

CliQAfrica

The 2016 Annual Ghana Social Media Report



A RANKINGS REPORT ON THE MOST INFLUENTIAL BRANDS AND PERSONALITIES ON SOCIAL MEDIA IN GHANA



A RESEARCH PROJECT BY CLIQAFRICA LIMITED AND AVANCE MEDIA

FOREWORD

With the growing dynamism in the global digital space, digital trends in 2016 show an increased sophistication of our social world and increased connectivity of human online activities specifically on social media. The year 2016 also witnessed several online controversies and events both globally and locally such as the #Brexit trend to various elections conversations, notable among them were the 2016 US Election, the 2016 Ghana elections and the Gambian Elections which occurrences happened almost concurrently and sparked an unending social revolution and brand advocacy. Social Media shaped how these controversies spurred generally with more online or digital platforms as well as brands focusing on media sharing on social media communities for traffic generation rather than employing any other network to reach out to audience. We also saw a global changing trend in content delivery and consumption as well as changing behavioral patterns of users and audience on these social networks. Social media measurement and monitoring thus became one of the most important features for most brands, organizations and businesses in their urge to guide their implementation of social campaigns and shape their online brand voice.

In Ghana, various forecast and predictions were made notably by brands, personalities, organizations and civil society groups which spiraled these controversies to the extent of a proposed censorship of social media during the 2016 general elections as seen in other countries during periods of escalated controversies. Final variants and real results were however different just as they did in other parts of the world which sparked even more conversation and shock in these new media channels. These results meant brands, business and organizations were either getting the conversation wrong on these networks or ill monitoring and measuring performances wrongly necessitating the need for a stronger performance measurement of brands social media performance especially against other brands.

This annual report brought together by young enthusiastic digital strategists is to reveal how brands, personalities and businesses in Ghana performed on social media against other brands and to also reveal various insights into the social media world.



THE REVIEWS OF 2016 - REPORT SNAPSHOTS

Internet Use and Social Media

According to the 2016 internet live stats, there are currently over **3,424,971,237 internet users** globally, with an internet penetration of about **46% of global population**, a growth difference of **3%** from the previous year. Facebook, the largest social media network according to its September 2016 data, reports a monthly active user base of **1.79 billion** with **1.09 million users** active on mobile also making it the most active social media channel. The trend shows that **1-2** out of **3** persons found online is using Facebook probable using mobile to access it, a total social media usage is far higher when all the numerous social media channels are considered (a total of **2.31 billion**, wearesocial report, 2016). The trend is no different in Ghana as the **7,958,675** of the population can be found online (**28.4%** penetration) ranking the country the **47th highest** internet user base closely following that of the United Arab Emirates in the global internet user base rankings. Social media usage in Ghana is also continuously growing and estimated at **40% social media penetration** (**2.9 million** social media users as at January 2016, wearesocial report) with almost every online mobile user having a social media account or on a social messaging channel such as whatsapp. According to Social Bakers daily statistical reports, Ghana have brands and personalities that have audience of over **4 million** followers such as John Dumelo and Yvonne Nelson, both actors, with some of the fastest growing social media pages such as Micheal Blackson and Bishop Agyin-Asare.

Research also shows that the average Ghanaian spend not less than **3hours 30 minutes** browsing the internet on his/her phone, out of which **3hours 13 minutes** of this is spent on social media (wearesocial report, 2016) which shows the changing behavioural patterns of human activities away from the traditional lifestyle to most time spent on social media.



SOCIAL
MEDIA
RANKINGS

Facebook Twitter YouTube Google+ GSMR 2016

Measuring Social Media

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Social Media performance measurement continues to evolve with various social media channels effortlessly improving their analytics, insights and measurement tools to accurately record metrics from their platforms. Facebook, the largest social media channel continuously evolve with new measurement tools in their insights page for businesses. Brands and Businesses are now able to measure simple metrics such as likes and engagement to much complicated metrics including the demographics, locations of the page followings' or likes. Twitter in similar fashion owns tweet deck, a separate monitoring dashboard used to measure the performances metrics of a twitter page such as the growth rate of page, retweets etc. This shows the importance of analytics in the ever growing social space and a dig into data analytics to reveal trends that shapes the conversations on social media with various global companies employing various tools to monitor specific channel activations.

However measuring one brand against the other has ever since been a difficult task over the years and performing a competitor analysis on these networks can be one of the most difficult thing to do. Facebook, the leading network swiftly introduced competitor analysis on the insights page to help businesses measure their performances over competitors measuring metrics such as competitor growth rate and engagements, twitter and other social media channels do have a competitor analysis page. This was a massive relieve to businesses and brands who are taking the social media world serious. The case on case brand analysis on social media could also be seen as used by social media companies such as Social Bakers whose daily metrics show monthly audience growth rate and ranks brands and pages based on page likes (largest audience) and fastest growing pages. Klout, Sprout Social and similar companies also have various ranking methods based on a particular social media network and performance indicators such as audience size. Others such Buffer have ever since conducted research into the state of social media usage to reveal trends and insights, rather than rank brands on particular metrics but none have presented an overall social media performance rankings for brands on all these channels and networks and for specific country such as Ghana skewed to categories where local businesses could be found.

However, these research and insights have ever since shaped how rankings of social media performance has been carried out specifically with introduction of the Ghana Social media Formulae in 2015 which considered 3 main factors in measuring social media. These key performance indicators included followings or page likes engagements and mentions. Another factor was included in 2016 which was the

growth difference between the periods of the analysis. See more in our methodology how this formulae has evolved to standardize social media performance measurement.

METHODOLOGY

Sampling Method

Our sampling technique used in selecting categories was the non-probability type and for the purposes of this report, 21 categories were considered due to limited resources and time constraint. However to avoid bias usually caused by this sampling technique (Penn State Science, 2016) these categories were selected based on the categories used by other industry categorizations like institutions such as Ghana club 100, organized groups including GREDA, Ghana Actors Guild, and recognized Business Directories like Yellow Pages etc.

The team chose to emphasize on categories which are considered to be active on Ghana's social media landscape. The number of categories is likely to increase in our subsequent rankings. In determining our sample size for each category, the team considered almost all industry players which fell under these categories as extracted from these institutions.

To streamline our data, the team took out all brands which were not having any form of social media presence and also Brands which were not active during the whole duration of 2016. This method helped us to reduce the data to a sizable number to work with.

Data Sources

Data was then sourced from these social media channels of these brands, businesses and personalities using virtual excavation, a systematic acquisition of digital trace data from virtual settlements using the archaeological paradigm. Virtual excavations for business intelligence are aimed at locating and follow the activities of an active group of participants who constitute a source of useful business intelligence rather than improving our understanding of past events (IGI-GLOBAL, 2016). Data used for this report was sourced between December 29, 2015 to December 30, 2016 and final data was computed on 30th December, 2016.

One of the biggest challenge we found in sourcing, collating and computing data to produce results was the issue of impersonation, multiple accounts and working with unverified pages which saw some brands having up to about five (5) multiple accounts on just one social media network. Some brands contacted did indicate these accounts did not originate from them which heralded a more in-depth research into the ownership and sources of information and our quest to avoid using wrong impersonated pages in our analysis. We therefore employed a social media accuracy source checklist from the John Hopkins, Sheridan Libraries and University museums which was published in 2014 and considered the source, type of social network, content type as distributed by the page, age of the page, contextual updates and reliability. Particular social networks dominated specific categories such as Instagram being highly utilized by fashion brands which saw these brands having more followings on Instagram but performing poorly on other networks such as Facebook and twitter. Other brands avoided specific platforms totally which confirm the strategy by Hubspot blog, 2016 which advises brands to focus on specific media channels to optimize returns.

The GSMR team therefore adopted a commonality social media platforms which is deem applicable to that industry for instance under the category for TV, Musicians, the team settled on Facebook, Twitter, Instagram and YouTube whereas under the category for Banks and Pastors, we used Facebook, Twitter and Instagram. This was initiated to give a fair report on all Brands.

The GSMR Formulae

Although we sought to improve our formulae employed in our previous reports to meet the ever evolving social media (new media) and digital as well as maintain a standardized reportage of our research. For the purpose of this 2016 report, we maintained the core derivatives of our formulae we employed in 2015 although slight changes was made on it for the 2016 rankings. Our complicated yet simple formulae explored around the three Key performance metrics or indicators (KPI's), likes or following, engagement and mentions and for the. Our team postulate that Social Media goes beyond the purchase of Likes/Followers thus our team proposed an acceptable formula which goes beyond just the number of likes/followers a Brand has accumulated dubbed GSMR formulae. We however saw slight change in the composition of the formulae and the components of the new formula included Likes/Followers (50%), Engagement (30%), Total mentions (10%) and Growth rate (10%).



**SOCIAL
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Facebook Twitter YouTube Google+ GSMR 2016

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The major difference between our previous formulae and the current is the **Total Growth Rate**. This component tied to a Brand's followings or page like was added to the formula to appreciate Brands who effortlessly worked hard to increase their audience base from their 2015 to the current 2016 position (whether organically or advertisement). This slight change was also to conform to the industry trends and recommendation as also measured as a metric on the Facebook insights page and used by Social Media Bakers. As reported in our previous reporting period this formula seeks to reward social media managers who go beyond the purchase of likes and followers but rather focus more on engagement.

This formulae was approved by the group of researchers which included two professors at the University of Ghana Business School. Our previous report which employed this formulae received various applause from industry leaders including the Blogging Ghana Society, various media houses and the public at large.

KEY FINDINGS AND OUTCOME - THE RANKINGS

2016 in general saw a totally new wave of social media brands as most of the previous influential top brands and personalities in our last report bowed out in the very fierce competitors with only a 30% of the most influential brands and brands maintaining their positions from the previous period. The trends show a heat-up competition among brands and personalities on who becomes the most influential on social media after the premier social media rankings in 2014 and 2015. Find below

CATEGORY ONE (1) - BANKS

Access Bank Ghana Ranks 2016 Most Influential Bank on Social Media.

2015 frontrunner, Access Bank Ghana has for the 2nd year emerged as the most influential Bank on Social Media in the 2016 Ghana Social Media Rankings and Report spearheaded by Avance Media, CliQAfrica and Dream Ambassadors Foundation You Tube GH. They were followed by Fidelity Bank Limited with the 2nd position.



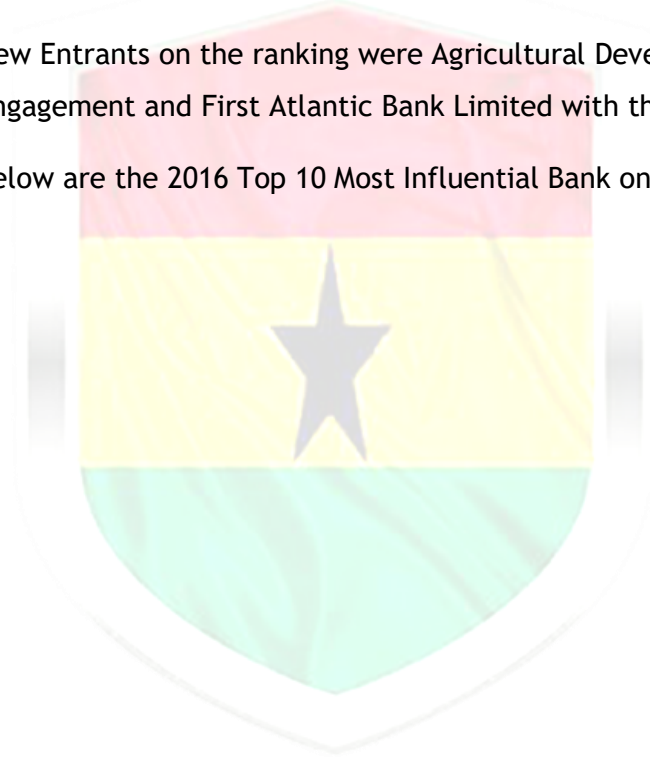
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In 2016, Access Bank also gained new following numbering 132,634 across Facebook and Instagram with increased engagements and mentions which were platforms used for the rankings to maintain their lead on the ranking. There must be on the lookout for UT Bank which ranks 5th but gained the highest followers in 2016 with 143,302.

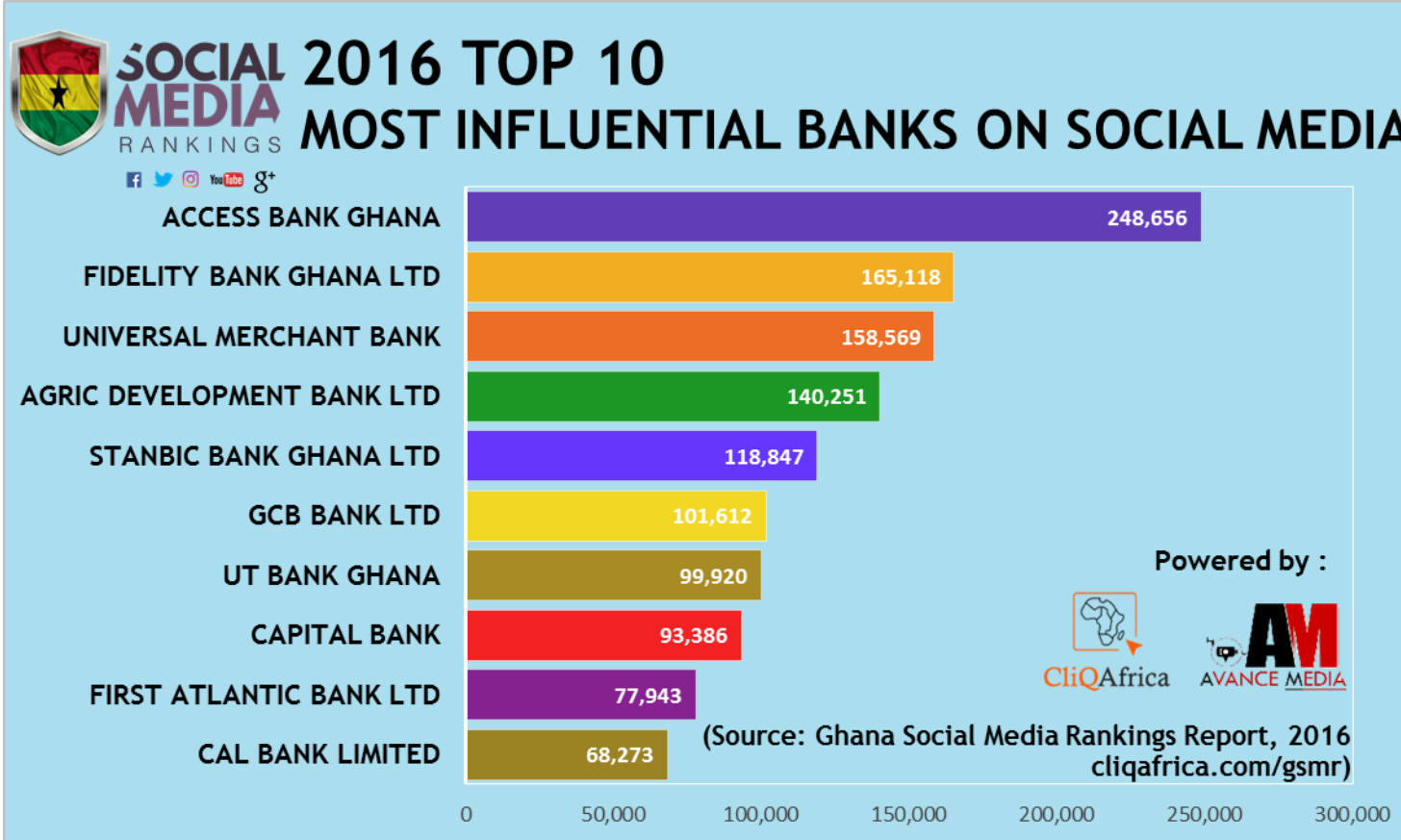
New Entrants on the ranking were Agricultural Development Bank Limited which also made the 3rd position with an impressive figures on engagement and First Atlantic Bank Limited with the 9th position.

Below are the 2016 Top 10 Most Influential Bank on Social Media:



SOCIAL
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Other Banks which have the potential of making the next social media ranking include; Guaranty Trust Bank (Ghana) Limited, Standard Chartered Bank Ghana Limited and UniBank Ghana Ltd

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Data sourced and computed for this category rankings can be found below:

Bank	Facebook	Twitter	2016 Total	2015 Total	Growth Dif	Mention	Engagement	50% (2016	10% (Me	10% (Growth I	30% (Engagemen	GSMR Score
Access Bank Ghana	197,093	16667	213,760	81,126	132,634	31,091	418011	106,880	3109.1	13263.4	125403.3	248,656
Fidelity Bank Ghana LTD	254,513	21651	276,164	193,419	82,745	181	62477	138,082	18.1	8274.5	18743.1	165,118
Universal Merchant Bank	95,507	518	96,025	51,337	44,688	300	353525	48,013	30	4468.8	106057.5	158,569
AGRIC DEVELOPMENT BANK LTD	126,553	10488	137,041	4030	133,011	13,235	190352	68,521	1323.5	13301.1	57105.6	140,251
Stanbic Bank Ghana Ltd	153,572	2995	156,567	60872	95,695	13,388	98851	78,284	1338.8	9569.5	29655.3	118,847
GCB Bank LTD	60,745		60,745	22,305	38,440	414	224513	30,373	41.4	3844	67353.9	101,612
UT Bank Ghana	162,361	7568	169,929	26,627	143,302	5,121	377	84,965	512.1	14330.2	113.1	99,920
Capital Bank	109,746	31999	141,745	18,005	123,740	268	33710	70,873	26.8	12374	10113	93,386
First Atlantic Bank Ltd	60,465	2608	63,073	659	62,414	2,678	132991	31,537	267.8	6241.4	39897.3	77,943
CAL Bank Limited	52,114	2205	54,319	27160	27,159	4,806	126391	27,160	480.6	2715.9	37917.3	68,273

CATEGORY TWO (2) - TELCOS

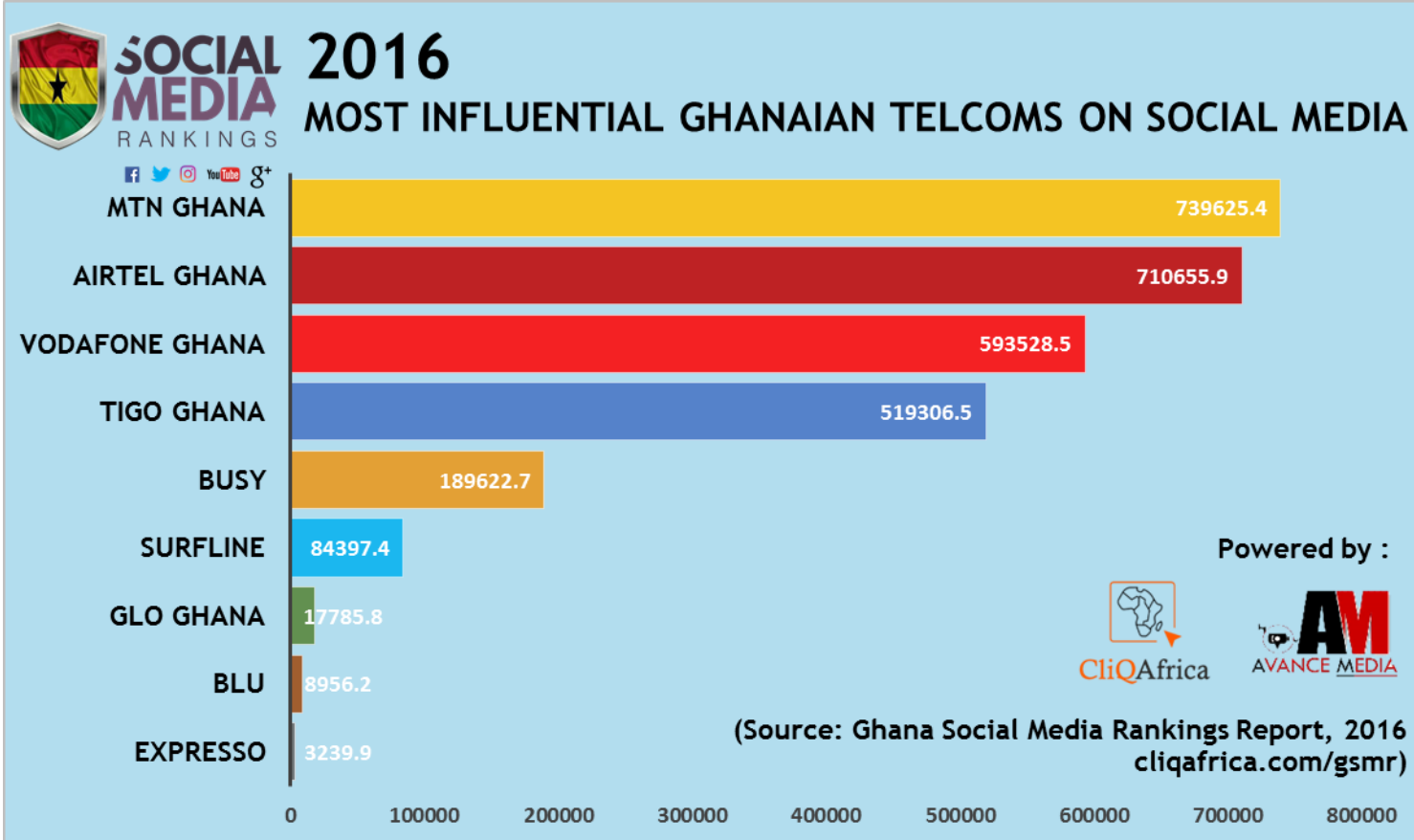
MTN Ghana Beats Airtel to Rank 2016 Most Influential Telecommunications' Network on Social Media

MTN Ghana has beaten 2015 frontrunner Airtel Ghana to emerge the 2016 Most Influential Telecommunications' network on Social Media in the 2016 Ghana Social Media Report spearheaded by Avance Media, CliQAfrica and Dream Ambassadors Foundation GH.

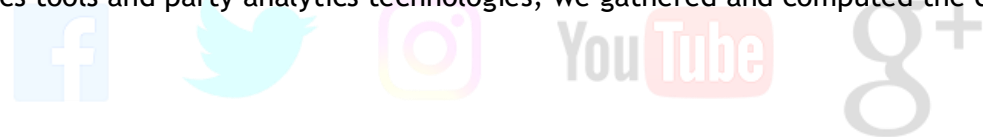
MTN Ghana who also gathered a total of new followers numbering 251,351 were also very engaged with followers across Facebook, Twitter and Instagram. The 2016 ranking also featured other players who contribute in the telecom space providing data internet services such as Busy Internet and Surfline.

Below are the 2016 Top 10 Most Influential Telcos on Social Media:





The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Using virtual excavation, our analytics tools and party analytics technologies, we gathered and computed the data below to rank these brands in this category:



Telcos	Facebook	Twitter	Instagram	Youtube	2015 Total	2016 Total	Mentions	Engagement	Growth	50% (2016)	10% (Diff)	10% (Men)	30% (Eng)	GSMR Score
MTN Ghana	702,571	101,841	82,382	3,269	638,712	890,063	34,206	886,794	251,351	445031.5	25135.1	3420.6	266038.2	739625.4
Airtel Ghana	703,051	66828	89,022	1,337	636,179	860,238	4,607	858,901	224,059	430119	22405.9	460.7	257670.3	710655.9
Vodafone Ghana	549,875	100177	57,687	7,060	522,978	714,799	46,252	707,739	191,821	357399.5	19182.1	4625.2	212321.7	593528.5
Tigo Ghana	535,270	56552	38,020	1,340	494,701	631,182	11,148	629,842	136,481	315591	13648.1	1114.8	188952.6	519306.5
Busy	192,365	10045	7,852	365	0	210,627	1,679	210,262	210,627	105313.5	21062.7	167.9	63078.6	189622.7
Surflin	62,485	23873	7,299	162	0	93,819	89	93,657	93,819	46909.5	9381.9	8.9	28097.1	84397.4
Glo Ghana	21,171	933	37	18	21,558	22,159	39	22,141	601	11079.5	60.1	3.9	6642.3	17785.8
Blu	8,071	1493	381	9	0	9,954	3	9,945	9,954	4977	995.4	0.3	2983.5	8956.2
Expresso	2,376	183	0	2,342	4,684	4,901	0	2,559	217	2450.5	21.7	0	767.7	3239.9

CATEGORY THREE (3) - FOOTBALLERS

Kevin Prince Boateng Ranks Most Influential Footballer on Social Media

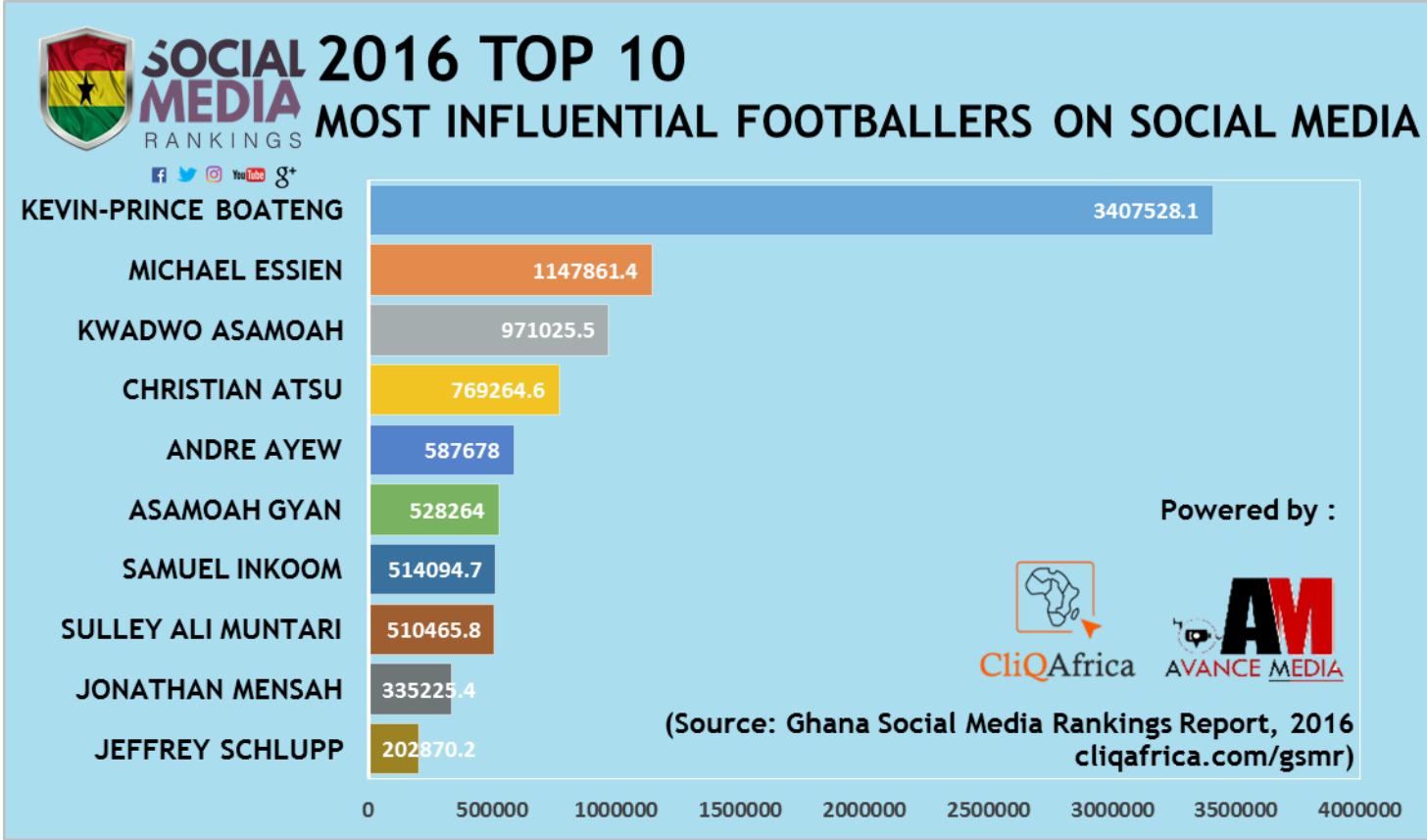
UD Las Palmas midfielder Kevin Prince Boateng has beaten competition from 2015 frontrunner Runner, Michael Essien to emerge as the Most Influential Ghanaian Footballer on Social Media for 2016. This triumph was cited in the 2016 Ghana Social Media Report spearheaded by Avance Media, CliQAfrica & DAF GH.

Kevin Prince Boateng who gained over 1.7 million new followers in 2016 across Facebook, twitter and Instagram and took a massive lead ahead of Essien who garnered just about 560000 new followers across same platforms which were used in the rankings.

The only new Entrant on the ranking is Jeffrey Schlupp who displaced Rabiu Mohammed.

Below are the 2016 Top 10 Most Influential Footballers on Social Media:





Other Footballers who have the potential of making the next social media ranking include; Rabiu Mohammed and Jerry Akaminko

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Rankings in this category was sourced throughout the 365 days and the data is represented as follows:

Footballers	Facebook	Twitter	Instagram	2016 Total	2015 Total	Growth Di	Mention	Engageme	50% (2016	10% (Grow	10% (Men	30% (Engag	GSMR Score
Kevin-Prince Boateng	3365850	1496229	1391302	6253381	4,470,922	1,782,459	3808	340703	3126690.5	178245.9	380.8	102210.9	3407528.1
Michael Essien	759172	582240	506027	1847439	1,278,749	568,690	553	557392	923719.5	56869	55.3	167217.6	1147861.4
Kwadwo Asamoah	578,341	49915	592413	1,220,669	976,254	244,415	665	1120610	610334.5	24441.5	66.5	336183	971025.5
Christian Atsu	373,693	76684	91088	541,465	256,940	284,525	8,976	1563940	270732.5	28452.5	897.6	469182	769264.6
Andre Ayew	161383	353848	244216	759447	440,524	318,923	192	586810	379723.5	31892.3	19.2	176043	587678
Asamoah Gyan		521259	292431	813690	399,297	414,393		266599	406845	41439.3	0	79979.7	528264
Samuel Inkoom	278,590	58495	128829	465,914	294,883	171,031	259	880029	232957	17103.1	25.9	264008.7	514094.7
Sulley Ali Muntari	466,280	107420	242016	815,716	576,244	239,472	159	262149	407858	23947.2	15.9	78644.7	510465.8
Jonathan Mensah	218,621	45608	73993	338,222	238,237	99,985	115	520348	169111	9998.5	11.5	156104.4	335225.4
Jeffrey Schlupp	0	100095	89948	190,043	0	190,043		296148	95021.5	19004.3	0	88844.4	202870.2

CATEGORY FOUR (4) - FOOTBALL CLUBS

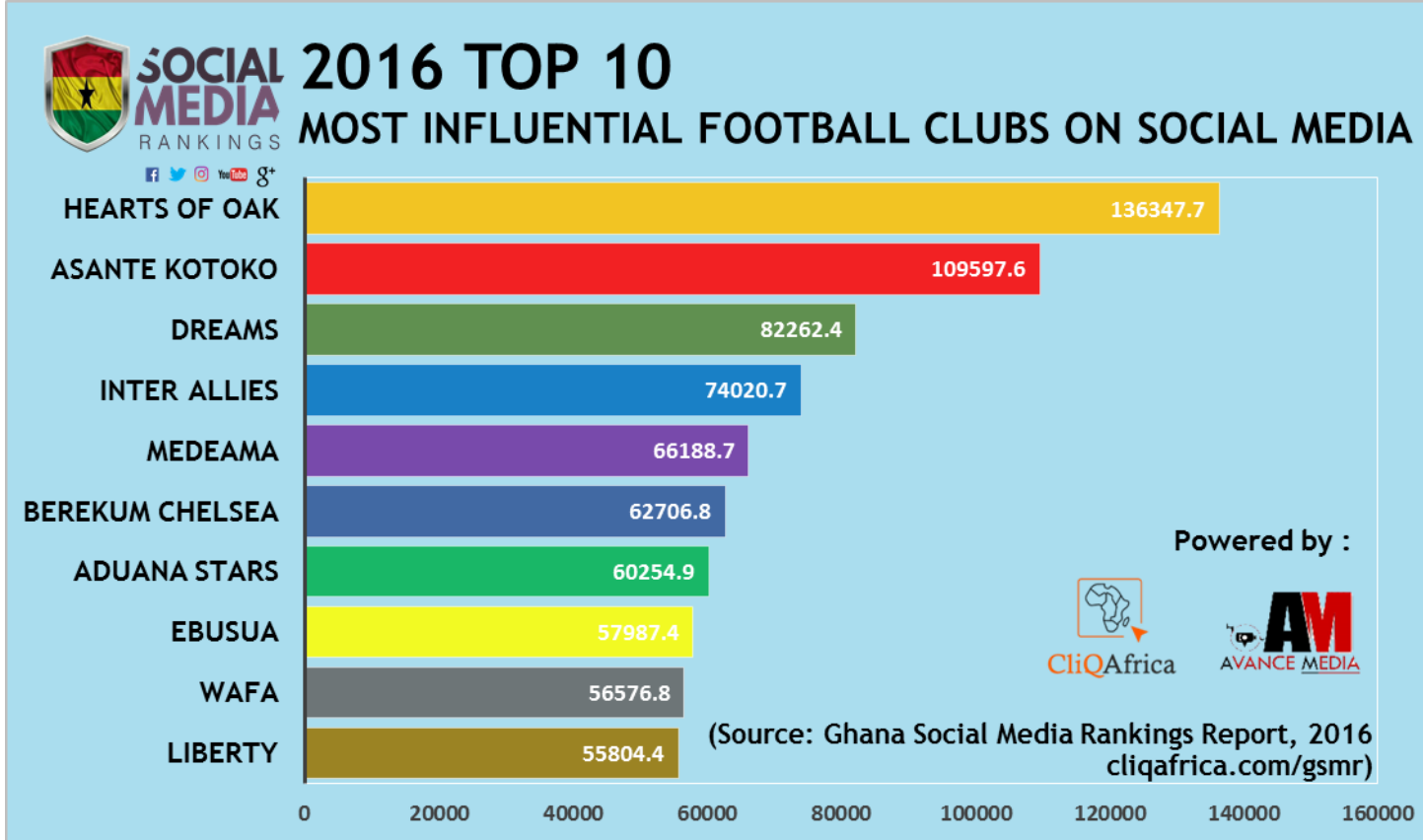
Hearts of OAK rank Most Influential Football Club on Social Media.

Accra Hearts of Oak has claimed a leading position on the Ghana Social Media Rankings as the Most Influential Football Club on Social Media for 2016 captured in the Ghana Social Media Report spearheaded by Avance Media, CliQAfrica and DAF GH.

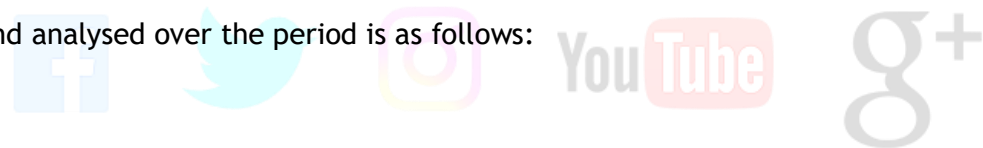
The club which also claimed a total of 93,145 followers across Facebook, Twitter and Instagram is the most followed local club in Ghana. Their closest contenders include Kumasi Asante Kotoko with a total following of 69,255 and Dream FC who also recorded high figures for their engagements with followers on Social Media.

Below are the 2016 Top 10 Most Influential Football Clubs on Social Media:





Other Football Clubs which have the potential of making the next social media ranking include; Bechem United, Techiman City, Wa All Stars and New Edubiase. The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Data gathered and analysed over the period is as follows:



Football Clubs	Facebook	Twitter	Instagram	2016 Total Fc	Mention	Engagem	60% (2016 Tot	10% (Me	30% (Engagem	GSMR Score
Hearts of Oak	55591	29412	8142	93145	1483	267708	55887	148.3	80312.4	136347.7
Asante Kotoko	42,128	26197	930	69,255	2,332	226038	41553	233.2	67811.4	109597.6
Dreams	25,544	5193	1134	31,871	9	210463	19122.6	0.9	63138.9	82262.4
Inter Allies	12,270	8619	5088	25,977	479	194622	15586.2	47.9	58386.6	74020.7
Medeama	3,574	5250		8,824	12	202977	5294.4	1.2	60893.1	66188.7
Berekum Chelsea	5068	3790		8858	245	191225	5314.8	24.5	57367.5	62706.8
Aduana Stars	3252	3341		6593	26	187655	3955.8	2.6	56296.5	60254.9
Ebusua	485	6462		6947	10	179394	4168.2	1	53818.2	57987.4
WAFA	12428	6491		18919	22	150744	11351.4	2.2	45223.2	56576.8
Liberty	6133			6133	83	173721	3679.8	8.3	52116.3	55804.4

CATEGORY FIVE (5) - AWARDS

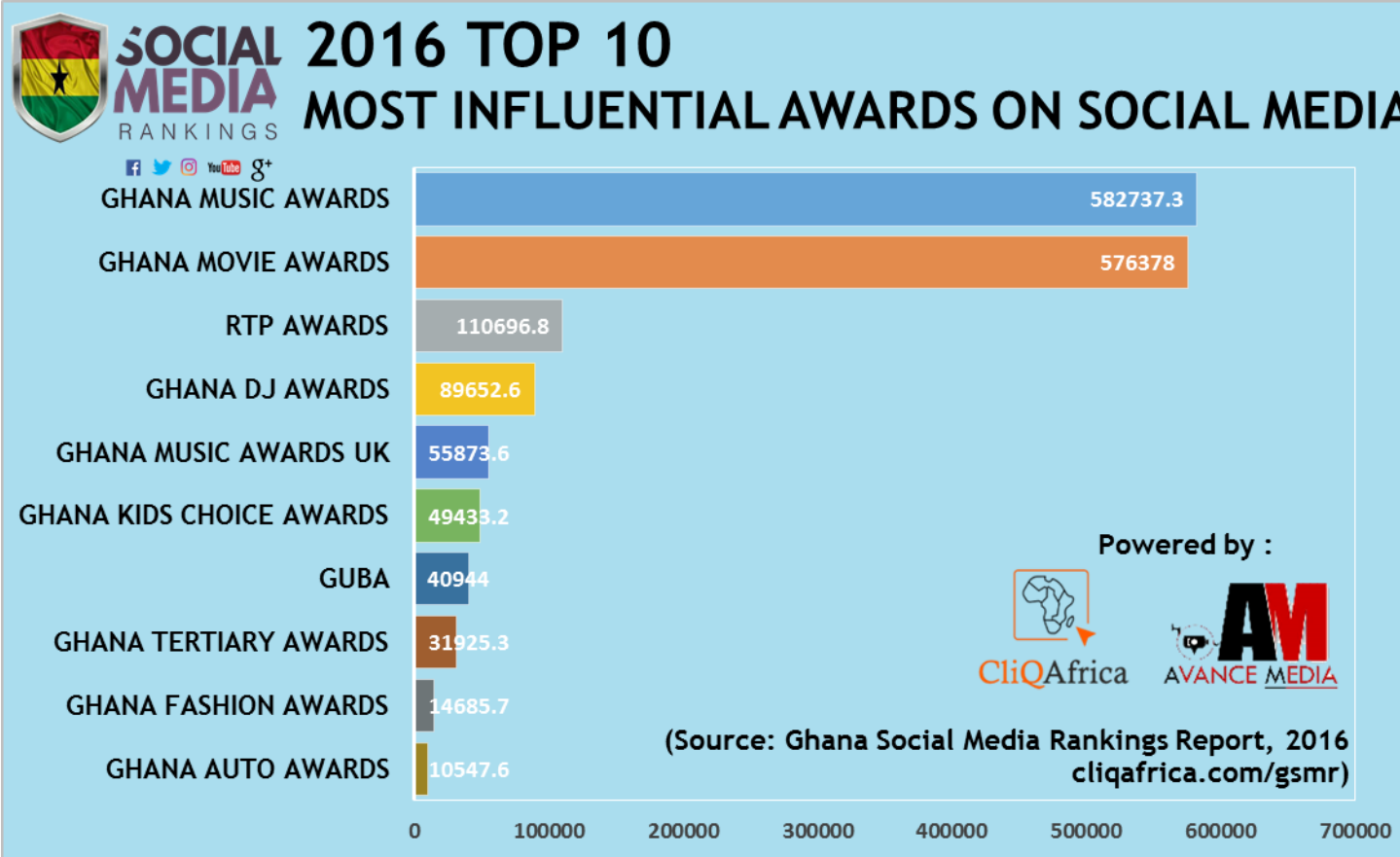
Ghana Music Awards ranks Most Influential Award on Social Media.

Ghana Music Award for the 3rd are claiming a leading position as the most influential awards event in Ghana on social media, an achievement which has been revealed in the 2016 Ghana Social Media Report and Rankings spearheaded by Avance Media, CliQAfrica Ltd and DAF GH.

Records from the report indicates, the award gathered a total following of 227,100 across Facebook, Twitter and Instagram to beat competition from other competitors in the industry keenly followed by the Ghana Movie Awards and RTP Awards. Awards event who made their first entry onto the rankings; Ghana Music Awards UK, Ghana Kids Choice Awards, Ghana Tertiary Awards, Ghana Auto Awards and RTP Awards.

Below are the 2016 Top 10 Most Influential Awards on Social Media:





Other Awards which have the potential of making the next ranking include; Bass Awards, Kumawood Awards, Ghana Make-Up Awards and Ghana Writers Awards. The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. This category rankings data sourced, computed and represented below to confirm the rankings:

Award	Facebook	Twitter	Instagram	2016 Total	2015 Total	Growth Dif	Mention	Engagemen	50% (2016)	10% (Growth)	10% (Mention)	30% (Engagement)	GSMR SCORE
Ghana Music Awards	417,171	51479	92562	561,212	334,112	227,100	14,530	926561	280606	22710	1453	277968.3	582737.3
Ghana Movie Awards	4,292		5117	9,409	3,702	5,707	12	1903672	4704.5	570.7	1.2	571101.6	576378
RTP Awards	3,593		50	3,643	3,163	480	11	362754	1821.5	48	1.1	108826.2	110696.8
Ghana DJ Awards	9,001	7124	3943	20,068	7271	12,797	245	261048	10034	1279.7	24.5	78314.4	89652.6
Ghana Music Awards Uk	1,030			1,030	0	1,030	43	184171	515	103	4.3	55251.3	55873.6
Ghana Kids Choice Awards	451			451	0	451	10	163872	225.5	45.1	1	49161.6	49433.2
GUBA	11,499	8131	1596	21,226	0	21,226	12	94024	10613	2122.6	1.2	28207.2	40944
Ghana Tertiary Awards	918	552		1,470	0	1,470	11	103474	735	147	1.1	31042.2	31925.3
Ghana Fashion Awards	6,537	1219		7,756	5,990	1,766	18	35431	3878	176.6	1.8	10629.3	14685.7
GHANA AUTO Awards	1513			1,513	1,441	72	3	32612	756.5	7.2	0.3	9783.6	10547.6

CATEGORY SIX (6) - TERTIARY INSTITUTIONS

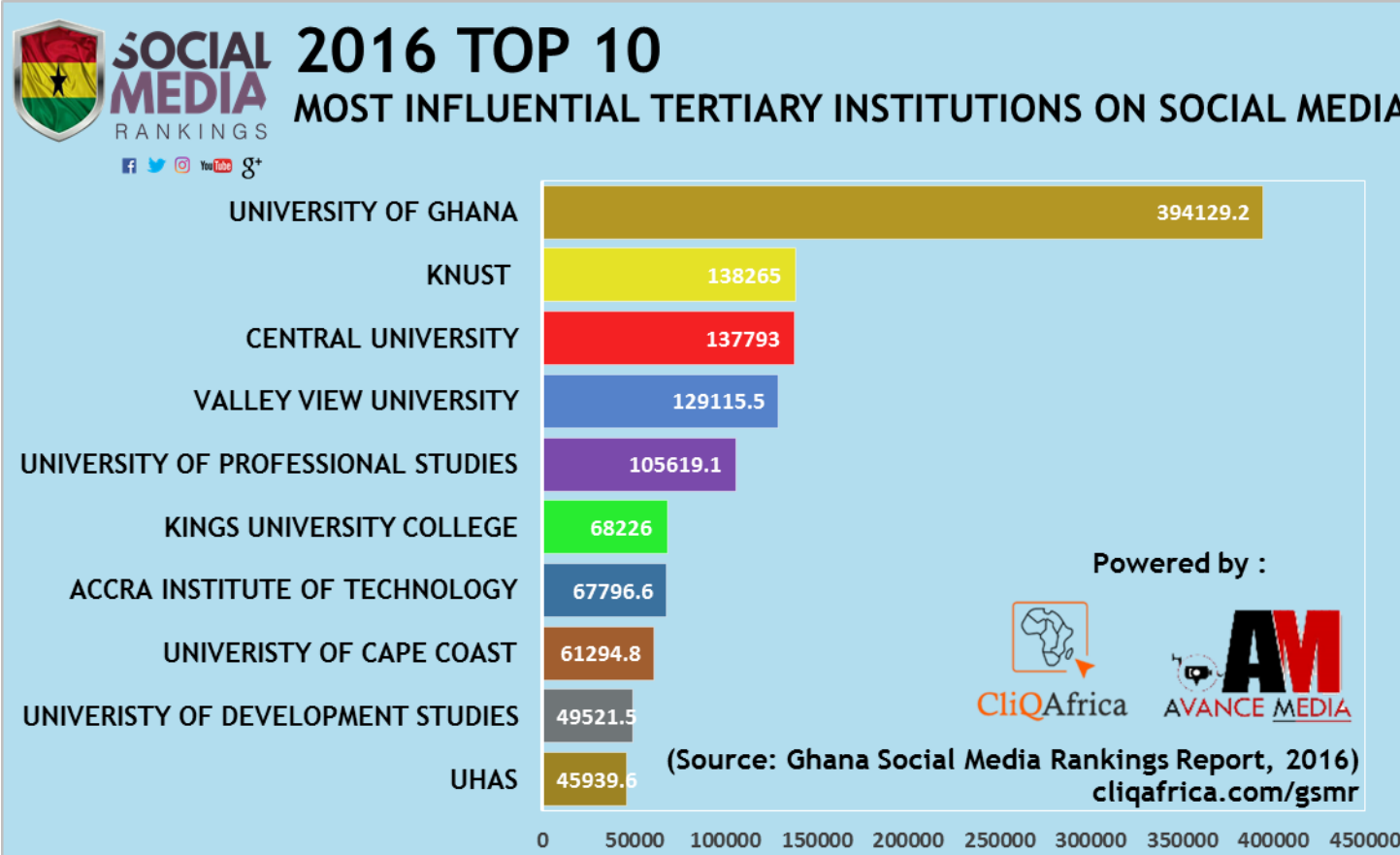
University of Ghana Ranks Most Influential Tertiary Institution on Social Media

University of Ghana has maintained its leading position as the most influential tertiary institution on Social media in the 2016 Ghana Social Media Report.

During the 365 days in 2016, which Avance Media, CliQAfrica and DAF GH monitored social media, University of Ghana according to the ranking was also the most discussed institution across Facebook and twitter making it create trends among to become eminent in this rankings. New Entrants on the ranking who showed marginal influence on social media include; Central University, Valley View University, University of Professional Studies and University of Health and Allied Sciences

Below are the 2016 Top 10 Most Influential Tertiary Institutions on Social Media:





With comparison to the 2015 Lancaster University, Pentecost University College, Marshalls University College and University of Education, Winneba couldn't maintain their respective positions among the current top 10.

Other Tertiary Institutions which have the potential of making the next ranking include; Lancaster University College, Marshalls University College, Pentecost University College and University of Education, Winneba.

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. The rankings for this category was guided by the following data:

Tertiary Institutions	Facebook	Twitter	2016 (Total)	2015 Total	Growth Difference	Mention	Engagement	50% (2016)	10% (Growth)	10% (Mentions)	30% (Engagement)	GSMR Score
University of Ghana	127,468	843	128,311	21,612	106,699	0	1064346	64155.5	10669.9	0	319303.8	394129.2
KNUST	112,393	4283	116,676	90,874	25,802	209	257753	58338	2580.2	20.9	77325.9	138265
Central University	7,940		7,940	3,917	4,023	23	444728	3970	402.3	2.3	133418.4	137793
Valley View University	73936		73,936	8,031	65,905	8109	282487	36968	6590.5	810.9	84746.1	129115.5
University of Professional Studies	15,822		15,822	12,817	3,005	903	324391	7911	300.5	90.3	97317.3	105619.1
Kings University College	121,498	96	121,594	65,875	55,719	11725	2282	60797	5571.9	1172.5	684.6	68226
Accra Institute of Technology	99,951	743	100,694	31,057	69,637	99	34920	50347	6963.7	9.9	10476	67796.6
Univeristy of Cape Coast	106,431		106,431	25,724	80,707	86		53215.5	8070.7	8.6	0	61294.8
Univeristy of Development Studies	39,979	980	40,959	28,363	12,596	174	92550	20479.5	1259.6	17.4	27765	49521.5
UHAS	6,451		6,451		6,451	168	140174	3225.5	645.1	16.8	42052.2	45939.6

CATEGORY SEVEN (7) - HOTELS

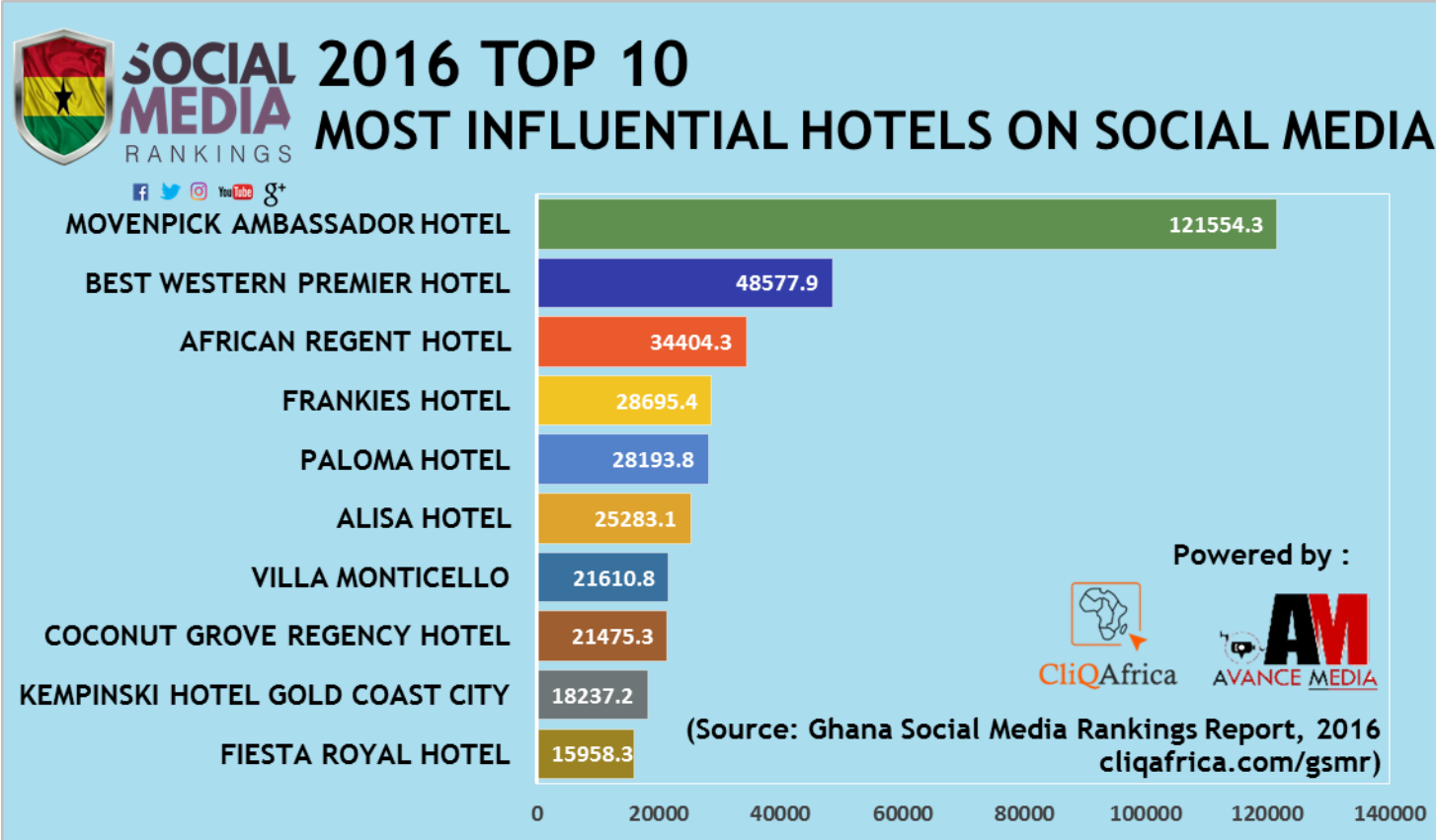
Movenpick Ambassador Hotel Ranks Most Influential Hotel on Social Media

Movenpick Ambassador Hotel, has beaten competition from other hotels to emerge the most influential hotel on Social Media in the latest 2016 Ghana Social Media Report published by Avance Media, CliqAfrica and DAF GH.

Movenpick which took over from 2015 frontrunner, Golden Tulip Hotel maintain a lead on social media by also habouring new followings of 51,593 which was the highest acquired by a hotel across Facebook and Twitter, platforms used in the Social Media Rankings.

Following keenly on the ranking were Best Western Premier Hotel and African Regent Hotel which also moved up the ladder to their current positions on the ranking. New entrants on the ranking include; Kempinski Hotel and Coconut Grove Regency Hotel.

Below are the 2016 Top 10 Most Influential Hotels on Social Media:



With comparison to the 2015 ranking Best Western Premier Hotel rose from 5th position to its current 2nd position while African Regent Hotel also moved from the 4th to occupy its current 3rd Position. Some of the hotels which have moved down the ranking include; Oak Plaza and Alisa Hotel.

Other Hotels which have the potential of making the next ranking include; Fiesta Royal Hotel, La Villa Boutique Hotel, AirportView Hotel and Oak Plaza Hotel. The table below show figures used for the purposes of this category rankings.

Hotels	Facebook	Twitter	2016 Total	2015 Total	Growth Diff	Mention	Engagem	50% (201	10% (Gro	10% (Me	30% (Engag	GSMR Score
Movenpick Ambassador Hotel	69,667	2943	72,610	21,017	51,593	25,007	258631	36305	5159.3	2500.7	77589.3	121554.3
Best Western Premier Hotel	21,467	320	21,787	13,297	8,490	13,331	118341	10893.5	849	1333.1	35502.3	48577.9
African Regent Hotel	8,856	565	9,421	8,450	971	41	98642	4710.5	97.1	4.1	29592.6	34404.3
Frankies Hotel	38,080	27	38,107	29,481	8,626	4	29,263	19053.5	862.6	0.4	8778.9	28695.4
Paloma Hotel	33,169		33,169	27,856	5,313	272	36836	16584.5	531.3	27.2	11050.8	28193.8
Alisa Hotel	7,368	605	7,973	6,508	1,465	250	70417	3986.5	146.5	25	21125.1	25283.1
Villa Monticello	5,634	1114	6,748	5,293	1,455	55	60286	3374	145.5	5.5	18085.8	21610.8
Coconut Grove Regency Hote	4,783	164	4,947	3,351	1,596	34	62796	2473.5	159.6	3.4	18838.8	21475.3
Kempinski Hotel Gold Coast Ci	7,529	361	7,890	1,625	6,265	1,495	45054	3945	626.5	149.5	13516.2	18237.2
Fiesta Royal Hotel	26,542	20	26,562	0	26,562	145	22	13281	2656.2	14.5	6.6	15958.3

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions.

CATEGORY EIGHT (8) - COMEDIANS

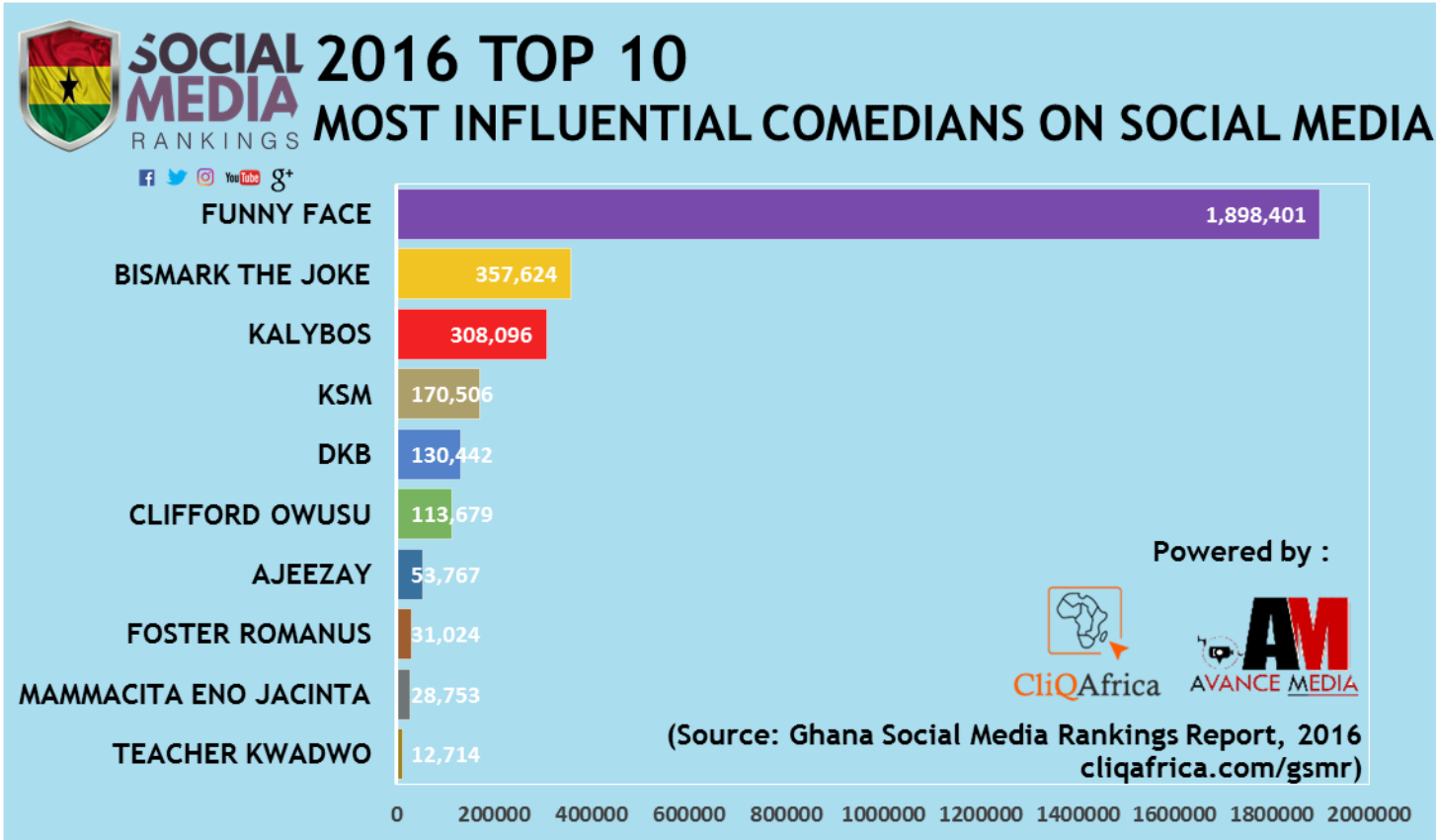
Funny Face ranks 2016 Most Influential Comedian on Social Media

Comedian and actor, Funny Face has ranked as the 2016 Most Influential Comedian on Social Media, a feat which has been published in the 2016 Ghana Social Media Report released by Avance Media, CliQAfrica Ltd and DAF GH.

Funny face who gained a total of over 2 million followings across various social media platforms increased his authority whilst also gaining substantial engagements and mentions on these platforms. He was followed by Bismark the Joke and Kalybos.

Below are the 2016 Top 10 Most Influential Comedians on Social Media:





Other Comedians who have the potential of making the next ranking include; Baba Spirit, David Aglah and Itz Lekzy. The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions.

Data sourced and computed below was used for the rankings for this category:



Comedians	Facebook	Twitter	Instagram	2016 Total	Mention	Engagemer	60% (2016 Total	10% (Me	30% (Engag	GSMR Score
Funny Face	1,343,443	590944	499388	2,433,775	66,424	1438312	1,460,265	6642.4	431493.6	1,898,401
Bismark the Joke	42,738	7644	410730	461,112	4902	268221	276,667	490.2	80466.3	357,624
Kalybos	78,337	13265	295490	387,092	26	252795	232,255	2.6	75838.5	308,096
KSM	17,977	236552	2,668	257,197	293	53860	154,318	29.3	16158	170,506
DKB	19,104	23120	44193	86,417	2803	261039	51,850	280.3	78311.7	130,442
Clifford Owusu	71,903	9866	50083	131,852	3076	114201	79,111	307.6	34260.3	113,679
Ajeezay	23,558	161	32984	56,703	2285	65056	34,022	228.5	19516.8	53,767
Foster Romanus	3,405	4805	6930	15,140	36	73121	9,084	3.6	21936.3	31,024
Mammacita eno jacin	656		46683	47,339	365	1042	28,403	36.5	312.6	28,753
Teacher Kwadwo	17,900	151		18,051	6607	4077	10,831	660.7	1223.1	12,714

CATEGORY NINE (9) - TV CHANNELS

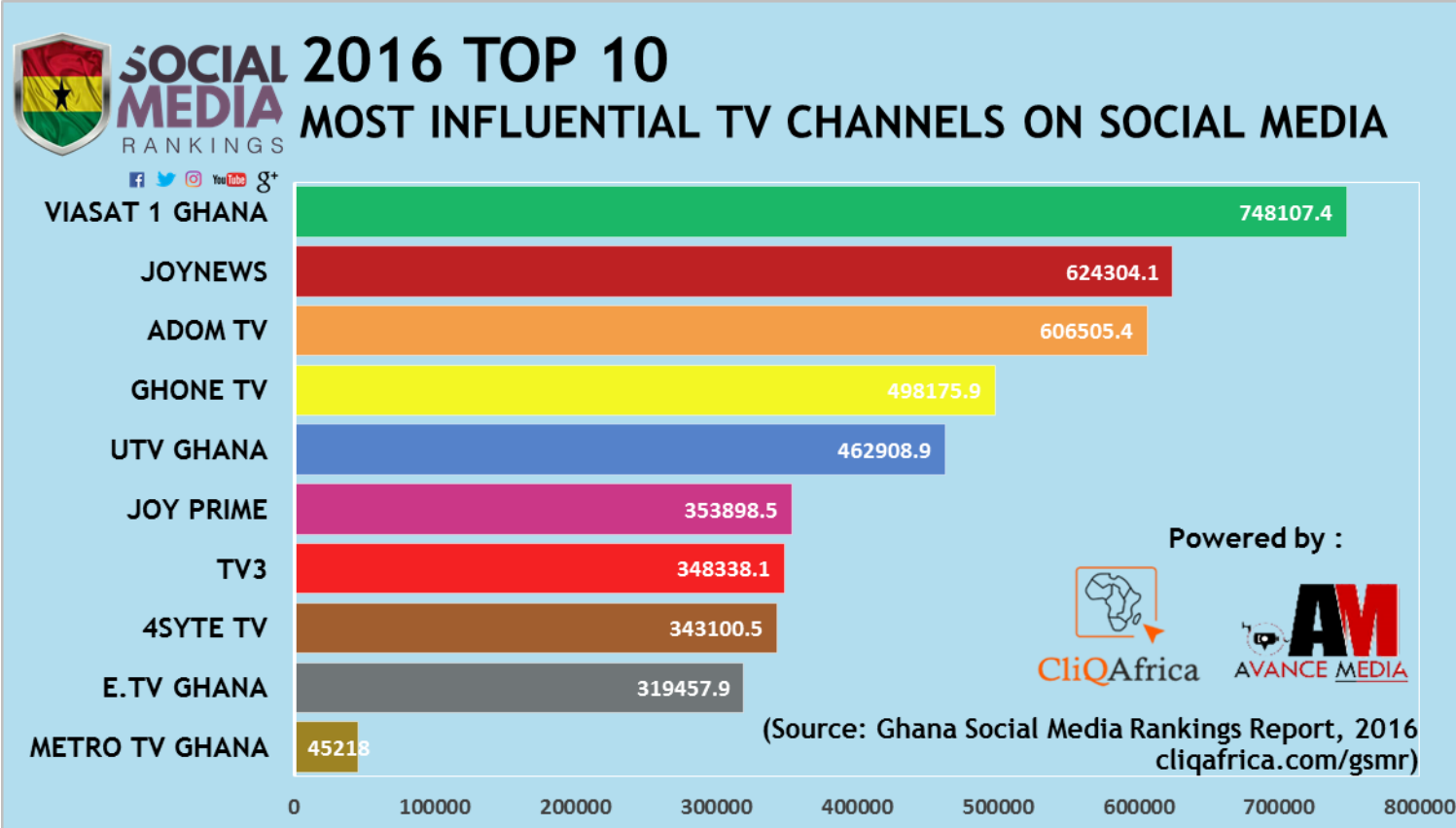
Viasat1 TV ranks 2016 Most Influential TV Channel on Social Media.

For 3 years running Viasat1 has again retained its eminent position as the Most Influential TV Channel on Social Media in the 2016 Ghana Social Media Rankings.

According to the 2016 Ghana Social Media Report, Viasat1 also gained the highest number of new followers from across all Social Media platforms numbering 538,115. Following keenly is Joy News TV which moved up from the 5th Position in the 2015 rankings. Full report of the 2016 Ghana Social Media.

Below are the 2016 Top 10 Most Influential Actors and Actress on Social Media:





With appraisal to the 2015 Rankings, GhOne TV moved from the 7th position to a current 4th position as ETV Ghana dropped from the 2nd position to the ninth position. Other TV Channels who have the potential of making the next ranking include; Kantanka TV, Light TV Ghana, Crystal TV and TV7 Ghana.

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Data analysed for this category over the period is as follows:

Tv Channel	Facebook	Twitter	Instagram	2016 Total Follow	2015 Total Follow	Growth D	Mention	Engagement	50% (2016	10% (Gro	10% (Mei	30% (Eng	GSMR Score
Viasat 1 Ghana	999,653	131350	152604	1,283,607	745,492	538,115	38003	162307	641803.5	53811.5	3800.3	48692.1	748107.4
JoyNews	577,263	14907	31456	623,626	319,607	304,019	23842	932350	311813	30401.9	2384.2	279705	624304.1
Adom TV	487,198	3373	49857	540,428	273,343	267,085	4434	1030465	270214	26708.5	443.4	309140	606505.4
Ghone TV	176,500	264554	360190	801,244	365,164	436,080	7850	177203	400622	43608	785	53160.9	498175.9
UTV Ghana	586,883	18797	92629	698,309	272,472	425,837	19484	230741	349154.5	42583.7	1948.4	69222.3	462908.9
Joy Prime	256,270	4712	34341	295,323	228,487	66,836	3684	663950	147661.5	6683.6	368.4	199185	353898.5
TV3	440,007	132456	47565	620,028	264,365	355,663	15131	4149	310014	35566.3	1513.1	1244.7	348338.1
4Syte TV	102,206	344247	144667	591,120	370,247	220,873	6405	82709	295560	22087.3	640.5	24812.7	343100.5
e.TV Ghana	485,119	14903	11163	511,185	361,033	150,152	2184	162106	255592.5	15015.2	218.4	48631.8	319457.9
Metro TV Ghana	75045		11707	86,752	69,717	17,035	116	423	43376	1703.5	11.6	126.9	45218

CATEGORY TEN (10) - EMBASSIES

US Embassy ranks Most Influential Embassy on Social Media

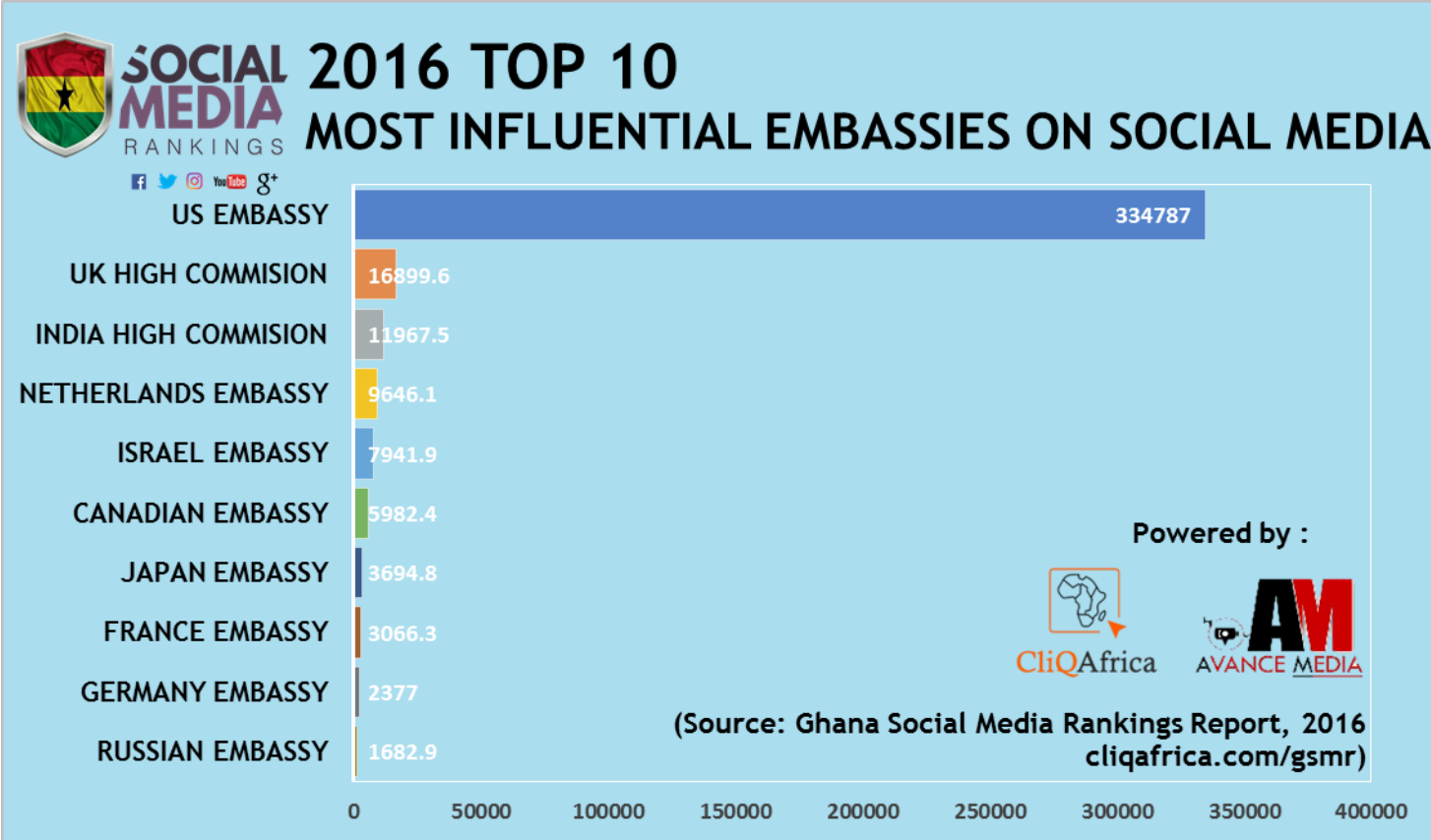
Ghana's US Embassy has emerge the most influential embassy/high commission in Ghana on Social Media in the 2016 Ghana Social Media Rankings.

The US Embassy also shows a strength of 262935 followers across Facebook and Twitter, platforms which were used in the ranking.

Following keenly are the UK & Indian High Commissions who have also shown high level of participation in discerning information to its followers in and outside Ghana.

Below are the 2016 Top 10 Most Influential Embassies on Social Media:





Other Embassies who have the potential of making the next ranking include; Brazil Embassy and Denmark Embassy

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. The Table below shows the statistical representation of the rankings for this category.

EMBASSIES	Facebook	Twitter	2016 Total	Mention	Engagement	60% (2016)	10% (Ment)	30% Enga	GSMR Score
US Embassy	209775	53160	262935	1148	589704	157761	114.8	176911.2	334787
UK High Commision	6336	11196	17532	69	21245	10519.2	6.9	6373.5	16899.6
India High Commision	11432	617	12049	335	15682	7229.4	33.5	4704.6	11967.5
Netherlands Embassy	2183	4941	7124	335	17794	4274.4	33.5	5338.2	9646.1
Israel Embassy	4979	191	5170		16133	3102	0	4839.9	7941.9
Canadian Embassy	2128	3480	5608	130	8682	3364.8	13	2604.6	5982.4
Japan Embassy	1822		1822	6	8670	1093.2	0.6	2601	3694.8
France Embassy	3286	226	3512	159	3144	2107.2	15.9	943.2	3066.3
Germany Embassy	453		453	22	7010	271.8	2.2	2103	2377
Russian Embassy	995	1451	2446	14	713	1467.6	1.4	213.9	1682.9

CATEGORY ELEVEN (11) - RADIO CHANNELS

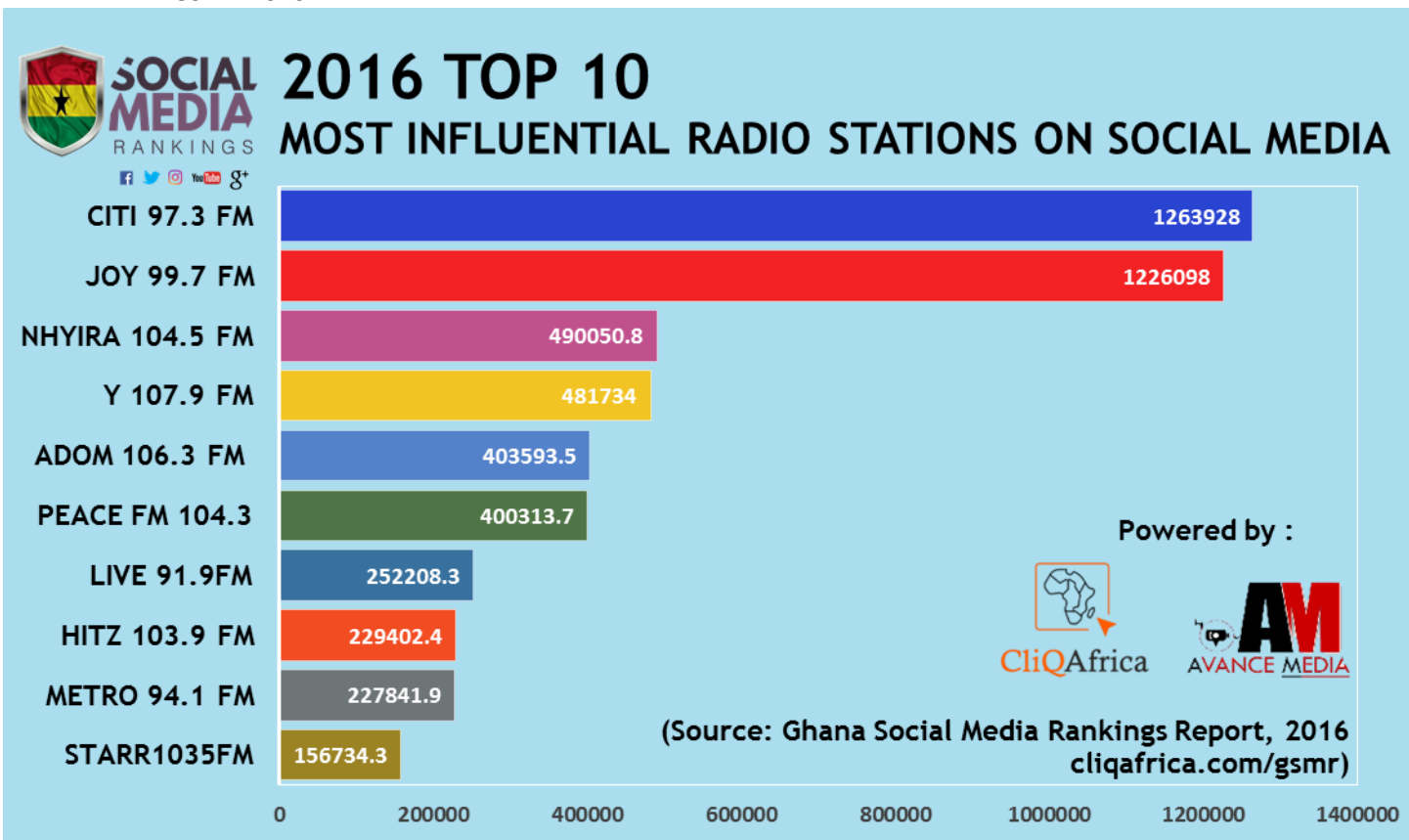
Citi FM ranks 2016 Most Influential Radio Station on Social Media.

Reports from the 2016 Ghana Social Media Report has ranked Citi FM as the Ghanaian Radio Station with the highest influence on Social Media in 2016.

Citi FM who beat 2014 & 2015 frontrunner, Joy FM, in 2016 also gathered new followings of over 720 thousand across Facebook, Twitter and Instagram, social media platforms which were considered for the 2016 ranking. Following keenly were Joy FM, Nhyira FM and YFM who took subsequent positions on the ranking led by Avance Media, CliqAfrica and DAF GH.

Peace and Hitz FM also made their first entry on the ranking of the 2016 Most Influential Radio Stations on Social Media occupying the 6th and 8th positions respectively.

Below are the 2016 Top 10 Most Influential Actors and Actress on Social Media:



With appraisal to the 2015 Rankings, Asempa FM and X Live Africa dropped from the List. Starr FM also dropped from 9th to 10th.

Nhyira FM, made great strides moving up on the ranking as Live FM, YFM & Adom FM maintained same positions from last year

Other radio stations who have the potential of making the next ranking include; Ultimate 106.9 FM, Asempa 94.7 FM, Angel FM 96.1 and Radio XYZ.

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Data sourced and computed for the purposes of this category rankings was as follows:

Radio Station	Facebook	Twitter	Instagram	2016 Total	2015 Total	Growth	Mention	Engagement	50% (2016)	10% (Growth)	10% (Mention)	30% (Engagement)	GSMR Score
Citi 97.3 FM	927,651	476,952	79402	1,484,005	757,520	726,485	60,489	1477427	742002.5	72648.5	6048.9	443228.1	1263928
Joy 99.7 FM	839,035	571118	105747	1,515,900	823,406	692,494	82,995	1301997	757950	69249.4	8299.5	390599.1	1226098
Nhyira 104.5	490,227	1858	35329	527,414	204,810	322,604	165,017	591939	263707	32260.4	16501.7	177581.7	490050.8
Y 107.9 FM	416,797	325226	84583	826,606	534,146	292,460	4,235	129205	413303	29246	423.5	38761.5	481734
ADOM 106.3	433,330	19625	3,466	456,421	252,745	203,676	13,932	512074	228210.5	20367.6	1393.2	153622.2	403593.5
Peace FM 10	399,701	40149	10356	450,206	24,760	425,446	25,573	433696	225103	42544.6	2557.3	130108.8	400313.7
Live 91.9fm	74,415	55636	146353	276,404	92,543	183,861	4,017	317395	138202	18386.1	401.7	95218.5	252208.3
HITZ 103.9 F	142,051	41832	27129	211,012	56,193	154,819	2,663	360494	105506	15481.9	266.3	108148.2	229402.4
Metro 94.1 F	118,204	1327	140	119,671	104,864	14,807	149	555036	59835.5	1480.7	14.9	166510.8	227841.9
Starr1035FM	109,241	48418	98369	256,028	76,577	179,451	2,101	35217	128014	17945.1	210.1	10565.1	156734.3

CATEGORY TWELVE (12) - RADIO AND TV PROGRAMS

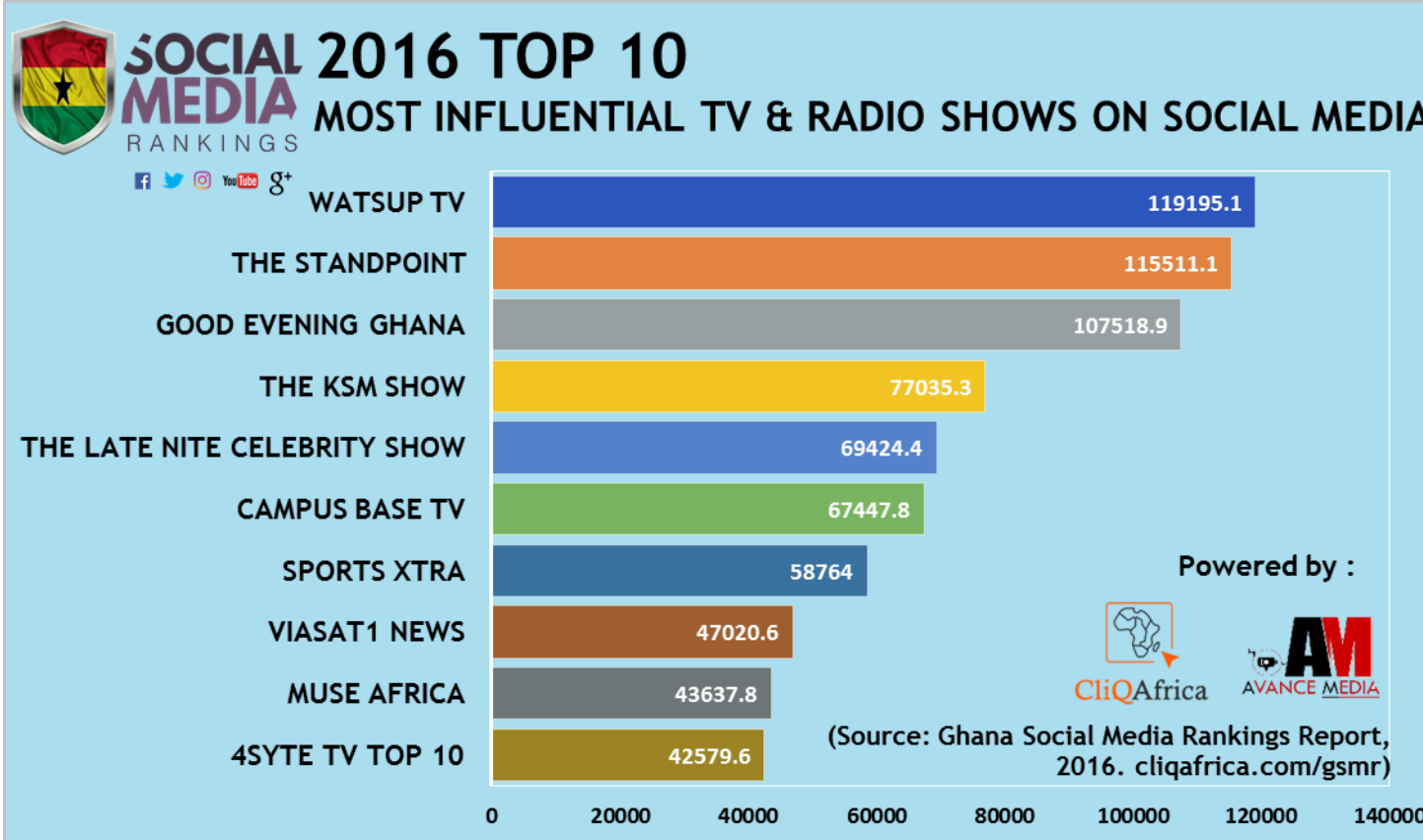
WatsUp TV ranks 2016 Most Influential TV Program on Social Media.

Pan African Entertainment TV show, WatsUp TV has emerged in the 2016 Ghana Social Media Report as the Most Influential TV Program on Social Media. WatsUp TV who moved from the 9th and 2nd positions from the 2014 & 2015 rankings respectively gathered a total of 77,148 new followers on Social Media platforms Facebook, Twitter and Instagram.

Following WatsUp TV keenly on the ranking were The Standpoint and Good Evening Ghana. Making their first entry on the ranking among the 2016 Most Influential TV Programs on Social Media are Good Evening Ghana, KSM Show, Sports Xtra, The Late Nite Celebrity Show and Muse Africa.

Below are the 2016 Top 10 Most Influential Actors and Actress on Social Media:





With appraisal to the 2015 Rankings, One Show, Isocial Official, New Day on TV3 and Zone Three 6 dropped from the ranking. Other TV Programs who have the potential of making the next ranking include; FootPrint TV, ISocial Official, Zone Three 6 and Flash Africa

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Gathering and analysing data as shown below revealed the rankings for this category.

TV or Radio Program	Facebook	Twitter	Instagram	2016 Total	2015 Total	Growth	Mention	Engagement	50% (2016)	10% (Growth)	10% (Mention)	30% (Engagement)	GSMR Score
WatsUp TV	122,857	16991	5,956	145,804	68,656	77,148	49591	112064	72902	7714.8	4959.1	33619.2	119195.1
The Standpoint	51,218	3154	0	54,372	37,717	16,655	1552	288348	27186	1665.5	155.2	86504.4	115511.1
Good Evening Ghana	34,210	0	0	34,210	0	34,210	649	289760	17105	3421	64.9	86928	107518.9
The KSM Show	17,953	0	0	17,953	0	17,953	301	220778	8976.5	1795.3	30.1	66233.4	77035.3
The Late Nite Celebrity Show	25,775	0	0	25,775	24,664	1,111	135	188041	12887.5	111.1	13.5	56412.3	69424.4
Campus Base TV	43,728	12267	35,877	91,872	45,050	46,822	104	56064	45936	4682.2	10.4	16819.2	67447.8
Sports Xtra	84,800	2236	825	87,861	0	87,861	831	19881	43930.5	8786.1	83.1	5964.3	58764
Viasat1 News	54,705	0	0	54,705	46,717	7,988	65	62876	27352.5	798.8	6.5	18862.8	47020.6
Muse Africa	19,397	1738	3,093	24,228	10,546	13,682	308	100416	12114	1368.2	30.8	30124.8	43637.8
4SYTE TV TOP 10	84,853	0	0	84,853	83,525	1,328	203	0	42426.5	132.8	20.3	0	42579.6

CATEGORY THIRTEEN (13) - FASHION BRANDS

Christie Brown ranks 2016 Most Influential Fashion Brand on Social Media

Luxury Fashion Brand, Christie Brown has emerged the 2016 Most Influential Fashion Brand in the 2016 Ghana Social Media Report.

Christie Brown who moved from the 3rd position in the 2015 ranking to the top beat competition from 2015 frontrunner Pistis and SA4A.

Christie Brown also saw new following growth across Facebook, Twitter & Instagram numbering at 30,442.

New Entrants on the ranking include; 101 Clothing, Selina Beb and Sarah Christian making them among the top 10 Most Influential Fashion Brands on Social Media.

Below are the 2016 Top 10 Most Influential Fashion Brands on Social Media:





Other Fashion Brands who have the potential of making the next ranking include; Papa Oppong, Msimps, Mpaboa and Heel the World

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Since data analysis and results shaped these rankings, find below figures that were used for this category rankings;

Fashion Brands	Facebook	Twitter	Instagram	2016 Total	2015 Total	Growth Dif	Mention	Engagemen	50% (2016	10% (Grow	10% (Me	30% (Eng	GSMR Score
christie Brown	33,376	4310	46178	83,864	53,422	30,442	149	548380	41,932	3,044	15	164514	209,505
SA4A	68,879	179	3,587	69,058	73,604	-4,546	55	301461	34,529	-455	6	90438.3	124,518
Pistis	25,524		81769	107,293	65,922	41,371	196	153478	53,647	4,137	20	46043.4	103,847
SelinaBeb	10,542	377	7119	18,038	12,999	5,039	20	230514	9,019	504	2	69154.2	78,679
Duaba Serwaa	44,315	1668	14839	60,822	54,694	6,128	26	57149	30,411	613	3	17144.7	48,171
Chocolate by Kwaku Bedi	5,455		21398	26,853	14,628	12,225	11	93608	13,427	1,223	1	28082.4	42,733
101 Clothing	8,148	4176	13571	25895	8,749	17,146	4	67262	12,948	1,715	0	20178.6	34,841
Sarah Christian	6,338	391	17038	23,767	14,441	9,326	15	71428	11,884	933	2	21428.4	34,246
Poqua Poqu	6,069	315	27675	34,059	19,701	14,358	7	47016	17,030	1,436	1	14104.8	32,571
Abrantie	1,412	469	18264	20,145	18,741	1,404	2504	36452	10,073	140	250	5820.3	16,284

CATEGORY FOURTEEN (14) - ACTORS

John Dumelo ranks 2016 Most Influential Actor on Social Media.

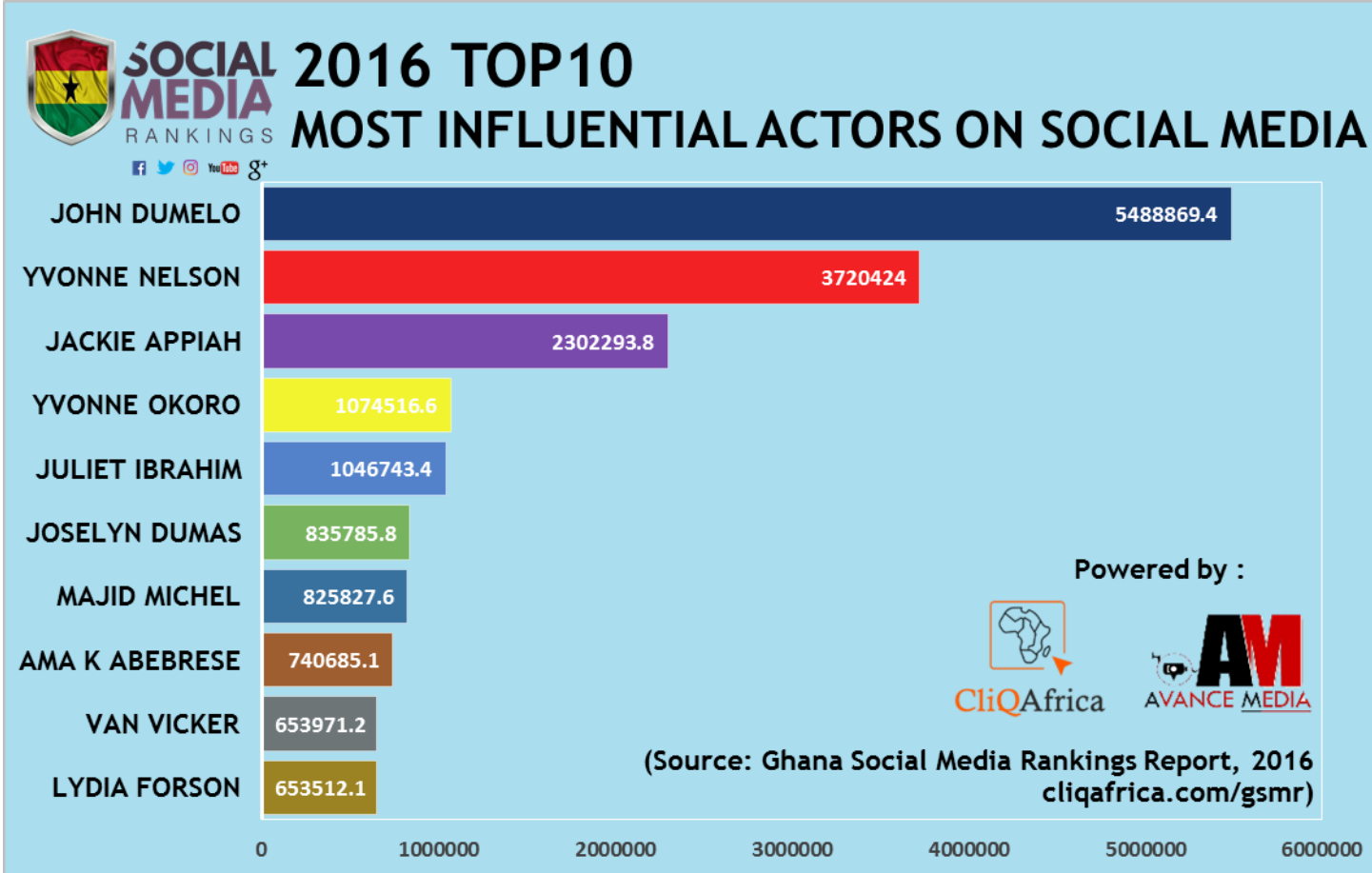
John Dumelo who beat 2015 frontrunner, Yvonne Nelson, in 2016 also gathered new followings of over 3.2 million across Facebook, Twitter and Instagram, social media accounts which were considered for the 2016 ranking.

Even though Yvonne Nelson gathered, over 3.7 million new followers in 2016, John Dumelo’s engagement across the platforms surpassed that of any Ghanaian in the acting industry. His 2016 political activity could also be attributed to his rise to the top of the list.

Actors Majid Michael & Van Vicker also made their first entry on the ranking of the 2016 Most Influential Actors on Social Media.

Below are the 2016 Top 10 Most Influential Actors and Actress on Social Media:





With appraisal to the 2015 Rankings, Yvonne Nelson, Juliet Ibrahim and Ama K Abebrese dropped from 1, 3 and 7 positions to 2, 5 and 8 respectively.

Jackie Appiah, Joselyn Dumas, Yvonne Okoro as made great strides on the ranking as Actress Lydia Forson still maintains her 10th position from last year. Other actors who have the potential of making the next ranking include; Nadia Buari, Nana Ama McBrown, Emelia Brobbey and Abraham Attah.

The ranking which was based on the **GSMR Score** was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Data gathered and used for the purpose of this category rankings is as follows:

Personalities	Facebook	Twitter	Instagram	2016 Total	2015 Total	Mentions	Engagemen	Growth Differenc	50% (2016	10% (Growth	10% (Mention	30% (Engagemen	GSMR Score
John Dumelo	4,654,786	244,248	1,605,444	6,504,478	3,266,680	63,392	6355038	3,237,798	3252239	323779.8	6339.2	1906511.4	5488869.4
Yvonne Nelson	3,526,803	695,078	2238325	6,460,206	2,712,046	183,263	323929	3,748,160	3230103	374816	18326.3	97178.7	3720424
Jackie Appiah	1,818,169	23,385	1,977,513	3,819,067	1,762,140	25,385	615097	2,056,927	1909533.5	205692.7	2538.5	184529.1	2302293.8
Yvonne Okoro	155,375	353,189	1,140,485	1,649,049	409,612	151	420111	1,239,437	824524.5	123943.7	15.1	126033.3	1074516.6
Juliet Ibrahim	55,451	164,538	1,181,897	1,401,886	160,219	276	738687	1,241,667	700943	124166.7	27.6	221606.1	1046743.4
Joselyn Dumas	107,927	447,717	815,733	1,371,377	361,616	730	163494	1,009,761	685688.5	100976.1	73	49048.2	835785.8
Majid Michel	480,004	44,282	769,999	1,294,285	55,216	390	182,464	1,239,069	647142.5	123906.9	39	54739.2	825827.6
Ama K Abebrese	678,814	304,264	339,793	1,322,871	659,951	15,333	38081	662,920	661435.5	66292	1533.3	11424.3	740685.1
Van Vicker	176,452	21,677	514,339	712,468	91,701	7,104	783,167	620,767	356234	62076.7	710.4	234950.1	653971.2
Lydia Forson	251,902	195,274	456,135	903,311	352,456	195	489172	550,855	451655.5	55085.5	19.5	146751.6	653512.1

CATEGORY FIFTEEN (15) - ON AIR TV PRESENTERS

Naa Ashorkor ranks 2016 Most Influential on air presenters on Social Media.

Starr FM and GhOne TV presenter, Naa Ashorkor Mensah-Doku has made the top spot of the 2016 Ghana Social Media Rankings as the Most Influential on Air Personality on Social Media.

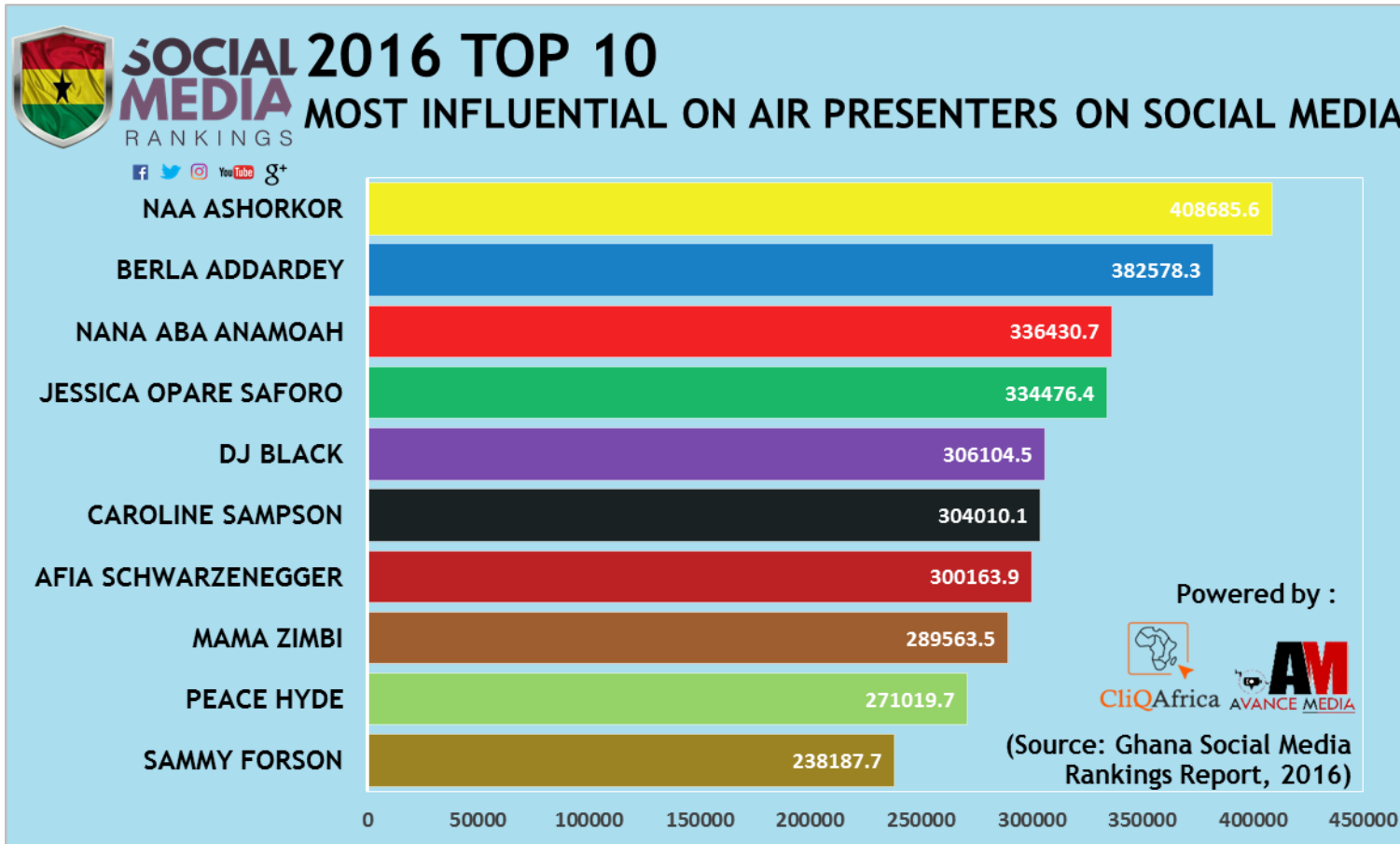
The ranking which focused on Radio and TV presenters had Naa Ashorkor moving from the 4th position on last year's ranking to take the top spot which previously had Ama k. Abrebrese who didn't have an active on-air assignment in 2016.

Analysis from the Ghana Social Media Report indicates, Naa Ashorkor had over 350 thousand new followers across Facebook, twitter and Instagram which were platforms used for the ranking.

Following keenly are Berla Mundi and Nana Aba Anamoah who made their debut on the ranking with massive following growth of 515,922 and 288,574 respectively in 2016.



Below are the 2016 Top 10 Most Influential on Air Personalities on Social Media as follows.



With appraisal to the 2015 Rankings, Naa Ashorkor and Caroline Sampson made impressive social media activities sin 2016 which activated their rise on the ranking.

Other presenters who have the potential of making the next ranking include; Amanda Jissih, Jeremie Van Garshong, Jay Foley and Gary Al-smith. The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions.

Personality	Facebook	Twitter	Instagram	2016 Total	2015 Total	Growth D	Mentions	Engagement	50% (2016	10% (Gro	10% (Me	30% (Eng	GSMR Score
Naa Ashorkor	42,625	26917	587,232	656,774	297,604	359,170	29	147929	328387	35917	2.9	44378.7	408685.6
Berla Addardey	102,947	49318	399,551	551,816	35,894	515,922	12,446	179445	275908	51592.2	1244.6	53833.5	382578.3
Nana Aba Anamoah		226459	240,028	466,487	177,913	288,574	0	247766	233243.5	28857.4	0	74329.8	336430.7
Jessica Opore Saforo	260,189	250760	73,211	584,160	368,791	215,369	10700	65965	292080	21536.9	1070	19789.5	334476.4
Dj Black	97,551	305702	51,683	454,936	341,723	113,213	918	224078	227468	11321.3	91.8	67223.4	306104.5
Caroline Sampson	5,258	185804	297,091	488,153	222,277	265,876	49	111137	244076.5	26587.6	4.9	33341.1	304010.1
Afia Schwarzenegger	162,065		297,457	459,522	242,439	217,083	21,025	155307	229761	21708.3	2102.5	46592.1	300163.9
Mama Zimbi	280,881	21,975	170,601	473,457	280,141	193,316	4,806	110076	236728.5	19331.6	480.6	33022.8	289563.5
Peace Hyde	114,870	23808	249,451	388,129	209,486	178,643	2,288	196207	194064.5	17864.3	228.8	58862.1	271019.7
Sammy Forson	21,418	189161	172,808	383,387	203,726	179,661	14	95089	191693.5	17966.1	1.4	28526.7	238187.7

CATEGORY SIXTEEN (16) - MUSICIANS

Sarkodie ranks 2016 Most Influential Musician on Social Media.

Rapper Sarkodie has maintain his lead as the Most Influential Musician on Social Media an accolade he has held from 2014 in the Ghana Social Media Rankings.

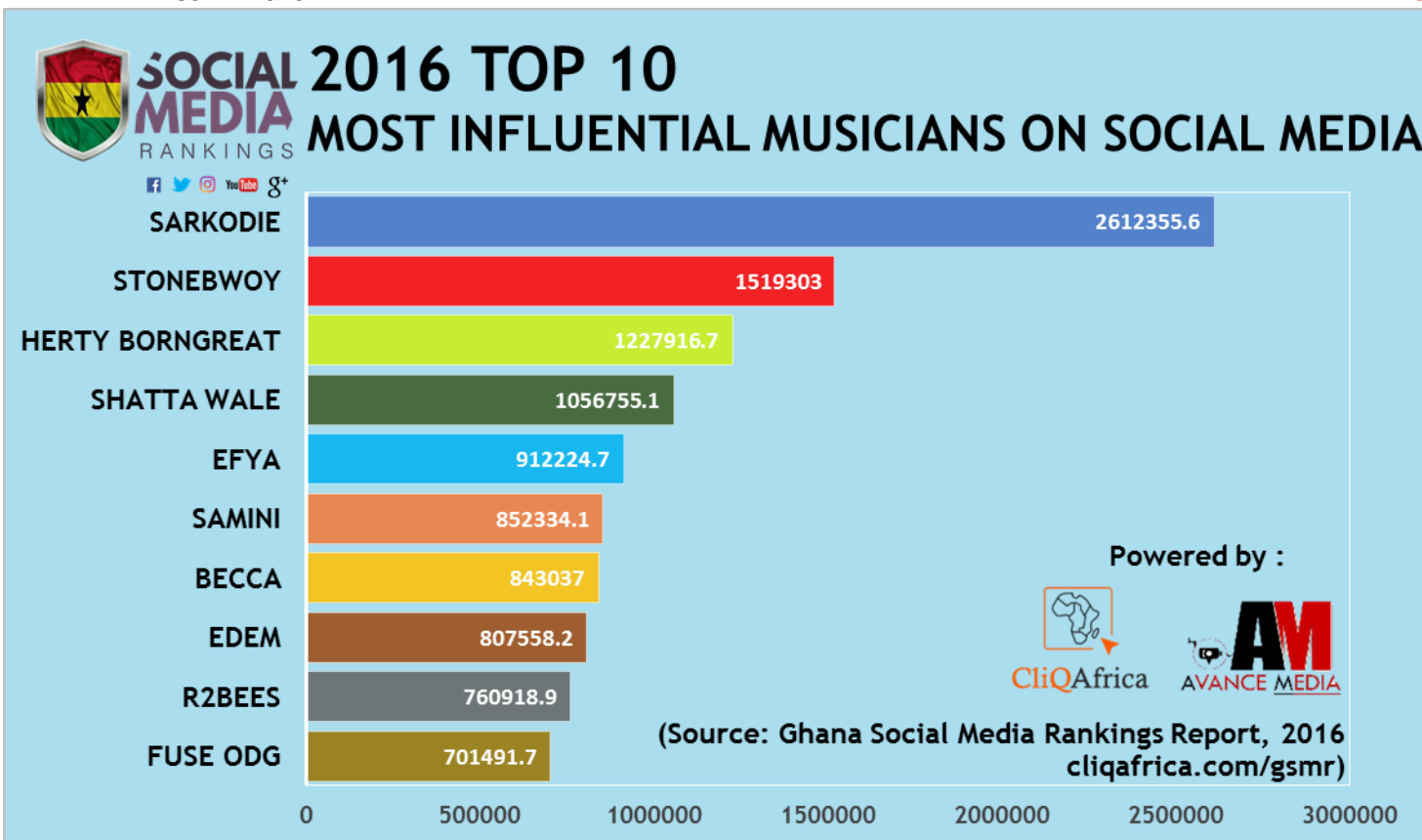
Figures from the 2016 Ghana Social Media Report also indicates, Sarkodie had the highest number of new followers and subscribers across all social media platforms amounting to over 2.3 million.

Taking the second position was Stonebwoy who also recorded an impressive 1.4 million new followers across Facebook, Twitter, Instagram and YouTube which were platforms used in the ranking.

Making their first entry on the Ghana Social Media Ranking for 2016 were musicians Shatta Wale, Edem and Becca who took the 4th, 7th and 8th positions respectively.

Below are the 2016 Top 10 Most Influential Musicians on Social Media:





With comparison to the 2015 rankings, Sarkodie maintained his position as Stonebwoy moved from the 5th position to displace Herty Borngreat from the 2nd Position.

Fuse ODG dropped from 4th to 10th as R2Bees also dropped from 6th to their 9th position.

Manifest, Okyeame Kwame and Eazzy were the artistes who moved out of the ranking from 2015 to make way for new Entrants but still do possess great chances together with MzVee and Pappy Kojo to make a return in the next Ghana Social Media Rankings.

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Find below a table representing the data sourced and used for the analysis for this category rankings:

Musician	Facebook	Twitter	Instagram	YouTube	2016 Total	2015 Total	Growth Diff	Mention	Engagemen	50% (2016 T	10% (Gro	10% (Mei	30% (Eng	GSMR Score
Sarkodie	1409304	1062513	1121567	154609	3747993	1,431,565	2,316,428	123,148	1648005	1873996.5	231643	12314.8	494402	2612355.6
Stonebwoy	1070449	311393	674382	24980	2081204	662,412	1,418,792	71,740	1098826	1040602	141879	7174	329648	1519303
Herty Borngreat	1,955,320	3082	15724	370	1,974,496	1,579,279	395,217	455,841	518543	987248	39521.7	45584.1	155563	1227916.7
Shatta Wale	361804	222076	378926	42383	1,005,189	192,375	812,814	36,633	1564053	502594.5	81281.4	3663.3	469216	1056755.1
EFYA	557214	598944	425130	4795	1586083	786,277	799,806	721	130435	793041.5	79980.6	72.1	39130.5	912224.7
SAMINI	488,186	421882	296,252	4,945	1,211,265	616,169	595,096	9,403	620839	605632.5	59509.6	940.3	186252	852334.1
Becca	59,841	330552	684860	2,807	1,078,060	271,308	806,752	67	744417	539030	80675.2	6.7	223325	843037
Edem	193,284	170176	190802	5,156	559,418	103,880	455,538	7,246	1605236	279709	45553.8	724.6	481571	807558.2
R2bees	629541	413563	96715	13527	1,153,346	523,613	629,733	3,636	403030	576673	62973.3	363.6	120909	760918.9
Fuse ODG	604,374	140678	202,128	134,783	1,081,963	640,404	441,559	1,358	387395	540981.5	44155.9	135.8	116219	701491.7

CATEGORY SEVENTEEN (17) - PASTORS

Mensa Otabil ranks 2016 Most Influential Pastor on Social Media.

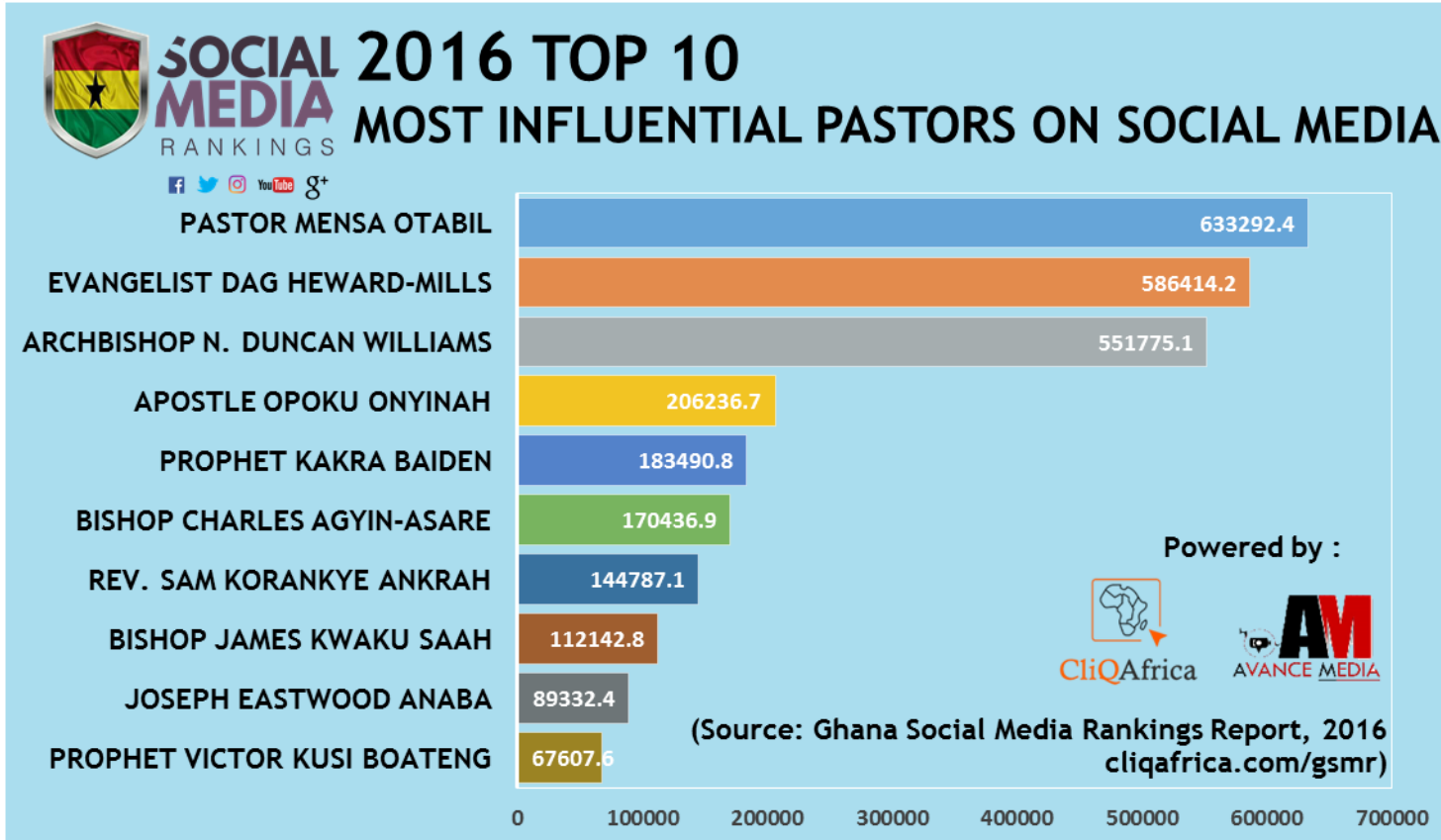
Founder and General Overseer of the International Central Gospel Church, Dr. Mensa Otabil has being ranked the 2016 Most Influential Pastor on Social Media according to the 2016 Ghana Social Media Report.

Pastor Mensa Otabil who also doubles as a motivational speaker, gained 141,186 new followers from across Facebook and Twitter, social media platforms used in the 2016 ranking.

Following keenly is Bishop Dag Heward Hills who also gained the highest number of new followers among pastors in 2016 numbering 290,210.

Below are the 2016 Top 10 Most Influential Pastors on Social Media:





Chairman of The Church of Pentecost, Apostle Opoku Onyinah made an impressive rise from the 2015 ranking to take a new 4th position in the 2016 rankings.

Potential entrants onto the next Ghana Social Media Rankings include: Prophet Bernard Nelson-Eshun, Dr Lawrence Tetteh, Robert Ampiah-Kwofi and Rev. Steve Mensah

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Figures collated and used for the rankings can be found in the table below.

Pastors	Facebook	Twitter	2016 Total	2015 Total	Growth D	Mention	Engagemen	50% (20	10% (Grc	10% (Me	30% (Eng	GSMR Score
Pastor Mensa Otabil	1,042,524	105000	1,147,524	1,006,338	141,186	86558	122520	573762	14118.6	8655.8	36756	633292.4
Evangelist Dag Heward-Mills	1,055,157	40000	1,095,157	804,947	290,210	77993	6718	547579	29021	7799.3	2015.4	586414.2
Archbishop N. Duncan Williams	957,246	36200	993,446	729,873	263,573	31984	84988	496723	26357.3	3198.4	25496.4	551775.1
Apostle Opoku Onyinah	147,273		147,273	43,923	103,350	11690	403654	73636.5	10335	1169	121096	206236.7
Prophet Kakra Baiden	314,841	11900	326,741	236,963	89,778	12926	32833	163371	8977.8	1292.6	9849.9	183490.8
Bishop Charles Agyin-Asare	284,003	285	284,288	131,821	152,467	18130	37444	142144	15246.7	1813	11233.2	170436.9
Rev. Sam Korankye Ankrah	221,746	4478	226,224	119,021	107,203	12169	65793	113112	10720.3	1216.9	19737.9	144787.1
Bishop James Kwaku Saah	123,348	2151	125,499	96,865	28,634	464	154945	62749.5	2863.4	46.4	46483.5	112142.8
Joseph Eastwood Anaba	74000	17684	91,684	23,496	68,188	107	122203	45842	6818.8	10.7	36660.9	89332.4
Prophet Victor Kusi Boateng	114,753	4478	119,231	62,830	56,401	18423	1699	59615.5	5640.1	1842.3	509.7	67607.6

CATEGORY SEVENTEEN (18) - PUBLIC FIGURES

President Nana Akuffo-Addo Emerges 2016 Most Influential Public Figure on Social Media

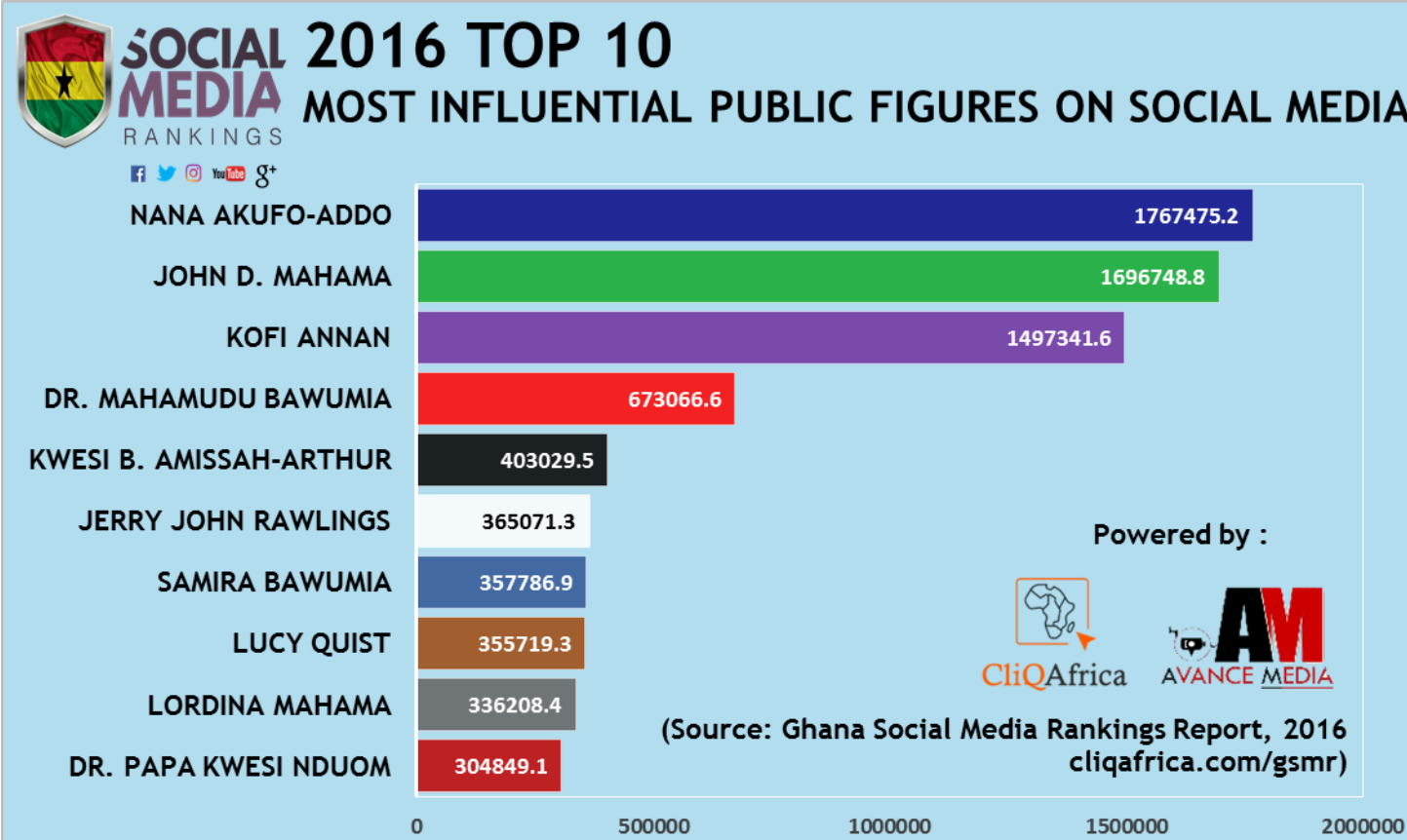
President Nana Addo Dankwa Akuffo-Addo has beaten competition from 2015 frontrunner, Kofi Annan to emerge the 2016 Most Influential Public Figure on Social Media in the Ghana Social Media Rankings spearheaded by Avance Media, CliQAfrica and Dream Ambassadors Foundation GH.

President Nana Akuffo-Addo in 2016 also gained the highest number of new followers among his competitors on the list numbering 935,145 which was also coupled with the highest number of engagements across Facebook and Twitter. His closest contender H.E John Dramani Mahama, who ranked higher than him in 2015 also gained new followers in 2016 numbering 713,788 while former UN Secretary General also gained 359,951 new followers.

The ranking which is focused on Diplomats, Political and Business leaders was compiled aside other 19 categories in the 2016 Ghana Social Media Report in the pioneers' role in improving the social media landscape across Ghana and beyond.

Below are the 2016 10 Most Influential Public Figures on Social Media:





Other Public Figures who have the potential of making the next ranking include; Anas Aremeyaw Anas, Samia Nkrumah, Hon. Zanetor Rawlings and Hon. Ursula Owusu.

The ranking which was based on the GSMR Score was analysed from their Social Media followings, Growth Difference, Engagements, Post Reaches and Mentions. Find below the statistics that was used for the purpose of this category rankings;

Personalities	Facebook	Twitter	2016 Total	Mentions	Engagements	2015 Total	Difference	50% Follow	10% Diff	10% Men	30% Eng	GSMR Score
Nana Addo Dankwa Akufo	1,366,947	155983	1,522,930	140,533	2994808	587,785	935,145	761465	93514.5	14053.3	898442	1767475.2
John Dramani Mahama	1,101,328	334396	1,435,724	115,184	2,584,841	721,936	713,788	717862	71378.8	11518.4	775452	1576211.5
Kofi Annan	1659526	147707	1807233	13,386	1854638	1,447,282	359,951	903617	35995.1	1338.6	556391	1497341.6
Dr. Mahamudu Bawumia	569,962	12,744	582,706	81,805	1099254	145,137	437,569	291353	43756.9	8180.5	329776	673066.6
Kwesi Bekoe Amissah-Arthur	52912	6805	59717	1562	1223477	0	59,717	29858.5	5971.7	156.2	367043	403029.5
President Jerry John Rawl	61,952	0	61,952	5,634	1108195	51,218	10,734	30976	1073.4	563.4	332459	365071.3
Samira Bawumia	270,762	15767	286,529	30,291	609468	0	286,529	143265	28652.9	3029.1	182840	357786.9
Lucy Quist	69,289	1624	70,913	2,178	1043179	0	70,913	35456.5	7091.3	217.8	312954	355719.3
Lordina Mahama	63,707	7223	70,930	6,686	976606	0	70,930	35465	7093	668.6	292982	336208.4
Dr. Papa Kwesi Nduom	289,957	65826	355,783	14,413	396621	290,483	65,300	177892	6530	1441.3	118986	304849.1

CATEGORY SEVENTEEN (19) - TOP 20 GHANAIAN BRANDS

Citi 97.3 FM Ranks 2016 Most Influential Ghanaian Brand on Social Media

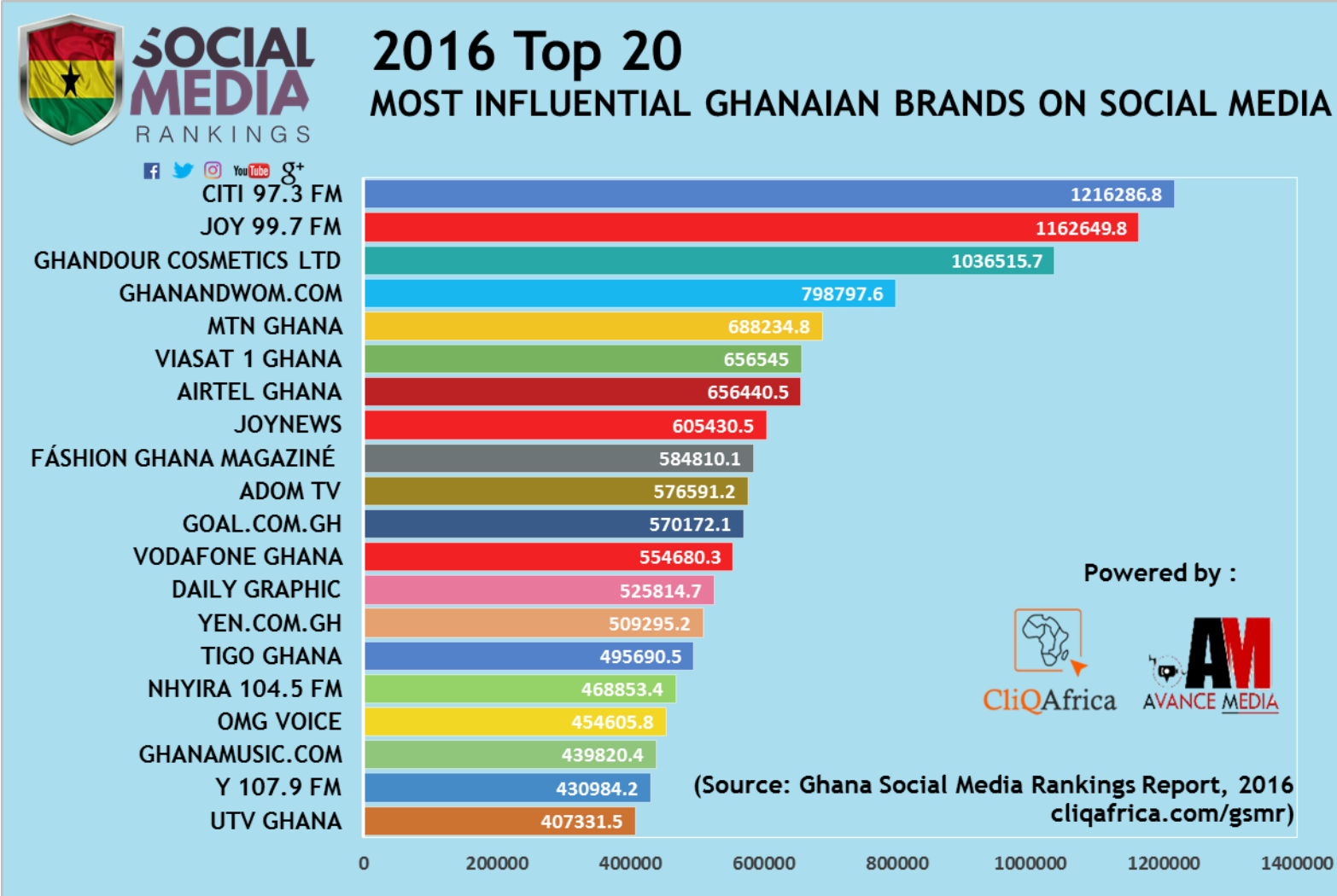
Citi 97.3 FM has emerged the 2016 Most Influential Brand on Social Media beating 2015 Frontrunner University of Ghana in the 2016 Ghana Social Media Rankings spearheaded by Avance Media, CliQAfrica & Dream Ambassadors Foundation GH.

Citi 97.3 FM which also ranked the 2016 Most Influential Radio Station on Social Media emerged as the most followed Ghanaian brand on Social Media. They also recorded a new followership numbering 647,083 across Facebook and Twitter, platforms which were considered for the ranking. Following keenly are Joy 99.7 FM, Ghandour Cosmetics Ltd, GhanaNdwom.com and MTN Ghana.

New Entrants on the list include: GhanaNdwom.com, Fashion Ghana Magaziné, Goal.com.gh, Daily Graphic, YEN.Com.GH, Nhyira 104.5 FM, OMGVoice and GhanaMusic.Com

According to the organisers of the rankings, these organisations and more were monitored across Facebook and Twitter throughout 2016 taking into respect their Following growth, active Engagements, Post Reach and Mentions.

Below were the 2016 20 Most Influential Ghanaian Brands on Social Media:



Ghanaian Brands which made the list in 2015 but were displaced include: XLive Africa, University of Ghana, 4Syte TV, Golden Tulip Accra, Access Bank, Ghana Music Awards, GhOne TV and eTV Ghana.

Potential entrants onto the ranking include; Adom 106.3 FM, University of Ghana, Peace FM 104.3 and US Embassy Ghana. Data gathered and

Brand	Facebook	Twitter	2016 Total	2015 Total	Growth Dif	Mention	Engagemen	50% (201	10% (Men	10% (Growt	30% (Enga	GSMR Score
Citi 97.3 FM	927,651	476,952	1,404,603	757,520	647,083	60,489	1477427	702301.5	6048.9	64708.3	443228.1	1216287
Joy 99.7 FM	839,035	571118	1,410,153	823,406	586,747	82,995	1301997	705076.5	8299.5	58674.7	390599.1	1162650
Ghandour Cosmetics Ltd	1,376,250	1126	1,377,376	1,227,861	149,515	13,528	1105078	688688	1352.8	14951.5	331523.4	1036516
GhanaNdwom.com	795,290	32987	828,277	687,193	141,084	45,894	1219871	414138.5	4589.4	14108.4	365961.3	798797.6
MTN Ghana	702,571	101,841	804,412	638,712	165,700	34,206	886,794	402206	3420.6	16570	266038.2	688234.8
Viasat 1 Ghana	999,653	131350	1,131,003	745,492	385,511	38003	162307	565501.5	3800.3	38551.1	48692.1	656545
Airtel Ghana	703,051	66828	769,879	636,179	133,700	4,607	858,901	384939.5	460.7	13370	257670.3	656440.5
JoyNews	577,263	14907	592,170	319,607	272,563	23842	932350	296085	2384.2	27256.3	279705	605430.5
Fashion Ghana Magazine	1140972	0	1,140,972	1,058,357	82,615	34,937	8,563	570486	3493.7	8261.5	2568.9	584810.1
Adom TV	487,198	3373	490,571	273,343	217,228	4434	1030465	245285.5	443.4	21722.8	309139.5	576591.2
Goal.com.gh	953,786	14054	967,840	895,147	72,693	16,308	257,840	483920	1630.8	7269.3	77352	570172.1
Vodafone Ghana	549,875	100177	650,052	522,978	127,074	46,252	707,739	325026	4625.2	12707.4	212321.7	554680.3
Daily Graphic	802,566	10391	812,957	782903	30,054	57,934	368458	406478.5	5793.4	3005.4	110537.4	525814.7
YEN.Com.GH	604228	4188	608,416	176,498	431,918	72,007	515,649	304208	7200.7	43191.8	154694.7	509295.2
Tigo Ghana	535,270	56552	591,822	494,701	97,121	11,148	629,842	295911	1114.8	9712.1	188952.6	495690.5
Nhyira 104.5 FM	490,227	1858	492,085	204,810	287,275	165,017	591939	246042.5	16501.7	28727.5	177581.7	468853.4
OMG Voice	514,238	51443	565,681	421,319	144,362	119,227	484,688	282840.5	11922.7	14436.2	145406.4	454605.8
GhanaMusic.Com	656966	74938	731,904	660,028	71,876	1,897	221,637	365952	189.7	7187.6	66491.1	439820.4
Y 107.9 FM	416,797	325226	742,023	534,146	207,877	4,235	129205	371011.5	423.5	20787.7	38761.5	430984.2
UTV Ghana	586,883	18797	605,680	272,472	333,208	19484	230741	302840	1948.4	33320.8	69222.3	407331.5

CATEGORY SEVENTEEN (20) - TOP 20 GHANAIS

John Dumelo Ranks 2016 Most Influential Ghanaian on Social Media

Actor, businessman and politician, John Dumelo has beaten 2015 frontrunner, Yvonne Nelson to emerge the 2016 Most Influential Ghanaian on Social Media in the 2016 Ghana Social Media Rankings spearheaded by Avance Media, CliQAfrica & Dream Ambassadors Foundation GH.

John Dumelo, who also ranked as the 2016 Most Influential Actor on Social Media is also the most followed and highly interactive Ghanaian on social media with a combined following of over 6.5 million followers across Facebook, Twitter and Instagram.

Following keenly is the 2015 frontrunner, Yvonne Nelson who recorded the highest number of new followers of over 3.7 million on Social Media.



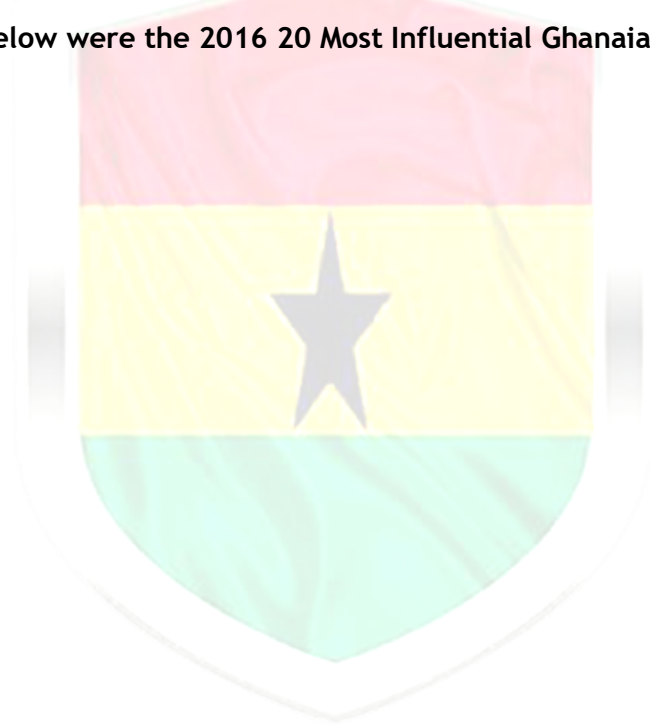
GSMR 2016

CLIQAFRICA | AVANCE MEDIA

Eminent on the ranking are Sarkodie, H.E. Nana Akuffo-Addo, H.E. John Mahama, Kevin-Prince Boateng, Shatta Wale, Funny Face and Kofi Annan.

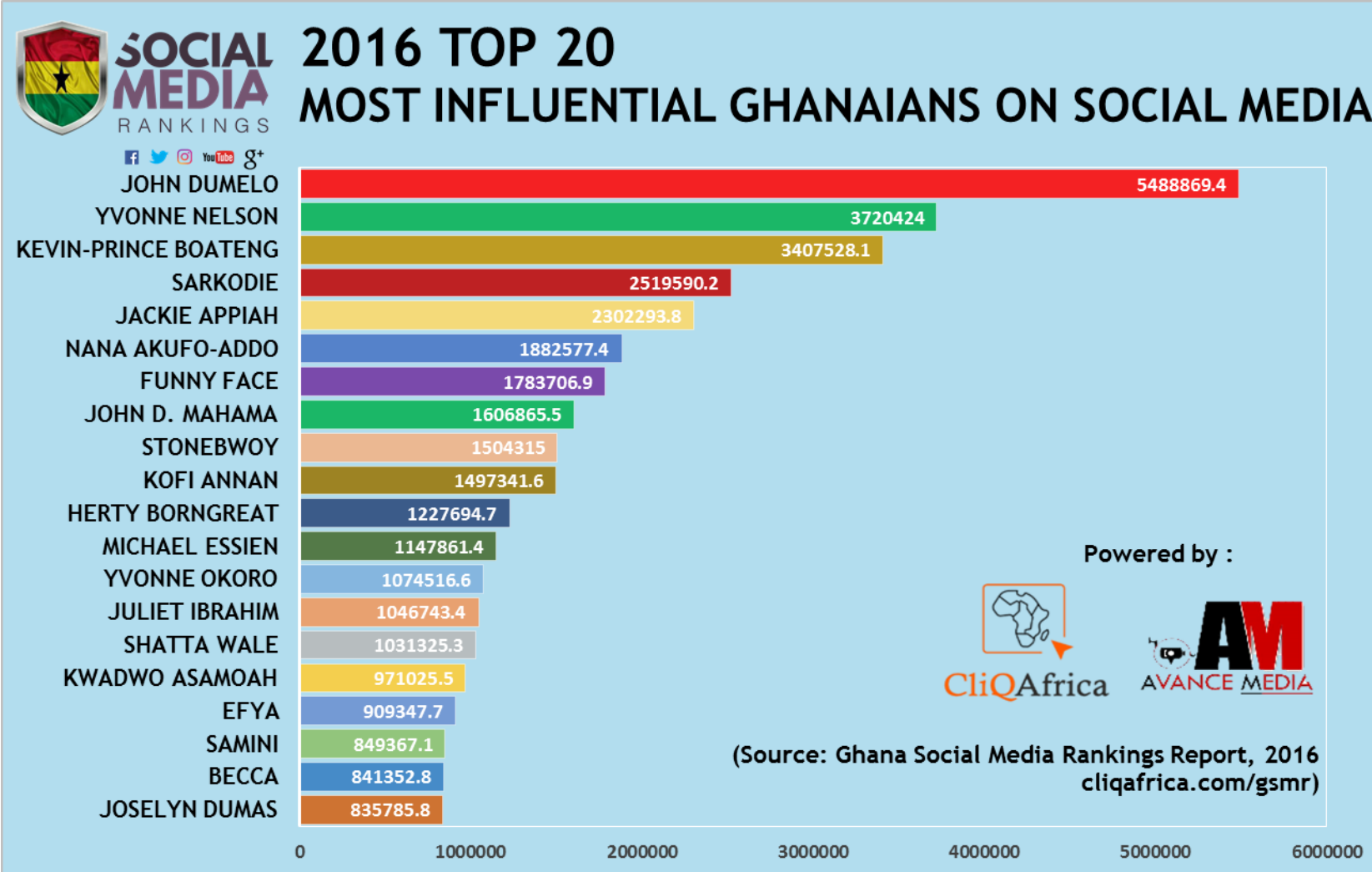
According to the organisers of the rankings, these personalities and more were monitored across Facebook, Twitter and Instagram throughout 2016 taking into respect their Following growth, active Engagements, Post Reach and Mentions.

Below were the 2016 20 Most Influential Ghanaians on Social Media:



SOCIAL
MEDIA
RANKINGS





New Entrants on the list include: Shatta Wale, Yvonne Okoro, Becca, Efy, Joselyn Dumas and Samini.

Ghanaians who made the list in 2015 but were displaced include: R2Bees, Ama K Abebrese, Fuse ODG, Nadia Buari, Asamoah Gyan and Manifest.

Potential entrants onto the ranking include; Majid Michel, Edem, Christian Atsu and R2bees. Find below data that was computed and sourced for this category rankings;

Personalities	Facebook	Twitter	Instagram	2016 Total	2015 Total	Growth Diff	Mentions	Engagements	50% (2015)	10% Diff	10% (Mentions)	30% (Engagements)	GSMR Score
John Dumelo	4,654,786	244,248	1,605,444	6,504,478	3,266,680	3,237,798	63,392	6355038	3252239	323780	6339.2	1906511.4	5488869.4
Yvonne Nelson	3,526,803	695,078	2238325	6,460,206	2,712,046	3,748,160	183,263	323929	3230103	374816	18326.3	97178.7	3720424
Kevin-Prince Boateng	3365850	1496229	1391302	6,253,381	4,470,922	1,782,459	3808	340703	3126691	178246	380.8	102210.9	3407528.1
Sarkodie	1409304	1062513	1121567	3,593,384	1,431,565	2,161,819	123,148	1648005	1796692	216182	12314.8	494401.5	2519590.2
Jackie Appiah	1,818,169	23,385	1,977,513	3,819,067	1,762,140	2,056,927	25,385	615097	1909534	205693	2538.5	184529.1	2302293.8
Nana Akuffo - Akuffo	1,366,947	155983	191837	1,714,767	587,785	1,126,982	140,533	2994808	857383.5	112698	14053.3	898442.4	1882577.4
Funny Face	1,343,443	590944	499388	2,433,775	1146941	1,286,834	66,424	1438312	1216888	128683	6642.4	431493.6	1783706.9
John Dramani Mahama	1,101,328	334396	51090	1,486,814	721,936	764,878	115,184	2,584,841	743407	76487.8	11518.4	775452.3	1606865.5
Stonebwoy	1070449	311393	674382	2,056,224	662,412	1,393,812	71,740	1098826	1028112	139381	7174	329647.8	1504315
Kofi Annan	1659526	147707	0	1,807,233	1,447,282	359,951	13,386	1854638	903616.5	35995.1	1338.6	556391.4	1497341.6
Herty Borngreat	1,955,320	3082	15724	1,974,126	1,579,279	394,847	455,841	518543	987063	39484.7	45584.1	155562.9	1227694.7
Michael Essien	759172	582240	506027	1,847,439	1,278,749	568,690	553	557392	923719.5	56869	55.3	167217.6	1147861.4
Yvonne Okoro	155,375	353,189	1,140,485	1,649,049	409,612	1,239,437	151	420111	824524.5	123944	15.1	126033.3	1074516.6
Juliet Ibrahim	55,451	164,538	1,181,897	1,401,886	160,219	1,241,667	276	738687	700943	124167	27.6	221606.1	1046743.4
Shatta Wale	361804	222076	378926	962,806	192,375	770,431	36,633	1564053	481403	77043.1	3663.3	469215.9	1031325.3
Kwadwo Asamoah	578,341	49915	592413	1,220,669	976,254	244,415	665	1120610	610334.5	24441.5	66.5	336183	971025.5
Efya	557214	598944	425130	1,581,288	786,277	795,011	721	130435	790644	79501.1	72.1	39130.5	909347.7
Samini	488,186	421882	296,252	1,206,320	616,169	590,151	9,403	620839	603160	59015.1	940.3	186251.7	849367.1
Becca	59,841	330552	684860	1,075,253	271,308	803,945	67	744417	537626.5	80394.5	6.7	223325.1	841352.8
Joselyn Dumas	107,927	447,717	815,733	1,371,377	361,616	1,009,761	730	163494	685688.5	100976	73	49048.2	835785.8

RECOMMENDATIONS - THE FUTURE OF SOCIAL MEDIA AND 2017

Overall, there have been enormous improvement and continuous growth in social media in Ghana as seen in the data trends with numerous brands overturning the results table from our previous period. Most brands are still missing in the social space whilst others have lost their value on social media necessitating a revamp in how brands and businesses see social media and its impact on their overall value. We therefore recommend the following;

Understanding how each social media network. Social media has already reached its sophisticated stage yet brands and businesses in Ghana and West Africa are yet to understand how each network performs and specific purposes of these networks in reaching their brand or

business goals as well as communicating with their audience. According to Hubspot blog, 2016 twitter for instance is used to for thought leadership with a character limit of 150 whilst LinkedIn is much more suited for professionals.

Strategy is the core to achieving your social media goals and being ranked high. Most brands fail to rank high and do well on social media because they fail to put in a strong social media strategy. A strategy could outline your goals, objectives, content delivery methods, conversation plan, the performance metrics etc.

A dedicated social media team and manager. Efforts count in social media management and how each results are achieved outlined in your strategy. According to Google trends, the words social media manager or social media Agency are continuously trending high and the search for the best teams and managers when it comes to social media is now the most sought advice given to brands and businesses. It involves skill, traits and passion to win in social media and brands must be ready to continuously invest in this.

Other trends to follow in social media in 2017 and beyond:

- Videos are shaping content delivery complementing other visual techniques such as pictures and images. We will also see live video a major player in reaching out to various audience types with the introduction of Snapchat and facebook Live with existing You Tube, the future definitely video.
- Social messaging is exploding in growth metrics and businesses will have to consider reaching out to their audience in these channels as well.
- Paid social media advertising will be on the rise as organic social media traffic decreases and gets difficult. Businesses must be ready to budget an increasingly higher portion of their marketing
- Using social media as the alternative customer service portal.
- The rise of Social commerce in the ever-growing ecommerce world, we have already witnessed the impact of social commerce with WeChat.

TERMS AND CONDITIONS

This report is totally researched focused and used a methodology and research formulae based on the GSMR team's ingenuity and it can therefore used for academic and further research purposes only. Data sources are validated and actual data was scrawled from social media pages and results computed mathematically using world renowned third party tools. Although a brand's social media performance could connote a real return on investment, clientele base or financial performance, we did not identify that linkage in this research report and



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might consider it in our future reports. The data exhibited and analysed over the period therefore cannot be used as a basis for an overall performance of a brand, business or performance and we cannot be held liable if so is portrayed by the public.

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 elsewhere. We can only provide detailed information and provide services as such if more in-depth analysis and information is needed.

ABOUT THE GSMR REPORT, CONTRIBUTORS

From technology savvy to passionate team members, we have had one of the best year in review with so much to discover in our passion field and working tirelessly with data from over 500 brands, personalities and businesses in Ghana to release this Annual report. The Ghana Social Media Rankings is not just an annual social media analysis report, it is now a performance voice in the world of social media for Ghanaian brands, businesses and brands since its inception in 2014.

It is a proud initiative of CliQAfrica Limited, the digital advertising Agency, Avance Media, a global Media & PR company and Dream Ambassadors Foundation. The team includes Prince Akpah of Avance Media, Omane Ossei-Poku of CliQAfrica, Emmanuel Assieme of Dream Ambassadors Foundation and Nicholas Tanye of CliQAfrica.

Our sincere gratitude also goes to the following people for their immense contribution, Professor Richard Boateng, Head of Department of Operations Management, University of Ghana Business School and Dr. Muwugbe Messan of the Center for Media Analysis

OVER TO YOU

Thank you for taking your time to read through our report on social media performances of Ghanaian brands, personalities and businesses. We hope you enjoyed reading it and found some valuable information and as we promise to continuously offer you with the best of social media and digital analytics reporting and rankings. In as much as we used the best tools and research methods, as well employed other third party services to in our analysis and conducting an accurate research, we welcome your concerns, issues on this report and other enquiries.

Send us a mail at info@cliqafrika.com and we would be glad to respond and provide you with the best of services

Media discussions or interviews? Call us on the numbers below in the footer.

FOOTNOTES AND SOURCES.



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