of the country or that is capable of inciting the general public against the government through electronic message shall be guilty of a felony and upon conviction shall be sentenced to 7 years imprisonment or 5 million Naira fine or both."

Many fear that this bill, if passed, will be used to target citizens who criticise the government via social media and other online platforms.

Having embraced social media recently himself, Abubakar Atiku (Nigerian Vice-President, 1999-2007) blogged in August 2013:

"Instead of censoring social media, governments need to see them as an opportunity to listen directly to their constituency. The conversations on social media represent a gold mine of data and reference for performance. The reality is that leaders can test opinions using social media, and more importantly, can generate and collate ideas and solutions from their constituency by putting their thoughts out in social media."



#MinisterMondays: Discussions with Rwanda's Minster of Health take place twice a month

Governments wanting to listen to and understand their citizens seems like a great idea. With increased usage by different parts of a country's population, social media can be used to gain insight into citizen's reactions to policy decisions or for a government to gather ideas and impulses, thereby creating possibilities for more direct forms of participation than polls and 4-year voting routines allow for. But what happens when the same technologies are being used to monitor what the opposition and critical thinkers are saying by repressive regimes? Social media may provide tools for liberation and more direct forms of democratic interaction; they may well also be part of architecture for control.



The Rwandan Minister's twitter chats on health caught the attention of Al Jazeera's The Stream

For more on the war against Internet freedom in Nigeria:

Read Nigeria's Cyber Crime Bill (2013) http://pinigeria.org/download/cybercrimebill2013.pdf

Stop the internet surveillance contract (Accessed December 10, 2013) http://www.nigeriaintel.com/2013/06/19/stop-the-internet-surveillance-contract-the-guardian (Accessed December 2013)

'Gbenga Sesan: Before Nigerians lose their internet freedom Stop, Jonathan, stop http://www.ynaija.com/gbenga-sesan-before-nigerian-lose-their-internet-freedom-stop-jonathan-stop (Accessed December 2013)

Nigeria: Senate President Calls for Social Media Censorship http://globalvoicesonline.org/2012/07/30/nigeria-senate-president-calls-for-censorship-of-social-media (Accessed December 2013)

Nigerian Government to Ramp Up Internet Surveillance? http://advocacy.globalvoicesonline.org/2013/07/12/nigerian-government-to-ramp-up-internet-surveillance (Accessed December 2013)

Nigeria: Gagging Critics or Fighting Cyber Crime? http://advocacy.globalvoicesonline.org/2013/12/11/nigeria-gagging-critics-or-fighting-cyber-crime/ (Accessed December 2013)

Update on Section 13(3) [as at December 11, 2013]

Senate reverses decision on jail term for online critics http://punchng.com/news/senate-reverses-decision-on-jail-term-for-online-critics (Accessed December 11, 2013)

Nigerian Senator Withdraws Decision On 7-year Jail Term For Social Media Critics http://newswirengr.com/2013/12/10/nigerian-senator-withdraws-decision-on-7-year-jail-term-for-social-media-critics (Accessed December 11, 2013)

SOCIAL MEDIA & GOVERNANCE



GOVERNMENTS & THE EFFECTIVE USE OF SOCIAL MEDIA

Rosemary A. Ajayi



By 2011, Nigerians across Nigeria had been using Facebook for several years, when Nigeria's Information Minister, Labaran Maku, publicly asked Nigerians to show gratitude to President Goodluck Jonathan for bringing Facebook to Nigeria. The Nigerian community on social media cried foul, sending Maku 'electronic slaps'. Even Mark Zuckerberg challenged President Goodluck in a cartoon uploaded on YouTube.

On reflection, Mr. Maku is not far from the truth. After all, Goodluck Ebele Jonathan DID present Facebook to Nigerians in a manner that had never been experienced before. I recall the many telephone calls and emails filled with excitement one morning in July 2010 asking "Did you see GEJ (Mr. President) speaking to that young man on Facebook?" That day, Mr. President's status was a direct response to a Facebook comment he'd received from Tuokpe Onuwaje expressing disappointment at the absence of a consulate in California and recommended a solution. Mr. President was reporting back to his constituents that he'd noted the comment and had even asked the Nigerian Ambassador to the United States to act on Tuokpe's recommendations. General feedback from Facebook users was that after years of military dictatorships, Nigerians had finally been blessed with a leader who loved them.

BIO

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President Jonathan became the first Nigerian president to create a Facebook page

Dubbed "the Facebook president" by CNN.com, Mr. President can be credited with several Facebook firsts



First politician to declare their intention to run for office via Facebook



First to appoint a Special Assistant on New Media

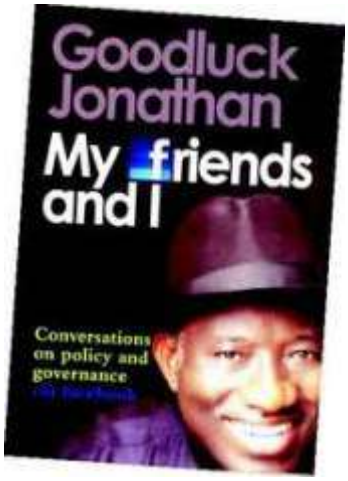


Photo credit: Caribbean Book Blog

First Nigerian leader to publish a Facebook book made up of his Facebook posts - My Friends and I: Conversations on policy and governance via Facebook - in 2010.

Whether Mr. President's venture onto social media was about scoring points against political rivals or a genuine desire to connect with young people, we might never know. However, there is no doubt that this move has opened up many new opportunities for Nigerians outside of government. Many credit Mr. President's appointment of a Special Assistant on New Media with opening doors to social media managers in Nigeria. With regards to governance, he certainly set high standards which newcomers are struggling to meet.

A change in mindset is fundamental to the effective use of social media by government agencies in Nigeria.

In one of my many roles as online relationship manager, I often find myself spending a lot of time disabusing the minds of Nigerian government officials of the following notions:

1. It is hard to find young volunteers we can trust to manage our social media platforms
2. Social media is merely about follower count
3. Social media doesn't require a strategy or any special skills, and can be done by anyone with access to the Internet
4. Social media doesn't require a budget besides Internet access (because Facebook and Twitter accounts are free to set up)
5. Social media is a scary space
6. Social media is rife with negative young Nigerians who are idle, angry and lack access to alternative media platforms to express themselves
7. Social media voices will go quiet if ignored. It is not necessary to listen or respond to individuals
8. Social media, like print media, is simply for information dissemination and not conversations
9. Social media is not worth the effort and has no impact on us as a government institution
10. Print and broadcast media are more powerful than social media

Social media, when approached strategically, has great potential to improve the relationship between government and citizen. Unfortunately, many Nigerian government institutions and officials are yet to understand this. A change in mindset is fundamental to the effective use of social media by government agencies in Nigeria.

Here are some recommendations for governments who wish to make the most of social media:

Ask yourself if and why you need to be on social media
First, determine why you need to be on social media. What are the anticipated benefits to your brand, and your constituents? Who is your target audience? What are your goals? These will inform your strategy, and determine human resource and budgetary requirements.

Since Mr. President's success, senators, ministers, governors, state governments, and institutions at the federal and state levels have embraced social media including:



The Government of Ekiti State, Nigeria and Governor of Lagos State are verified on Twitter

Bukola Saraki
Senator (Kwara Central)

Abike Dabiri
Member, House of Representatives (Ikorodu)

Farouk Lawan
Member, House of Representatives (Bagwai/Shanono)

Ngozi Okonjo-Iweala
Coordinating Minister for the Economy and Minister of Finance

Bolaji Abdullahi
Minister of Sports

Reuben Abati
Presidential Spokesman

Federal Ministry of Communication Technology
Federal Ministry of Information
Federal Ministry of Youth Development
Federal Road Safety Corps
Independent National Electoral Commission
National Youth Service Corps
Nigeria Police Force
Nigerian Communications Commission
Nigerian Electricity Regulatory Commission
Lagos State Electricity Board

Commendable use of social media
Independent National Electoral Commission (INEC): On Twitter, Facebook and YouTube.com/INECNigeria

In 2011, Nigeria held its general elections. This would be the first of Nigeria's 'social media' elections with organisations like EiE Nigeria, Reclaim Naija set to use social media to encourage young people to participate in the electoral process.

The voter registration process threw up many challenges and with INEC absent from social media platforms, Nigerians on social media stepped in to offer solutions, disseminate information and provide help at registration centres across the country.

Invest in social media
You already have a budget for print and broadcast media. Include social media (management, content development, tools, promotion) in your yearly budget and be prepared to defend it.

Develop a social media strategy
Your strategy is your roadmap to success. Start by determining which social media platforms work best for you, your content and your audience. Carry out an audit of what local and international 'competitors' are doing and learn from their successes.

Develop a social media policy
This document exists to protect your brand and should present guidelines on how your social media team should represent you. It should also detail how your employees should conduct themselves whilst on social media platforms.

Several government organisations have developed social media policies:

Scottish Government
http://www.scotland.gov.uk/About/Information/Social-Media-Policies

Australian Government (Department of Human Services)
http://www.humanservices.gov.au/corporate/site-information/social media-policy

British Government (Civil Service)
http://www.civilservice.gov.uk/news/lets-get-social/how-to-use social-media

Government of Canada (Treasury Board of Canada)
http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27033&section=text

Recruit a social media team
Don't rely on 'young volunteers'. Social media requires skill, strategy and a good grasp of the English Language. Recruit qualified individuals with experience in marketing communications, content creation and journalism. Don't expect one individual to manage social media for an entire organisation.

Be professional
Never respond in anger. Don't be tempted to lash out at those who insult or mock your brand. Consider your role similar to a customer care manager in Marks and Spencer or a British Airways host.

Be consistent
Ensure your brand and messages are consistent offline and online, and across all social media platforms. Social media units should not work in isolation but in conjunction with the other information management units in your institution.

Engage, engage, engage!
It is important that government agencies and officials evolve from dissemination of information and self promotion to building relationships and engaging in 'back-and-forth' communication. Respond to questions and concerns in a timely fashion. Don't be afraid to say that you don't have an answer and need to check with the relevant office. Government has a lot to learn from the voices on social media as they echo the sentiments, anger and hopes of citizens offline.



Nigeria's Minister of Finance, Ngozi Okonjo-Iweala's light hearted response to a cheeky Twitter user.

Develop content
Don't fall into the trap that many government agencies do, creating accounts for the sole purpose of pushing out propaganda. Introduce the art of storytelling, infographics and videos. Share a healthy mix of relevant government information and activities, stakeholder testimonials and general information that may be helpful to citizens. Adapt your existing content to suit the format of the different social media platforms.



The Governor of Lagos State hosted a Google hangout with constituents. It was moderated by Nigerian celebrity, MI Abaga

Target followers for quality, not quantity
Speak to the audience that matters most to your brand. What use are 10,000 followers to a government institution in Nigeria, if over 9,000 of them are residents and citizens of Zambia?

Monitor what social media users are saying about you
Social media enables brands to monitor what is being said about you. Listen in on these conversations for valuable feedback, ideas and opportunities to address negative impressions.

Use social media applications
Applications such as Buffer and Hootsuite can help government organisations manage multiple team

Before INEC embraced social media:
Citizens had to resolve issues themselves



Working together, young people helped diffuse rumours about fake registration equipment and proffered practical solutions



Tweetmeets were very popular modes of engagement between government officials and citizens in 2011 and 2012



The Lagos State Electricity Board shares interesting content on its social media platforms

members and schedule activities from a single dashboard.These tools are also useful for analysing impact and putting in place security measures to protect your accounts.

It has not gone unnoticed that activity on the social media accounts of several government officials stopped once they won elections. Remember, social media is for every day, not just for election season.

In closing, it is necessary to note that despite the increasing mobile phone penetration coupled with cheaper internet plans, only a small fraction of young Nigerians - mostly concentrated in the urban areas - are active on social media. Government institutions and officials who are genuine about connecting with young people will do well to adopt social media as part of a holistic community engagement plan extending to online and offline players.

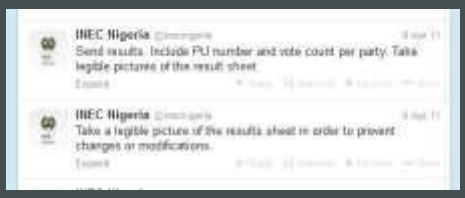
In the run up to the general elections, EiE Nigeria encouraged INEC to adopt social media and provided support in strategy development and capacity building. INEC recruited 4 interns to manage its social media unit which worked closely with EiE Nigeria's social media tracking centre.

There's no doubt that INEC's presence on social media has had an impact on how the organisation as a whole handles information management and election incidents.

INEC's openness, adoption of new technology and willingness to collaborate with tech-savvy Nigerians is an example to other government institutions.



2011: INEC responding to security issues



2011: Following offline discussions, INEC encouraged citizen observers to participate in the documentation of election results



2011: In an attempt to reach as many as possible, INEC set up a dedicated BlackBerry



2011: Responding to reports of rigging



2011: Responding to security issues

SOCIAL MEDIA & GOVERNANCE

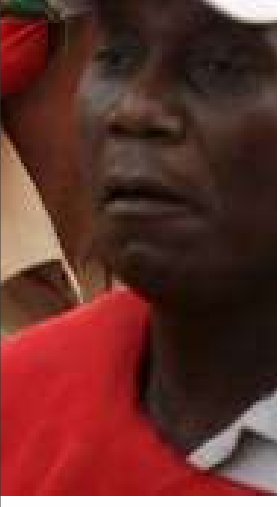


THE POLITICS OF

The Occupy Nigeria Case Study

Japheth Omojuwa





Occupy Nigeria is the one Nigerian movement you can say was of the people, by the people, for the people and strictly about the people. It started from ordinary Nigerians on social media despite claims by one or two politicians that they birthed it.

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The fact that some of these politicians discovered social media because of Occupy Nigeria essentially nullifies their claims. This is one Nigerian movement that will never be forgotten and the events will by themselves serve as reminders to the governments of Nigeria today and in the coming years that though Nigerians may appear silent, they can speak loud and clear; though Nigerians may appear weak, they can show acts of strength; though Nigerians may be dispersed around the world, they can come together for a common purpose. Would any of these have been possible without social media?

The Occupy Movement started in September of 2011 on Wall Street, United States of America. Occupy Wall Street (OWS) was different because of the way it was broadcast around the world. Soon it had become a template for protests worldwide as young people, connected via social media, particularly Facebook and Twitter, began to pay attention. The world had essentially become one as social media erased the political borders. Soon, Nigerians were paying attention. Initial conversations were mostly about the fact that 'Occupy' would never happen in Nigeria. Some of the young people who ended up protesting never imagined anything like what eventually happened would happen. A few people could see it happening, even though virtually everyone who was not eating off the plate of government saw a need for such protests. In the end, Abuja, Lagos, Ilorin, Kaduna, Kano, Adamawa, Katsina and Ibadan were some of the Nigerian cities that were occupied. To cement its global credibility, Occupy Nigeria protests took place in Finland, Belgium, South Africa, Ghana, the United Kingdom and the United States, with New York and Washington joining in. A total of 32 cities around the world hosted Occupy Nigeria protests.

Young people were primed with tweets that emphasised waste in government and the sham that was the 2011 budget. With hashtags like #yWeWillOccupy starting October 2011, the message was already being crafted.

Occupy Nigeria was not exactly spontaneous. Young people were primed with tweets that emphasised waste in government and the sham that was the 2011 budget. With hashtags like #yWeWillOccupy starting October 2011, the message was already being crafted. Appearances were made on television too but all of these had no real organisation behind them until one email to influential young Nigerians started the organisation proper. While these activities were going on, the debates around government's increase in petrol prices were heating up. Different civil society organisations like the Join Action Force (JAF), United Action for Democracy (UAD) and Save Nigeria Group (SNG) were making their voices heard loud and clear. The online agitators eventually chose the Enough is Enough Nigeria organisation as their tent of engagement**. They chose to call the protests "Occupy Nigeria".** Two or so physical meetings aside, virtually all the planning and conversation took place via email. Based on other events and statements from highly ranked officials like Dr. Ngozi Okonjo-Iweala, the Coordinating Minister of the Economy and Minister of Finance, Nigerians had settled in on April 2012 as the month the government would

In the end, Abuja, Lagos, Ilorin, Kaduna, Kano, Adamawa, Katsina and Ibadan were some of the Nigerian cities that were occupied.



A total of 32 cities around the world hosted Occupy Nigeria protests.

eventually increase the fuel prices. Everyone was wrong!

Nigeria's President Jonathan and his team had other plans. On Sunday, New Year's Day of 2012, the President increased fuel prices from N65.00 to N141.00. This was like a punch in the face of every Nigerian. Every plan that was built in anticipation of April fuel price increases had to give way to the impending reality. The government was fooling the people about April all along. The government did not know what hit it when the reactions started. No Nigerian government had ever been startled by its citizens as much as the Jonathan Administration was in January 2012. This showed even as the president scampered to make hasty broadcasts. Hashtag coordination meant Nigerians in different cities could learn exactly where to gather just by searching the name of their city along with the main hashtag #OccupyNigeria. All an interested Ibadan resident had to do was search "#Ibadan #OccupyNigeria" and soon s/he would be having a real time conversation with other local protestors. It was a sharp reaction and the people could definitely have been better organised.

The online agitators eventually chose the Enough is Enough Nigeria organisation as their tent of engagement. They chose to call the protests "Occupy Nigeria". Two or so physical meetings aside, virtually all the planning and conversation took place via email.



Many today speak only about the failure of Occupy Nigeria. They speak expecting that Occupy Nigeria should have changed the government. That was never the intention. These same people do not buy fuel at N141.00 a litre today. More than anything else, the January 2012 movement birthed a generation of young active citizens who remain committed to change in Nigeria, who remain connected by social media, who remain a constant threat to government oppression in Nigeria. The reason the Nigerian government has not increased fuel prices since Occupy Nigeria is because of Occupy Nigeria.



#OccupyNigeria took place in 32 cities around the world

SOCIAL MEDIA & GOVERNANCE



SOCIAL MEDIA AS AN EFFECTIVE TOOL FOR ADVOCACY AND SOCIAL ACTIVISM

Yemi Adamolekun



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Without placing a single newspaper advert or radio jingle, a group of young Nigerians planned Nigeria's first live-streamed protest and one of the most successful street protests to date.

It was organised via email, phone calls, BlackBerry Messenger, SMS, Twitter, Youtube & Facebook attracting the participation of celebrities, entrepreneurs, students and professionals who all came out to say 'Enough is Enough'!

A new era of activism was born in Nigeria and the Enough is Enough Nigeria movement began its journey to get more young Nigerians engaged in governance. This was March 2010 and since then, the use of social media for advocacy and social activism has deepened and in the process, changed Nigeria's advocacy landscape.

Social media is generally defined as the use of mobile and web-based technologies to create interactive platforms through which individuals and communities share, co-create and discuss information and ideas (Wikipedia). With cheaper mobile devices & data plans, increased internet penetration & awareness, Nigerians (especially those in the 18-35 year old bracket) have taken to social media to create content and express their views through a medium that's cheap and uncensored. Nigerians arguably spend more time on social media platforms than on any other internet site.

As a tool for advocacy and social activism, social media offers varied formats to disseminate information-Facebook notes & blogs for long posts; micro-blogs like Twitter; YouTube for videos; and photographs, infographics & other images on all these platforms and Instagram. Through a confluence of text and images, people can leverage on the knowledge of others; use the network of influencers; be personal or formal as the occasion demands. It provides quick access to information & ideas and there are practically no rules, which can also be a disadvantage.

In 2011, EiE Nigeria set up the world's first social media tracking centre to monitor Nigeria's general elections.

ABOUT EIE NIGERIA

Enough is Enough Nigeria is a coalition of individuals and youth-led organisations committed to instituting a culture of good governance and public accountability in Nigeria. The organisation aims to use advocacy and activism to mobilise young people as responsible citizens.

www.eienigeria.org

EiE Nigeria has leveraged on social media to drive its core campaign - R|S|V|P: Register | Select | Vote | Protect. The letters represent four key groups of activities young people are encouraged to complete to positively impact governance in Nigeria. These are:

1. **Register** to vote
2. **Select** credible candidates (having scrutinised the options)
3. **Vote**
4. **Protect** their votes (on election day and beyond)

With the hashtag **#RSVP**, our members and celebrity partners created a buzz on social media platforms encouraging young Nigerians to engage in the electoral process. During voter registration in January 2011 and the general elections in April 2011, #RSVP trended consistently. Young Nigerians took pictures of themselves, their voters' cards and inked thumbs and published them using the tags #RSVP and #INECRegistration to show they were participating in the electoral process.



#RSVP #INECRegistration: Social media changed the way young people participate in the electoral process

In 2011, EiE Nigeria set up the world's first social media tracking centre to monitor Nigeria's general elections. We tracked how Nigerians were using social media to talk about the elections and report happenings on election day. For each of the elections - presidential, governorship, national and state assemblies - young volunteers gathered around computers curating tweets, blogs and Facebook posts. When violence broke out in the northern part of the country following the presidential elections, social media picked up on it first and we were able to disseminate security tips and contact numbers for those in distress. The social media tracking centre concept has since been replicated for the elections in Liberia, Ghana and Kenya.

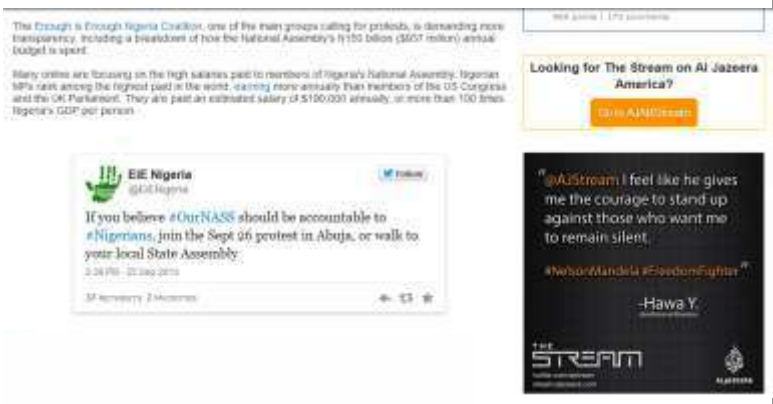


Volunteers at the Nigeria elections social media tracking centre in Abuja analyse election data. Photo credit: Rosemary A. Ajayi

In January 2012, the #OccupyNigeria hashtag provided a common denominator for conversations and street protests against government waste and corruption triggered by the fuel subsidy removal. We tracked organised protests around the world, provided information about the budget and issues of corruption as well as tips on staying safe during protests.

In September 2013, the hashtag #OurNASS was created to draw attention to the lack of accountability in function and remuneration of the members of Nigeria's National Assembly. While the main street protest was planned for the nation's capital in 48 hours, individuals on Twitter had organised protests to State Houses of Assembly in Ondo, Kwara, Oyo and Lagos States. The conversation continues.

While these examples are focused on governance, the advocacy landscape has also seen the rise in citizen responses to disasters via crowdsourcing of donations, in cash & kind. Examples include the #DanaCrashAction campaign to raise support for those whose homes were destroyed in the June 2012 Dana Airlines crash and #SaveJude, where the online community rallied around a young man who needed financial support for surgery to remove a brain tumour.



Power of a tweet: #OurNASS went from Twitter to Al Jazeera
Source: Al Jazeera

One of the recurring criticisms against social media is that it breeds 'slacktivism' or 'clicktivism' activism by filling petitions or clicking on links and like or dislike buttons. Nevertheless, one cannot discount the fact that it has given a generation of Nigerians a 'voice'. Building lasting social change requires harnessing the power and reach of offline and online communities to consistently use their voice and votes to advocate for change.

The social media tracking centre concept has since been replicated for the elections in Liberia, Ghana and Kenya

SOCIAL MEDIA & GOVERNANCE





CROWD SOURCED ELECTION MONITORING

THE USHAHIDI CASE STUDY



David Kobia



Erik Hersman



Juliana Rotich



Ory Okolloh

BIO

NAME
Ushahidi

WEBSITE
www.ushahidi.com

In December 2007, the then incumbent President of Kenya - Mwai KIbaki was declared winner of the country's presidential elections. Supporters of his opponent - Raila Odinga refused to accept the results and this led to wide spread violence around the country. These events presented a backdrop for the founding of Ushahidi.

Ushahidi (Swahili for "testimony") was developed by 4 individuals (Erik Hersman, Ory Okolloh, Juliana Rotich and David Kobia) to use crowd sourcing to map reports of violence following the post election fallout in Kenya between December 2007 and January 2008. Ushahidi enabled local observers to submit reports via their mobile phones and over the internet, while creating a real-time and location specific archive of events and happenings. The initial platform had over 45,000 users in Kenya.



Reporting post election violence in Kenya

Today, Ushahidi has grown into a global platform used for mapping crisis situations around the world. It serves as a model for "activist mapping" (a synthesis of social activism, citizen journalism and geospatial information).

In addition to the platform, the company offers products that assist local observers around the world to achieve results similar to those accomplished in Kenya in their own countries through the communal coverage of events. Ushahidi's platform and tools have been used to track violence in South Africa, eastern Congo, Malawi, Uganda and Zambia. It was also used to monitor elections in Mexico and India. Al-Jazeera used the tool to gather eye witness results during the 2008-09 Gaza war. Following earthquakes in Haiti & Chile, wildfires in Russia and winter storms in the United States, Ushahidi was used to provide support for victims, map the deployment of volunteer workers and provide a map for logistics & other pertinent information. It has been used in many more locations around the world.



(Click http://www.ushahidi.com/products/ushahidi-platform for map)

For its effectiveness and creativity, the Ushahidi team received the Global Adaptation Index Prize (2012) and the The MacArthur Award (2013). It also received funding of $1.4 million from the Omidyar Network.



How does Ushahidi work?

Ushahidi is built around 3 core concepts - information collection, visualisation and interactive mapping. Information collection is powered by crowd sourcing. Crowd sourcing solicits contributions and content from a large group of people (especially from an online community). Using this concept and leveraging on social media, SMS and mobile internet platforms, Ushahidi enables people to collect information/reports on any crisis situation in any location around the world, aggregate the information into a singular platform and visualise the results/reports in maps with timelines. It takes advantage of the global trend in connectivity, social media communities and the penchant for user generated videos, photos and comments to provide maps, data and information that can be used by organisations, NGOs and Governments to make vital decisions.

What does the future hold for Ushahidi?



As the future unfolds, Ushahidi is strategically positioned at the crossroads of technology and the thirst for user-driven information gathering. There are challenges e.g the allegations of false reports during the aftermath of the earthquake in Chile in 2011 (and the need to verify reports before decisions are made), scarcity of resources and dependence on crowd sourcing for verification. However, as long as events exist where immediate on-ground information is required, the Ushahidi platform will continue to provide an instantaneous, interactive, responsive, cost effective and comparatively accurate means for collating data and presenting it in a digestible and usable format.

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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
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