ALDER

SOCIAL MEDIA REPORT NIGERIA 2014

FIRST EDITION

VOL 1 of 5

PRESENTING MEMBERS OF THE EXPERT PANEL

Mo Abudu, Ebony Life TV
Morin Oluwole, Facebook
Taiwo Kola-Ogunlade, Google
Olumide Amure, Bloomberg TV Africa
Idorenyen Enang, L'Oreal West Africa
Enitan Denloye, Etisalat Nigeria
Ali Baba, Pioneer Comedian
and more...



TOP RATED SOCIAL MEDIA BRANDS

CONTRIBUTORS

Japheth Omojuwa, Renowned Social Media Expert
Michelle Pelletier, Senior Marketing Strategist & Digital Coach
Leke Alder, Principal, Alder Consulting
Kate Henshaw, Celebrated Nollywood Actress
2go Mobile Social Network
Kathleen Ngongmo, Humanitarian & Social Ventures Champion
Nnodim Blossom, Social Media Entrepreneur & Writer

MEET THE COMPANY BEHIND THE ALDERSMR

CONTENTS

Introduction to the AlderSMR
2 Leke Alder, Principal Alder Consulting

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

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

Contributors
7 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
by Rosemary A. Ajayi

ALDER SOCIAL MEDIA RANKINGS
16 A Presentation of the Top Social Media Brands in Nigeria

RANKING TABLES

Expert Ranking
17 Social Media Icons
19 Social Media Titans
20 Social Media Overlords

Popular Ranking
21 Social Media Icons
23 Social Media Titans
24 Social Media Overlords

Overall Ranking
25 Social Media Icons
31 Social Media Titans
34 Social Media Overlords

AlderSMR Brand Profiles
38 GTBank
Tony Elumelu
39 Etisalat Nigeria
Oby Ezekwesili
40 Japheth Omojuwa
40 Gidi Traffic
41 Reverend Sam Adeyemi
C.O.D United Football Club
42 Fela Durotoye
Ali Baba
43 The Elevation Church

44 Lessons Learnt from Developing the AlderSMR

45 Introducing The AlderSMR Africa Edition

46 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.

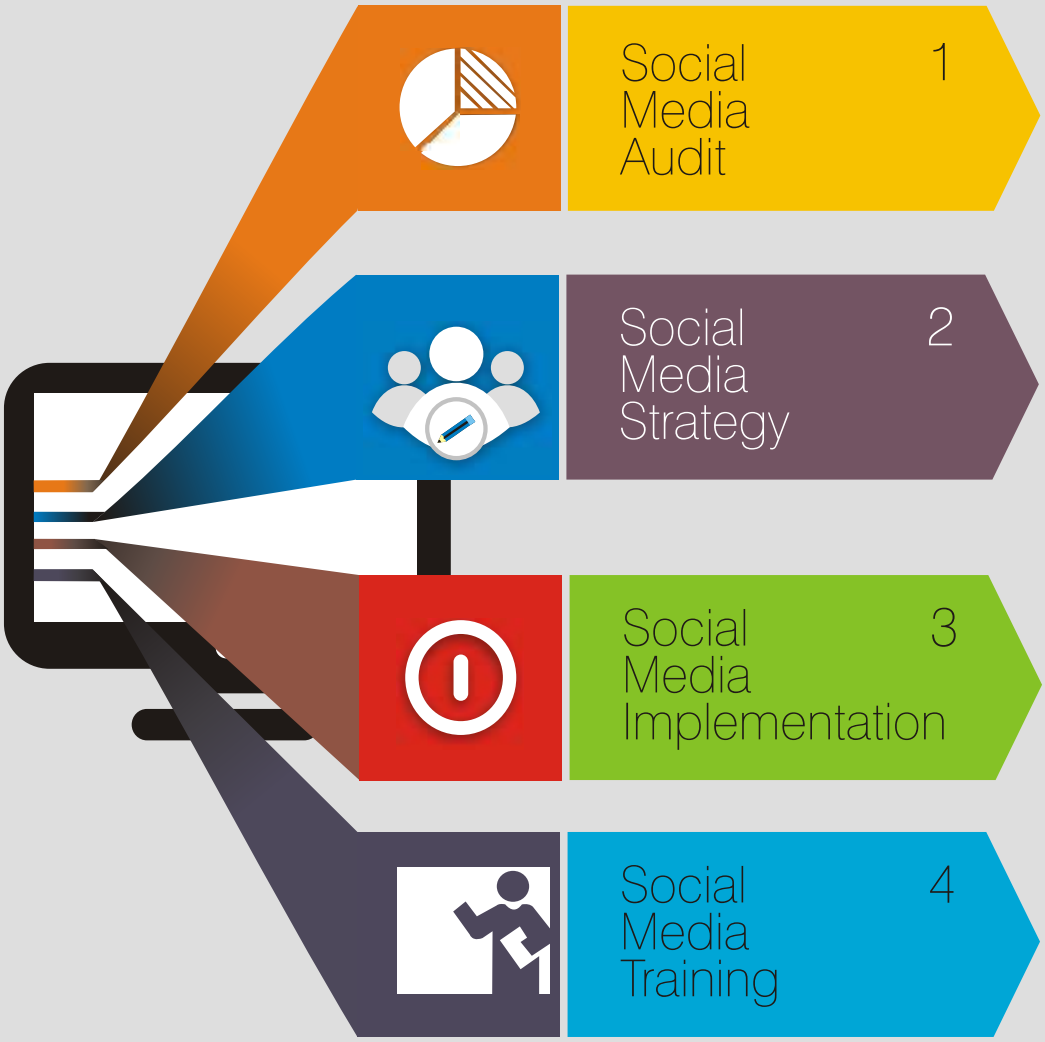
We develop political strategies and policy blueprints.

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



ALDER SOCIAL MEDIA RANKINGS

A PRESENTATION OF THE TOP SOCIAL MEDIA BRANDS IN NIGERIA



The ranking section of the Alder Social Media Report presents Nigeria's top corporate, government, institutional & personal social media brands. The results are from a public poll and expert ranking of brands which use social media effectively in Nigeria.

The popular rankings provide insight into the public's favourites and those deemed synonymous with specific attributes. The expert ranking takes a more analytical approach. Experts who spearhead social media use and innovation; who lead brands and who research media and marketing trends bring their professional knowledge to bear. They objectively rank social media brands that have impacted Nigeria in different spheres. They independently nominate brands not based on popularity, but on impact. Members of the expert panel were not permitted to nominate or vote for themselves. This was however balanced out by the fact that their peers and the public were not denied the chance to do so.

From a cultural perspective, the results highlight the brands that created social memes, influenced culture and made the news in 2013.

From a governance perspective, institutional and personal brands were recognised for their efforts in engaging the public by giving relevant information and knowledge.

From a business perspective, the results provide brand managers with a standard for engaging the most effective and publicly recognised social brand ambassadors and advocates for their products & services.

EXPERT RANKING

SOCIAL MEDIA ICONS
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

BANKING

01	Guaranty Trust Bank
02	First Bank
03	UBA

CONSUMER PRODUCTS

01	Konga.com
02	Etisalat
03	Jumia.com/ Indomie Noodles

ENTERTAINMENT

01	Don Jazzy
02	Linda Ikeji
03	Chocolate City

FAITH

01	Redeemed Christian Church of God (RCCG)
02	Daystar Christian Centre
03	-----

GOVERNMENT

01	Ekiti State/ Lagos State
02	FIRS/INEC
03	-----

INSURANCE

01	Mansard Insurance
02	Leadway Assurance Company
03	AIICO Insurance

NOTES

i. In all but 6 categories, the experts nominated and ranked 3 top performers.

ii. In 2 categories - Arts & Culture and Health & Fitness, only one individual was nominated respectively. This implies a gap in these sectors. In 4 other categories (Social Media Icons - Faith; Social Media Titans - Speed of Response; Social Media Overlords - Business, Technology), only the 1st & 2nd positions were filled.

iii. In many categories, the nominations align with that of the popular ranking. However, there is often a deviation in the order in which the brands are ranked. This may be due to the fact that while the public often nominates brands based on perception only, the experts also have an insight into the actual operations and impact of the nominees on society.

EXPERT RANKING

SOCIAL MEDIA ICONS (continued)
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

NEWS

01	Channels TV
02	Punch Newspaper
03	Vanguard Newspaper

ADVOCACY

01	Enough is Enough Nigeria
02	Japheth Omojuwa
03	Occupy Nigeria

NON-PROFIT

01	Tony Elumelu Foundation/UBA Foundation/ Bailiff Africa
02	-----
03	-----

SPORTS

01	SuperSport
02	Goal.com
03	C.O.D United

TELECOMS

01	Etisalat
02	MTN
03	Glo

EXPERT RANKING

SOCIAL MEDIA TITANS
BRANDS THAT ARE KNOWN FOR SPECIFIC PARAMETERS

Customer service	GTBank	DStv so much more	etisalat
Consumer engagement	GTBank, GUINNESS	FirstBank Since 1894	etisalat
Relevant information	GTBank, MTN, GIDITRAFFIC	PUNCH	 TOLU OGUNLESI
Speed of response	GTBank	etisalat	
Up-to-date information	GTBank, sahara reporters	etisalat, CHANNELS	
Visual appeal & delight	GTBank	etisalat	konga.com, MTN

EXPERT RANKING

SOCIAL MEDIA OVERLORDS
INDIVIDUALS THAT ARE SYNONYMOUS WITH CATEGORIES

	1st	2nd	3rd
Politics	Japheth Omojuwa	Atiku Abubakar/ Babatunde Raji Fashola	President Goodluck Jonathan
Entertainment	Don Jazzy	Linda Ikeji	P-Square
Sports	Colin Udoh	Toyin Ibitoye/ Mikel Obi	
Fashion	Bella Naija	Mai Atafo	Linda Ikeji
Relationships	Bimbo Odukoya Ministries	Toke Makinwa	Praise Fowowe
Current Affairs	Japheth Omojuwa	Kayode Ogundamisi	Egghead Odewale
Entrepreneurship	Tony Elumelu	Rev. Sam Adeyemi	Pat Utomi
Business	Tony Elumelu	Fela Durotoye	
Technology	Gbenga Sesan	Jesse Oguntimehin	
Policy	Oby Ezekwesili	Pat Utomi	Ngozi Okonjo-Iweala
Career	Jobberman Nigeria	Fela Durotoye	
Finance	Ngozi Okonjo-Iweala	Sanusi Lamido Sanusi	Tony Elumelu
Arts/Culture	Terra Kulture		
Comedy	Ali Baba	Akpos	AY
Gist	Linda Ikeji	Bella Naija	StellaDimokorkus/ Olori Supergal
Motivation	Rev. Sam Adeyemi	Fela Durotoye	Poju Oyemade
Health & Fitness	Esta Morenikeji		
Food	Chef Fregz	Afrolems/Chef Blade	
Faith	Rev. Sam Adeyemi	Pastor E. A. Adeboye	Bishop David Oyedepo/ Pastor Paul Adefarasin

POPULAR RANKING

SOCIAL MEDIA ICONS
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

BANKING

01 UBA

02 Guaranty Trust Bank

03 First Bank

CONSUMER PRODUCTS

01 Indomie Noodles

02 Konga.com

03 Etisalat

ENTERTAINMENT

01 Chocolate City

02 Linda Ikeji

03 Don Jazzy

FAITH

01 Redeemed Christian Church of God (RCCG)

02 Daystar Christian Centre

03 The Elevation Church

GOVERNMENT

01 Lagos State

02 Ekiti State

03 FIRS/ Osun State

INSURANCE

01 Mansard Insurance

02 AIICO Insurance

03 Leadway Assurance Company

The popular ranking of the Alder Social Media Report is based on the perception and impressions of 1378 tech savvy urban individuals. The objective of the popular ranking is to gain insight into which individuals & brands the public recognise as effective social media advocates & practitioners

In all but two categories, top 3 brands were clearly identified.

In two categories - Art & Culture and Health & Fitness, there were no nominations. In the Careers section, only one individual was nominated. This implies a perception gap in these sectors and provides an opportunity for those who seek to "own" these sectors on social media.

POPULAR RANKING

SOCIAL MEDIA ICONS (continued)
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

NEWS

01	Channels TV
02	Punch Newspaper
03	Sahara Reporters

ADVOCACY

01	Japheth Omojuwa
02	Enough is Enough (Nigeria)
03	Occupy Nigeria

NON-PROFIT

01	-----
02	UBA Foundation
03	Tony Elumelu Foundation

SPORTS

01	SuperSport
02	C.O.D United
03	Brilla FM/ Goal.com

TELECOMS

01	Etisalat
02	MTN
03	Glo

1. In the Non-Profit category, the Leke Alder Foundation (the social responsibility arm of Alder Consulting) recorded the most nominations. As Alder Consulting is the curator of the Alder Social Media Report, we have opted to decline the nomination out of principle. However, in order not to skew the results, we have left the position blank.

POPULAR RANKING

SOCIAL MEDIA TITANS
BRANDS THAT ARE KNOWN FOR SPECIFIC PARAMETERS

Customer service	GTBank	DStv so much more	etisalat
Consumer engagement	GTBank	MTN	etisalat
Relevant information	GTBank	GIDITRAFFIC	CHANNELS
Speed of response	GTBank	MTN	GIDITRAFFIC, etisalat
Up-to-date information	GTBank	CHANNELS	GIDITRAFFIC
Visual appeal & delight	GTBank	etisalat	Diamond, MTN, JUMIA

POPULAR RANKING

SOCIAL MEDIA OVERLORDS
INDIVIDUALS THAT ARE SYNONYMOUS WITH CATEGORIES

	1st	2nd	3rd
Politics	Japheth Omojuwa	President Goodluck Jonathan	Atiku Abubakar
Entertainment	Don Jazzy	Linda Ikeji	P-Square
Sports	Toyin Ibitoye/ Mikel Obi	Colin Udoh	Stephen Keshi
Fashion	Bella Naija	Mai Atafo	Linda Ikeji
Relationships[1]		Toke Makinwa	Bimbo Odukoya Ministries
Current Affairs	Japheth Omojuwa	Egghead Odewale	Kayode Ogundamisi
Entrepreneurship[2]	Tony Elumelu		Rev. Sam Adeyemi
Business[3]	Tony Elumelu	Fela Durotoye/ Deolu Akinyemi	
Technology	Gbenga Sesan	Jesse Oguntimehin	
Policy	Oby Ezekwesili	Pat Utomi/ Ngozi Okonjo-Iweala/ Japheth Omojuwa	
Career[4]	Jimi Tewe		
Finance	Tony Elumelu	Ngozi Okonjo-Iweala	Sanusi Lamido Sanusi
Comedy	Ali Baba	AY	Akpos
Gist	Linda Ikeji	Bella Naija	
Motivation[5]		Rev. Sam Adeyemi	Fela Durotoye
Food	Chef Fregz/Afrolems	Chef Blade	
Faith	Pastor E. A. Adeboye	Rev. Sam Adeyemi	Bishop David Oyedepo

Under Social Media Overlords, Leke Alder (Principal, Alder Consulting) was nominated and ranked 1st in Relationships[1], Business[3] (alongside Tony Elumelu) and Motivation[5]. He was ranked 2nd in Entrepreneurship[2]. As Alder Consulting is the curator of the Alder Social Media Report, we have opted to decline the nomination out of principle and to leave the position blank. In the Careers[4] section, only one individual was nominated.

Under Social Media Overlords, Bimbo Odukoya Ministries was ranked 3rd in the relationship category despite her demise in 2005. This points to the remarkable impact she made in this area, her legacy and the power of her writings. It is also interesting to note that Aliko Dangote was ranked highest in the Business[3] and Entrepreneurship[2] category under Social Media Overlords even though he recently established a presence on social media. As the 25th richest man in the world and the richest black man in 2013 (according to Forbes Magazine), he appears to be synonymous with these categories.

OVERALL RANKING

SOCIAL MEDIA ICONS
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

BANKING

EXPERT RANKING

01	Guaranty Trust Bank
02	First Bank
03	UBA

POPULAR RANKING

01	UBA
02	Guaranty Trust Bank
03	First Bank

OVERALL RANKING

01	Guaranty Trust Bank
02	UBA
03	First Bank

CONSUMER PRODUCTS

EXPERT RANKING

01	Konga.com
02	Etisalat
03	Jumia.com/ Indomie Noodles

POPULAR RANKING

01	Indomie Noodles
02	Konga.com
03	Etisalat

OVERALL RANKING

01	Konga.com
02	Indomie Noodles
03	Etisalat

OVERALL RANKING

SOCIAL MEDIA ICONS (continued)
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

ENTERTAINMENT

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Don Jazzy	01 Chocolate City	01 Linda Ikeji
02 Linda Ikeji	02 Linda Ikeji	02 Chocolate City
03 Chocolate City	03 Don Jazzy	03 Don Jazzy

FAITH

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Redeemed Christian Church of God (RCCG)	01 Redeemed Christian Church of God (RCCG)	01 Redeemed Christian Church of God (RCCG)
02 Daystar Christian Centre	02 Daystar Christian Centre	02 Daystar Christian Centre
03 -----	03 The Elevation Church	03 The Elevation Church

OVERALL RANKING

SOCIAL MEDIA ICONS (continued)
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

GOVERNMENT

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Ekiti State/ Lagos State	01 Lagos State	01 Ekiti State/ Lagos State
02 FIRS/INEC	02 Ekiti State	02 FIRS
03 -----	03 FIRS/ Osun State	03 -----

INSURANCE

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Mansard Insurance	01 Mansard Insurance	01 Mansard Insurance
02 Leadway Assurance Company	02 AIICO Insurance	02 Leadway Assurance Company
03 AIICO Insurance	03 Leadway Assurance Company	03 AIICO Insurance

OVERALL RANKING

SOCIAL MEDIA ICONS (continued)
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

NEWS

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Channels TV	01 Channels TV	01 Channels TV
02 Punch Newspaper	02 Punch Newspaper	02 Punch Newspaper
03 Vanguard Newspaper	03 Sahara Reporters	03 Sahara Reporters

ADVOCACY

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Enough is Enough Nigeria	01 Japheth Omojuwa	01 Enough is Enough Nigeria
02 Japheth Omojuwa	02 Enough is Enough Nigeria	02 Japheth Omojuwa
03 Occupy Nigeria	03 Occupy Nigeria	03 Occupy Nigeria

OVERALL RANKING

SOCIAL MEDIA ICONS (continued)
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

NON-PROFIT

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Tony Elumelu Foundation/ UBA Foundation/ Bailiff Africa	01 -----	01 Tony Elumelu Foundation/ UBA Foundation
02 -----	02 UBA Foundation	02 Bailiff Africa
03 -----	03 Tony Elumelu Foundation	03 -----

SPORTS

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 SuperSport	01 SuperSport	01 SuperSport
02 Goal.com	02 COD United	02 COD United
03 C.O.D United	03 Brilla FM/ Goal.com	03 Goal.com

OVERALL RANKING

SOCIAL MEDIA ICONS (continued)
BRANDS THAT EFFECTIVELY USE SOCIAL MEDIA IN SECTORS

TELECOMS

EXPERT RANKING	POPULAR RANKING	OVERALL RANKING
01 Etisalat	01 Etisalat	01 Etisalat/ MTN
02 MTN	02 MTN	02 Glo
03 Glo	03 Glo	03 -----

OVERALL RANKING

SOCIAL MEDIA TITANS
BRANDS THAT ARE KNOWN FOR SPECIFIC PARAMETERS

CUSTOMER SERVICE	1st	2nd	3rd
EXPERT RANKING	GTBank	DStv so much more	etisalat
POPULAR RANKING	GTBank	DStv so much more	etisalat
OVERALL RANKING	GTBank	DStv so much more	etisalat

CONSUMER ENGAGEMENT	1st	2nd	3rd
EXPERT RANKING	GTBank, GUINNESS	FirstBank Since 1894	etisalat
POPULAR RANKING	GTBank	MTN	etisalat
OVERALL RANKING	GTBank	GUINNESS	etisalat

OVERALL RANKING

SOCIAL MEDIA TITANS (continued)
BRANDS THAT ARE KNOWN FOR SPECIFIC PARAMETERS

RELEVANT INFORMATION	1st	2nd	3rd
EXPERT RANKING	GTBank, MTN, GIDITRAFFIC	PUNCH	 TOLU OGUNLESI
POPULAR RANKING	GTBank	GIDITRAFFIC	CHANNELS
OVERALL RANKING	GTBank	GIDITRAFFIC	MTN

SPEED OF RESPONSE	1st	2nd	3rd
EXPERT RANKING	GTBank	etisalat	
POPULAR RANKING	GTBank	MTN	Gidi Traffic, etisalat
OVERALL RANKING	GTBank	etisalat	MTN

OVERALL RANKING

SOCIAL MEDIA TITANS (continued)
BRANDS THAT ARE KNOWN FOR SPECIFIC PARAMETERS

UP-TO-DATE INFORMATION	1st	2nd	3rd
EXPERT RANKING	GTBank, sahara reporters	etisalat, CHANNELS	
POPULAR RANKING	GTBank	CHANNELS	GIDITRAFFIC
OVERALL RANKING	GTBank	CHANNELS	etisalat

VISUAL APPEAL & DELIGHT	1st	2nd	3rd
EXPERT RANKING	GTBank	etisalat	konga.com, MTN
POPULAR RANKING	GTBank	etisalat	Diamond, MTN, JUMIA
OVERALL RANKING	GTBank	etisalat	MTN

OVERALL RANKING

SOCIAL MEDIA OVERLORDS
INDIVIDUALS THAT ARE SYNONYMOUS WITH CATEGORIES

POLITICS			
EXPERT RANKING	Japheth Omojuwa	Atiku Abubakar/ Babatunde Raji Fashola	President Goodluck Jonathan
POPULAR RANKING	Japheth Omojuwa	President Goodluck Jonathan	Atiku Abubakar
OVERALL RANKING	Japheth Omojuwa	Atiku Abubakar	President Goodluck Jonathan

ENTERTAINMENT			
EXPERT RANKING	Don Jazzy	Linda Ikeji	P-Square
POPULAR RANKING	Don Jazzy	Linda Ikeji	P-Square
OVERALL RANKING	Don Jazzy	Linda Ikeji	P-Square

SPORTS			
EXPERT RANKING	Colin Udoh	Toyin Ibitoye/ Mikel Obi	
POPULAR RANKING	Toyin Ibitoye/ Mikel Obi	Colin Udoh	Stephen Keshi
OVERALL RANKING	Mikel Obi	Colin Udoh/ Toyin Ibitoye	

FASHION			
EXPERT RANKING	Bella Naija	Mai Atafo	Linda Ikeji
POPULAR RANKING	Bella Naija	Mai Atafo	Linda Ikeji
OVERALL RANKING	Bella Naija	Mai Atafo	Linda Ikeji

RELATIONSHIPS			
EXPERT RANKING	Bimbo Odukoya Ministries	Toke Makinwa	Praise Fowowe
POPULAR RANKING		Toke Makinwa	Bimbo Odukoya Ministries
OVERALL RANKING	Bimbo Odukoya Ministries	Praise Fowowe	Toke Makinwa

OVERALL RANKING

SOCIAL MEDIA OVERLORDS (continued)
INDIVIDUALS THAT ARE SYNONYMOUS WITH CATEGORIES

CURRENT AFFAIRS

EXPERT RANKING	Japheth Omojuwa	Kayode Ogundamisi	Egghead Odewale
POPULAR RANKING	Japheth Omojuwa	Egghead Odewale	Kayode Ogundamisi
OVERALL RANKING	Japheth Omojuwa	Kayode Ogundamisi	Egghead Odewale

ENTREPRENEURSHIP

EXPERT RANKING	Tony Elumelu	Rev. Sam Adeyemi	Pat Utomi
POPULAR RANKING	Tony Elumelu		Rev. Sam Adeyemi
OVERALL RANKING	Tony Elumelu	Pat Utomi	Rev. Sam Adeyemi

BUSINESS

EXPERT RANKING	Tony Elumelu	Fela Durotoye	
POPULAR RANKING	Tony Elumelu	Fela Durotoye/ Deolu Akinyemi	
OVERALL RANKING	Tony Elumelu	Fela Durotoye	Deolu Akinyemi

TECHNOLOGY

EXPERT RANKING	Gbenga Sesan	Jesse Oguntimehin	
POPULAR RANKING	Gbenga Sesan	Jesse Oguntimehin	
OVERALL RANKING	Gbenga Sesan	Jesse Oguntimehin	

POLICY

EXPERT RANKING	Oby Ezekwesili	Pat Utomi	Ngozi Okonjo-Iweala
POPULAR RANKING	Oby Ezekwesili	Pat Utomi/ Ngozi Okonjo-Iweala/ Japheth Omojuwa	
OVERALL RANKING	Oby Ezekwesili	Pat Utomi	Ngozi Okonjo-Iweala

OVERALL RANKING

SOCIAL MEDIA OVERLORDS (continued)
INDIVIDUALS THAT ARE SYNONYMOUS WITH CATEGORIES

CAREER

EXPERT RANKING	Jobberman Nigeria	Fela Durotoye	
POPULAR RANKING	Jimi Tewe		
OVERALL RANKING	Jimi Tewe	Jobberman Nigeria	Fela Durotoye

FINANCE

EXPERT RANKING	Ngozi Okonjo-Iweala	Sanusi Lamido Sanusi	Tony Elumelu
POPULAR RANKING	Tony Elumelu	Ngozi Okonjo-Iweala	Sanusi Lamido Sanusi
OVERALL RANKING	Ngozi Okonjo-Iweala	Tony Elumelu	Sanusi Lamido Sanusi

ARTS & CULTURE

EXPERT RANKING	Terra Kulture		
POPULAR RANKING			
OVERALL RANKING	Terra Kulture		

COMEDY

EXPERT RANKING	Ali Baba	Akpos	AY
POPULAR RANKING	Ali Baba	Akpos	AY
OVERALL RANKING	Ali Baba	Akpos	AY

GIST

EXPERT RANKING	Linda Ikeji	Bella Naija	Stella Dimokorkus/ Olori Supergal
POPULAR RANKING	Linda Ikeji	Bella Naija	
OVERALL RANKING	Linda Ikeji	Bella Naija	Stella Dimokorkus/ Olori Supergal

OVERALL RANKING

SOCIAL MEDIA OVERLORDS (continued)
INDIVIDUALS THAT ARE SYNONYMOUS WITH CATEGORIES

MOTIVATION			
EXPERT RANKING	Rev. Sam Adeyemi	Fela Durotoye	Poju Oyemade
POPULAR RANKING		Rev. Sam Adeyemi	Fela Durotoye
OVERALL RANKING	Rev. Sam Adeyemi	Fela Durotoye	Poju Oyemade
HEALTH & FITNESS			
EXPERT RANKING	Esta Morenikeji		
POPULAR RANKING			
OVERALL RANKING	Esta Morenikeji		
FOOD			
EXPERT RANKING	Chef Fregz	Afrolems/Chef Blade	
POPULAR RANKING	Chef Fregz	Chef Blade	
OVERALL RANKING	Chef Fregz	Afrolems	Chef Blade
FAITH			
EXPERT RANKING	Rev. Sam Adeyemi	Pastor E. A. Adeboye	Bishop David Oyedepo/ Pastor Paul Adefarasin
POPULAR RANKING	Pastor E. A. Adeboye	Rev. Sam Adeyemi	Bishop David Oyedepo
OVERALL RANKING	Pastor E. A. Adeboye	Rev. Sam Adeyemi	Bishop David Oyedepo

SELECTED SOCIAL MEDIA BRAND PROFILES

GUARANTY TRUST BANK

Social Media Titan: BANKING

Guaranty Trust Bank plc. is a foremost Nigerian financial institution with vast business outlays spanning Anglophone West Africa and the United Kingdom. The Bank has a corporate banking bias and strong service culture that have enabled it record consistent year on year growth in clientele base and key financial indices since its inception in 1990.

Social media stats

- Over 1 million followers and fans across major social media platforms
- 1st bank in Nigeria to launch an app



GTBank Twitter Page



GTBank Facebook Page



GTBank Mobile Money App on Google Play Store



TONY ELUMELU

Social Media Titan: BUSINESS

Tony Elumelu is a Nigerian economist, banker, investor and philanthropist. He is the Chairman of Heirs Holdings, a pan-African proprietary investment company with interests in strategic sectors of Africa's economy. He is also the founder of the Tony Elumelu Foundation, an Africa-based and African-funded not-for-profit organisation (NPO) that is dedicated to the promotion and celebration of excellence in business leadership and entrepreneurship across Africa. Tony Elumelu holds the Nigerian national honour, the Commander of the Order of Nigeria (CON) and was recently listed as one of the 100 most influential people in Africa by New Africa Magazine.

Social media highlight

- Over 55,000 fans and followers across social media platforms



Tony Elumelu Twitter page


Tony Elumelu Facebook page

SELECTED SOCIAL MEDIA BRAND PROFILES

ETISALAT

Social Media Titan: TELECOMS

Etisalat Nigeria is the fastest growing telecoms operator in Nigeria, with a subscriber base of 16 million. The company has won several awards including awards for Excellent Customer Service from the Nigerian Communications Commission (NCC), Brand of the Year award, Fastest Growing GSM Company of the Year, Best Marketing Company, Most Innovative Corporate Social Responsibility Company and Most Innovative Mobile Operator among others.



Etisalat Nigeria Facebook page


Etisalat Nigeria Twitter page

Social media stats

- Over 750,000 followers and fans across major social media platforms
- Over 500,000 Facebook fans
- Ranked among the Top 10 Nigerian brands on Facebook & Twitter
- 4th most influential Telecoms Operator in Africa (Klout)
- 20,000 members engage daily posts weekly (Playhouse Communication ratings)



OBY EZEKWESILI

Social Media Overlord: POLICY

Obiageli 'Oby' Ezekwesili is a former Vice President for Africa of the World Bank, a former Nigerian Education Minister, Solid Minerals Minister and co-founder of Transparency International. A chartered accountant by profession, 'Oby' Ezekwesili served the Nigerian government as Head of the Budget Monitoring and Price Intelligence Unit, where she led reforms in public procurement. She is a Senior Economic Advisor to Open Society, which aims to build vibrant and tolerant societies with democratically accountable governments.



Oby Ezekwesili Twitter page

Social media objectives

- Using the #PublicPolicy101 hashtag to engage over 81,000 followers on Twitter
- Counseling people who have decided to pursue Graduate studies in Public Policy
- Using multiple social media platforms for mentoring
- Dedicated tweets on core values to help rebuild the values foundation of society
- Promoting crowd sourcing to find solutions to matters of public interest
- Using social media platforms to speak about faith based values

SELECTED SOCIAL MEDIA BRAND PROFILES



JAPHETH OMOJUWA

Social Media Overlord: POLITICS

Japheth Omojuwa runs www.naijateenz.com, www.africanliberty.org, www.omojuwa.com and other platforms belonging to friends and partners. He engages across several subjects ranging from politics to sports, entertainment and relationships.

Social media aspirations

- To learn something I never knew and to inspire someone to be better
- To influence a multitude and be part of an evolving culture of Nigeria's internet revolution



Omojuwa's Twitter page



Omojuwa's Facebook page

GIDITRAFFIC

Social Media Icon: RELEVANT INFORMATION

GIDITRAFFIC is an online social service that facilitates sharing and exchange of useful information with respect to vehicular/road traffic, security reports, news, healthcare information and all activities centered on the term "traffic."

Social media accomplishments

- The launch of GIDITRAFFIC Windows Phone App to offer users updates on vehicular traffic
- The deployment of crowd sourcing to share information on GIDITRAFFIC



GIDITRAFFIC Facebook page



GIDITRAFFIC Windows App

SELECTED SOCIAL MEDIA BRAND PROFILES



REVEREND SAM ADEYEMI

Social Media Overlord: MOTIVATION

Reverend Sam Adeyemi is the Senior Pastor of Daystar Christian Centre, founded on November 18, 1995, with a commitment to help people discover and release their potentials thereby raising role models in society

Social media facts

- An average of 925 retweets daily
- An average of 500 new followers per week
- An average of 7,620 YouTube views weekly



Sam Adeyemi's Twitter page



Sam Adeyemi's Facebook page

C.O.D UNITED

Social Media Icon: SPORTS

C.O.D United is a Lagos based football club, currently playing in the Nigeria National League (NNL). The club has an 8-team structure (U10, U12, U14, U16, U18 & U21 and the Male and Female First Teams) with a total of 172 players.

Social media facts

- The first club to have a social media powered platform for football followers - C.O.D United Fan Club
- The first club to own an online TV platform - C.O.D United Online TV
- The first club to give MatchDay updates via social media
- The first club to launch a monthly Twitter interview initiative - #CODChat
- The first club to recruit players via social media
- The first club to have its Manager interact with fans on social media



C.O.D United Online TV



C.O.D Youtube channel

SELECTED SOCIAL MEDIA BRAND PROFILES



FELA DUROTOYE

Social Media Overlord: MOTIVATION

Gemstone Nation Builders Foundation founded by Fela Durotoye is focused on raising a mass of Nigerians who will be committed to the vision of building a most desirable nation to live in by 2025.

Social media highlight

- To use social media as a form of reorientation



Fela Durotoye Facebook page



Fela Durotoye Twitter page



ALI BABA

Social Media Overlord: COMEDY

Ali Baba is Nigeria's foremost stand up comedian. He is a master of ceremonies, writer, blogger, photographer, ideas generator, mentor and motivational speaker.

Social media objectives

- To use social media platforms to stay in touch with fans
- To use social media platforms to share ideas and thoughts
- To use social media to stay on top of trends and issues



Ali Baba's Twitter page

SELECTED SOCIAL MEDIA BRAND PROFILES

THE ELEVATION CHURCH

Social Media Titan: FAITH

The Elevation Church (TEC) is a Christian organisation based in Lagos, Nigeria led by pastors Godman and Bolarinwa Akinlabi. The Elevation Church is a vibrant, socially responsible community that is committed to spreading the gospel of Jesus Christ while positively influencing and developing the world.

Social media highlight

- To use social media as a form of reorientation



The Elevation Church Twitter page



The Elevation Church Twitter trend



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