How Africa Tweets 2018

Introduction

Portland's fourth study into 'How Africa Tweets' has found African governments are not immune from global issues such as fake news, the rise of bots and external influence on elections.

Our study is the first to identify and analyse who is shaping African Twitter conversations during elections over the past year. The study found that 53 per cent of the leading voices on Twitter around ten elections on the continent during the past year came from outside the country in which the elections were contested.

Bots, and accounts displaying machine-like behaviour, were active across all elections, particularly in Kenya, where they accounted for a quarter of all influential accounts.

One of the more surprising findings from the study was the limited influence politicians had on the conversation. Rwanda was the exception, where 1 in every 3 influential handles was a political account – the highest figure across all elections analysed. This doesn't mean politicians weren't being talked about. Many of the top hashtags included references to politicians or political parties, including #UmaAngolaParaTodos in Angola, #Weah in Liberia and #Kagame in Rwanda.

This study demonstrates that people continue to seek out the voices they trust with established journalists and news outlets consistently ranked in the top three influencers across all elections. With fake news and bots influencing conversations on social media, people continue to search for traditional sources of verified, accurate information.

Therefore, influencing narratives now also requires "getting inside the loop" – going to where people are, rather than relying on them coming to you. While Twitter remains a platform that people use to access their news, the use of social media has evolved and Twitter's influence, whilst still profound, has somewhat been diluted by the growth of closed networks such as Facebook messenger, WhatsApp and Telegram.

These closed networks may present an ever greater challenge to those seeking to effectively reach their audiences. As audiences across the continent become ever more connected, there is a growing need for organisations and businesses to communicate through a tailored multi-channel approach.

Key findings

> **The majority (53%) of key influencers came from outside the countries where the elections were held**

Of these non-domestic outside voices, 54 per cent were from outside Africa. Of that group, 33 per cent of international voices came from the US, followed by the UK (15 per cent), France (six per cent), Spain (six per cent) and the UAE (four per cent). In Liberia and Equatorial Guinea, voices from outside the continent – specifically from the United States – accounted for the largest share of influential voices in the election overall.
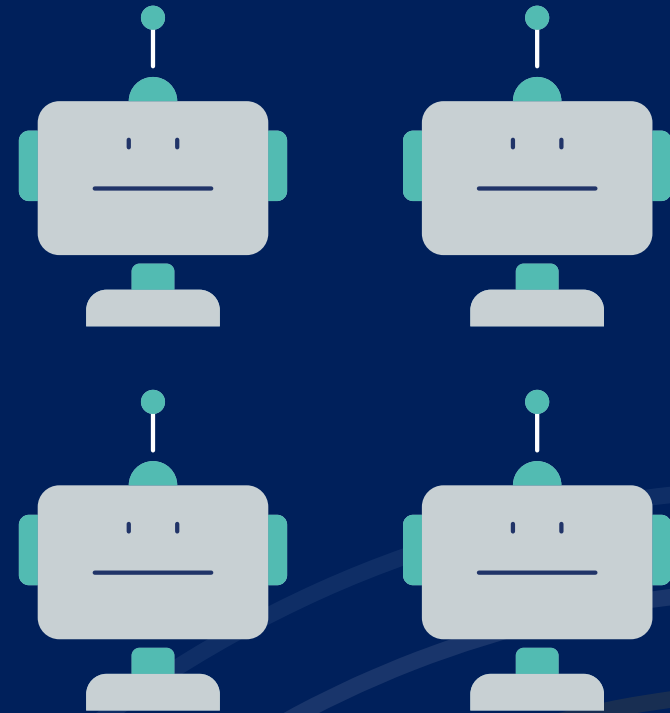
Key findings

Bots were active in every election

In Kenya, bots accounted for a quarter of influential voices. Rwanda was the opposite, with bots accounting for just four per cent of influential voices.

Across all elections, Bots served primarily to agitate, pushing negative narratives about major issues, candidates, and perceived electoral abnormalities. Following the elections, many bots had their election content removed, with some turning their attention to discussions outside Africa.

Key findings

Politicians had a limited role driving conversations

Politicians and political parties were not the main drivers of conversation in their countries, with local journalists and news outlets having a greater influence. In Kenya, the number of politicians influencing the Twitter discussion doubled between the first and second election, but still failed to reach ten per cent. In Senegal, no politicians were identified among the influential handles. However, there were some exceptions: Rwanda had the highest number of influential politicians and governmental organisations: 1 in every 3 influential handles.

Key findings

Non-domestic news outlets and journalists accounted for 1 in 5 of the handles fuelling discussion and debate around the year's elections.

In Angola, this rose to 2 in every 5. Even in the elections where journalists and news outlets shared a lower influence, they were still the top most authoritative voices.

Portland

Lesotho

ELECTION DATE :

3rd June 2017

Discussions around Lesotho's election were dominated by South African-based accounts, with 46 per cent of influencers based in South Africa. Twitter handles located in Lesotho accounted for 19 per cent of influencers.
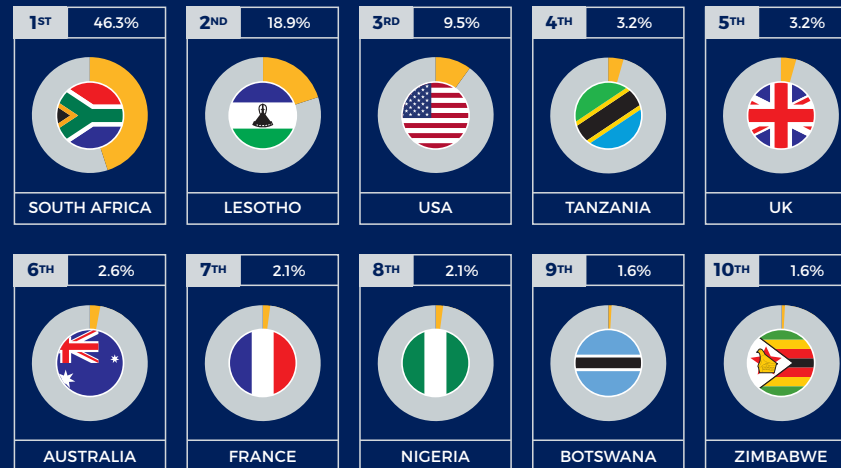
Journalists & media professionals and news organisations accounted for one-third of influencers, making them the most dominant group speaking about the election. However, in contrast to the country trend, two thirds of the journalists or bloggers identified as influential, were based in Lesotho.

As could be expected, South African based media outlets featured prominently in the list of outside influential journalist and news organisation accounts.

Twitter bots accounted for 20 per cent of influencers, while bloggers accounted for nine per cent. The majority - or 68 per cent of bots - were located inside Lesotho.

Top 10 Locations : Share of Influencers

1ST 46.3% SOUTH AFRICA	**2ND** 18.9% LESOTHO	**3RD** 9.5% USA
4TH 3.2% TANZANIA	**5TH** 3.2% UK	
6TH 2.6% AUSTRALIA	**7TH** 2.1% FRANCE	**8TH** 2.1% NIGERIA
9TH 1.6% BOTSWANA	**10TH** 1.6% ZIMBABWE	

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
PETER124U	BLOGGERS	AUSTRALIA
SOPHIE_MOKOENA	JOURNALISTS & MEDIA PROFESSIONALS	SOUTH AFRICA
GLENMPANI	THINK TANKS	US
LESOTHOJOHN	HIGHER EDUCATION	LESOTHO
SEKTORSEWE	POTENTIAL BOT	SOUTH AFRICA
GLOBALISSUESWEB	POTENTIAL BOT	US
WOUTERWILLIE	POTENTIAL BOT	SOUTH AFRICA
SHIREENMUKADAM	INDUSTRY ANALYSTS AND CONSULTANTS	SOUTH AFRICA
SABCNEWSONLINE	NEWS & MEDIA	SOUTH AFRICA

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
19.8%	POTENTIAL BOT
18.5%	JOURNALISTS & MEDIA PROFESSIONALS
14.2%	NEWS & MEDIA
9.3%	BLOGGERS
8.6%	INTELLIGENCE, COMMUNICATIONS & CONSULTANCY SERVICES
6.2%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS
3.7%	CAMPAIGNERS & CAMPAIGN PAGES
3.7%	HIGHER EDUCATION
3.1%	POLITICIANS
3.1%	THINK TANKS

Portland

Senegal

ELECTION DATE :

30th July 2017

Senegal was one of the only countries where local influencers dominated election discussions, comprising almost 72 per cent of handles tweeting on the election.

Senegalese journalists and news organisations were the leading influencers, accounting for a quarter of all handles.
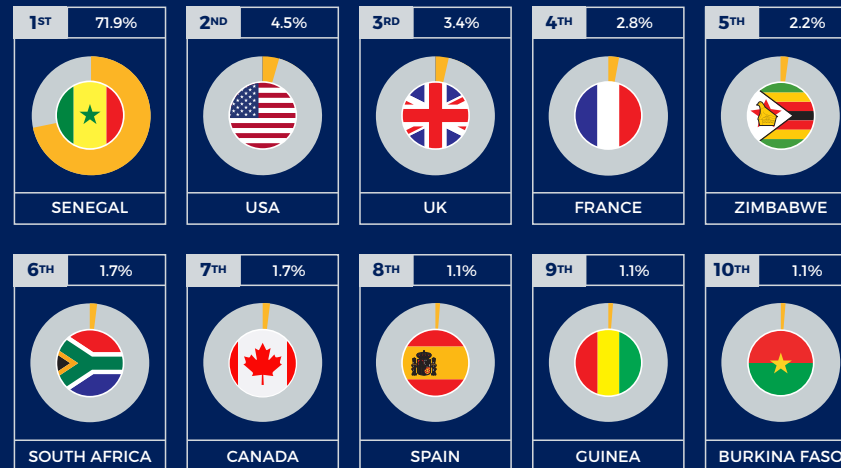
Bots were the second most influential, accounting for 19 per cent of accounts. Campaigners were third, accounting for ten per cent.

What the bots said

A qualitative review of the conversation revealed that tweets from bots tended to be accusatory and aggressive in tone and sentiment. Bots focused on issues such as the lack of female representation during the elections, issues around citizenship and forms of identification when voting, and allegations of vote rigging.

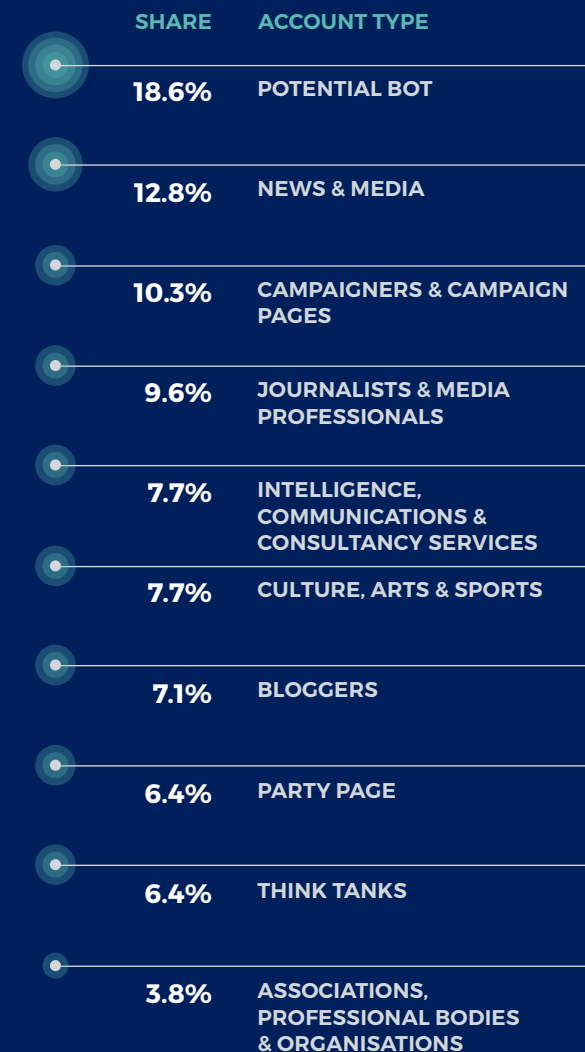## Top 10 Locations : Share of influencers

1ST 71.9%	**2ND** 4.5%	**3RD** 3.4%	**4TH** 2.8%	**5TH** 2.2%
SENEGAL	USA	UK	FRANCE	ZIMBABWE
6TH 1.7%	**7TH** 1.7%	**8TH** 1.1%	**9TH** 1.1%	**10TH** 1.1%
SOUTH AFRICA	CANADA	SPAIN	GUINEA	BURKINA FASO

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
SENEGALBOT	POTENTIAL BOT	SENEGAL
AFRICARESEARCH	THINK TANKS	UK
COJERDAKAR	POLITICAL PARTY	SENEGAL
SICAPDEBOUT	POLITICAL PARTY	SENEGAL
ALIAMSI	BLOGGERS	SENEGAL
ALLAFRICAFRENCH	NEWS & MEDIA	SENEGAL
MASHANUBIAN	CAMPAIGNERS & CAMPAIGN PAGES	SENEGAL
BASILENIANE	JOURNALIST & MEDIA PROFESSIONALS	SENEGAL
UNWOMENAFRICA	INTERNATIONAL ORGANISATIONS AND NGOS	SENEGAL

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
18.6%	POTENTIAL BOT
12.8%	NEWS & MEDIA
10.3%	CAMPAIGNERS & CAMPAIGN PAGES
9.6%	JOURNALISTS & MEDIA PROFESSIONALS
7.7%	INTELLIGENCE, COMMUNICATIONS & CONSULTANCY SERVICES
7.7%	CULTURE, ARTS & SPORTS
7.1%	BLOGGERS
6.4%	PARTY PAGE
6.4%	THINK TANKS
3.8%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS

Rwanda

ELECTION DATE :

4th August 2017

Unlike other elections, politicians and government bodies were among the top influencers in Rwanda's election.

While journalists and news organisations were the leading influencers, accounting for 34 per cent of influential handles, politicians and government bodies were second, accounting for 31 per cent.

Rwanda was also one of the few countries where local influencers drove the debate, with 77 per cent of influential accounts based in the country.
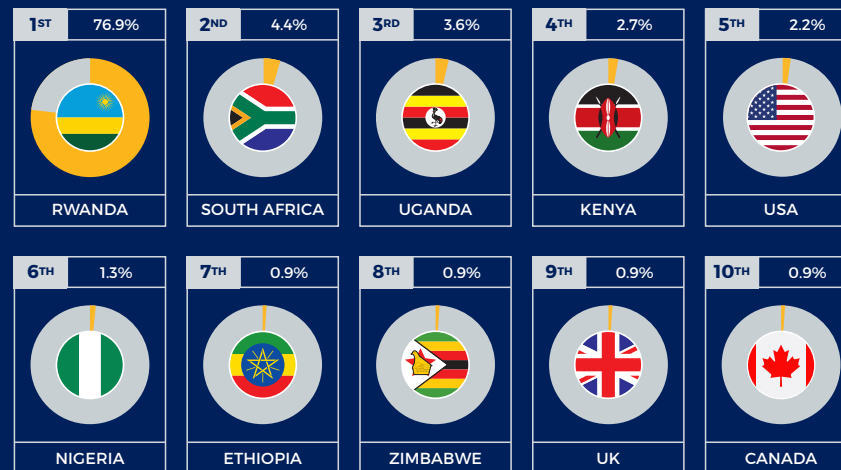
Of the journalists and news organisations identified as influencers, 77 per cent were based in Rwanda. It was a similar story with the political and governmental accounts identified as influential, with 93 per cent based in Rwanda.

Kagame is the topic of choice

A review of the more engaged tweets showed that the conversation during the election focused on President Paul Kagame. Topics discussed included, the president's track-record and his inauguration. Rwanda's bilateral relationships and trade also featured prominently.
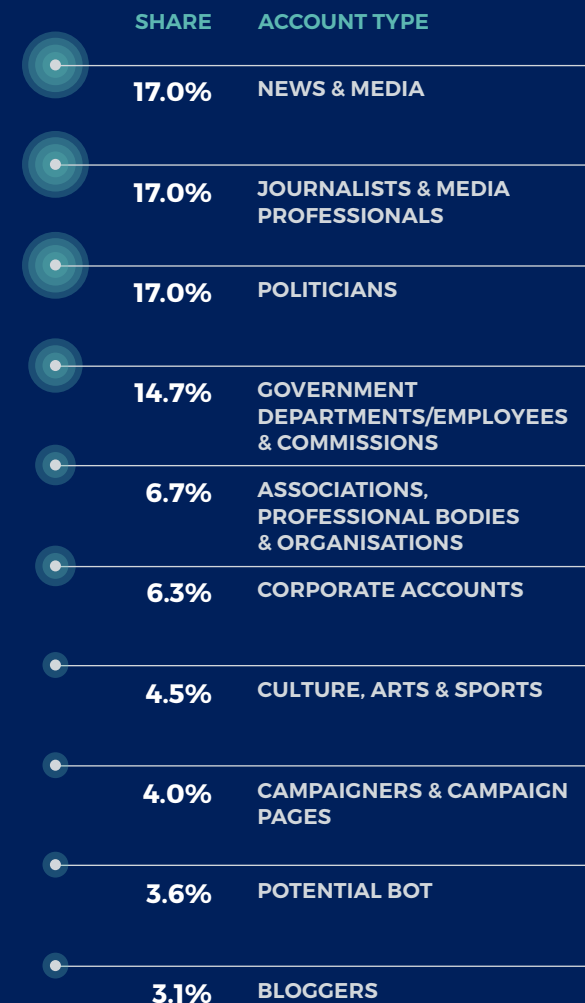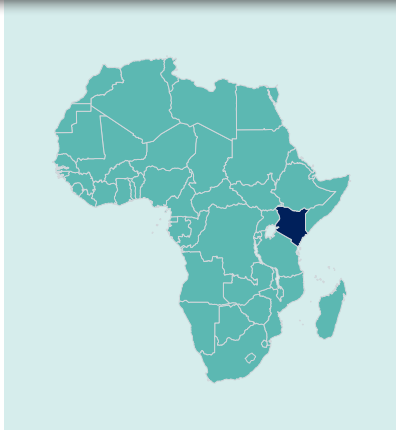
Top 10 Locations : Share of influencers

1ST 76.9% RWANDA	**2ND** 4.4% SOUTH AFRICA	**3RD** 3.6% UGANDA	**4TH** 2.7% KENYA	**5TH** 2.2% USA
6TH 1.3% NIGERIA	**7TH** 0.9% ETHIOPIA	**8TH** 0.9% ZIMBABWE	**9TH** 0.9% UK	**10TH** 0.9% CANADA

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
NEWTIMESRWANDA	NEWS & MEDIA	RWANDA
MWASA	JOURNALISTS & MEDIA PROFESSIONALS	RWANDA
ATHANTASHOBYA	JOURNALISTS & MEDIA PROFESSIONALS	RWANDA
HABUMUREMYIP	POLITICIANS	RWANDA
LMUSHIKIWABO	POLITICIANS	RWANDA
EHATEGEKA	GOVERNMENT	RWANDA
AMEUGENEANANGWE	JOURNALISTS & MEDIA PROFESSIONALS	RWANDA
RWANDAGOV	GOVERNMENT	RWANDA
NOELKAMBANDA	JOURNALISTS & MEDIA PROFESSIONALS	RWANDA
ALI_NAKA	CAMPAIGNERS & CAMPAIGN PAGES	SOUTH AFRICA

Top 10 Influencer Types

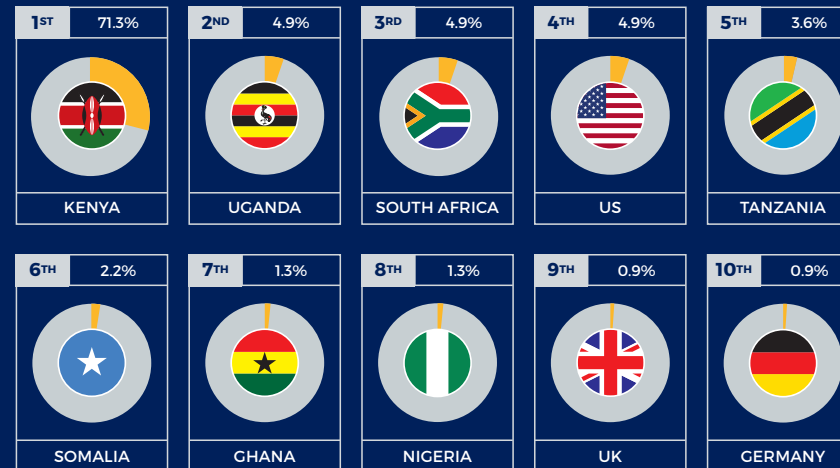| SHARE	ACCOUNT TYPE
17.0%	NEWS & MEDIA
17.0%	JOURNALISTS & MEDIA PROFESSIONALS
17.0%	POLITICIANS
14.7%	GOVERNMENT DEPARTMENTS/EMPLOYEES & COMMISSIONS
6.7%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS
6.3%	CORPORATE ACCOUNTS
4.5%	CULTURE, ARTS & SPORTS
4.0%	CAMPAIGNERS & CAMPAIGN PAGES
3.6%	POTENTIAL BOT
3.1%	BLOGGERS

Kenya

ELECTION DATE :

8th August 2017

Journalists and news organisations comprised one-third of the influential Twitter handles tweeting on Kenya's August election. Bots accounted for about a quarter, while business leaders accounted for ten per cent of handles. The vast majority of influential accounts were Kenyan. Of the bot and business accounts identified, 89 per cent and 86 per cent of the respective accounts were Kenyan. The majority (57 per cent) of journalist and news organisation accounts were located in Kenya too; the share of outside influence was, however, high, with 43 per cent of accounts located outside the country, a reflection of the large international press corps reporting on the elections.

A conversation aligned to pivotal electoral issues

A review of the conversation driven by journalists and news organisations showed a focus on the debates and key issues being discussed around the election. Business leaders joined in the conversation mostly around #KenyaDecides, and focused their tweets on discussions around the presidential debates, the importance of Kenyans having a choice in the election, as well as offering praise to government officials.
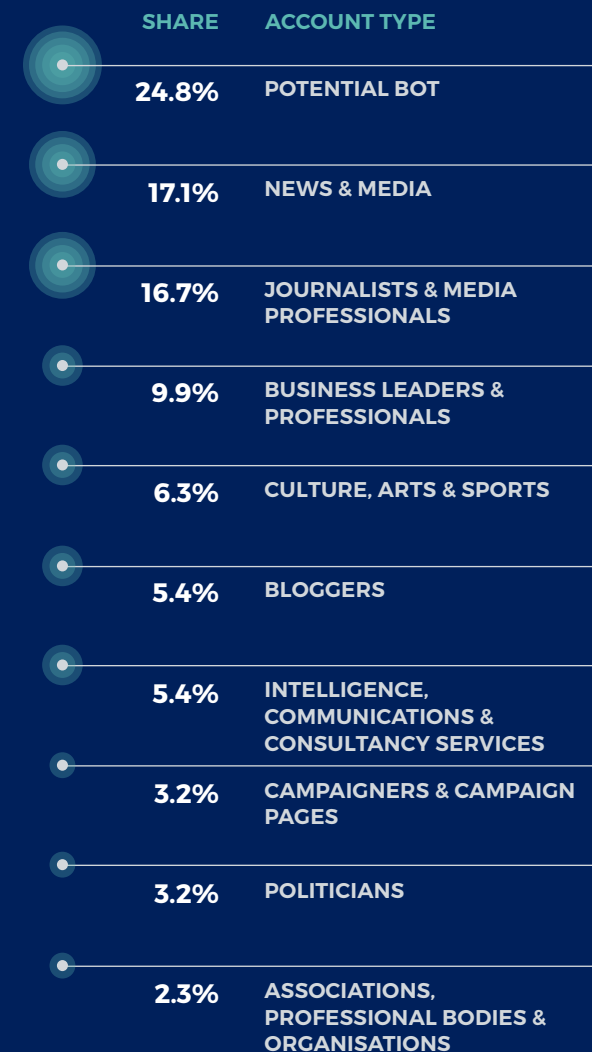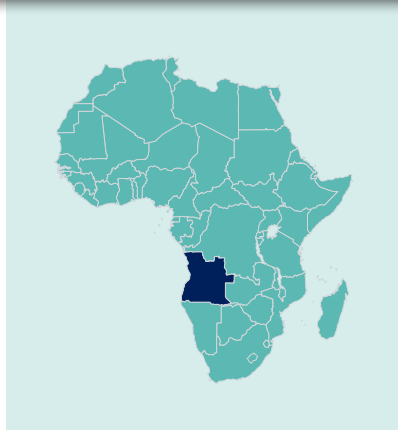
Top 10 Locations : Share of influencers

Rank	Share	Location
1ST	71.3%	KENYA
2ND	4.9%	UGANDA
3RD	4.9%	SOUTH AFRICA
4TH	4.9%	US
5TH	3.6%	TANZANIA
6TH	2.2%	SOMALIA
7TH	1.3%	GHANA
8TH	1.3%	NIGERIA
9TH	0.9%	UK
10TH	0.9%	GERMANY

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
ALYKHANSATCHU	BUSINESS LEADERS & PROFESSIONALS	KENYA
PAULKIARIE_	POTENTIAL BOT	KENYA
ISAACKCHEBOIWO	BLOGGERS	KENYA
ASMALI77	BUSINESS LEADERS & PROFESSIONALS	KENYA
KENYANS	POTENTIAL BOT	KENYA
STANDARDKENYA	NEWS & MEDIA	KENYA
IAM_JMEKA	POTENTIAL BOT	KENYA
CIRUMURIUKI	JOURNALISTS & MEDIA PROFESSIONALS	KENYA

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
24.8%	POTENTIAL BOT
17.1%	NEWS & MEDIA
16.7%	JOURNALISTS & MEDIA PROFESSIONALS
9.9%	BUSINESS LEADERS & PROFESSIONALS
6.3%	CULTURE, ARTS & SPORTS
5.4%	BLOGGERS
5.4%	INTELLIGENCE, COMMUNICATIONS & CONSULTANCY SERVICES
3.2%	CAMPAIGNERS & CAMPAIGN PAGES
3.2%	POLITICIANS
2.3%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS

Angola

ELECTION DATE :

23rd August 2017

Journalists & media professionals and news organisations accounted for 51 per cent of influencers during the Angolan election.
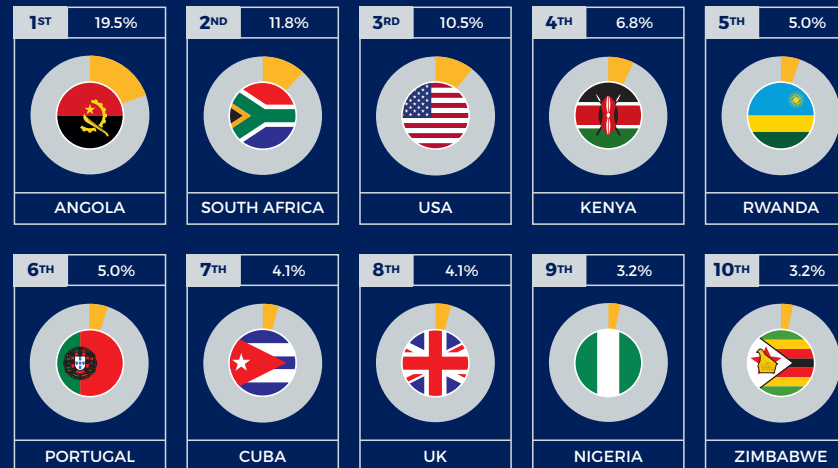
Bots were second, representing nine per cent of influencers, while business leaders and professionals were third, accounting for eight per cent of influential accounts.

Some 98 per cent of journalists and news organisations identified as influencers were outside the country, this was among the highest result across the elections analysed. The same applied for the potential bots of which, 94 per cent were located outside Angola.

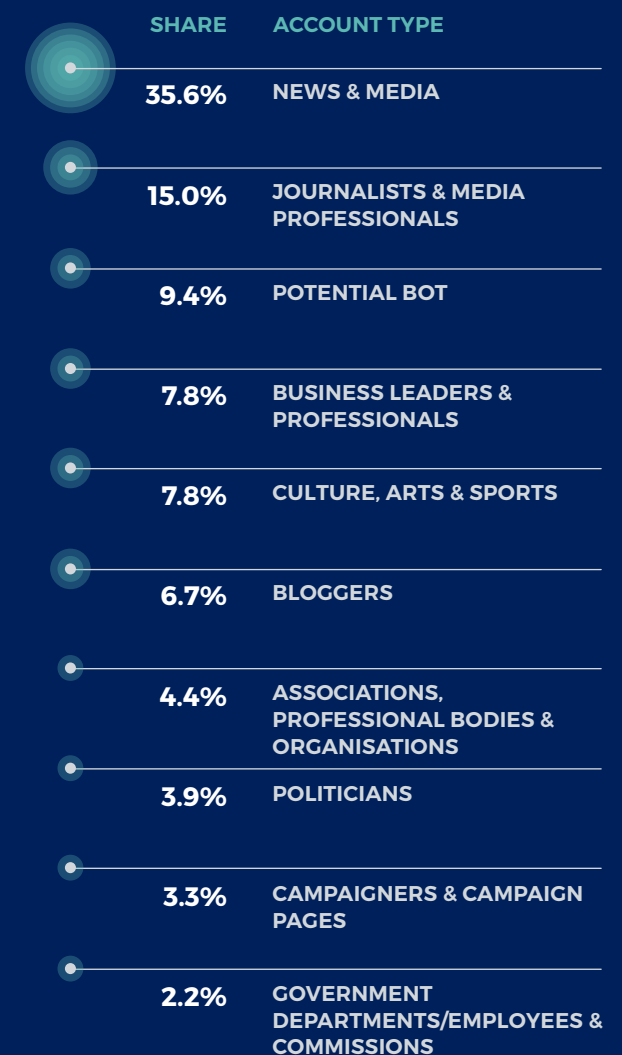Accounts in South Africa and the US making up for more than 22 per cent of all influencers.

Top 10 Locations : Share of influencers

1ST 19.5% ANGOLA	**2ND** 11.8% SOUTH AFRICA	**3RD** 10.5% USA	**4TH** 6.8% KENYA	**5TH** 5.0% RWANDA
6TH 5.0% PORTUGAL	**7TH** 4.1% CUBA	**8TH** 4.1% UK	**9TH** 3.2% NIGERIA	**10TH** 3.2% ZIMBABWE

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
CGTNAFRICA	NEWS & MEDIA	KENYA
CARIENDUPLESSIS	JOURNALISTS & MEDIA PROFESSIONALS	SOUTH AFRICA
AFRICASACOUNTRY	NEWS & MEDIA	US
BDNEWS24	NEWS & MEDIA	BANGLADESH
PIERREDJO78	BLOGGERS	SOUTH AFRICA
VANGUARDNGRNEWS	NEWS & MEDIA	NIGERIA
NEWS24	NEWS & MEDIA	SOUTH AFRICA
ANAGOMESMEP	POLITICIANS	BELGIUM
CUBADEBATE	NEWS & MEDIA	CUBA
RIRIMONTEIRO	OTHER	ANGOLA

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
35.6%	NEWS & MEDIA
15.0%	JOURNALISTS & MEDIA PROFESSIONALS
9.4%	POTENTIAL BOT
7.8%	BUSINESS LEADERS & PROFESSIONALS
7.8%	CULTURE, ARTS & SPORTS
6.7%	BLOGGERS
4.4%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS
3.9%	POLITICIANS
3.3%	CAMPAIGNERS & CAMPAIGN PAGES
2.2%	GOVERNMENT DEPARTMENTS/EMPLOYEES & COMMISSIONS

Liberia

ELECTION DATE :
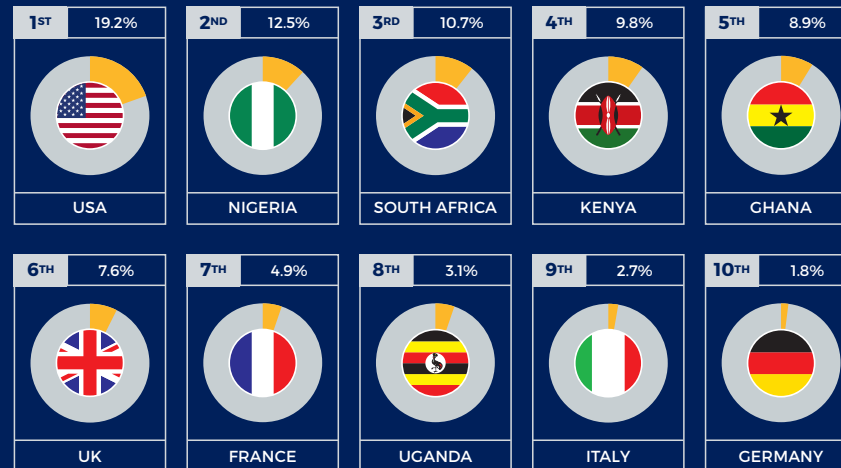
10th October 2017

The Liberian election was the only election in which the host country did not even rank in the top ten most popular locations of influencers.

Instead, influencers from the US, Nigeria, South Africa and Kenya drove the debate.

A similar story was found when analysing the leading media accounts, with almost 98 per cent based in neighbouring countries, Europe or the US.

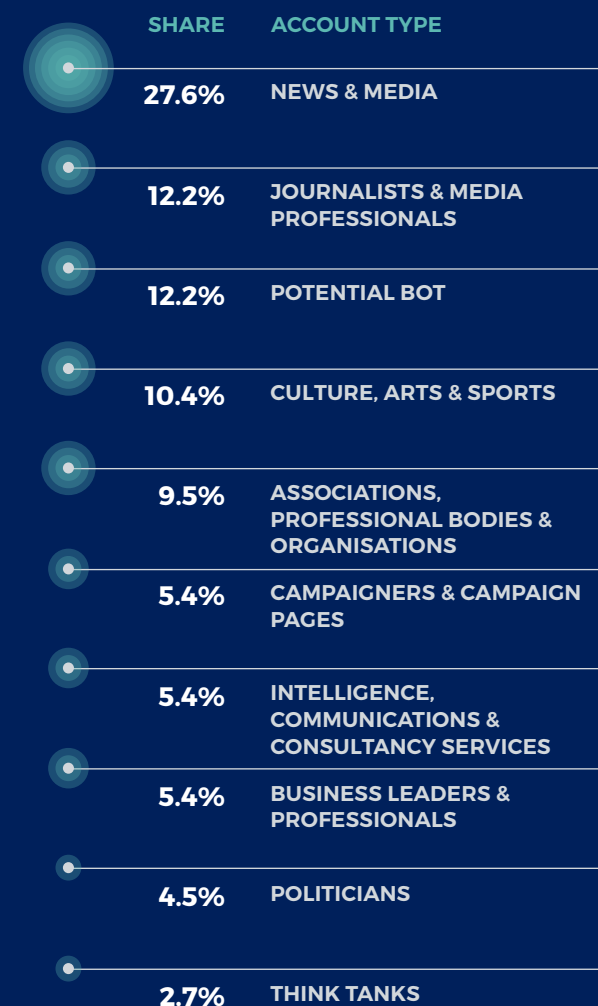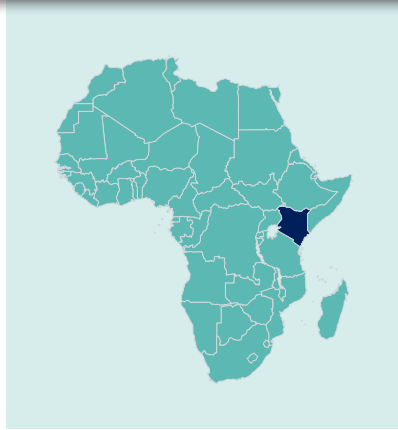## Top 10 Locations : Share of influencers

1ST 19.2% USA	2ND 12.5% NIGERIA	3RD 10.7% SOUTH AFRICA
4TH 9.8% KENYA	5TH 8.9% GHANA	
6TH 7.6% UK	7TH 4.9% FRANCE	8TH 3.1% UGANDA
9TH 2.7% ITALY	10TH 1.8% GERMANY	

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
MACHUKAH	POTENTIAL BOT	KENYA
AFRICARESEARCH	THINK TANKS	UK
CGTNAFRICA	NEWS & MEDIA	KENYA
JULIETIBRAHIM	CULTURE, ARTS & SPORTS	GHANA
JULIETBAWUAH	JOURNALISTS & MEDIA PROFESSIONALS	UK
ALI_NAKA	CAMPAIGNERS & CAMPAIGN PAGES	SOUTH AFRICA
NDI	INTERNATIONAL ORGANISATIONS AND NGOS	USA
ALLAFRICA	NEWS & MEDIA	SOUTH AFRICA
KAYANEWS	NEWS & MEDIA	SOUTH AFRICA

Top 10 Influencer Types

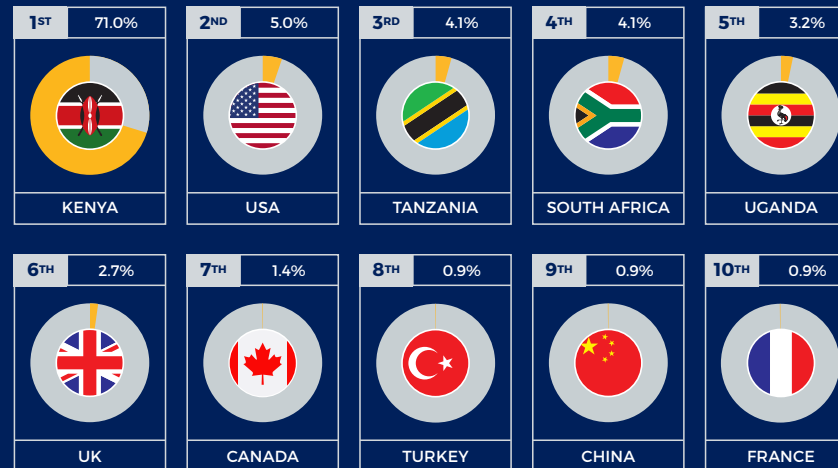| SHARE	ACCOUNT TYPE
27.6%	NEWS & MEDIA
12.2%	JOURNALISTS & MEDIA PROFESSIONALS
12.2%	POTENTIAL BOT
10.4%	CULTURE, ARTS & SPORTS
9.5%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS
5.4%	CAMPAIGNERS & CAMPAIGN PAGES
5.4%	INTELLIGENCE, COMMUNICATIONS & CONSULTANCY SERVICES
5.4%	BUSINESS LEADERS & PROFESSIONALS
4.5%	POLITICIANS
2.7%	THINK TANKS

Portland

Kenya

ELECTION DATE :

26th October 2017

As was the case during the August general election, journalists and news organisations represented the leading influencers, accounting for 30 per cent of influential handles.

Second, were bots comprising 28 per cent of influencers. This was the only election where bots represented the highest number of influencers. This means bots made up the highest share of influencers in both Kenyan elections, accounting for 26 per cent of all influential users who took part in Twitter conversations - 25 per cent for the August election and 28 per cent for the October election. As the volume of influential automated accounts increased slightly between the two elections, so did the involvement of politicians. In the second Kenyan election the share of influential political accounts more than doubled from three to seven per cent.

Foreign news organisations and journalists accounted for 15 per cent of the influential accounts in the August election (52 per cent of non-domestic handles) and 14 per cent of the influential accounts in the October election (49 per cent of non-domestic handles).

Top 10 Locations : Share of influencers

1ST 71.0%	**2ND** 5.0%	**3RD** 4.1%	**4TH** 4.1%	**5TH** 3.2%
KENYA	USA	TANZANIA	SOUTH AFRICA	UGANDA
6TH 2.7%	**7TH** 1.4%	**8TH** 0.9%	**9TH** 0.9%	**10TH** 0.9%
UK	CANADA	TURKEY	CHINA	FRANCE

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
PAULKIARIE_	POTENTIAL BOT	KENYA
BILLYCASSO	CULTURE, ARTS & SPORTS	KENYA
CONSUMERSKENYA	POTENTIAL BOT	KENYA
IAM_JMEKA	POTENTIAL BOT	KENYA
WANJIKUREVOLT	POTENTIAL BOT	KENYA
C_NYAKUNDIH	BLOGGERS	KENYA
RADIOMAISHA	NEWS & MEDIA	KENYA
ETALEPHILIP	JOURNALISTS & MEDIA PROFESSIONALS	KENYA
ALYKHANSATCHU	BUSINESS LEADERS & PROFESSIONALS	KENYA
ASMALI77	BUSINESS LEADERS & PROFESSIONALS	KENYA

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
27.6%	POTENTIAL BOT
22.6%	NEWS & MEDIA
7.7%	JOURNALISTS & MEDIA PROFESSIONALS
7.2%	POLITICIANS
6.3%	BLOGGERS
6.3%	BUSINESS LEADERS & PROFESSIONALS
5.4%	CULTURE, ARTS & SPORTS
2.7%	INTELLIGENCE, COMMUNICATIONS & CONSULTANCY SERVICES
2.7%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS
2.7%	CAMPAIGNERS & CAMPAIGN PAGES

Equatorial Guinea

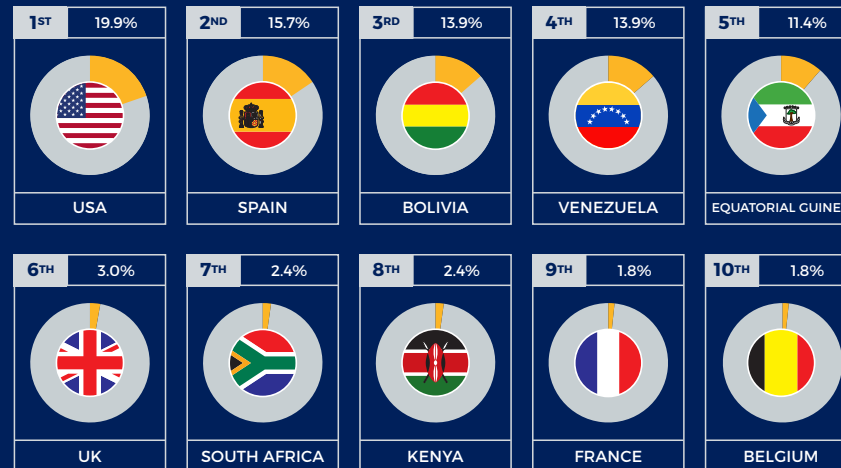**ELECTION DATE :**

12th November 2017

Accounting for 19 per cent of influencers, potential bots fuelled the discussions on Twitter during Equatorial Guinea's election. Journalists & media professionals and news organisations were second, accounting for 18 per cent, while associations and professional bodies were third, accounting for 14 per cent of influencers.

Every bot account identified as an influencer was observed to be based outside the country - or with an unknown location - with none featuring their location in Equatorial Guinea. This was the same for journalists and media accounts identified as influential.

Looking at where the majority of influencers were from, the US featured the most with a 20 per cent share of influencers, followed by Spain with 16 per cent, Bolivia with 14 per cent, and Venezuela with 14 per cent.
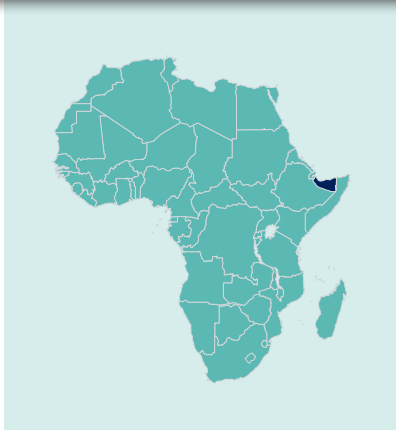
Top 10 Locations : Share of influencers

1ST 19.9%	**2ND** 15.7%	**3RD** 13.9%	**4TH** 13.9%	**5TH** 11.4%
USA	SPAIN	BOLIVIA	VENEZUELA	EQUATORIAL GUINEA
6TH 3.0%	**7TH** 2.4%	**8TH** 2.4%	**9TH** 1.8%	**10TH** 1.8%
UK	SOUTH AFRICA	KENYA	FRANCE	BELGIUM

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
GABRIELOBIANG	POLITICIANS	EQUATORIAL GUINEA
NJ_AYUK	BUSINESS LEADERS & PROFESSIONALS	USA
SPIRITOFMALABO	CAMPAIGNERS & CAMPAIGN PAGES	EQUATORIAL GUINEA
PRESSFREEDOM	INTERNATIONAL ORGANISATIONS AND NGOS	USA
CANAL_BOLIVIATV	NEWS & MEDIA	BOLIVIA
PRENSALATINA_CU	INTERNATIONAL ORGANISATIONS AND NGOS	CUBA
NYCGCMEDIA	INDUSTRY ANALYSTS AND CONSULTANTS	EQUATORIAL GUINEA
RADIOMACUTOCL	OTHER	UNKNOWN
DIARIO_ELDIA	NEWS & MEDIA	BOLIVIA
LOPEZDICK94	BUSINESS LEADERS & PROFESSIONALS	EQUATORIAL GUINEA

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
19.3%	POTENTIAL BOT
13.8%	ASSOCIATIONS, PROFESSIONAL BODIES & ORGANISATIONS
12.2%	NEWS & MEDIA
11.6%	GOVERNMENTAL DEPARTMENTS/EMPLOYEES & COMMISSIONS
8.8%	CAMPAIGNERS & CAMPAIGN PAGES
7.7%	BUSINESS LEADERS & PROFESSIONALS
6.6%	POLITICIANS
6.1%	JOURNALISTS & MEDIA PROFESSIONALS
3.9%	CULTURE, ARTS & SPORTS
2.8%	INTELLIGENCE, COMMUNICATIONS & CONSULTANCY SERVICES

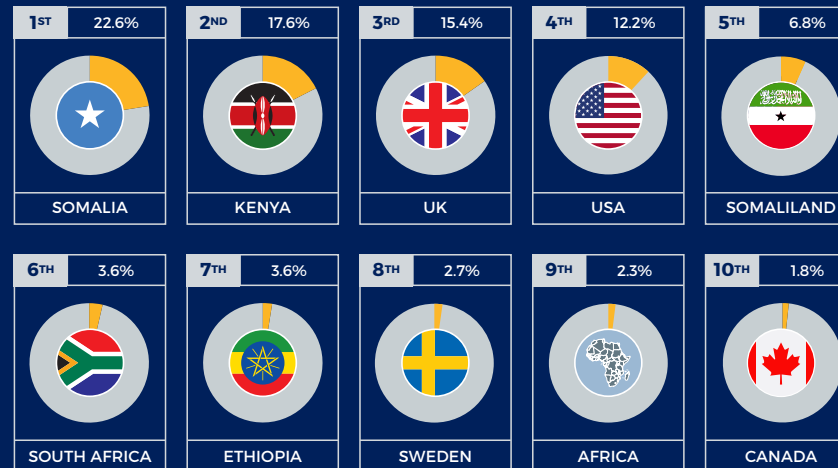# Somaliland

ELECTION DATE :
13th November 2017

Journalists & media professionals and news organisations were the leading influencers during the Somaliland election, accounting for 26 per cent of influential handles. Bots were second, contributing 16 per cent, while business leaders and professionals were third at 10 per cent.

Over 98 per cent of journalists and news organisations identified as influencers were observed to be based outside the country. This was among the highest score recorded across the African elections analysed. The same applied for the potential bots, of which none stated that they were based in Somaliland. The leading location for most bots was the United States with a third of the possible bot accounts coded, followed by Kenya with 30 per cent and Malaysia with 15 per cent.

Most influencers around the election came from Somalia, followed by Kenya, the United Kingdom and the US.

Top 10 Locations : Share of influencers

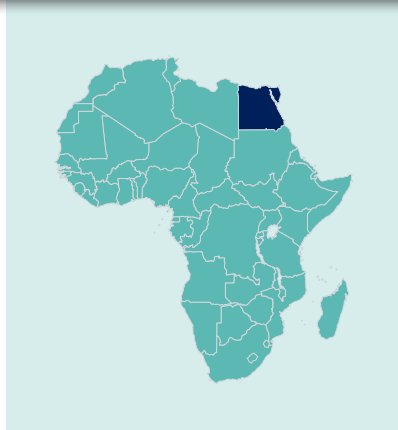| Rank	Location	Share
1ST	SOMALIA	22.6%
2ND	KENYA	17.6%
3RD	UK	15.4%
4TH	USA	12.2%
5TH	SOMALILAND	6.8%
6TH	SOUTH AFRICA	3.6%
7TH	ETHIOPIA	3.6%
8TH	SWEDEN	2.7%
9TH	AFRICA	2.3%
10TH	CANADA	1.8%

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
AFRICARESEARCH	THINK TANKS	UK
ROOBLE2009	CHARITIES, FOUNDATIONS & TRUSTS	SOMALILAND
RAGEHOMAAR	JOURNALISTS & MEDIA PROFESSIONALS	UK
BIRGITTAOHLSSON	POLITICIANS	SWEDEN
HASSANISTIILA	JOURNALISTS & MEDIA PROFESSIONALS	SOMALIA
CALESTOUS	HIGHER EDUCATION	USA
HARUNMARUF	JOURNALISTS & MEDIA PROFESSIONALS	SOMALIA
ABDISALAMAATO	CULTURE, ARTS & SPORTS	SOMALIA
ZACGOLDSMITH	POLITICIANS	UK

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
16.6%	JOURNALISTS & MEDIA PROFESSIONALS
15.7%	POTENTIAL BOT
9.9%	BUSINESS LEADERS & PROFESSIONALS
9.4%	NEWS & MEDIA
8.5%	CAMPAIGNERS & CAMPAIGN PAGES
7.6%	POLITICIANS
6.7%	THINK TANKS
6.3%	GOVERNMENT DEPARTMENTS/EMPLOYEES & COMMISSIONS
5.4%	CULTURE, ARTS & SPORTS
5.4%	CHARITIES, FOUNDATIONS & TRUSTS

Egypt

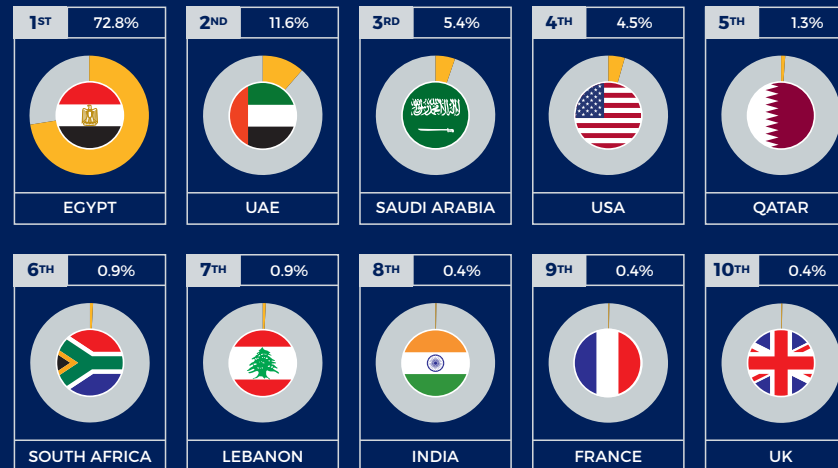**ELECTION DATE :**

28th March 2018

Journalists & media professionals and news organisations accounted for one-third of influencers, representing the leading group on Twitter during the Egyptian elections. Accounts held by campaign and advocacy groups were second, accounting for 22 per cent of influencers, while potential bots accounted for 13 per cent. The majority – 59 per cent – of the influential journalists and news organisations identified were from Egypt. Similarly, 83 per cent of campaign and advocacy accounts identified as influencers were located in the country, while the percentage even higher for potential bots – with 97 per cent observed to be located in Egypt.

Twitter in Egypt, a melting-pot of discussions

A qualitative review of the conversation driven by bots showed a variety of mentions with no coherent message, although the majority of tweets seemed to praise Egypt generally. Mentions from journalists and news organisations were varied as well, and included posts about the Muslim Brotherhood as well as football. The same variety was observed for campaigner accounts with mentions reviewed qualitatively showing no coherent focus on a single matter.
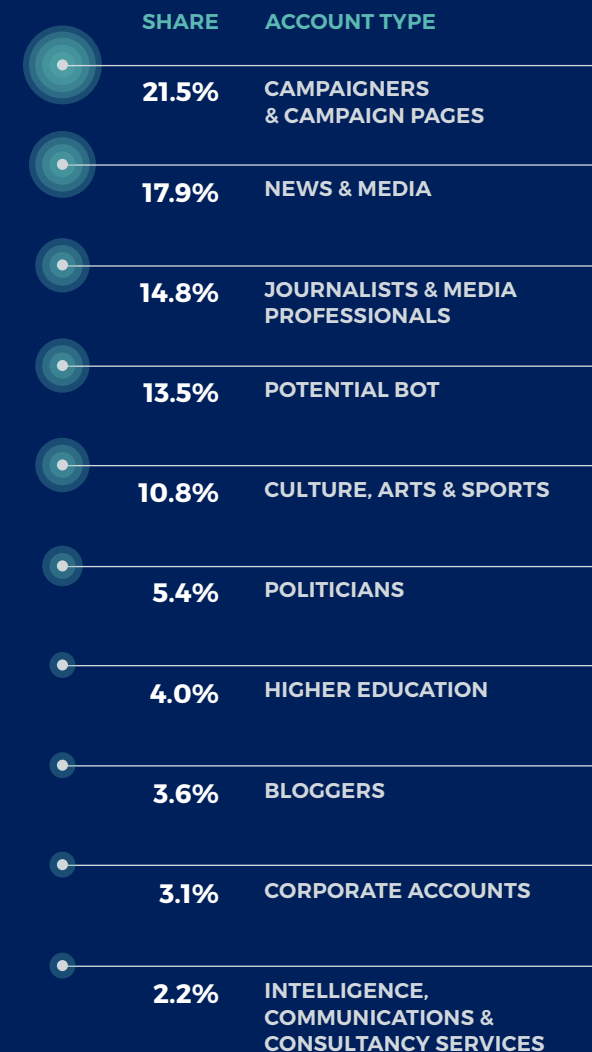
Top 10 Locations : Share of influencers

1ST 72.8% EGYPT	**2ND** 11.6% UAE	**3RD** 5.4% SAUDI ARABIA
4TH 4.5% USA	**5TH** 1.3% QATAR	
6TH 0.9% SOUTH AFRICA	**7TH** 0.9% LEBANON	**8TH** 0.4% INDIA
9TH 0.4% FRANCE	**10TH** 0.4% UK	

Most Popular Influencers

TWITTER HANDLE	ACCOUNT TYPE	LOCATION
ZEINOBIA	BLOGGERS	EGYPT
__NENA__ZAKI	CAMPAIGNERS & CAMPAIGN PAGES	EGYPT
ALMOGAZ	BUSINESSES AND CORPORATIONS	EGYPT
YOUM7	NEWS & MEDIA	EGYPT
YASMINMAHFOUZ	JOURNALISTS & MEDIA PROFESSIONALS	EGYPT
AHMEDKHATAB89	CAMPAIGNERS & CAMPAIGN PAGES	EGYPT
VIDEOYOUM7	NEWS & MEDIA	EGYPT
KH_KDK	JOURNALISTS & MEDIA PROFESSIONALS	UAE
A4MMM	CULTURE, ARTS & SPORTS	SAUDI ARABIA

Top 10 Influencer Types

SHARE	ACCOUNT TYPE
21.5%	CAMPAIGNERS & CAMPAIGN PAGES
17.9%	NEWS & MEDIA
14.8%	JOURNALISTS & MEDIA PROFESSIONALS
13.5%	POTENTIAL BOT
10.8%	CULTURE, ARTS & SPORTS
5.4%	POLITICIANS
4.0%	HIGHER EDUCATION
3.6%	BLOGGERS
3.1%	CORPORATE ACCOUNTS
2.2%	INTELLIGENCE, COMMUNICATIONS & CONSULTANCY SERVICES

Methodology

The analysis focused on ten elections across nine African countries from June 2017 to March 2018. The full list of elections and the dates analysed are outlined in the table on the following pages.

Twitter data on the most authoritative accounts for the top hashtags in each election was extracted from the social media analysis platform Sysomos. For the definition of influence and authority that Sysomos apply see: https://sysomos.com/inside-twitter/twitter-rankings/

Each influencer was then coded for their location and account type to understand who had been driving the election conversations on Twitter. A full list of definitions for account types is available on the following page.

Elections in Egypt, Kenya, Rwanda and Senegal were then selected as case studies with mentions from the influencers identified further analysed to better understand the conversations taking place. This qualitative analysis was conducted by using Sysomos and manually going through the timelines of each influencer on Twitter.

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Methodology

ACCOUNT TYPE	DEFINITION
INTERNATIONAL ORGANISATIONS AND NGOS	DEFINED AS NON-FOR-PROFIT, NON-GOVERNMENTAL ORGANISATIONS SEEKING TO ADDRESS KEY SOCIAL AND POLITICAL ISSUES.
BLOGGERS	DEFINED AS AN INDIVIDUAL WHO PROMOTES THEIR BLOG/ WEBSITE.
BUSINESS LEADERS & PROFESSIONALS	DEFINED AS AN INDIVIDUAL WORKING IN A COMMERCIAL OR INDUSTRIAL BUSINESS.
CAMPAIGNERS & CAMPAIGN PAGES	DEFINED AS AN INDIVIDUAL OR A GROUP THAT IS CAMPAIGNING FOR A CAUSE/ ISSUE. THEY ARE NOT PART OF ANY POLITICAL PARTIES. THEY ARE NOT LINKED TO A CHARITY OR NON-FOR-PROFIT ORGANISATION.
CELEBRITIES	DEFINED AS A FAMOUS OR LOCALLY RECOGNISABLE INDIVIDUAL.
CHARITIES, FOUNDATIONS AND TRUSTS	DEFINED AS A NON-FOR-PROFIT ORGANISATION, OR AN INDIVIDUAL WHO WORKS FOR A NON-PROFIT ORGANISATION. THEY ARE DIFFERENT FROM THE CAMPAIGNERS & CAMPAIGN PAGES IN THAT THEY HAVE A LARGER FOLLOWER BASE.
BUSINESSES AND CORPORATIONS	IDENTIFIED AS AN ACCOUNT BELONGING TO COMMERCIAL OR INDUSTRIAL BUSINESS.
CULTURE, ARTS & SPORTS	DEFINED AS AN INDIVIDUAL OR INSTITUTION INVOLVED IN CULTURE, ARTS OR SPORTS.
EMERGENCY SERVICES	DEFINE AS ANY LOCAL OR NATIONAL EMERGENCY SERVICES (INCLUDING HEALTH) REPRESENTING EITHER THE ORGANISATION OR AN INDIVIDUAL WORKING FOR THE ORGANISATION.
GOVERNMENT	DEFINED AS AN ACCOUNT THAT REPRESENTS NATIONAL OR INTERNATIONAL GOVERNMENTAL DEPARTMENTS, OR AN INDIVIDUAL WORKING FOR A GOVERNMENTAL DEPARTMENT. NOTE THAT THIS EXCLUDES POLITICIANS.
HIGHER EDUCATION	DEFINED AS UNIVERSITY ACCOUNTS, OR INDIVIDUALS THAT EITHER WORK OR STUDY WITHIN THE HIGHER EDUCATION SECTOR.
HUMOUR & ENTERTAINMENT	IDENTIFIED AS A PARODY OR SATIRICAL ACCOUNT.
INDUSTRY ANALYSTS AND CONSULTANTS	DEFINED AS AN INDIVIDUAL WHO SPECIALISES IN IDENTIFYING SECTOR TRENDS, AND/OR AN INDIVIDUAL OR COMPANY WORKING IN BUSINESS AND MARKETING CONSULTING.
JOURNALISTS & MEDIA PROFESSIONALS	DEFINED AS ANY JOURNALIST OR MEDIA PROFESSIONAL, INCLUDING PRODUCERS, CAMERAMEN, ETC.
NEWS & MEDIA	DEFINED AS ANY LOCAL OR INTERNATIONAL MEDIA OUTLET, INCLUDING NEWS CHANNELS AND TV PROGRAMMES.
OTHER	ANY ACCOUNTS THAT COULD NOT BE CLASSIFIED UNDER ANY OF THE OTHER CATEGORIES.
POLITICAL PARTY	DEFINED AS EITHER A LOCAL OR INTERNATIONAL ACCOUNT BELONGING TO A POLITICAL PARTY.
POLITICIANS	IDENTIFIED AS ANY LOCAL OR INTERNATIONAL POLITICAL FIGURE.
POTENTIAL BOT	IDENTIFIED AS AN ACCOUNT THAT DISPLAYS MACHINE-LIKE BEHAVIOUR, INCLUDING (BUT NOT LIMITED TO) FEATURES SUCH AS AN EQUAL HIGH NUMBER OF FOLLOWERS AND FOLLOWING, POSITING DOZENS OF TIMES IN A SMALL AMOUNT OF TIME, SEEN TO BE AUTOMATICALLY ENGAGING IN CONVERSATION ETC.
THINK TANKS	IDENTIFIED AS ANY THINK TANK, OR INDIVIDUALS WORKING FOR A THINK TANK.

Methodology

ELECTIONS	DATE OF ELECTION	DATE OF DATA EXTRACT
LESOTHO*	3RD JUNE 2017	15 MAY 2017 – 17 JUNE 2017
SENEGAL	30TH JULY 2017	30 MAY – 13 AUGUST 2017
RWANDA	4TH AUGUST 2017	4 JUNE – 18 AUGUST 2017
KENYA	8TH AUGUST 2017	8 JUNE – 22 AUGUST 2017
ANGOLA	23RD AUGUST 2017	23 JUNE – 6 SEPTEMBER 2017
LIBERIA	10TH OCTOBER 2017	10 AUGUST – 24 OCTOBER 2017
KENYA	26TH OCTOBER 2017	26 AUGUST – 9 NOVEMBER 2017
EQUATORIAL GUINEA	12TH NOVEMBER 2017	12 SEPTEMBER – 26 NOVEMBER 2017
SOMALILAND	13TH NOVEMBER 2017	13 SEPTEMBER – 27 NOVEMBER 2017
EGYPT	28TH MARCH 2018	28 JANUARY – 11 APRIL 2018

* Due to platform limitations, data for this election was not available prior to 15th May 2017.

Portland

Portland

We are a strategic communications consultancy working with businesses, governments, foundations and campaigns to shape their stories and communicate them effectively to global audiences.

We help clients manage their reputation, improve their visibility and media coverage – and deliver global communications campaigns across multiple platforms.

Through offices in London, Doha, Nairobi, New York, Washington, D.C. and Singapore, Portland has supported clients in more than 85 countries.

Portland Africa

For over a decade, Africa's most influential leaders and organisations have chosen Portland for our strategy content and delivery approach. Portland's Africa office offers unparalleled experience in the region with a recognised track-record of delivering pan-African and regional programmes for foundations, corporations, multilateral organisations, high profile individuals and campaign organisations.

Our knowledge of the trans and factors' shaping the continent's development and communications landscape is informed by our office in Nairobi and network of partner agencies in Ethiopia, Ghana, Nigeria and South Africa.

SPARC

SPARC (Strategy, Planning, Analytics, Research + Creative) has been designed to deliver impactful strategies based on insight and measurement through research, analytics, planning and creative execution. By combining the know-how, instinct and experience of our account teams with data, analytics, research leading to insight, puts Portland in a position to offer clients the best thinking the agency has to offer.

How Africa Tweets

How Africa Tweets is Portland's biennial study, providing an insight into how Africa uses Twitter and the changing social media landscape on the continent.

Portland pioneered the first ever study on the use of Twitter in Africa. In 2012, How Africa Tweets analysed 11.5 million geo-located tweets from Africa to reveal for the first time the continent's top tweeting countries. We then developed this by taking a deeper dive in 2014, to identify Africa's top tweeting cities and languages, campaigning organisations and political parties. Our 2016 study was an analysis of the top hashtags in Africa and unveiled the most important African conversation on Twitter in 2015.

Our latest study investigated the leading influencers for the 10 African elections which took place from June 2017 – May 2018 and analysed the top hashtags that surrounded those elections and which users are driving the conversation.

Data source: Sysomos

Portland