



## GHANA SOCIAL MEDIA RANKINGS 2015: MOST INFLUENTIAL GHANAIAAN BRANDS ON SOCIAL MEDIA IN 2015, COMPREHENSIVE REPORT.

### OVERVIEW

Measuring social media performance can be very hectic with no identified benchmark for measuring specific brand social media performance. Recent Research shows that social media performance of various brands were measured by only likes and followers on the various social media platforms. Others have argued that just likes and followers doesn't match to performance and thus strongly believe that social networks differ in reach. Various social media rankings have been released in the past to defend this and some have apportioned likes by the type of network attributing likes/followers to the reach of the network. According to the 2015 annual internet trends published by KPCB.com, the American technological angel investor, Facebook has more reach than any other network like twitter, Instagram and LinkedIn and a brand could have more followers on one particular network such as Facebook over other networks and one cannot compare different network likes and followers and conclude performance based on that. Others such as Francis Doku, a media analyst although buy into the reach methodology believe there is more to likes/followers and thus also considered a brand's talking about on a network to provide brand's social performance and rankings.

Other ranking instruments and websites such as Klout.com, sprout social provide social media ranking for brands based on a specific social media platform such as twitter. But the question still remains, what metrics are they are measuring, is it relevant to the industry and could it be country specific since audience reach and style could differ.

Global Social Media Industry analysis show that five major performance metrics and components could be used to analyse a brand's overall social media performances. These include the volume/followers/likes, reach, engagements, influence and share of voice. Volume include the brand's social media likes and followers or likes, reach include the engagement drive of a specific post of the brand such as the twit reach. Engagement and others could include engagements driven by public engagement metrics and absolute number of interactions within a specific brand and what people are saying etc.



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For the purposes of the Ghana social Media analysis and ranking, we considered three out of the five major social media performance measurement metrics which strongly connote a brand's overall social media performance and these were a brand's followers or likes, the brand's public engagement or social media estimated reach and lastly the brand's mentions. A score line was generated called the Ghana Social Media Rankings Score which sought to provide a clear ranking criteria based on these metrics, find in the methodology the GSMR Score and criteria used for the 2015 rankings.

### METHODOLOGY

This is a quantitative data analysis report and the overall ranking and various category ranking for our brands and personalities was based on the GSMR Score, formulae and criteria used. The formulae was simple but yet complex and considered our three performance metrics factors (likes, engagements and mentions). A brand's total Likes and followers across all its social media networks took 60% of the score, brands social media engagements over the year constituted 30% of the score and lastly 10% went to a brand's social media mentions. The apportionment strategy was simple, likes and followers is a big measure but not everything in social media, engagements create the buzz, and what is the public saying about your brand, can we measure it?, in measuring this come its mentions. In considering a brand's likes, a total followers /likes from all the considered networks (based on the categories) was taken. This avoided the controversial network and their apportionment bias all together. The GSMR Score formulae was approved by a team of renowned digital strategist including two digital marketing Professors from the University Of Ghana Business School.

### DATA AND SOURCES

20 categories were used for the ranking in this annual report, we then conducted research taking into consideration all known Ghanaian brands and personalities in these categories. Brands, personalities and companies/businesses were taken from sources such as club 100 companies, digital mentions, daily news items etc. In each category, more than 20 brands/personalities/businesses were considered and data generated for them as such. This was then scaled and ranked to the top ten (10). Data for this report was generated from 1<sup>st</sup> January 2015 to 28<sup>th</sup> December 2015 and final data was collated on the 28<sup>th</sup> of December, 2015. Likes and followers data constituted total likes and followers and based on a category a brand fell into, total likes was generated from two to four social media networks/ platforms specifically



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Facebook, twitter, instagam and YouTube. This was scrawled and extracted from brand's social media pages and fan pages and more importantly we targeted verified brand pages. A brand lost out if it had no social media page on a particularly network, however its performance on others could cushion it since a total likes score from all the networks was taken. Engagements/ estimated social reach was measured and monitored over the one year period using our renowned world class third-party softwares and constituted daily engagements from brands social media networks as well as any form of digital media reach. Brand's mentions data was also scrawled using information of a brand's talking about on Facebook since it was the world's largest Social Media network. All these was then analyzed using our formulae and the results discussed as such.

### **RANKINGS OUTCOME AND ANALYSIS**

The GSMR score for brands and personalities was competitive in 2015 with even more competition in the individual category Rankings. Find below the outcome and ranking results and who made waves as the most influential brand on Social Media.

### **CATEGORY ONE (1) – GHANAIAN PERSONALITIES**

#### **Top 20 Most Influential Ghanaians on Social Media; Yvonne Nelson Tops All**

The 2015 Ghana Social Media Rankings has been an astonishing collaborated and accomplished work by Avance Media and CliQAfrica across 20 categories to unveil and honour Ghanaians and Ghanaian Brands who have been committed to being boundless positive ambassadors of Ghana on Social Media.

In a pursuit in finding who becomes the most influential Ghanaian on the most used Platforms; these personalities and more were monitored on Facebook, Twitter and Instagram throughout 2015 taking into respect their active followers or likes, Engagements/Post Reach and Mentions. These personalities were chosen out of the other categories based on their gsmr scores.

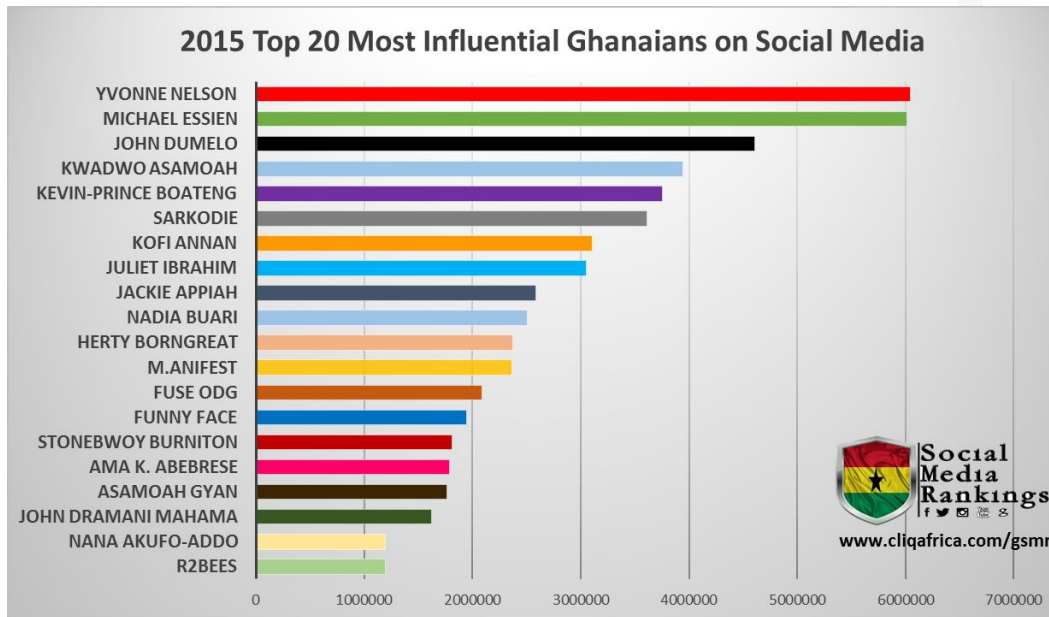
After emerging the Most Influential Movie Personality, Yvonne Nelson; Producer, Actress and Energy Activist has earned for herself the accolade, the Ghana Social Media Rankings 2015 Most Influential Ghanaian on Social Media.



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Significant among her achievements included the #DumsorMustStop demonstration which brought to light the true power of Social Media when she called out thousands onto the street for the largest night vigil to send out Ghanaians displeasure of the persistent Energy Crisis to Government. Her act equally caught the attention of Global Media houses demonstrating her dominance and influence in Ghana.

Other momentous personalities on the List include; Sarkodie, Kofi Annan, Stonebwoy, John Mahama and Nana Akufo Addo. **Below were the 2015 Top 20 Most Influential Ghanaians on Social Media:**





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## CATEGORY TWO (2) – GHANAIAN BRANDS

### Top 20 Most Influential Ghanaian Brands on Social Media; University of Ghana Tops All

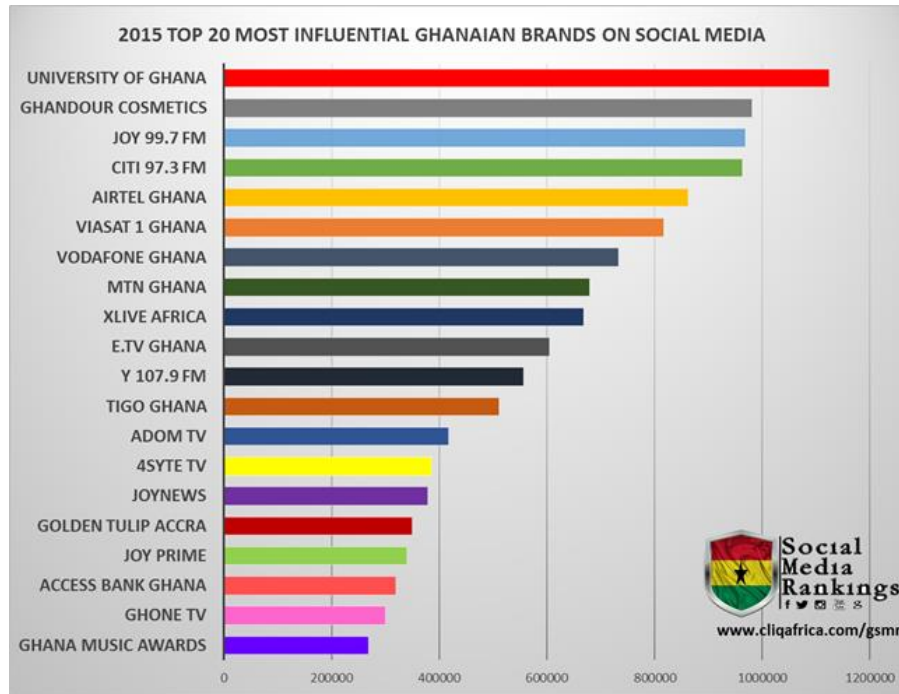
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In a pursuit in finding who becomes the most influential Ghanaian brand on the most used Platforms; these brands and more were monitored on Facebook, Twitter and Instagram throughout 2015 taking into respect their active Engagements, Post Reach and Mentions.

After emerging the Most Influential Ghanaian Tertiary Institution, University of Ghana; Ghana's premier tertiary institution has demonstrated their dominance among Ghanaian Brands on Social Media earning for themselves the accolade, the Ghana Social Media Rankings 2015 Most Influential Ghanaian Brand on Social Media.

This ranking is specifically to demonstrate in general, how Ghanaian Brands are represented on Social Media and across the borders. Momentously represented in the rankings include: Ghandour Cosmetics, Multimedia Group Limited, Airtel Ghana and Citi FM. Other potential 2016 entrants include; UTV Ghana, Alisa Hotel, News on TV3, KNUST and Adom FM

**Below were the 2015 Top 20 Most Influential Ghanaian Brands on Social Media.**



### CATEGORY THREE (3) – PUBLIC FIGURES

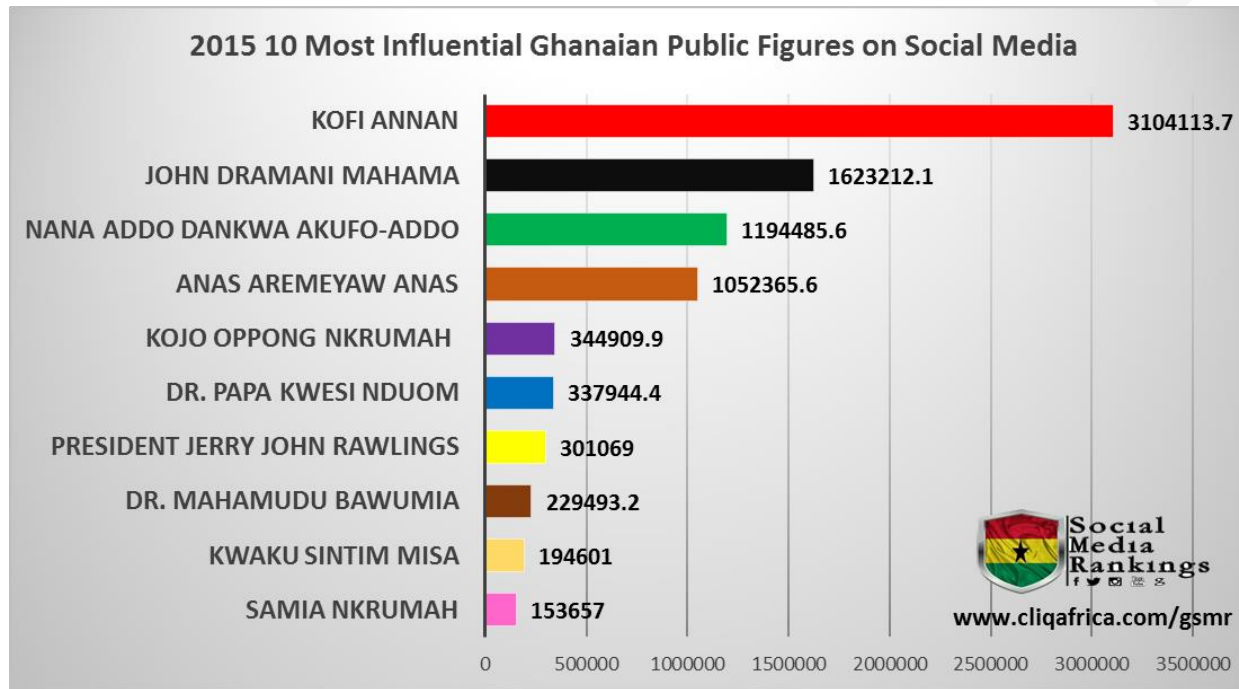
#### Kofi Annan ranks 2015 Most Influential Public Figure on Social Media

Former Ghanaian UN Secretary General, Kofi has maintained his leading role as the most prominent Ghanaian public figure on social media taking into consideration, Diplomats, Politicians, Lawyers and other Social Commentators.

The rankings conducted by the Ghana Social Media Rankings, took Facebook and Twitter as parameters for consideration.

Kofi Annan’s prominence is authenticated through his Global Status and followings which rates his engagement, post reach and mentions very high as also get time to participate in various youth led projects across the world.

He beat competition from Ghana’s President John Mahama and Opposition leader Nana Akuffo Addo who came 2nd and 3rd respectively. Below are the 2015 top 10 most influential public figures on social media in Ghana.



Other highly potential entrants for next year include: President Jerry John Rawlings, Gabby Otchere-Darko, Ursula Owusu and Hannah Tetteh. Find below, statistical data employed to reveal the rankings for this category.



Brand	Facebook	Twitter	Total Likes	Engagement	Mentions	60%(Likes)	30%(Engage)	10%(Ment)	GSMR Score
Kofi Annan	1,395,945	115328	1,511,273	7293848	91955	906763.8	2188154.4	9195.5	3,104,113.70
John Dramani Mahama	642,601	162911	805,512	3791994	23067	483307.2	1137598.2	2306.7	1,623,212.10
Nana Addo Dankwa Aku	556,871	73462	630,333	2710314	31916	378199.8	813094.2	3191.6	1,194,485.60
Anas Aremeyaw Anas	137,040	19058	156,098	3193883	5419	93658.8	958164.9	541.9	1,052,365.60
Kojo Oppong Nkrumah	38,536	178548	217,084	710484	15143	130250.4	213145.2	1514.3	344,909.90
Dr. Papa Kwesi Nduom	258,449	36381	294,830	536802	58	176898	161040.6	5.8	337,944.40
President Jerry John Rawlings	51,432		51,432	900584	346	30859.2	270175.2	34.6	301,069.00
Dr. Mahamudu Bawumia	207,581	34314	241,895	278602	7756	145137	83580.6	775.6	229,493.20
Kwaku Sintim Misa	27,079	172039	199,118	250398	108	119470.8	75119.4	10.8	194,601.00
Samia Nkrumah	52,295	2,625	54,920	400612	5214	32952	120183.6	521.4	153,657.00

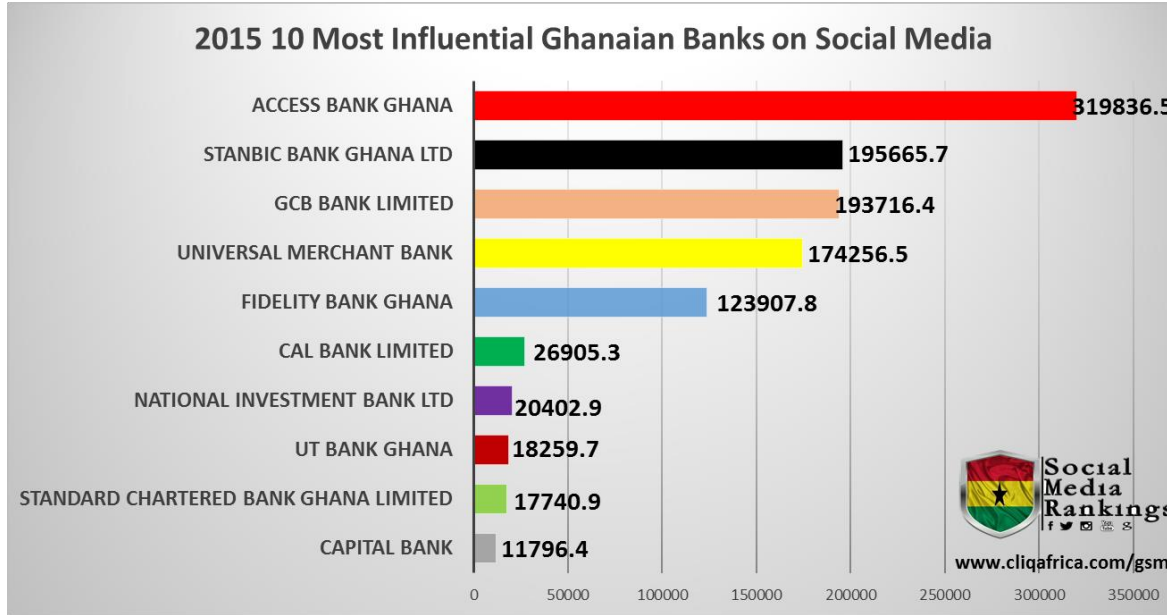
#### CATEGORY FOUR (4) – BANKS IN GHANA

##### Access Bank Ghana ranks 2015 Most Influential Bank on Social Media

Access Bank Ghana has thrown a challenge out there to various Ghanaian Banks emerging as the Most Influential Ghanaian Bank on Social Media.

2015, has been a competitive social media year for Ghanaian Banks evidently through how they ran various campaigns and promotions to win customers. Social Media also became a great tool for the growth of the industry harnessing banking and competing in the Global Banking Space. Find below





For this special category, Facebook and Twitter were considered due to its massive presence and usage among competitors. Other potential entrants for next year include: HFC Bank Ltd, UniBank Ghana Ltd, Agricultural Development Bank Limited and Zenith Bank (Ghana) Limited



Brand	Facebook	Twitter	Total Likes	Engagement:	Mentior	60%(Like	30%(Eng	10%(Mer	GSMR Score
Access Bank Ghana	77,384	3742	81,126	903351	1556	48675.6	271005	155.6	<b>319,836.50</b>
Stanbic Bank Ghana Ltd	59888	984	60872	530143	996	36523.2	159043	99.6	<b>195,665.70</b>
GCB Bank Limited	22,305	0	22,305	597845	9799	13383	179354	979.9	<b>193,716.40</b>
Universal Merchant Bank	51,337	0	51,337	476447	5202	30802.2	142934	520.2	<b>174,256.50</b>
Fidelity Bank Ghana	192,462	957	193,419	23653	7605	116051	7095.9	760.5	<b>123,907.80</b>
CAL Bank Limited	22971	0	22971	43626	349	13782.6	13087.8	34.9	<b>26,905.30</b>
National Investment Bank Ltd	33,525	0	33,525	616	1031	20115	184.8	103.1	<b>20,402.90</b>
UT Bank Ghana	26,627	0	26,627	7605	20	15976.2	2281.5	2	<b>18,259.70</b>
Standard Chartered Bank Gha	28352	0	28352	2429	10	17011.2	728.7	1	<b>17,740.90</b>
Capital Bank	18,005	0	18,005	1316	5986	10803	394.8	598.6	<b>11,796.40</b>

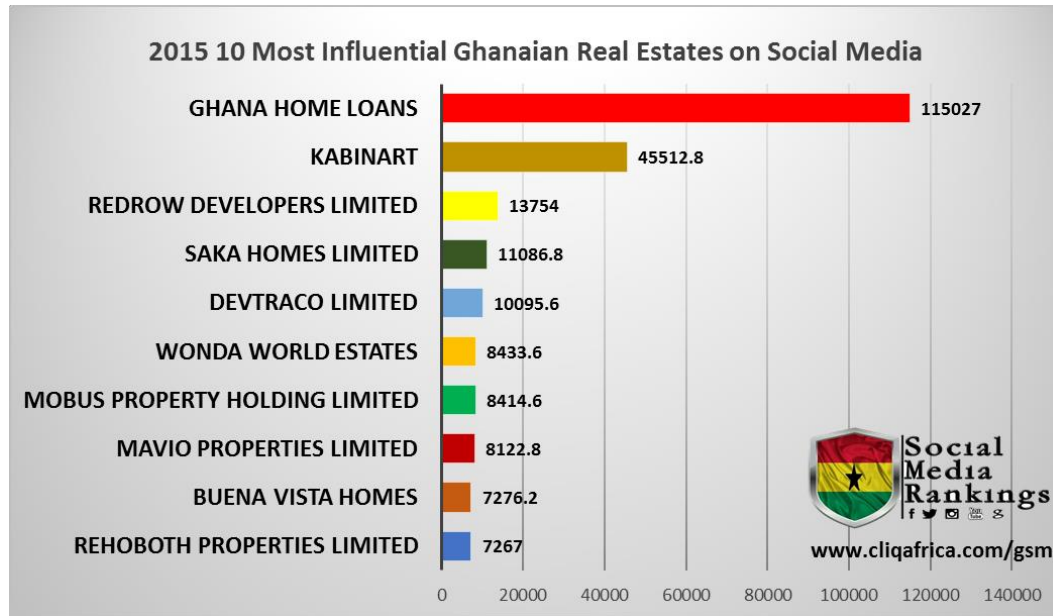
**CATEGORY FIVE (5) - REAL ESTATES IN GHANA**

**Ghana Home Loans ranks 2015 Most Influential Real Estate Agency on Social Media**

Ghana Home Loans has emerged the leading Real Estate Agency in Ghana on Social Media in the 2015 Ghana Social Media Rankings.

With prominence on Facebook, they keenly engaged with their followers paving way for their posts to travel very far with quite reputable mentions by Ghanaians on Facebook in the year under review. Following were Kabinart and Redrow Developers Limited who also showed their prominence by taking the 2nd and 3rd positions respectively

Other highly potential entrants for next year include: Lakeside Estate, TN Home Lodges, Properties Limited, and Ambassador Heights. Find below



Brand	Facebook	Mention	80%(likes)	20%(Me	GSMR Score
Ghana Home Loans	143,781	11	115024.8	2.2	115,027.00
Kabinart	56,876	60	45500.8	12	45,512.80
Redrow Developers Limited	17,190	10	13752	2	13,754.00
Saka Homes Limited	13,834	98	11067.2	19.6	11,086.80
Devtraco Limited	12,602	70	10081.6	14	10,095.60
Wonda World Estates	10,520	88	8416	17.6	8,433.60
Mobus Property Holding Limited	8,566	7809	6852.8	1561.8	8,414.60
Mavio Properties Limited	10,143	42	8114.4	8.4	8,122.80
Buena Vista Homes	7,552	6173	6041.6	1234.6	7,276.20
Rehoboth Properties Limited	8,945	555	7156	111	7,267.00



### CATEGORY SIX (6) - HOTELS IN GHANA

#### Golden Tulip Accra ranks 2015 Most Influential Hotel on Social Media

Golden Tulip Accra Hotel, has emerged the Most Influential Ghanaian Hotel on social media for the year 2015 revealed by the annual Ghana Social Media Rankings.

2015, has been an great SOCIAL MEDIA year for Ghanaian Hotels evidently through the results it has provided for them in winning customers and creating relevance in the national tourism industry. During these 365 days, competition grew among them creating various trends which became eminent.

For this special category, FACEBOOK, and TWITTER were considered due to its massive presence and usage among competitors with focus on the GSMR Score composed of Engagements, Post Reach and Mentions. **Find below the chart:**





Other highly potential entrants for next year include: AirportView Hotel, Coconut Grove Regency Hotel, Hotel Novotel Accra City Centre and Holiday Inn Hotel. Information used for this category rankings are as follows:

Brands	Facebook	Twitter	Total Lik	Mentio	Engagem	60%(Like	30%(Eng	10%(Ment	GSMR Scor
Golden Tulip Accra	22,882	66	22,948	233	1118547	13,769	335564	13	349,346
Alisa Hotel	5,977	531	6,508	200	734926	3,905	220478	20	224,403
Movenpick Ambassador Hotel,	20,888	129	21,017	19457	529977	12,610	158993	1,946	173,549
African Regent Hotel	8,044	406	8,450	114	305391	5,070	91617.3	11	96,698
Best Western Premier Hotel	13,136	161	13,297	60	266849	7,978	80054.7	6	88,039
Oak Plaza Hotel	13,045	994	14,039	51	132971	8,423	39891.3	2	48,316
Frankies Hotel	29,453	28	29,481	154	56938	17,689	17081.4	15	34,785
Villa Monticello	4,366	927	5,293	601	102218	3,176	30665.4	60	33,901
Paloma Hotel	27,779	77	27,856	154	25187	16,714	7556.1	15	24,285
Tribeca Hotel Ghana	3,908		3,908	5	74	2,345	22.2	1	2,368

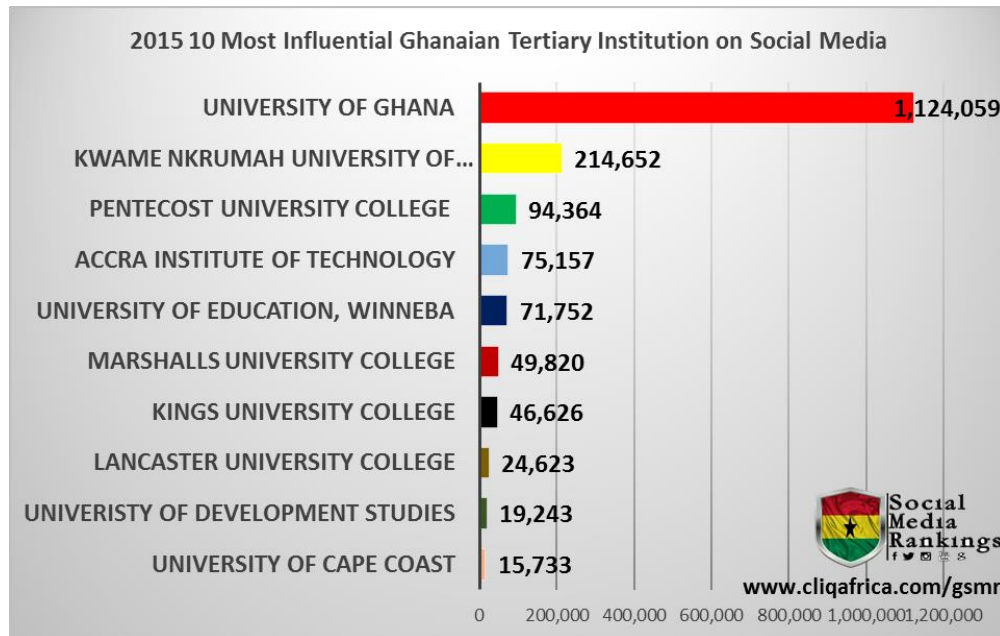
CATEGORY SEVEN (7) - UNIVERSITIES IN GHANA

University of Ghana ranks 2015 Most Influential University on Social Media

University of Ghana has beaten various rival universities across Ghana to emerge the Most Influential University on Social Media. Even though having low following on its pages, they emerged the most talked about with an ocean margin authenticating their influence on social media users in Ghana.

During the 365 days in 2015, which we monitored social media, various topics brought these institutions into debates which created trends among them to become eminent in this rankings

Below are the 2015 top 10 most influential tertiary institutions on social media in Ghana.



For this special category, Facebook, Instagram, YouTube and twitter was considered due to its massive presence and usage among competitors. Other possible entrants on the rankings next year include: Ashesi University College, University of Professional Studies, Regent University College of Science and Technology, Webster University and Valley View University. **Data sourced for this special category is as follows:**

Brand	Facebook	Twitter	Total Likes	Engagements	Mentions	% (likes)	30% (Eng)	Mentions	GSMR Score
University of Ghana	21,612	0	21,612	3703623	49	12,967	1111086.9	4.9	<b>1,124,059</b>
KNUST	87,851	3,023	90,874	533458	900	54,524	160037.4	90	<b>214,652</b>
Pentecost University College	16,147	457	16,604	281305	97	9,962	84391.5	9.7	<b>94,364</b>
Accra Institute of Technology	30,548	509	31,057	188376	102	18,634	56512.8	10.2	<b>75,157</b>
University of Education, Winneba	47,942	0	47,942	143255	104	28,765	42976.5	10.4	<b>71,752</b>
Marshalls University College	81,777	241	82,018	991	3118	49,211	297.3	311.8	<b>49,820</b>
Kings University College	65,861	14	65,875	22887	2350	39,525	6866.1	235	<b>46,626</b>
Lancaster University College	25,823	0	25,823	30010	1263	15,494	9003	126.3	<b>24,623</b>
Univeristy of Development Studies	27,664	699	28,363	7191	683	17,018	2157.3	68.3	<b>19,243</b>
University of Cape Coast	25,368	356	25,724	861	400	15,434	258.3	40	<b>15,733</b>

**CATEGORY EIGHT (8) - TELCOS IN GHANA (TELECOMMUNICATION BRANDS)**

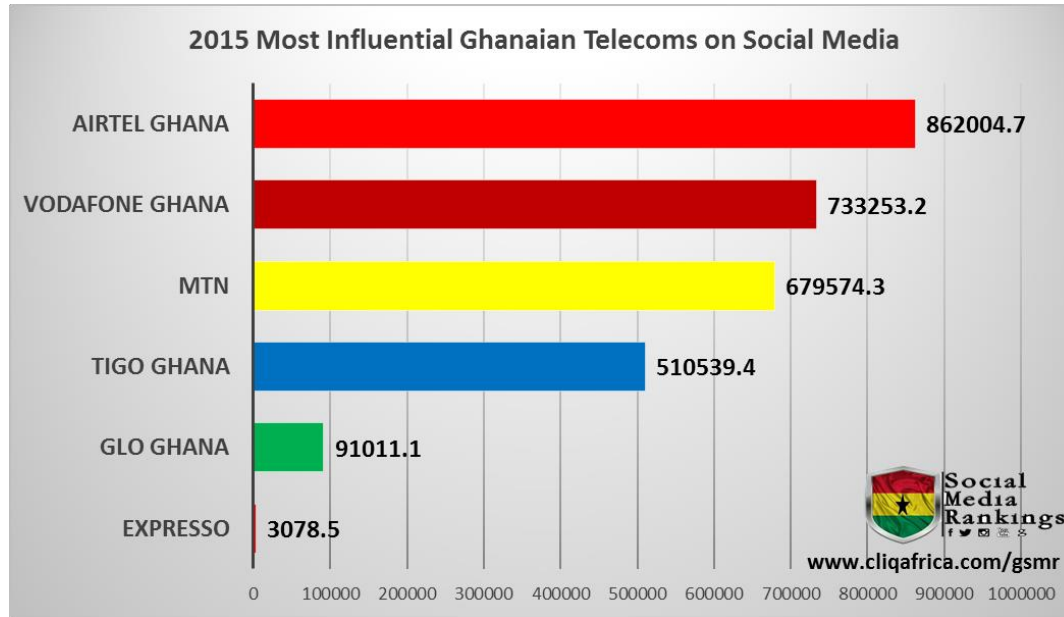
**Airtel Ghana ranks 2015 Most Influential Telco on Social Media**

Airtel Ghana has emerged the Most Influential Ghanaian Telecommunication Company on Social Media for 2015 according to the annual comprehensive Ghana Social Media Rankings.

Due to their various social media activation and promotional campaigns in 2015, they topped the most talked about Telcos overtaking MTN Ghana and others to become leaders in their industry.

Facebook, Twitter, Instagram and YouTube were the various social media platforms considered with their Engagements, Post Reach and Mentions which validated the opportunities they created for themselves through Ads in 2015.

**Below are the 2015 most influential telecoms on social media in Ghana.**



With analysis from the 2014 rankings, Airtel Ghana and Vodafone Ghana overtook MTN Ghana who were in leading position. Tigo Ghana also dropped 3rd to 4th with Glo Ghana and Expresso remaining in their 5th and 6th positions. Statistical metrics were used for the purposes of the ranking on this category and were as follows:

Brand	Facebook	Twitter	Instagram	Youtube	Total likes	Mentions	Engagement	60%(Likes)	30%(Engagement)	10%(Mentions)	GSMR Score
Airtel Ghana	563,855	52833	18603	888	636,179	7,344	1598543	381707.4	479562.9	734.4	<b>862,004.70</b>
Vodafone Ghana	419,891	74785	22087	6,215	522,978	3,829	1396945	313786.8	419083.5	382.9	<b>733,253.20</b>
MTN Ghana	534,432	76,893	25801	1,586	638,712	3,506	986655	383227.2	295996.5	350.6	<b>679,574.30</b>
Tigo Ghana	445,145	43810	4768	978	494,701	2,823	711455	296820.6	213436.5	282.3	<b>510,539.40</b>
Glo Ghana	20,906	647		5	21,558	1	260254	12934.8	78076.2	0.1	<b>91,011.10</b>
Expresso	2,169	173		2,342	4,684	8	891	2810.4	267.3	0.8	<b>3,078.50</b>





## CATEGORY NINE (9) - AWARDS IN GHANA

### Ghana Music Awards ranks 2015 Most Influential Award on Social Media

Ghana Music Awards has achieved another feat retaining their position as the Most Influential Ghanaian Awards ceremony on Social Media.

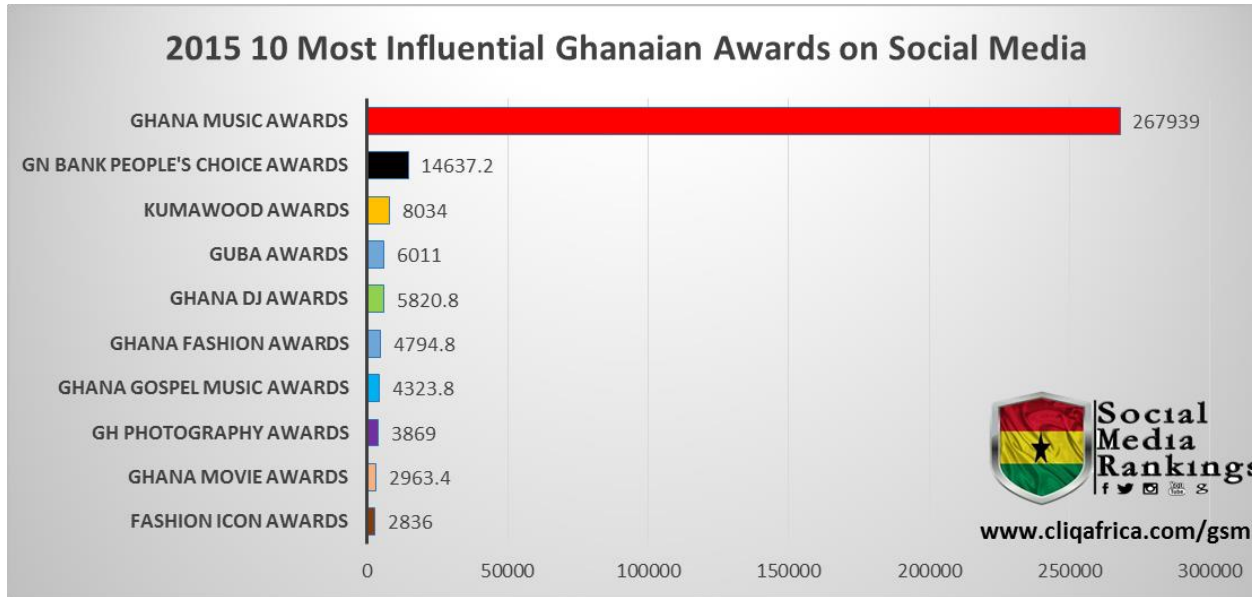
2015, has been an awesome SOCIAL MEDIA year for Ghanaian events where they created lot of buzz and creative brand presence throughout the year. Their pages were well used to promote Ghanaian Musicians to the world which went out very well.

During these 365 days, we monitored various awards initiatives, competition grew among these rivals creating various trends which became eminent. Social Media also created opportunities for these organisations to become leaders in various activities. For this special category only FACEBOOK was considered due to its massive presence and usage among competitors..

With analysis from the 2014 Rankings, Ghana Music Awards maintained their premier position with GN Bank People's Choice Awards and Kumawood Awards taking the 2nd and 3rd spots respectively for the first time on the list.

4Syte Hip Hop Awards did not qualify this time round because they didn't use their page to promote the purpose it was created for during the year under review.

New Entrants include: Ghana Fashion Awards and GH Photography Awards. **Below are the 2015 top 10 most influential awards on social media in Ghana and data gathered form these networks for the rankings.**

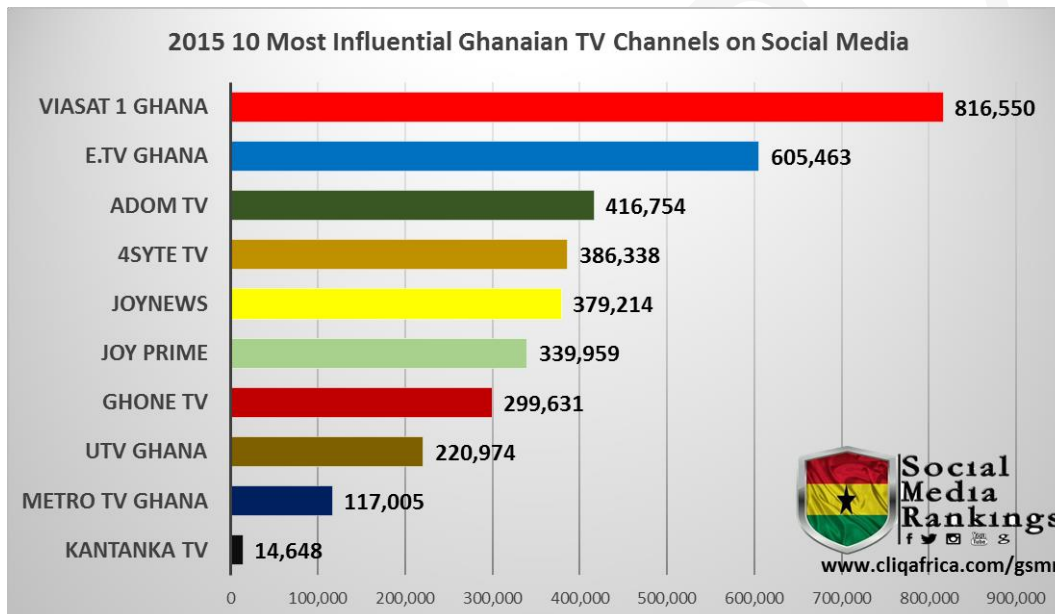


Brand	Facebook	Mentions	80%(likes)	20%(Menti	GSMR Score
Ghana Music Awards	334,112	3247	267,290	649.4	267,939.00
GN Bank People's Choice	18,291	22	14,633	4.4	14,637.20
Kumawood Awards	10,033	38	8,026	7.6	8,034.00
Ghana DJ Awards	7,271	20	5,817	4	5,820.80
Ghana Fashion Awards	5,990	14	4,792	2.8	4,794.80
Ghana Gospel Music Aw	5,402	11	4,322	2.2	4,323.80
GH Photography Awards	4,780	225	3,824	45	3,869.00
Ghana Movie Awards	3,702	9	2,962	1.8	2,963.40
Fashion Icon Awards	3,497	192	2,798	38.4	2,836.00
Graphic Design Awards (	3,463	9	2,770	1.8	2,772.20

### CATEGORY TEN (10) - TV CHANNELS IN GHANA

#### Viasat1 ranks 2015 Most Influential TV Channel on Social Media

Viasat1 Ghana has retained its eminent leading position on Social Media as the Most Influential Ghanaian TV Channel. 2015, has been an awesome SOCIAL MEDIA year for Ghanaian TV Channels as they battled it out with the introduction of various promotions and campaigns to keep up with their followers and cherished viewers. For two years running in the Ghana Social Media Rankings, Viasat1 has maintained its gallant and paramount position on the rankings evidently through the results it has created for them in their programming. **Find Below the 2015 ten most influential Ghanaian TV Stations/channels on Social Media.**





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Data sourced for this category was sourced and analysed from the three most branded social media networks namely facebook, twitter and Instagram which were strategically used by most television networks for their activities. **Find Below full details of information used for this category rankings.**

Brand	Facebook	Twitter	Instagram	Total Li	Engager	Mention	60%(Lik	30%(Eng	10%(Men	GSMR Score
Viasat 1 Ghana	612,801	91754	40937	745,492	1220917	29798	447,295	366275	2979.8	<b>816,550</b>
e.TV Ghana	350,647	10386	0	361,033	1288225	23756	216,620	386468	2375.6	<b>605,463</b>
Adom TV	272,846	497	0	273,343	837486	15024	164,006	251246	1502.4	<b>416,754</b>
4Syte TV	98,212	242520	29515	370,247	547258	122	222,148	164177	12.2	<b>386,338</b>
JoyNews	312,984	6623	0	319,607	607869	50890	191,764	182361	5089	<b>379,214</b>
Joy Prime	221,574	1098	5,815	228,487	674932	3876	137,092	202480	387.6	<b>339,959</b>
GHOne TV	66,217	162423	136524	365,164	267596	2539	219,098	80278.8	253.9	<b>299,631</b>
UTV Ghana	263,620	6877	1,975	272,472	191221	1249	163,483	57366.3	124.9	<b>220,974</b>
Metro TV Ghan	66,446	1150	2,121	69,717	250465	351	41,830	75139.5	35.1	<b>117,005</b>
Kantanka TV	12,293	1970	2,130	16,393	15979	188	9,836	4793.7	18.8	<b>14,648</b>

### CATEGORY ELEVEN (11) - RADIO STATIONS IN GHANA

#### Joy FM ranks 2015 Most Influential Radio Station on Social Media

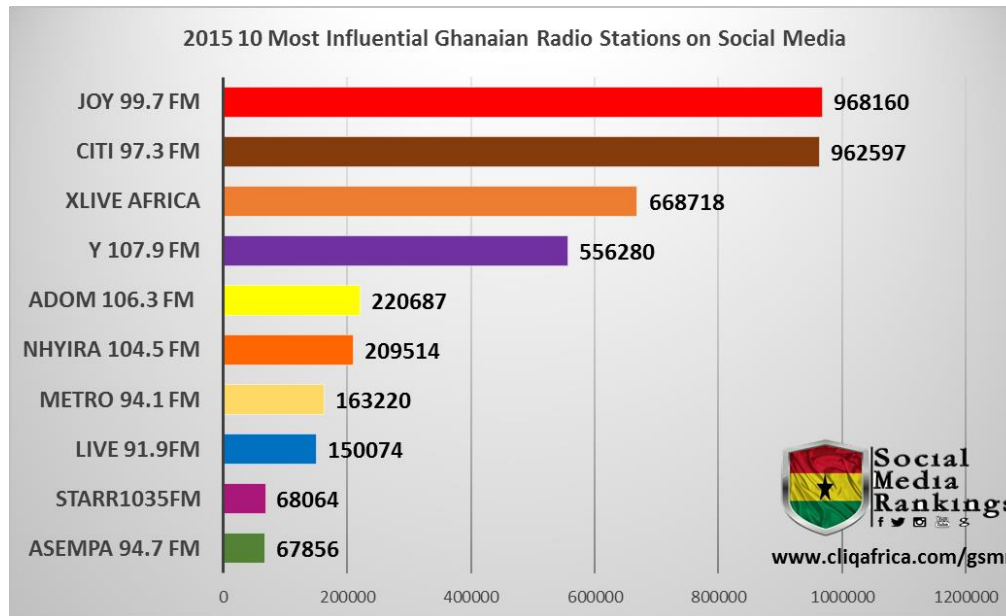
Ghana's leading Urban Radio channel, Joy 99.7 FM maintained their leading position on Social Media in 2015 revealed through the annual Ghana Social Media Rankings.

For 365 days that CliQAfrica and Avance Media monitored activities on social media for Radio Stations, which created rivalry competition, some were positively used in doing other activities such as raising funds for charity, sharing of News Articles, Political Awareness aside the usual usage to promote on-air programs. Following Joy FM keenly was Citi FM and



## GSMR 2015

Xlive Africa which came 2nd and 3rd respectively. **Find Below the ten most influential Radio stations on social media in Ghana:**



Other radio stations out of Accra such as, Nhyira 104.5 FM and Metro 94.1 FM also showed their prominence making great use of their accounts to keep followed up to date with various activities.

For this special category, FACEBOOK, INSTAGRAM and TWITTER were considered due to its massive presence and usage among radio channels with data from Engagements, Post Reach and Mentions. **Find the full metrics used for the rankings in this category:**



## GSMR 2015

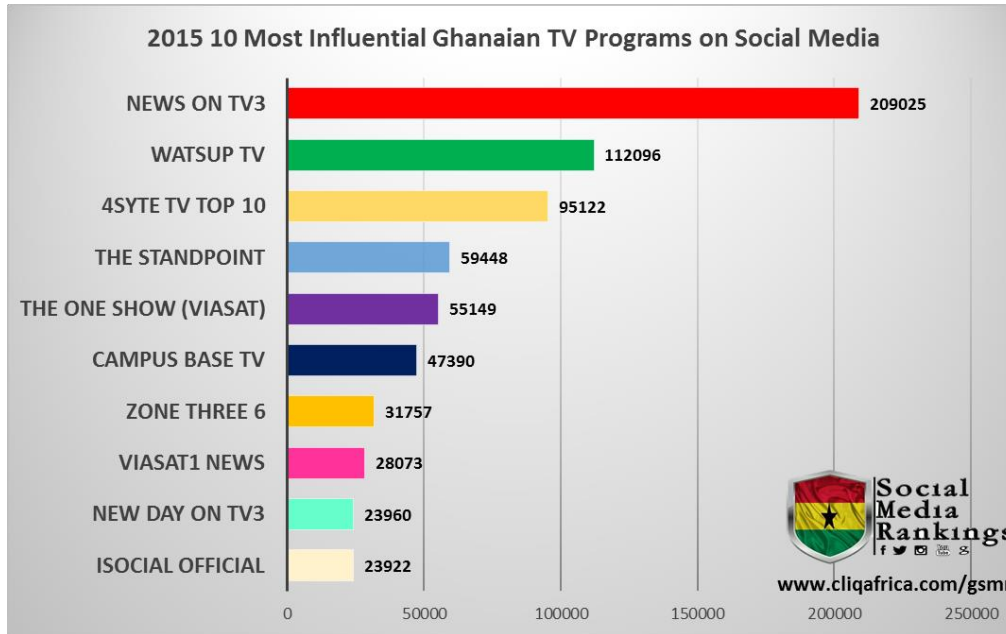
CliQAfrica | Avance Media

Brand	Facebook	Twitter	Instagram	Total Likes	Engagements	Mention	60%(Lk	30%(Engag	10%(Mentic	GSMR Score
Joy 99.7 FM	517,332	287664	18410	823,406	1561800	55761	494044	468540	5576.1	<b>968,160.00</b>
Citi 97.3 FM	528,299	227701	1,520	757,520	1669001	73845	454512	500700.3	7384.5	<b>962,597.00</b>
Xlive Africa	597,838	3963	1088	602,889	878471	434433	361733	263541.3	43443.3	<b>668,718.00</b>
Y 107.9 FM	292,145	218779	23222	534,146	778145	23493	320488	233443.5	2349.3	<b>556,280.00</b>
ADOM 106.3 FM	248,340	3085	1,320	252,745	214207	43777	151647	64262.1	4377.7	<b>220,687.00</b>
Nhyira 104.5 FM	204,810	0	0	204,810	282204	19665	122886	84661.2	1966.5	<b>209,514.00</b>
Metro 94.1 FM	103,937	810	117	104,864	334208	393	62918	100262.4	39.3	<b>163,220.00</b>
Live 91.9fm	22,628	27570	42345	92,543	314767	1184	55526	94430.1	118.4	<b>150,074.00</b>
Starr1035FM	23,423	22126	31028	76,577	73032	2087	45946	21909.6	208.7	<b>68,064.00</b>
Asempa 94.7 FM	71,017	0	0	71,017	84133	64	42610	25239.9	6.4	<b>67,856.00</b>

### CATEGORY TWELVE (12) - TV PROGRAMS IN GHANA

#### News on TV3 ranks 2015 Most Influential Ghanaian TV Program on Social Media

TV3's leading News Program, News on TV3 has retained its prominent position on the 2015 Most Influential TV Programs ranking by the Ghana Social Media Rankings. News on TV3 also stands out as one of the most authentic news programs which also connotes the importance of Social Media in delivering on the go news to its cherish viewers and followers. **Find below the 2015 ten most influential TV program on Social Media:**



Following keenly is WatsUp TV which runs on various TV Channels across Ghana churning our great entertainment feed to viewers.

For 365 Days, CliQAfrica, Avance Media and partners tracked their performances across FACEBOOK, INSTAGRAM, TWITTER and YOUTUBE which were noticed to have been commonly patronized among TV and Radio programs and have created opportunities for them to become leaders in various social media charts renowned among them, the 2015 Ghana Social Media Rankings. Find below data used for this category rankings:

Brand	Facebook	Twitter	Instagram	Total Likes	Engagemen	Mention	60%(Like	30%(Eng)	10%(Menti	GSMR Score
News on TV3	189,892	74473	0	264,365	166866	3465	158619	50059.8	346.5	209,025.00
WatsUp TV	50,461	16198	1,997	68,656	235403	2815	41193.6	70620.9	281.5	112,096.00
4Syte TV Top 10	83,525	0	0	83,525	149999	75	50115	44999.7	7.5	95,122.00
The Standpoint	37,717	0	0	37,717	121781	2839	22630.2	36534.3	283.9	59,448.00
The One Show (Vi	37,846	0	0	37,846	107649	1476	22707.6	32294.7	147.6	55,149.00
Campus Base TV	20,894	9303	14853	45,050	67754	239	27030	20326.2	23.9	47,390.00
Zone Three 6	17,661	9837	9,717	37,215	31405	69	22329	9421.5	6.9	31,757.00
Viasat1 News	46,717	0	0	46,717	86	173	28030.2	25.8	17.3	28,073.00
New Day on TV3	32,624	0	0	32,624	14339	848	19574.4	4301.7	84.8	23,960.00
ISocial Official	22,623	7223	2,024	31,870	15744	765	19122	4723.2	76.5	23,922.00

### CATEGORY THIRTEEN (13) - REALITY SHOWS

#### Miss Malaika ranks 2015 Most Influential Reality Show on Social Media.

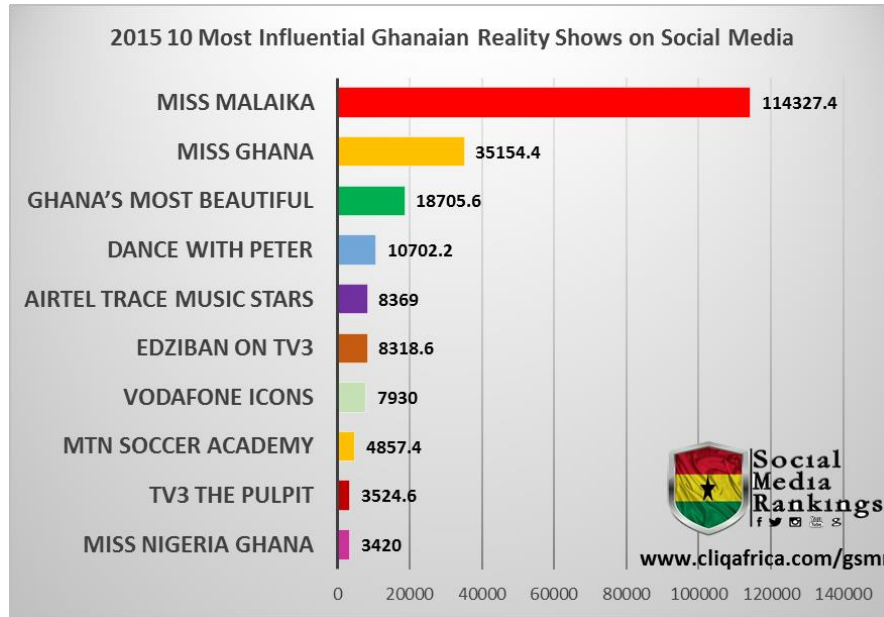
Miss Malaika has retained its leading position in the 2015 Ghana Social Media Rankings as the Most Influential Reality Show in Ghana.

They beat off massive competition from Miss Ghana and Ghana's Most Beautiful due to their massive followings and brand presence on Facebook, Twitter and Instagram which were the social media platforms considered for the rankings.

With analysis from the 2014 rankings, Miss Malaika retains their leading position with Dance with Peter, Airtel Trace Music Stars, Edziban on TV3 coming on as new entrants.

Other highly potential entrants for next year include: MISS Earth Ghana, The Challenge Gh, MISS TEEN Universe Ghana, Airtel Rising Stars, and Miss Excel Plus. **Find Below the 2015 10 most influential Ghanaian Reality Shows on Social media and data sourced and analysed for this category rankings**



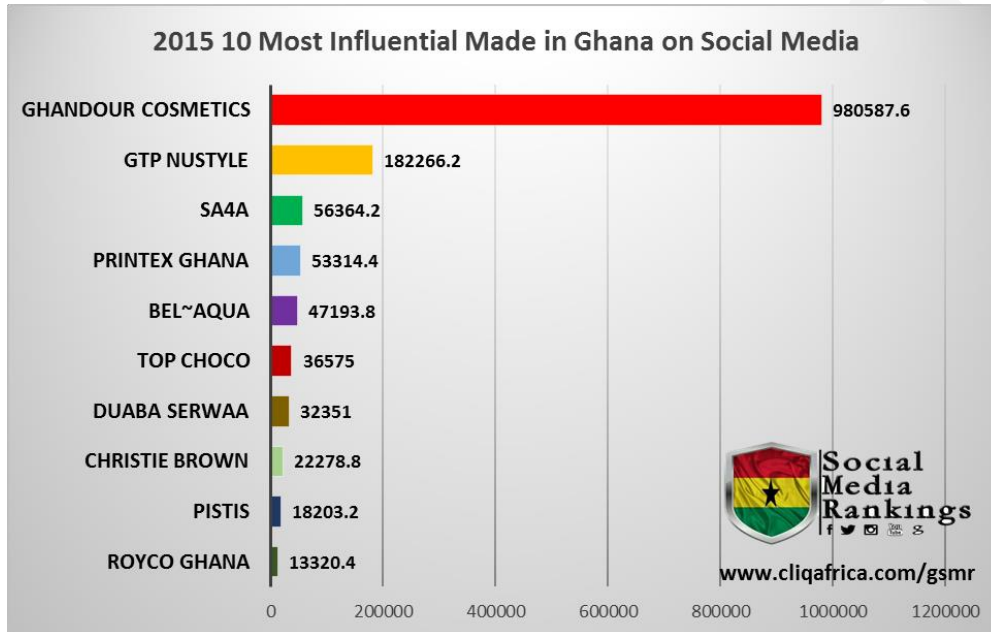


Brand	Facebook	Twitter	Instagram	Total Likes	Mentions	80%(Likes)	20%(Mentions)	GSMR Score
Miss Malaika	68,093	7,684	67005	142,782	509	114225.6	101.8	114,327.40
Miss Ghana	27,793	1,331	14728	43,852	364	35081.6	72.8	35,154.40
Ghana's Most Beautiful	23,380	0	0	23,380	8	18704	1.6	18,705.60
Dance with Peter	11,435	1,772	0	13,207	683	10565.6	136.6	10,702.20
Airtel Trace Music Stars	10,446	0	0	10,446	61	8356.8	12.2	8,369.00
Edziban On TV3	10,383	0	0	10,383	22	8306.4	8.8	8,315.20
Vodafone Icons	3,063	6844	0	9,907	44	7925.6	1.4	7,927.00
MTN Soccer Academy	6,070	0	0	6,070	7	4856	1.4	4,857.40
TV3 The Pulpit	4,402	0	0	4,402	15	3521.6	3	3,524.60
Miss Nigeria Ghana	3,555	18	0	3,573	2808	2858.4	561.6	3,420.00

**CATEGORY FOURTEEN (14) - MADE IN GHANA**

**Ghandour Cosmetic ranks 2015 Most Influential Made in Ghana Brand on Social Media**

Ghandour Cosmetics Ltd, leading Ghanaian cosmetics production brand has topped various local brands to emerge the Most Influential Made in Ghana Brand on Social Media. GTP Nusytle and SA4A Designs also created competition for the various brands emerging in subsequent positions respectively. **Find Below the 2015 ten most influential Made in Ghana on Social Media:**



All Made in Ghana brands and products were tracked on Facebook and Twitter whose usage was renowned among most brands in this category with focus on their Engagements, Post Reach and Mentions.



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With presidential support and campaigns to use various Made in Ghana products other highly potential entrants for next year include: Frytol, Heel the World, Diamond Cement, MGL Naturals and Voltic Natural Mineral Water. **Information used for the purposes of this category rankings can be found below:**

Brand	Facebook	Mentions	80%(Likes)	20%(Mentions)	GSMR Score
Ghandour Cosme	1,225,648	346	980518.4	69.2	<b>980,587.60</b>
GTP Nustyle	226,244	6355	180995.2	1271	<b>182,266.20</b>
SA4A	70,443	49	56354.4	9.8	<b>56,364.20</b>
Printex Ghana	66,539	416	53231.2	83.2	<b>53,314.40</b>
Bel~aqua	58,259	2933	46607.2	586.6	<b>47,193.80</b>
Top Choco	44,918	3203	35934.4	640.6	<b>36,575.00</b>
Duaba Serwaa	40,417	87	32333.6	17.4	<b>32,351.00</b>
Christie Brown	27,805	174	22244	34.8	<b>22,278.80</b>
Pistis	22,744	40	18195.2	8	<b>18,203.20</b>
Royco Ghana	16,648	10	13318.4	2	<b>13,320.40</b>

### CATEGORY FIFTEEN (15) - FASHION BRANDS IN GHANA

#### Pistis Ghana ranks 2015 Most Influential Fashion Brand on Social Media

Pistis a Ghanaian fashion house has topped various fashion brands to become the most Influential Ghanaian Fashion Label on Social Media through analysis by the Ghana Social Media Rankings. Pistis which has been in existent for about a decade has created a niche for themselves both offline and online aiding them in creating strong relationships with manufacturers and distributors across Ghana. Coming second is the international fashion repute holder, Papa Opong who has used his creative talent to draw international media attention to his works. **Find below the full rankings for the most influential fashion brands in Ghana and who conquered it.**



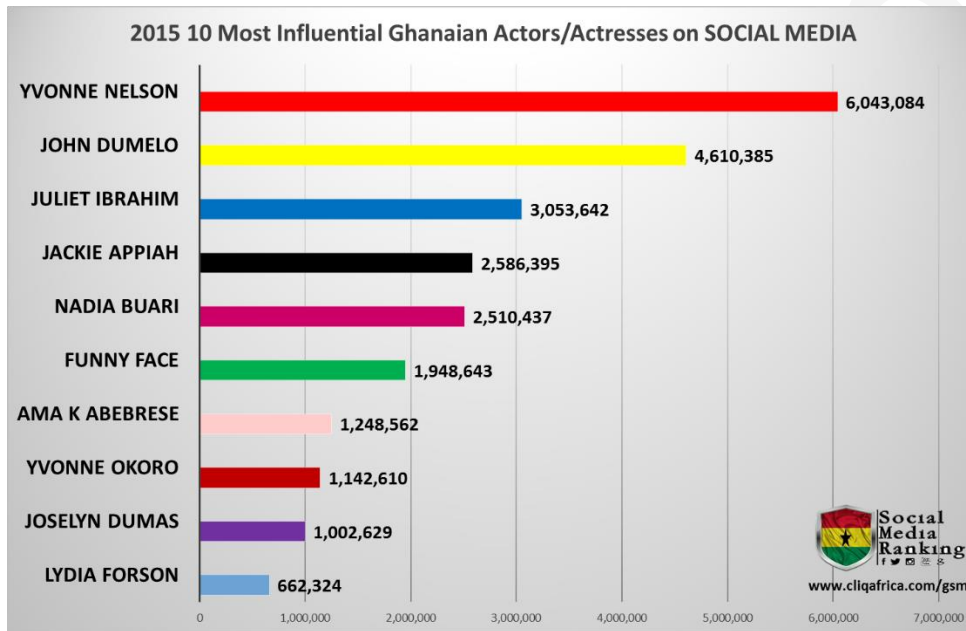
Data from Facebook, Twitter and Instagram was recorded as these networks were mostly used platforms in the fashion Industry. Find Statistical information below:

Brand	Facebook	Twitter	Instagram	Total Likes	Engagements	Mentions	60%(Like	30%(Eng	10%(Menti	GSMR SCORE
Pistis	22,744	0	43178	65,922	512137	40	39553.2	153641	4	193,198.30
Papa Oppong	1,986	3,120	12,442	17,548	405692	23	10528.8	121708	2.3	132,238.70
Christie Brown	27,805	3,889	21728	53,422	322282	174	32053.2	96685	17.4	128,755.20
SA4A	70,443	0	3,161	73,604	12161	49	44162.4	3648.3	4.9	47,815.60
Heel the World	13,669	2,246	6,160	22,075	112279	25	13245	33684	2.5	46,931.20
Chocolate by Kwaku Bediako	4,171	0	10457	14,628	115505	25	8776.8	34652	2.5	43,430.80
Duaba Serwaa	40,417	1,675	12602	54,694	29252	117	32816.4	8775.6	11.7	41,603.70
Aya Morrison	6,172	1,986	10,403	18,561	89989	10	11136.6	26997	1	38,134.30
Abrantie the Gentleman	8,673	131	9,937	18,741	69591	10	11244.6	20877	1	32,122.90
Poqua Poqu	5,053	284	14,364	19,701	15797	56	11820.6	4739.1	5.6	16,565.30

## CATEGORY SIXTEEN (16) - ACTORS AND ACTRESSES

### Yvonne Nelson ranks 2015 Most Influential Actor/Actress on Social Media

Actress Yvonne Nelson beat various Ghanaian Actors and Actresses to be ranked the 2015 Most Influential Actor/Actress on Social Media. Aside having significant Following across all social media platforms, her engagement with followers during the #DumsorMustStop demonstration played a great role in carving a niche for herself beating her peer John Dumelo who had more likes. Find Below the chart of the 10 most influential actors and actress in Ghana.



In this category total likes was taken from Facebook, Twitter and Instagram, this was mainly because of the type of audience they are exposed to across these three major networks. Juliet Ibrahim also had enormous engagement reach in 2015 beating Jackie Appiah to become the 3<sup>rd</sup> most influential actress on the social media. Other actress were not on

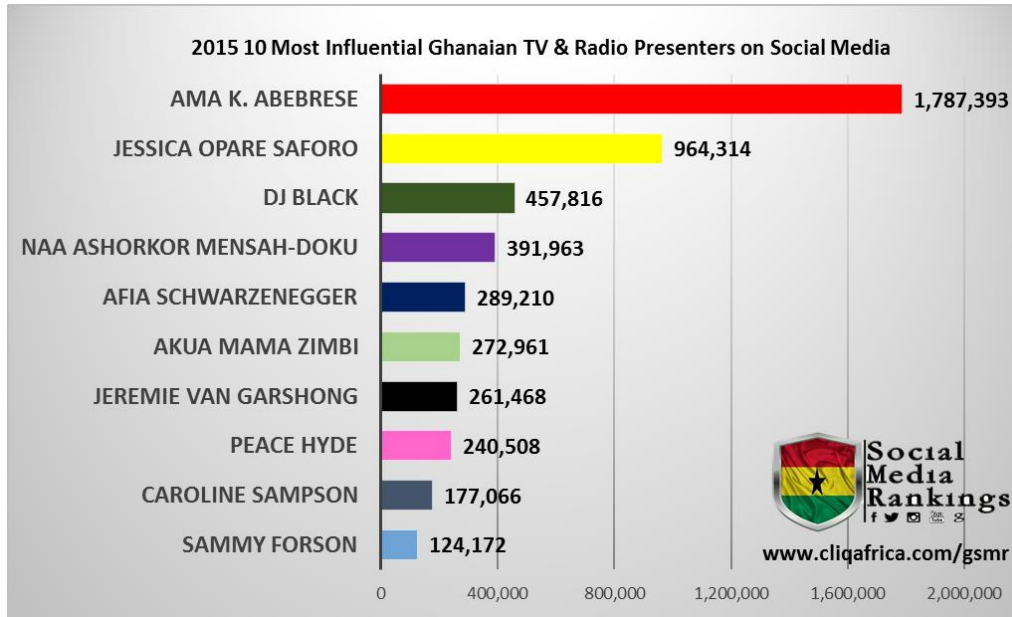
some social networks such as Facebook with the likes of Nadia Buari and Yvonne Okoro and thus created comparative advantage for others to lead. They however performed well on other networks. **Find Below data used for this category ranking.**

Brand	Facebook	Twitter	Instagram	Total Likes	Engagement	Mentions	60%(likes)	30%(Engage)	10%(Me	GSMR Score
Yvonne Nelson	2,398,769	564939	986832	3,950,540	12177103	196294	2,370,324	3653130.9	19629	<b>6,043,084</b>
John Dumelo	3,302,758	204091	759028	4,265,877	6767928	204806	2,559,526	2030378.4	20481	<b>4,610,385</b>
Juliet Ibrahim	30,240	134330	413512	578,082	9022593	145	346,849	2706777.9	14.5	<b>3,053,642</b>
Jackie Appiah	1,762,005	305	755097	2,517,407	3586002	1498	1,510,444	1075800.6	149.8	<b>2,586,395</b>
Nadia Buari		218170	204761	422,931	7522213	145	253,759	2256663.9	14.5	<b>2,510,437</b>
Funny Face	906,073	333959	229772	1,469,804	3540609	45779	881,882	1062182.7	4577.9	<b>1,948,643</b>
Ama K Abebresi	471,095	230213	111406	812,714	2524360	36252	487,628	757308	3625.2	<b>1,248,562</b>
Yvonne Okoro		273502	514585	788,087	2232432	286	472,852	669729.6	28.6	<b>1,142,610</b>
Joselyn Dumas	90,650	286601	368774	746,025	1819831	90642	447,615	545949.3	9064.2	<b>1,002,629</b>
Lydia Forson	214,024	148382	189988	552,394	1101560	4192	331,436	330468	419.2	<b>662,324</b>

**CATEGORY SEVENTEEN (17) - RADIO AND TV PRESENTERS**

**Ama K. Abebresi ranks 2015 Most Influential TV & Radio Host on Social Media**

Ama K. Abebresi, Actress and Lead Host of TV3’s Morning Show, New Day topped various TV & Radio Presenters in Ghana to become the Most Influential TV & Radio Host on Social Media revealed through a rigorous analysis and research by the Ghana Social Media Rankings. **Find below the ranking chart for the ten most influential TV& Radio Host on social media.**



This category was exclusive to both Radio and TV presenters which was also an active year for them using their platforms to promote both their shows and other programs and initiatives. Facebook, Instagram and Twitter which is popularly used among these personalities were utilised in the analysis with data from Engagements, Post Reaches and Mentions to consider the top ten most influential radio and TV presenters.

Find below data sourced for this category rankings for 2015

Brand	Facebook	Twitter	Instagram	Total Likes	Engagement	Mentions	60%(Likes)	30%(Engage)	10%(Me)	GSMR Score
<b>Ama K. Abebrese</b>	471,095	230213	111406	812,714	4320465	36252	487,628	1296139.5	3625.2	<b>1,787,393</b>
<b>Jessica Opore Saforo</b>	170,064	173769	24958	368,791	2473687	9336	221,275	742106.1	933.6	<b>964,314</b>
<b>Dj Black</b>	94,180	226114	21429	341,723	841650	2869	205,034	252495	286.9	<b>457,816</b>
<b>Naa Ashorkor Mensah-I</b>	34,955	13593	249056	297,604	711168	503	178,562	213350.4	50.3	<b>391,963</b>
<b>Afia Schwarzenegger</b>	33,548	938	207953	242,439	478001	3467	145,463	143400.3	346.7	<b>289,210</b>
<b>Akua Mama Zimbi</b>	228,454	14,372	37315	280,141	348530	3173	168,085	104559	317.3	<b>272,961</b>
<b>Jeremie Van Garshong</b>	4,965	190600	31621	227,186	417104	253	136,312	125131.2	25.3	<b>261,468</b>
<b>Peace Hyde</b>	83,401	16649	109436	209,486	381969	2261	125,692	114590.7	226.1	<b>240,508</b>
<b>Caroline Sampson</b>	1,375	123839	97063	222,277	145665	0	133,366	43699.5	0	<b>177,066</b>
<b>Sammy Forson</b>	0	135612	68114	203,726	6447	27	122,236	1934.1	2.7	<b>124,172</b>

## CATEGORY EIGHTEEN (18) - MUSICIANS IN GHANA

### Sarkodie ranks 2015 Most Influential Musician on Social Media

Multiple award winning Ghanaian Music Superstar, Sarkodie has repeated his maestro in music on social media topping various Ghanaian Music Stars to maintain his leading command in the 2015 Ghana Social Media Rankings.

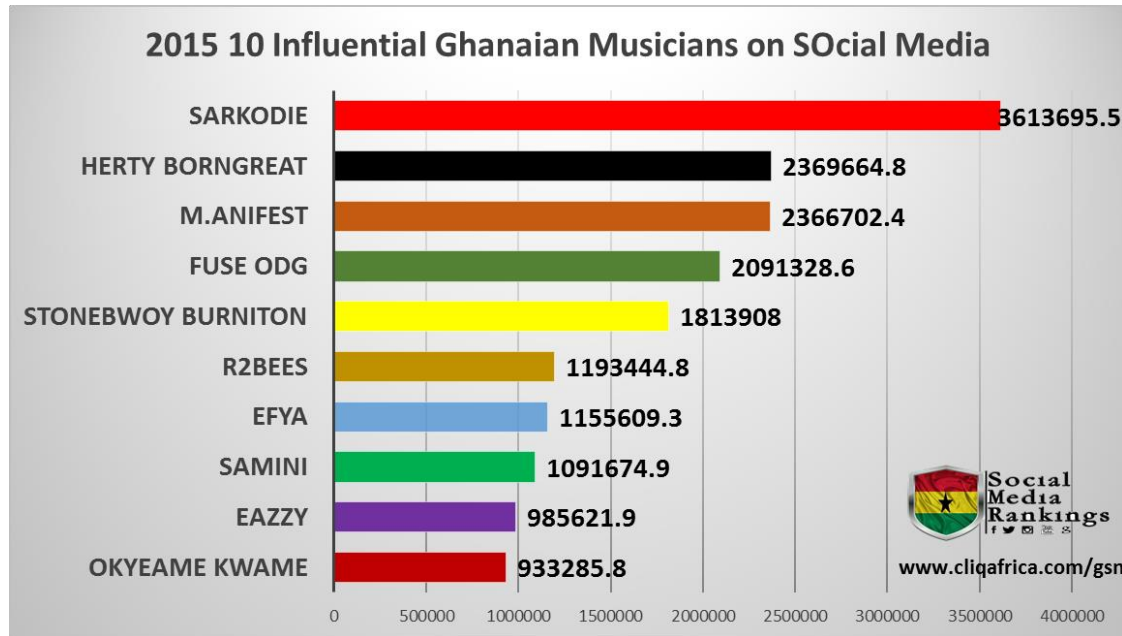
Sarkodie’s eminence was verified through various social media followings and topics that placed him in the news in 2015 famous among them his collaboration with US Rapper, Ace Hood.

Following keenly for the first time on the list is Gospel Superstar, Herty Borngreat who has kept her page very active with various Faith Declaration posts which gives her great interaction with followers.

Their Facebook Pages, Twitter Handles, Instagram Accounts and YouTube Channels were monitored throughout the year including how they engaged with their fans and how far their posts travelled to authenticate their positions on the final list.



Find Below the ranking chart for the ten most influential musicians on social media and data used for the category analysis.





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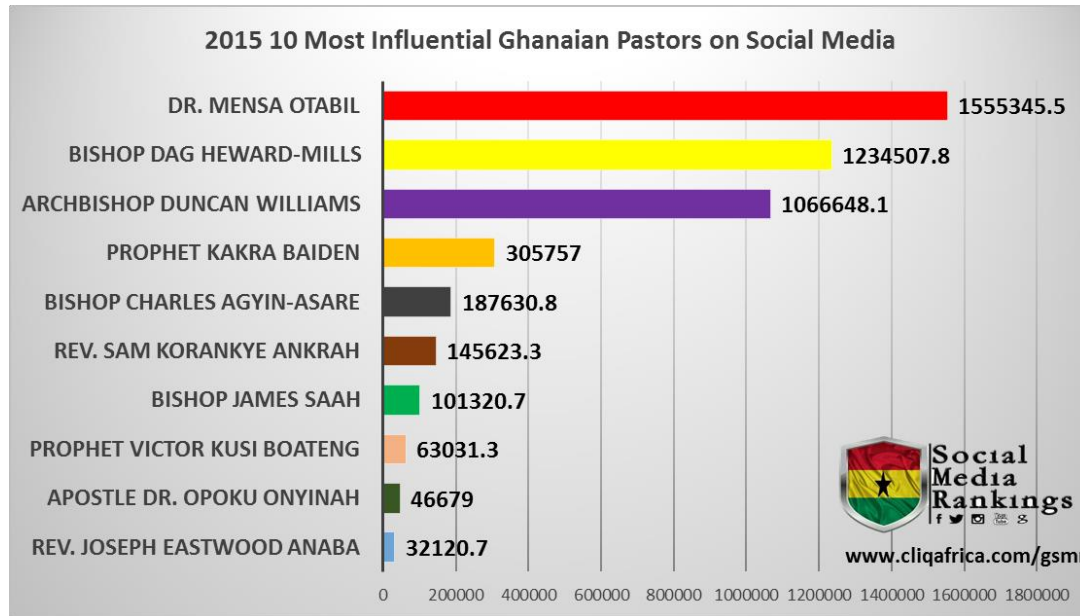
Brand	Facebook	Twitter	Instagram	Youtube	Total Like	Mention	Engagements	60%(Likes)	30%(Engage)	10%(Me	GSMR Score
<b>Sarkodie</b>	874,833	695248	492378	103,077	2,165,536	73967	7689924	1299321.6	2306977.2	7396.7	<b>3,613,695.50</b>
<b>Herty Borngreat</b>	1,607,395	3104	306	339	1,611,144	237131	4597551	966686.4	1379265.3	23713	<b>2,369,664.80</b>
<b>M.anifest</b>	422,443	246705	64872	6,389	740,409	19821	6401583	444245.4	1920474.9	1982.1	<b>2,366,702.40</b>
<b>Fuse ODG</b>	549,591	119391	121065	104,776	894,823	6640	5179236	536893.8	1553770.8	664	<b>2,091,328.60</b>
<b>Stonebwoy Burn</b>	580,820	181244	268425	9,255	1,039,744	87360	3937752	623846.4	1181325.6	8736	<b>1,813,908.00</b>
<b>R2BEES</b>	309,182	304264	22139	5,755	641,340	27259	2686383	384804	805914.9	2725.9	<b>1,193,444.80</b>
<b>EFYA</b>	466,346	349506	185699	5,141	1,006,692	2541	1837800	604015.2	551340	254.1	<b>1,155,609.30</b>
<b>SAMINI</b>	380,123	271910	132961	3,463	788,457	5401	2060202	473074.2	618060.6	540.1	<b>1,091,674.90</b>
<b>Eazzy</b>	447,993	85131	73161	1,475	607,760	15859	2064600	364656	619380	1585.9	<b>985,621.90</b>
<b>Okyeame Kwam</b>	457,766	44519	36841	2,140	541,266	17513	2022583	324759.6	606774.9	1751.3	<b>933,285.80</b>

### CATEGORY NINETEEN (19) - PASTORS

#### Dr Mensa Otabil ranks 2015 Most Influential Pastor on Social Media

International Motivational Speaker, Founder and General Overseer of leading Charismatic congregation, International Central Gospel Church (ICGC), crossed over into 2016 ranking the 2015 Most Influential Ghanaian Pastor on Social Media.

The ten most influential pastors on social is charted as follows:



Dr. Mensah Otabil maintained his presence on both Facebook and Twitter which are well used among religious leaders and considered for the Rankings with focus on their engagements, mentions and posts reach.

He led the way for Bishop Dag Heward Mills and Archbishop Duncan Williams who have also being consistent in using their social media pages to influence their followers positively. Find below Information gathered for the purposes of this category analysis.

Brand	Facebook	Twitter	Total Likes	Engagement	Mentions	60%(Likes)	30%(Engagement)	10%(Mentions)	GSMR Score
Dr. Mensa Otabil	966,998	52296	1,019,294	3122967	68790	611,576	936890	6879	<b>943,769.10</b>
Bishop Dag Heward-Mills	820,702	28833	849,535	2402506	40350	509,721	720752	4035	<b>724,786.80</b>
Archbishop Duncan Williams	730,289	26258	756,547	2026763	46910	453,928	608029	4691	<b>612,719.90</b>
Prophet Kakra Baiden	239,519	8,160	247,679	519192	13920	148,607	155758	1392	<b>157,149.60</b>
Bishop Charles Agyin-Asare	132,587		132,587	360082	540	79,552	108025	54	<b>108,078.60</b>
Rev. Sam Korankye Ankrah	126,492	1,778	128,270	227451	4260	76,962	68235.3	426	<b>68,661.30</b>
Bishop James Saah	98,515	1,490	100,005	137529	590	60,003	41258.7	59	<b>41,317.70</b>
Prophet Victor Kusi Boateng	60,263	4,064	64,327	80927	1570	38,596	24278.1	157	<b>24,435.10</b>
Apostle Dr. Opoku Onyinah	46,891		46,891	60888	2780	28,135	18266.4	278	<b>18,544.40</b>
Rev. Joseph Eastwood Anaba	18,616	7472	26,088	54073	2460	15,653	16221.9	246	<b>16,467.90</b>

### CATEGORY TWENTY (20) - FOOTBALLERS

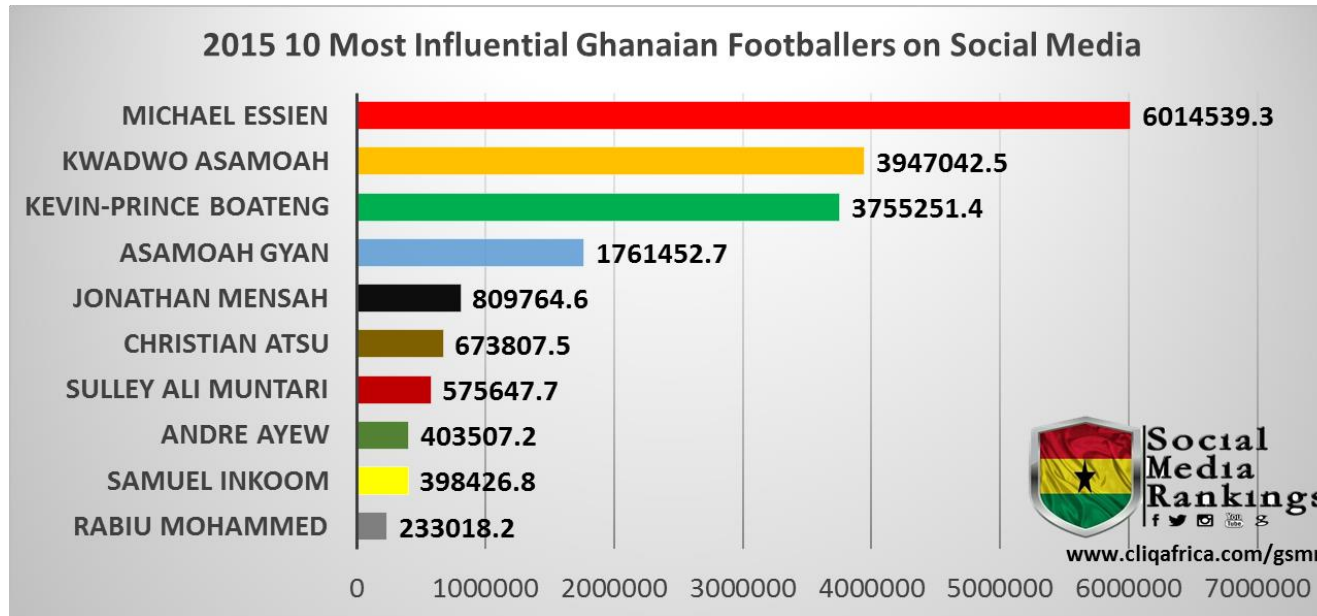
#### Michael Essien ranks 2015 Most Influential Footballer on Social Media

Michael Essien, former Black Star skipper and current Panathinaikos midfielder has ranked the most influential Ghanaian Footballer on Social Media leading the likes of Kwadwo Asamoah and Kevin Prince Boateng.

The analysis done by the Ghana Social Media Rankings took into consideration their Facebook, Twitter and Instagram accounts with focus on how they engaged with their followers, mentions and post reach.

Michael Essien has also being an active user of his pages in supporting various humanitarian campaign for Africa and other parts of the world.

Find below the chart on the ten most influential footballers in the year 2015



Data sourced for the purposes of the ranking for this category is as follows:

Brand	Facebook	Twitter	Instagram	Total Likes	Engagements	Mentions	60%(Likes)	30%(Eng)	10%(M)	GSMR Score
Michael Essien	725,541	561,375	385,172	1,672,088	16703741	1642	1003252.8	5011122.3	164.2	6,014,539.30
Kwadwo Asamoah	547,807	456,279	368,146	1,372,232	10411555	2368	823339.2	3123466.5	236.8	3,947,042.50
Kevin-Prince Boate	3,045,709	1,433,149	37,078	4,515,936	3443355	126833	2709561.6	1033006.5	12683	3,755,251.40
Asamoah Gyan		416,425	214,123	630,548	4610402	33	378328.8	1383120.6	3.3	1,761,452.70
Jonathan Mensah	209,768	37,328	41,131	288,227	2122399	1087	172936.2	636719.7	108.7	809,764.60
Christian Atsu	299,151	60,675	59,902	419,728	1401838	14193	251836.8	420551.4	1419	673,807.50
Sulley Ali Muntari	35,608	108,287	214,297	358,192	1202327	344	214915.2	360698.1	34.4	575,647.70
Andre Ayew	159,377	288,917	139,728	588,022	168812	504	352813.2	50643.6	50.4	403,507.20
Samuel Inkoom	248,975	50,201	68,741	367,917	591087	3505	220750.2	177326.1	350.5	398,426.80
Rabiu Mohammed	57,316	7,995	9,069	74,380	627,824	130	44628	188347.2	13	232,988.20



## RECOMMENDATIONS FOR BRANDS, BUSINESSES AND COMPANIES

Most brands did well across board and others are pushing various ideas on social media however these Brands, personalities and Businesses still ignore the importance of social media and their digital environment and how they impact their brand behavior in analyzing and measuring overall brand performance. In the analysis, we recognized the fact that some brands have enormous reach in terms of followers and likes which meant most brands tend to consider only gaining only followers/likes whilst the other metrics that affected them such as sentiments from fans engagements and social media sharing about their brand is being ignored. This could be causing negative brand awareness. We recommend a sustained brand social media monitoring and reporting that could identify daily sentiments among engagements not only across owned brand pages but the whole digital scene a brand finds itself.

According to the data generated, Brands are also not engaging with their followers and fans which meant most brands were not ready to invest into social media management with no dedicated team to oversee their brand growth in social media. Social media Strategies are thus not developed and a brand could be using social media but not achieving its goals in terms of real returns on investments. Brands need to identify social media fans as their clients, built strategies, engage positively with them and dehumanized itself and reach out to satisfy their wants. With an effective dedicated team complimented with purposeful strategies, brands could be building their next profitable social value on these networks.

Brand social media performance differed, this could attributed to various factors and some Brands had a very loud reach and engagements reaching more followers and fans with just a post or release which mostly create positive buzz and could go viral within a short period of time. Other brands could leverage on this to build theirs, detailed data could help brands successfully identify branded social media icons that could lead social media campaigns that will effectively brand them, gain more social value and build their brand.

## ABOUT GSMR AND CONTRIBUTORS

Ghana Social Media Ranking is an annual social media analysis report that provides detailed performances of various Ghanaian brands on social media and ranks them according to categorized groups using the best industry performance metrics. The GSM annual rankings is Spearheaded by CliQAfrica Ltd; a digital Advertising Agency, Avance Media and



## GSMR 2015

CliQAfrica | Avance Media

Dream Ambassadors in Partnership with TV3, 233LiveNews, Cape 360, Enter Ghana and Gonewsgh. The GSMR team is a group of Young Professional Digital Analyst who are passionate about their work and believe in providing a world class accountable social media analysis and digital reporting standards in Africa. The team includes Omame Ossei-Poku, Nicholas Tanye, Prince Akpah and Emmanuel Assieme.

Our sincere gratitude also goes to the following people for their immense contribution, Gad Ocran of Get Ghana online, Prince Cyril Mensah of Royal Scene Media, Professor Richard Boateng, Head of Department of Operations Management, University of Ghana Business School and Dr. Muwugbe Messan of the Center for Media Analysis.

### TERMS AND CONDITIONS

This report was based on actual figures scrawled from social media networks, renowned third party social media measurement tools and other digital platforms and does not connote or relate to any other brand performance metrics such as profitability and actual clientele base.

Our criteria is coined out of an industrial performance metrics and only showed trends in Ghana, we are therefore not liable to any lawsuit to defend any standards or procedures employed by the team. We can only provide detailed information and provide services as such if more in-depth analysis and information is needed.