

Portland

Three small orange dots are positioned horizontally below the end of the word "Portland".

Portland Communications

How Africa Tweets

#AfricaTweets

January 2012

Introduction



In the last quarter of 2011, Portland Communications and Tweetminster conducted a unique study into the use of Twitter in Africa.

Through analysis of 11.5 million geo-located Tweets and a poll of Africa's top Tweeters, the study surveyed Twitter traffic and trends across the continent.

The first survey of its kind in this region, **How Africa Tweets** will serve as a benchmark for measuring the evolution of Twitter on the continent.

The first pan-African Twitter analysis



**11.5 million geo-located Tweets
analysed by Tweetminster**

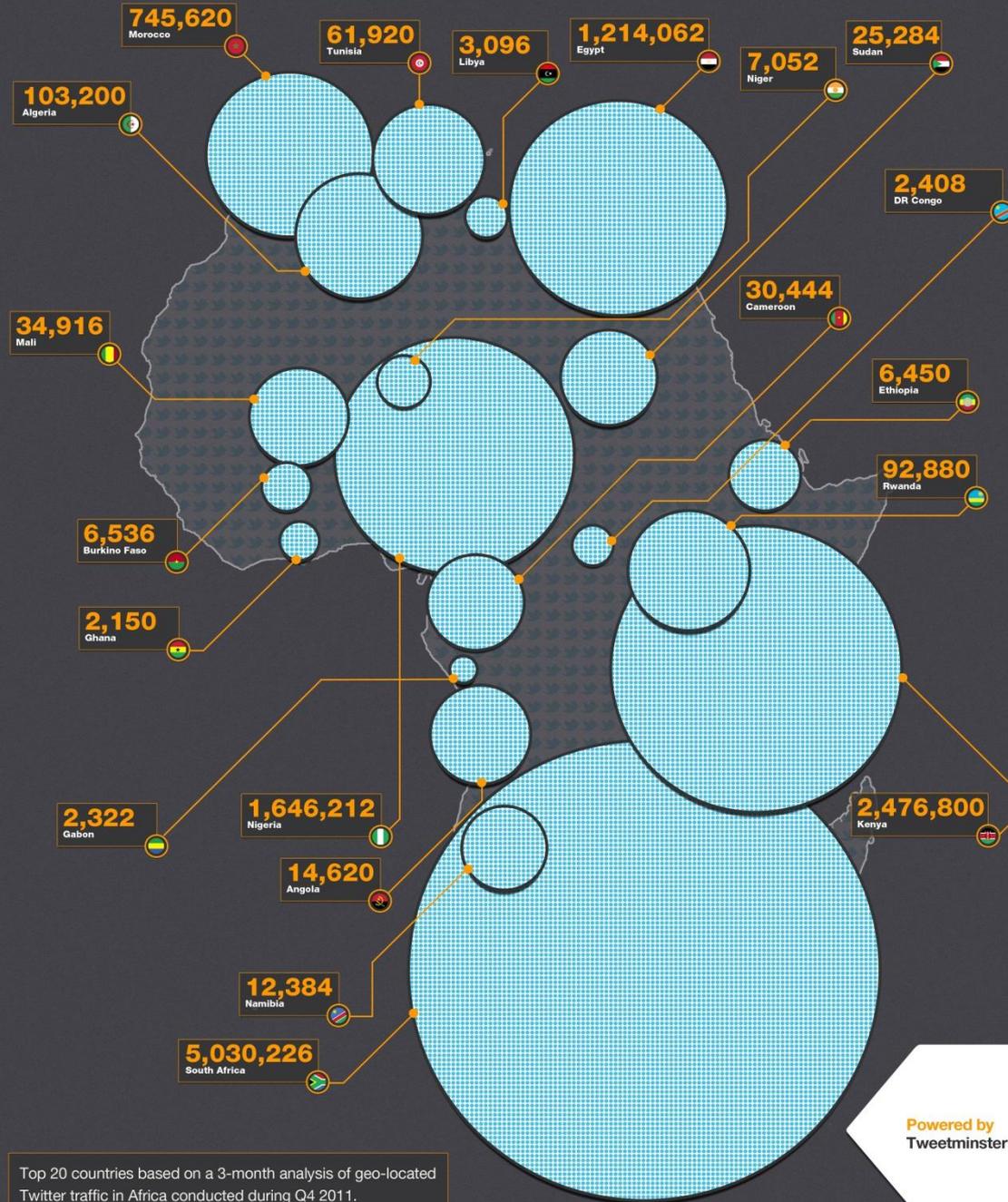
**500 of Africa's top Tweeters
surveyed**

How Africa Tweets

3 months of geo-located Tweets from Africa

Top 20 (by volume)

- | | |
|-----------------|------------------|
| 1. South Africa | 11. Sudan |
| 2. Kenya | 12. Angola |
| 3. Nigeria | 13. Namibia |
| 4. Egypt | 14. Niger |
| 5. Morocco | 15. Burkina Faso |
| 6. Algeria | 16. Ethiopia |
| 7. Rwanda | 17. Libya |
| 8. Tunisia | 18. DR Congo |
| 9. Mali | 19. Gabon |
| 10. Cameroon | 20. Ghana |



Top 20 countries based on a 3-month analysis of geo-located Twitter traffic in Africa conducted during Q4 2011.

The top 20 countries represent...



70% of Africa's total population

85% of the continent's total GDP

88% of Africa's internet users

Key findings

Africa's Tweeters are younger



60% are 21-29 years old

(the average age of Twitter users worldwide is **39**)*

Twitter in Africa is mainly used for social conversation...



81%

use Twitter to converse with friends

...but it is also an important news source

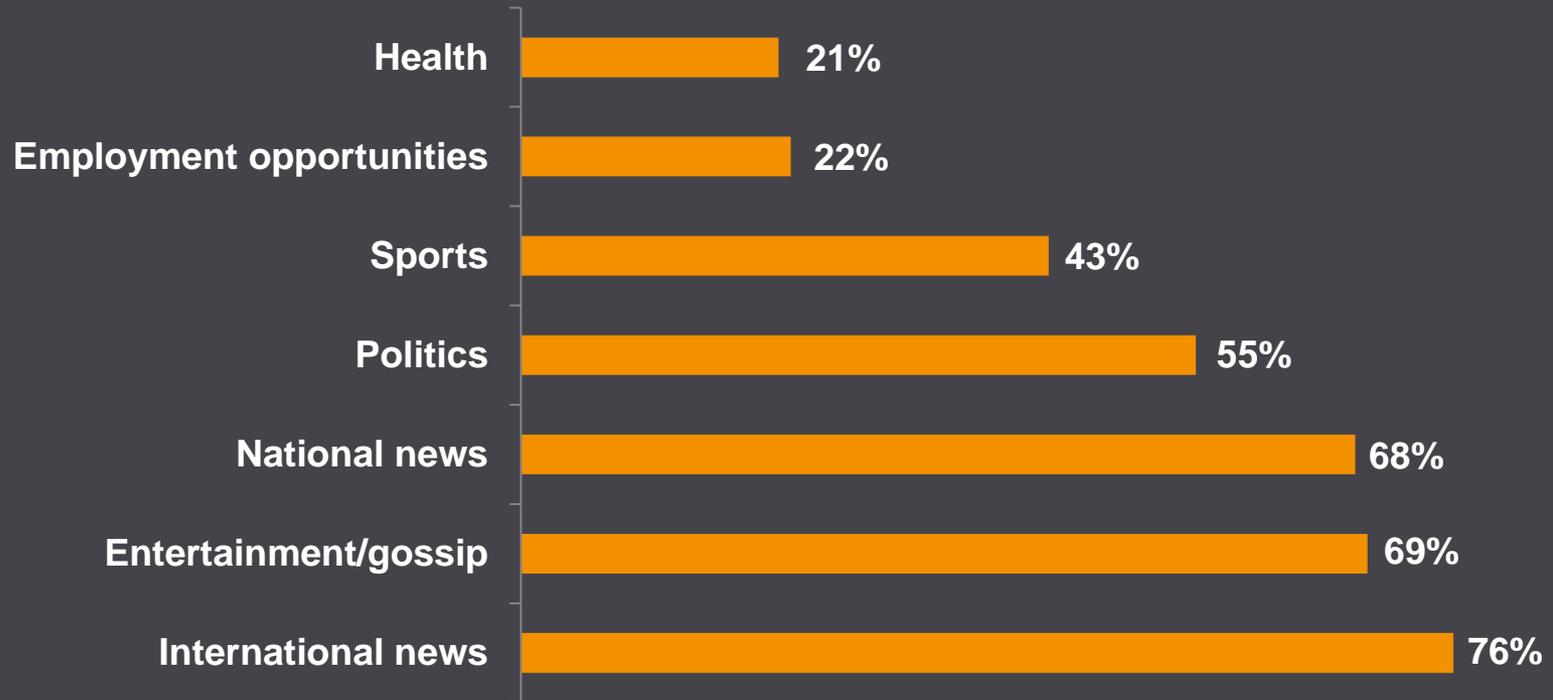
68%

use Twitter to monitor news

Twitter is becoming a key source of information in Africa



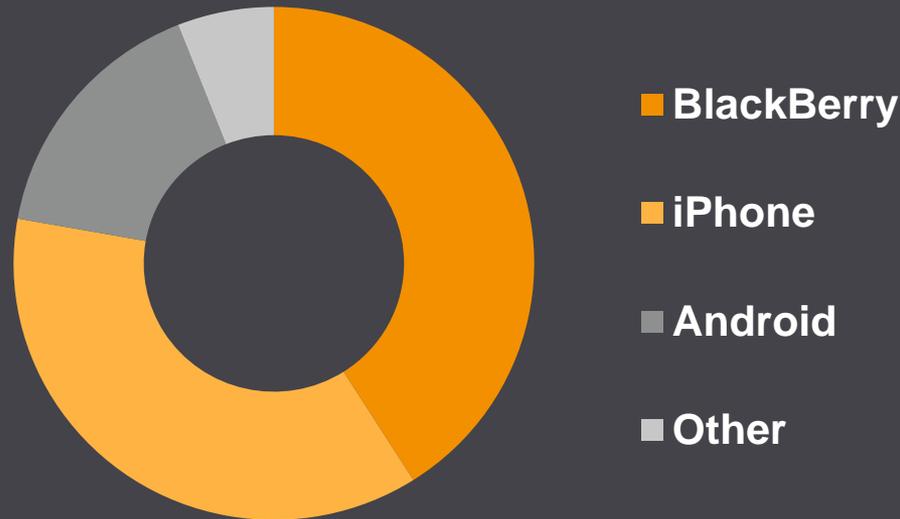
“I rely on Twitter as a primary source of information on...”



Africa tweets mainly off mobile devices



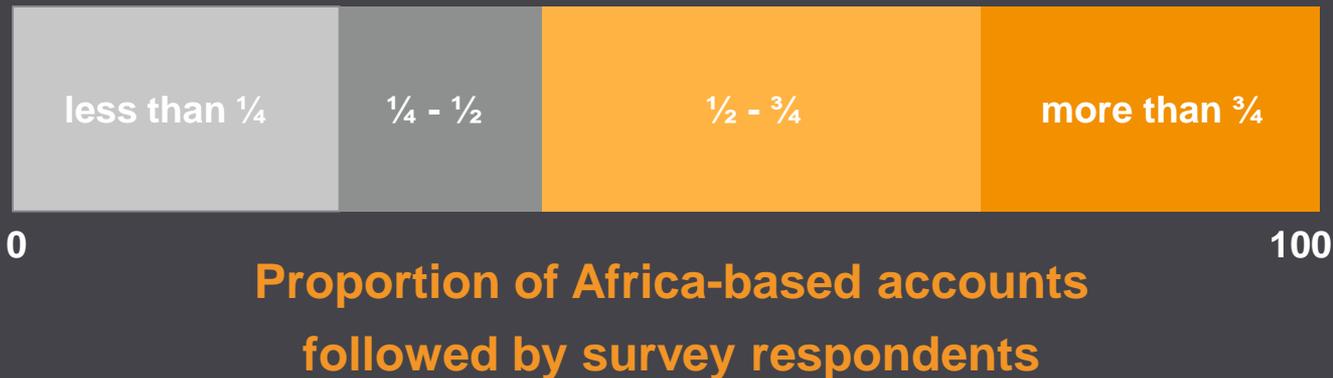
57% of Tweets were sent from mobile phones



Twitter is helping to connect Africa



60% mainly follow African Tweeters

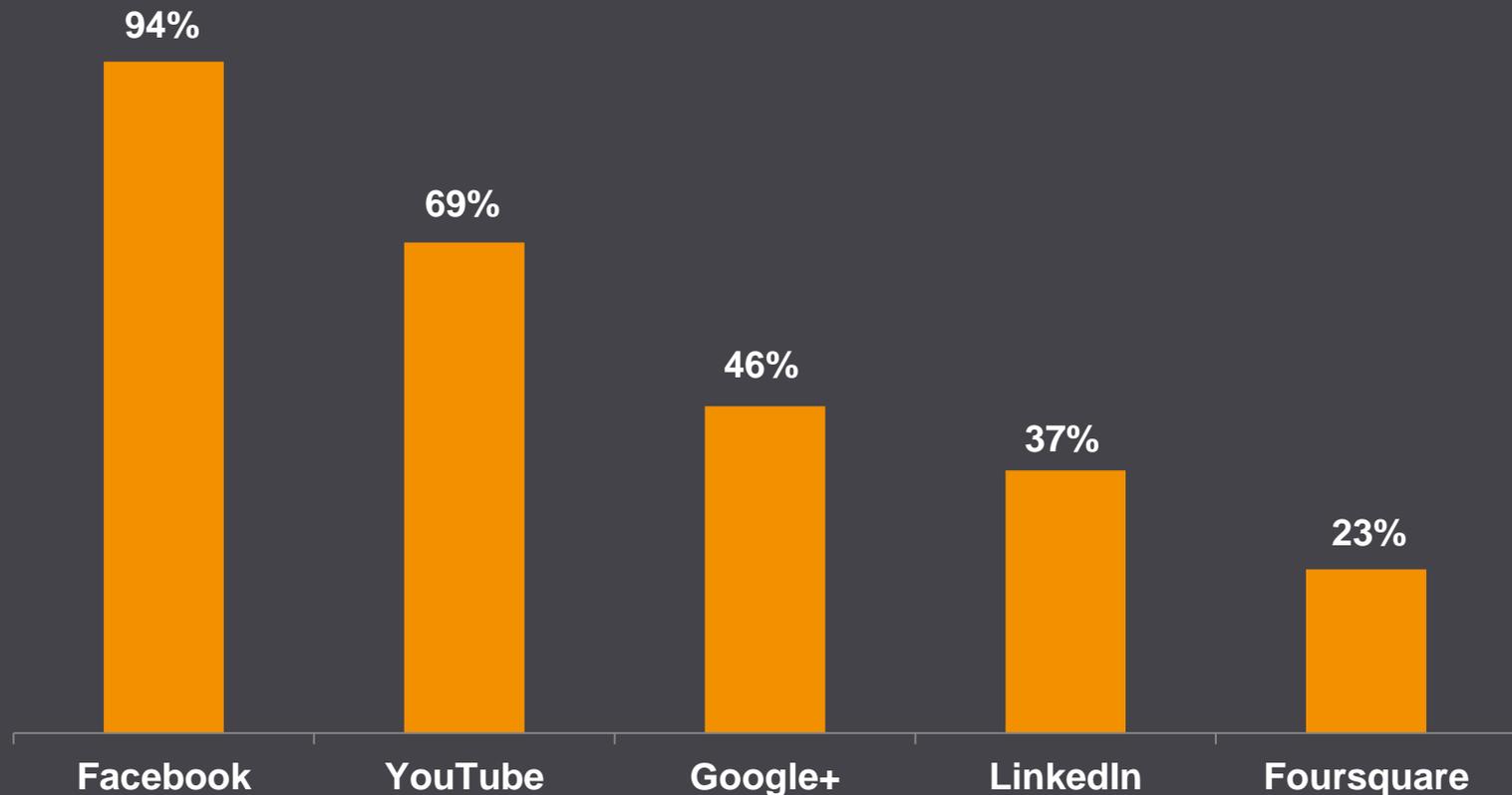


Proportion of Africa-based accounts followed by survey respondents

Social media is alive in Africa



“As well as Twitter, I also use...”



African Tweeters are using geo-location...



11.5m geo-located Tweets
in 3 months

...but there are still barriers

privacy

security

lack of understanding

Foursquare

Path

Portland
...

High-profile African figures have begun to use Twitter



In Kenya, for example...



Raila Amolo Odinga 

@odinga_raila
The Official page of Raila Amolo Odinga, Prime Minister of the Republic of Kenya.
Kenya · <http://www.railaforpresident2012.com>

 Follow

180 TWEETS
32 FOLLOWING
28,996 FOLLOWERS

Politics



Jeff Koinange

@KoinangeJeff
Emmy-Award winning Journalist with an MBS (Moran of The Burning Spear) from the President of Kenya. Author, Husband, Father and ALL KENYAN, ALL THE TIME!!
Nairobi, Kenya

 Follow

17,229 TWEETS
569 FOLLOWING
59,202 FOLLOWERS

Media



Bob Collymore

@bobcollymore
Safaricom CEO
Nairobi

 Follow

3,104 TWEETS
97 FOLLOWING
38,759 FOLLOWERS

Business



Ory Okolloh

@kenyanpundit
Mama of 3 girls who will run the world, Google Policy Manager Africa, co-founder Ushahidi.com & Mzalendo.com, Afropolitan, Kenyan. Views = mine.
Johannesburg, Nairobi · <http://www.kenyanpundit.com>

 Follow

15,097 TWEETS
792 FOLLOWING
21,809 FOLLOWERS

Development

About Portland



Portland specialises in strategic communications in Africa.

We have a track record of delivering pan-African and regional programmes right across the continent for high-profile individuals, multi-national investors and campaigning organisations.

Portland's Nairobi office is integrated into a network of top agencies across Africa.

For more information, please visit:
www.portland-communications.com

And follow [@PortlandComms](https://twitter.com/PortlandComms)

