

# The 2016 Annual Ghana Social Media Report

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

A PROJECT BY CLIQAFRICA LIMITED AND AVANCE MEDIA



## INTRODUCTION

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.



## 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 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 **47<sup>th</sup> 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.

## Measuring Social Media

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.



## 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 30<sup>th</sup> 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 deemed 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 were 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%).

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.

## 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) - ACTORS

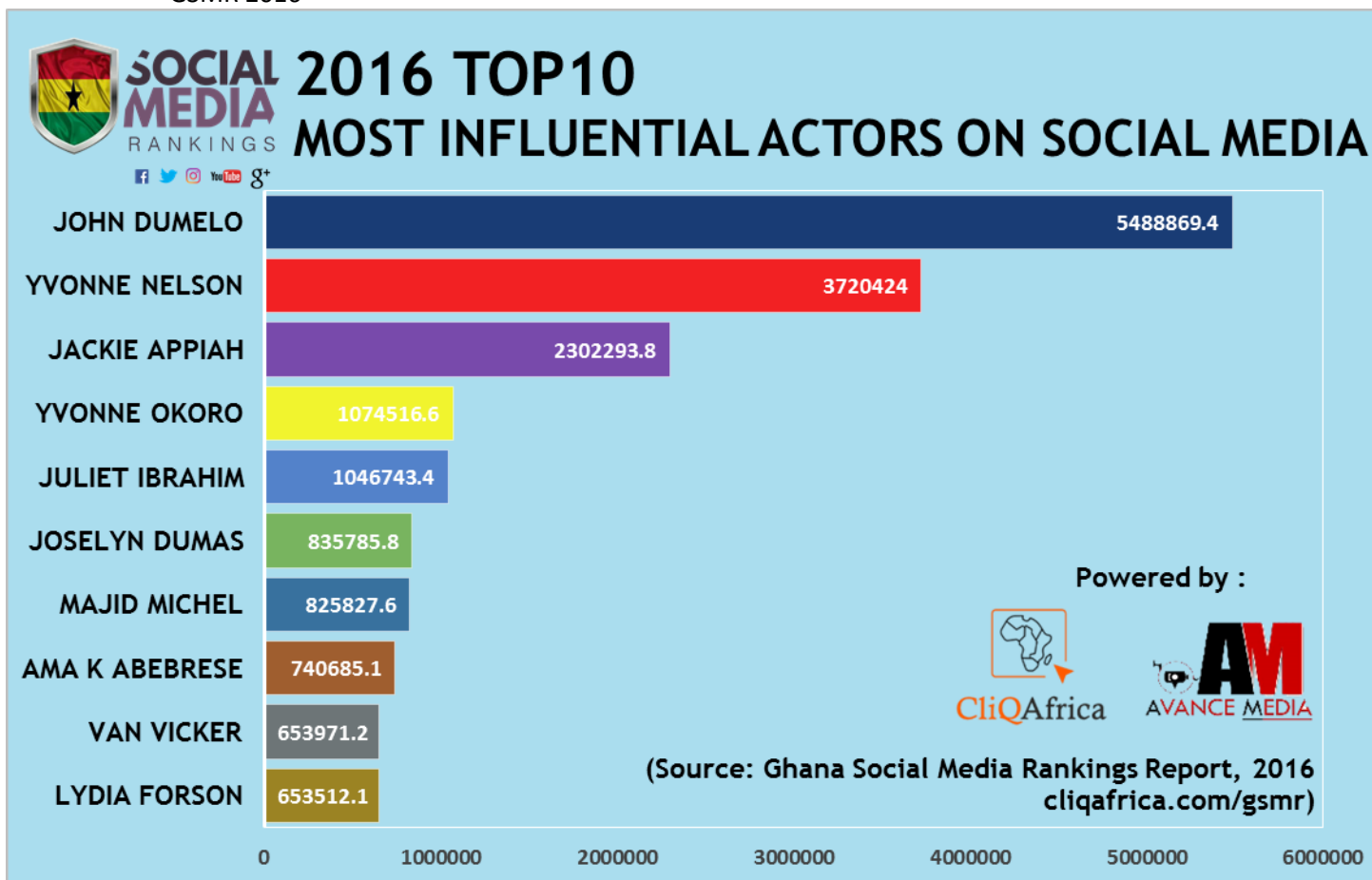
**John Dumelo ranks 2016 Most Influential Actor on Social Media.**

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	<a href="#">3,526,803</a>	695,078	2238325	6,460,206	2,712,046	183,263	323929	3,748,160	3230103	374816	18326.3	97178.7	3720424
Jackie Appiah	<a href="#">1,818,169</a>	<a href="#">23,385</a>	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	<a href="#">55,451</a>	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	<a href="#">107,927</a>	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	<a href="#">678,814</a>	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	<a href="#">176,452</a>	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	<a href="#">251,902</a>	195,274	456,135	903,311	352,456	195	489172	550,855	451655.5	55085.5	19.5	146751.6	653512.1

## CATEGORY TWO (2) - 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.

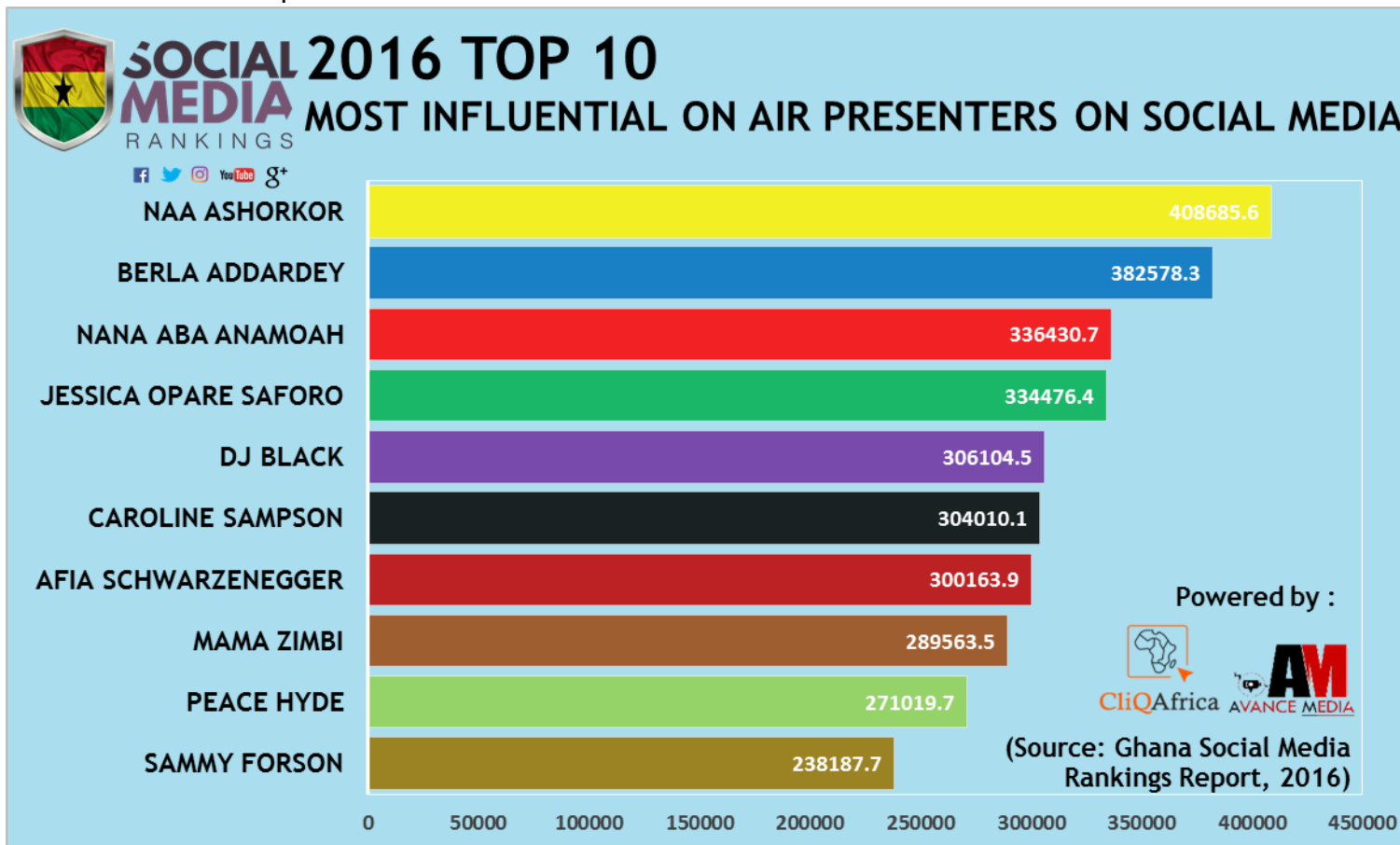
The ranking which focused on Radio and TV presenters had Naa Ashorkor moving from the 4th position on last year's ranking to take the top spot which previously had Ama k. Abrebrese who didn't have an active on-air assignment in 2016.

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 Addardecky	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 Opere 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 THREE (3) - 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.

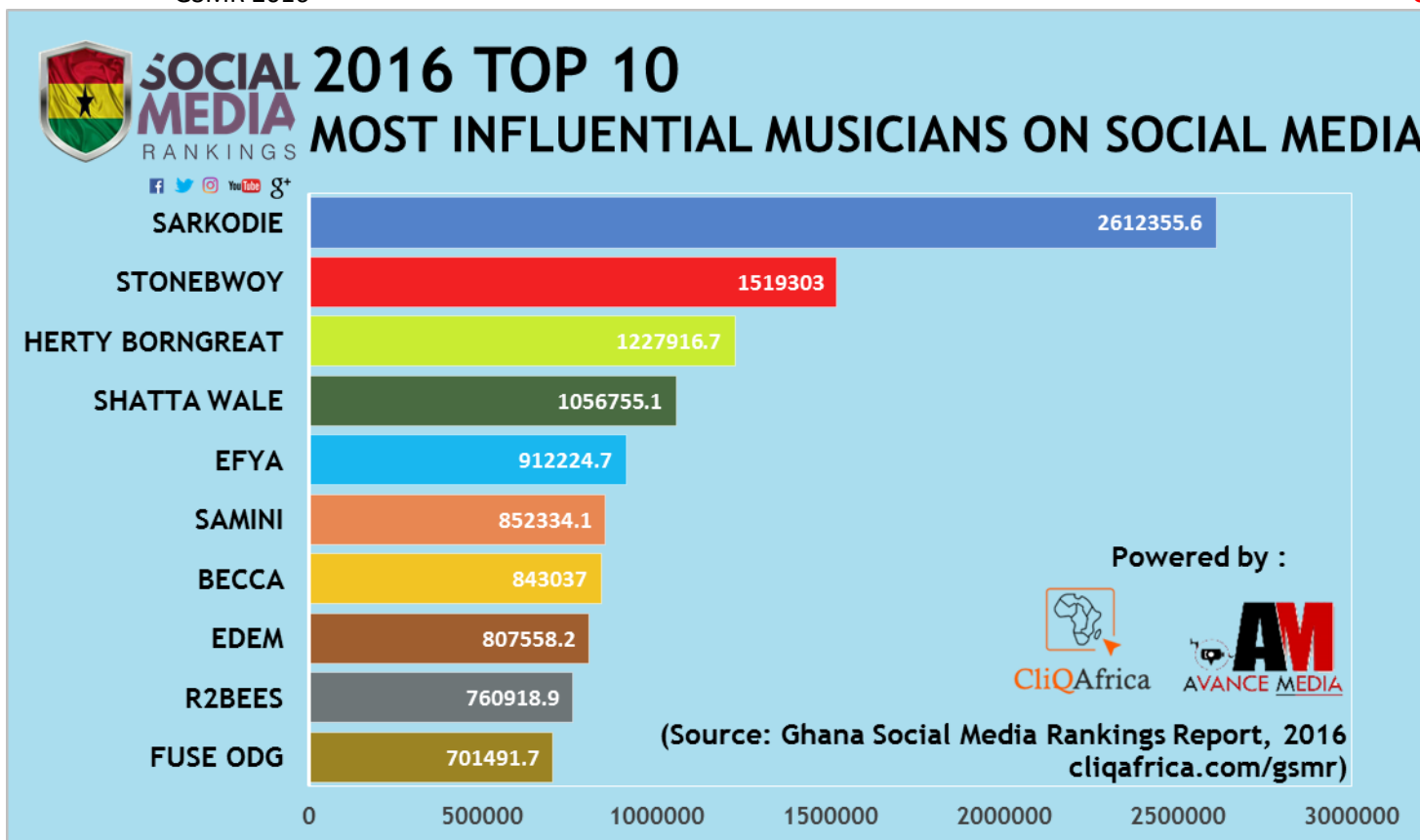
Figures from the 2016 Ghana Social Media Report also indicates, Sarkodie had the highest number of new followers and subscribers across all social media platforms amounting to over 2.3 million.

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 FOUR (4) - PASTORS

### Mensa Otabil ranks 2016 Most Influential Pastor on Social Media.

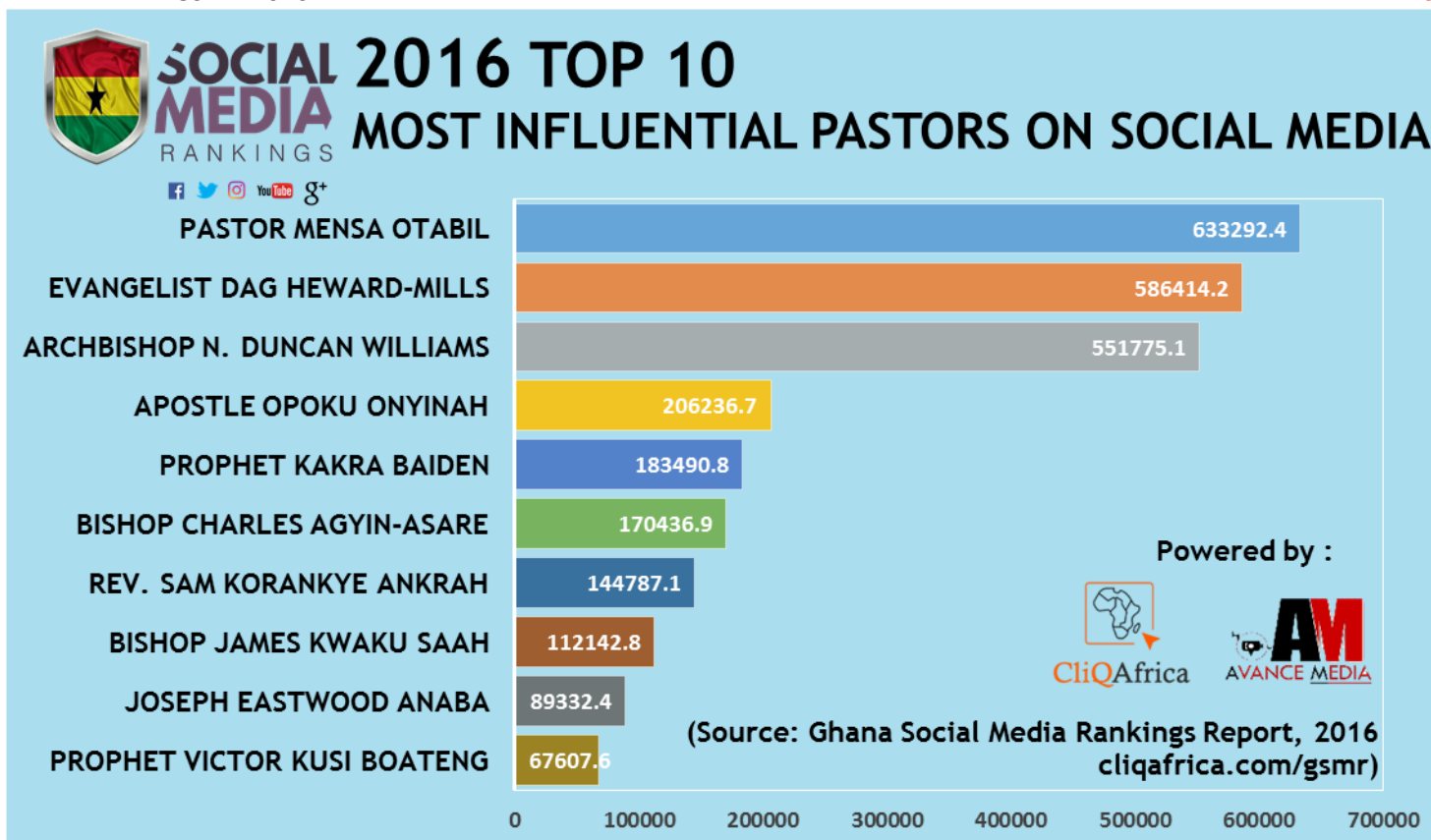
Founder and General Overseer of the International Central Gospel Church, Dr. Mensa Otabil has being ranked the 2016 Most Influential Pastor on Social Media according to the 2016 Ghana Social Media Report.

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

## 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 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.



SMR 2016

CLIQAFRICA | AVANCE MEDIA

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@smrankings.com](mailto:info@smrankings.com) or [info@cliqafrika.com](mailto: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.

## SOURCES AND REFERENCE POINTS

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# SOCIAL MEDIA RANKINGS

