



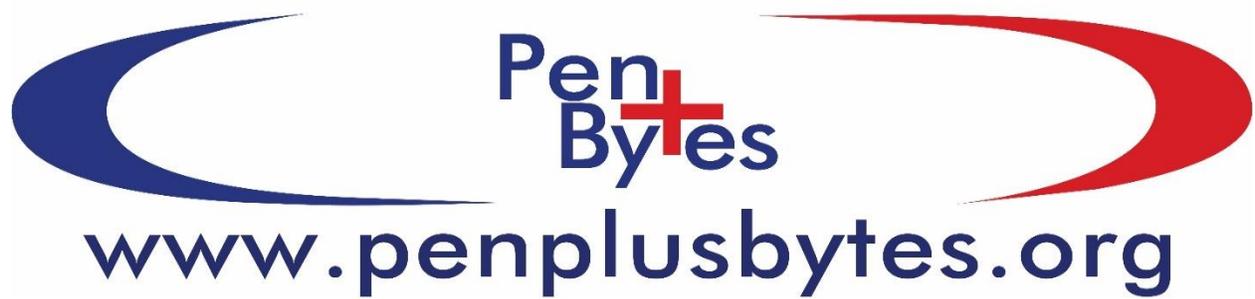
ABSTRACT

This SMI report reveals the performance of established newspapers, radio and TV stations in Ghana in the 2nd quarter of the year based on their presence, followers and likes on social media as at 30th June, 2016.

[Penplusbytes](#)

SOCIAL MEDIA INDEX REPORT - JUNE, 2016.

(Radio, Television and Newspaper)



Social Media Index Report
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ABSTRACT

Penplusbytes, a leader in enhancing the work of journalists and promoting effective governance using technology in Africa, has released the 2nd Social Media Index (SMI) report on Ghana's print, and electronic media - Radio and Television. This SMI report reveals the performance of established newspapers, radio and TV stations in Ghana in the 2nd quarter of the year based on their presence, followers and likes on social media as at 30th June, 2016. Essentially, this report measures how these media entities utilize their online platforms to reach out and engage their target audience by employing a quantitative research module. The module provides relevant numerical figures which informs the rankings.

TABLE OF CONTENT

1. Introduction	1
2. Radio Index.....	2
3. TV Index.....	4
4. Newspaper Index.....	7
5. Conclusion.....	12

1. INTRODUCTION

The value of social media has moved beyond its use as just another medium for friendly chats. Facebook and Twitter are examples of social media platforms that have become critical aggregators of news for consumers, journalists and their organizations as well.

Social media, today, has become a part of the daily news routines of most news consumers with these platforms altering significantly the way people receive news. It is at the same time providing some of the newest tools to use in news gathering, networking and dissemination. There is a general surge in the number of news producers embracing social media as a means of connecting with consumers and raising their newsrooms' profile in the community, and also encouraging their news team to have individual social media presence.

The 2nd Social Media Index (SMI) Report for Radio, Television and Newspaper media provides an update on the performance of Ghana's electronic and print media brands on social media as captured in the [1st SMI report in February 2016](#).

Acknowledging the existence and acceptance of other social media performance metrics such as engagements, reach, influence and share of voice, this SMI report assesses the presence and performance of various media brands largely based on "Followership" and "Likes" on social media as at 30th June, 2016.

This report assesses over 55 newspapers brands, 300 registered radio stations and 28 TV stations guaranteed operations in Ghana; rating their vibrancy using 'Likes' and 'Followers' as key indicators.

This report among many intended outcomes would show in general, the extent to which Ghanaian media recognizes the need to draw closer to their audience, and the ones migrating from the purely traditional and primary news information sources onto the virtual space where news is served in real time and on the go.

2. RADIO INDEX

Social media presents invaluable tool for radio stations. Aside being affordable and easy to use, it's an effective way to connect with your listeners and gain publicity for your station. Today, many Ghanaian stations, in recognition of this unique opportunity are making great effort to create a strategy that will keep posts fresh, original and entertaining to keep their audience's interest and to remain impactful. The Radio Index looks at the social media activity of well over 300 radio stations in Ghana who are harnessing the social tool. For the 2nd time running, Facebook records generally high Followership numbers than Twitter in the radio index and this is explained by the relative popularity Facebook has over Twitter among Ghana's Social Media users.

2. i. Facebook

With over 300 radio stations in Ghana, a review of their social media activities reveal that only 7% own and run Facebook accounts with stations in the Greater Accra region holding on to their stake as owners of the most active and engaging accounts on Facebook. This is beside the fact that their total number in the Top 10 bracket of stations with most followers (Likes) has dropped from 8 in the 1st Quarter of 2016 to 7 in mid-year. They are in no particular order; Adom Fm, Y FM, Joy FM, Hitz FM, Citi FM, Radio XYZ, and Asempa FM. Completing the top bracket are the Ashanti Region based Nhyira FM, Metro FM and Ultimate FM.

Figure 1 below gives a pictorial look into how they rank.

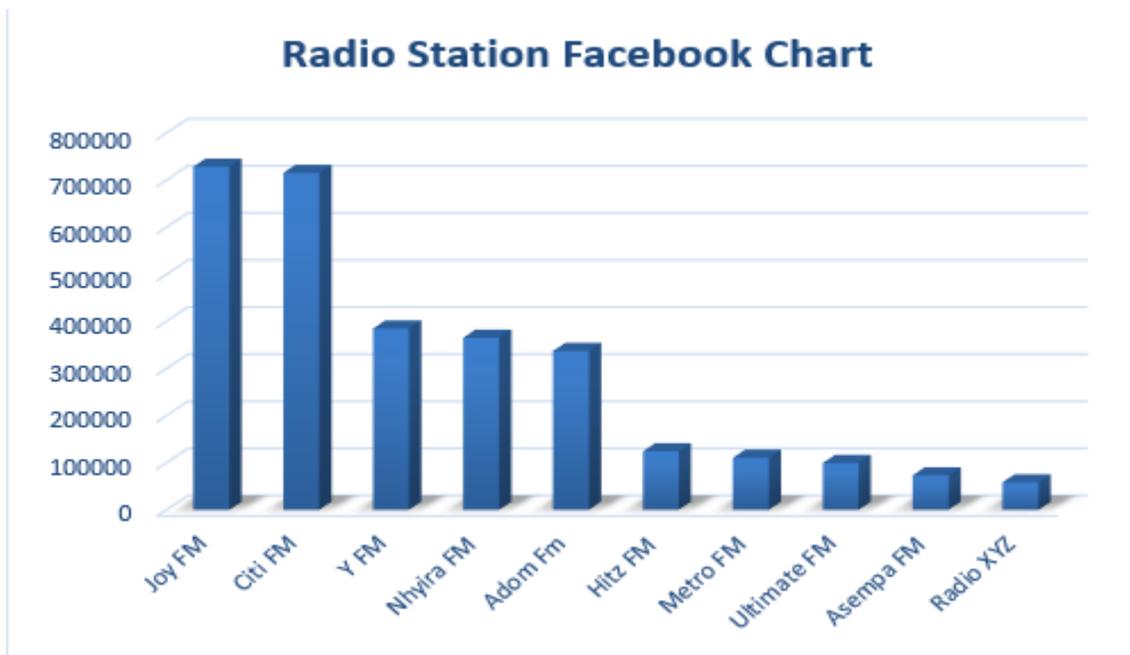


Fig. 1: Most engaged radio station on Facebook.

An overall rank as seen in the chart above has Joy FM overtaking Citi FM as the station with the most following on Facebook with 728,577 ‘Likes.’ They are followed closely in 2nd spot by Citi FM with 715,320 ‘Likes’. Maintaining their hold on the 3rd spot is Y FM with 385,034 ‘Likes’ while Nhyira FM with 365,302 ‘Likes’ rank 4th; pushing Adom FM with 337,302 to 5th rank. Hitz FM with 123,986 ‘Likes’, Metro FM with 110,622 ‘Likes’, Ultimate FM with 99,378 ‘Likes’, Asempa FM with 73,154 ‘Likes’ and Radio XYZ 58,314 ‘Likes’ occupy the 6th to 10th in that order.

2. ii. Twitter

Today, there are just as many Radio stations on Twitter as there are on Facebook. Interestingly, and not so far apart from similar trend in the 1st quarter report, not all stations in the top 10 bracket of Facebook engagers have either Twitter accounts or the best following. The review shows that only 5 of the Top 10 performing radio stations on Facebook made it into the list of best performers on Twitter with names such as Nhyira FM, Metro FM, Ultimate FM, Asempa FM and Radio XYZ all missing. Taking their positions and in no particular order are Live FM, Starr FM, Y FM in Kumasi, Adom FM and Kasapa FM.

Figure 2 shown below depicts the Top 10 performing Ghanaian Radio stations on Twitter; ranked according to the number of Followers.

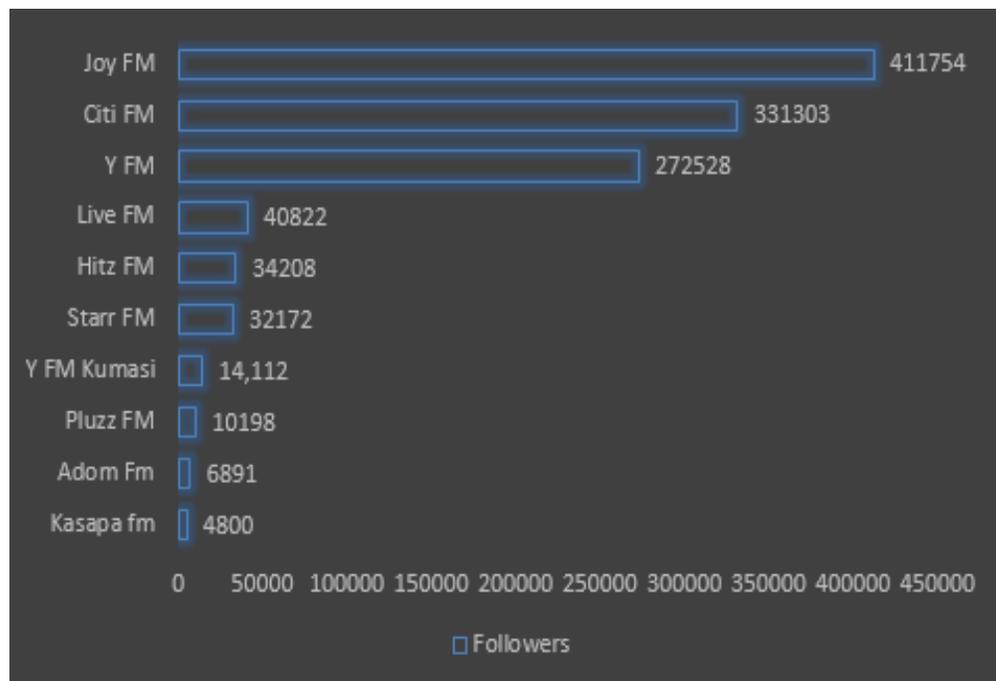


Fig. 2: Rank of Radio stations on Twitter.

Maintaining their respective spots from the last index in the 1st quarter report as the top 4 ranked, Radio stations on Twitter are Joy FM with a recorded haul of 411,754 Followers with Citi FM (331,303 Followers), Y FM (272,528 Followers) and Live FM (40,822 Followers) following in that order. Hitz FM with 34,208 Followers ranks 5th with Starr FM (32,172 Followers), Y FM Kumasi (14,112 Followers), Pluzz FM (10,198 Followers), Adom Fm (6,891 Followers) and Kasapa FM (4,800 Followers) complete the list of top 10 performing stations on Twitter at the end of June.

3. TV INDEX

Social media has altered the face of television, making it possible to now access and share in a variety of ways with viewers actively participating while watching programs and have their interactions viewed and responded to in real time by others. Television stations and programs are increasingly taking advantage of this new accessibility by incorporating social media into their programming and utilizing viewer comments to improve content. Today, TV stations in Ghana are also sharing video clips from live TV on their social platforms, including Facebook and Twitter in order to sustain viewer interest, boost engagement and generate additional advertising revenue.

3. i. Facebook

The 2nd SMI reviews the social media presence and performance of 28 Television stations guaranteed operation and on air in Ghana. Out of this number, 22 were found to have Facebook accounts and they are; Viasat 1 TV, E-TV Ghana, U TV Ghana, Ghana Television (GTV), GH One TV and Multi TV. The others are Metro TV, TV3 Network, GoTV, Amansan TV, Kantanka TV, Kessben TV, Crystal TV, Angel TV and Light TV. Completing the list are Net 2 TV, Rtv, Top TV, TV Africa, Coastal TV, ZTV and CAFDIL.

Figure 3 below gives a pie chart of the list of top 10 TV stations on Facebook ranked by number of 'Likes' (Number of Likes in bracket):

Viasat 1 TV (816,584), E-TV Ghana (474,866), U TV Ghana (333,451), Ghana Television (GTV) (194,431) and GH One TV (124,341) occupy the top 5 position in descending order with Multi TV (123,261), Metro TV (69,810), TV3 Network (49,868), GoTV (47,033) and AMANSAN TV (30,331) exhausting the list.

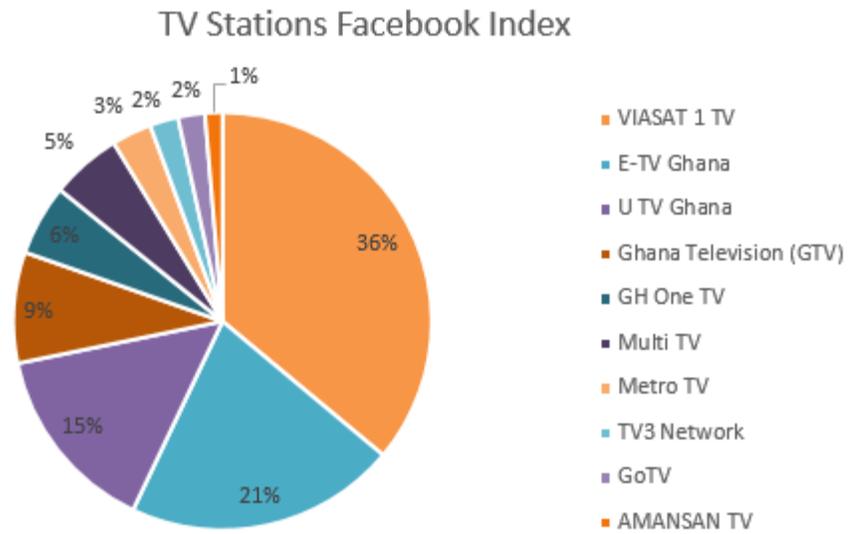


Fig. 3: Top 10 TV stations on Facebook.

Below is a tabular rank of the top 10 TV stations according to page ‘Likes on Facebook.

Rank	TV Stations	Number of ‘Likes’
1	VIASAT 1 TV	816,584
2	E-TV Ghana	474,866
3	U TV Ghana	333,451
4	Ghana Television (GTV)	194,431
5	GH One TV	124,341
6	Multi TV	123,261
7	Metro TV	69,810
8	TV3 Network	49,868
9	<u>GoTV</u>	47,033
10	AMANSAN TV	30,331

Table 1. Television stations ranked according to number of page likes on Facebook

3. ii. Twitter

18 out of the 28 TV stations under review have dedicated Twitter handles. They are, ANGEL TV, GH One TV, Viasat 1 TV, Multi TV, TV3 Network, CAFDIL, E-TV Ghana, U TV, Kantanka TV, Metro TV and TV Africa. The rest are Kessben TV, First Digital, Light TV, GTV, Net 2 TV, ZTV and DSTV.

Table 2 below however shows the top 10 Ghanaian TV stations with on Twitter per number of Followers.

Rank	TV Station	Followers
1	GH One TV	225,678
2	VIASAT 1 TV	115,286
3	TV3 Network	106,402
4	E-TV Ghana	13,127
5	U TV Ghana	10,092
6	Multi TV	8,043
7	DSTV	4,133
8	<u>Kantanka TV</u>	2,340
9	Metro TV	2,049
10	TV Africa	1,033

Table 2. Television stations ranked according to number of Followers on Twitter

Maintaining their respective spots from the 1st quarter index as the Top 4 ranked TV station on Twitter are GH One TV with 225,678 Followers, Viasat 1 TV with 115,286 Followers, TV3 with 106,402 Followers and E-TV with 13,127. Taking the 5th spot is U TV with 10,092; swapping places Multi TV at 6th place with 8,043. DSTV with 4,133 Followers, Kantanka TV with 2,340, Metro TV with 2,049 and TV Africa with 1,033 complete the list of top 110 ranking TV stations. This is depicted in fig.4 below.

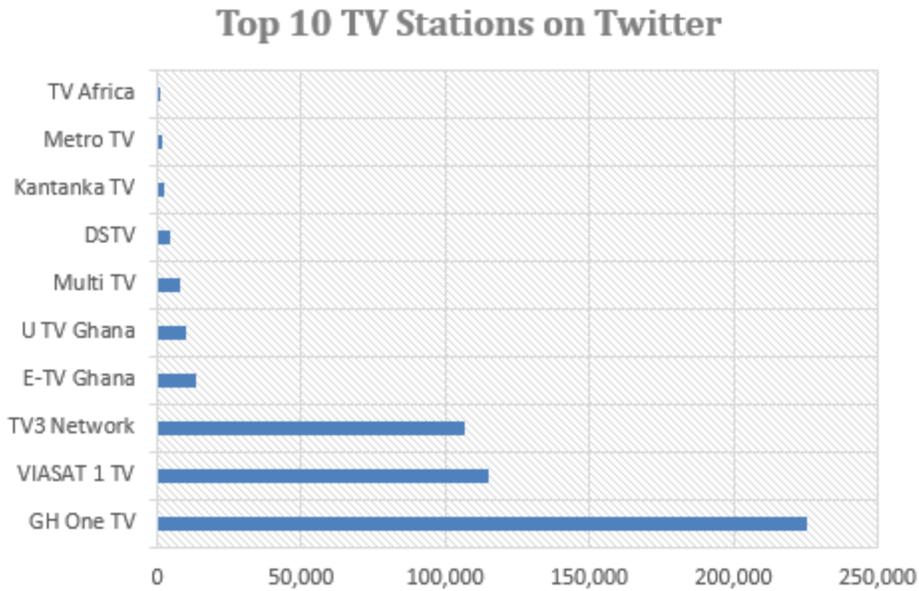


Fig. 4: TV stations with highest following on Twitter.

Similar to what is observed under the Radio category, not all TV entities in the top 10 bracket of Facebook engagers hold similar spot on Twitter with some completely falling out of the top rank. The reverse, holds true of course.

Stations such as GTV, GoTV and Amansan TV are not among the best performers on Twitter though they have recorded a relatively strong numbers on Facebook.

4. Newspaper Index

Though the rising influence of social media on mainstream journalism has not spelled the death of newspaper in the strict sense of it, its impact cannot be understated. Hastening the spread of information, social media is ensuring an increasing reliance of readers on online resources to provide information and news. For many Ghanaian newspaper brands, there seem to be snail-paced transition to mark what appears to be a momentous shift from physical print toward online media. This report examines the presence and performance newspaper brands in Ghana on Facebook and Twitter using, their number of Followers and Likes as key indicators.

4i. Facebook

In the assessment of some 55 newspapers in Ghana, the reports finds 28 of them with dedicated Facebook pages. Many of these pages are however found to have been left unattended to for

many months with no updates or interactions. This, unsurprisingly has a correlation with the number of Followers recorded by the accounts.

Figure 4 (below) depicts the Top 10 performing Ghanaian newspapers on Facebook ranked according to the number of page 'Likes' (followers).

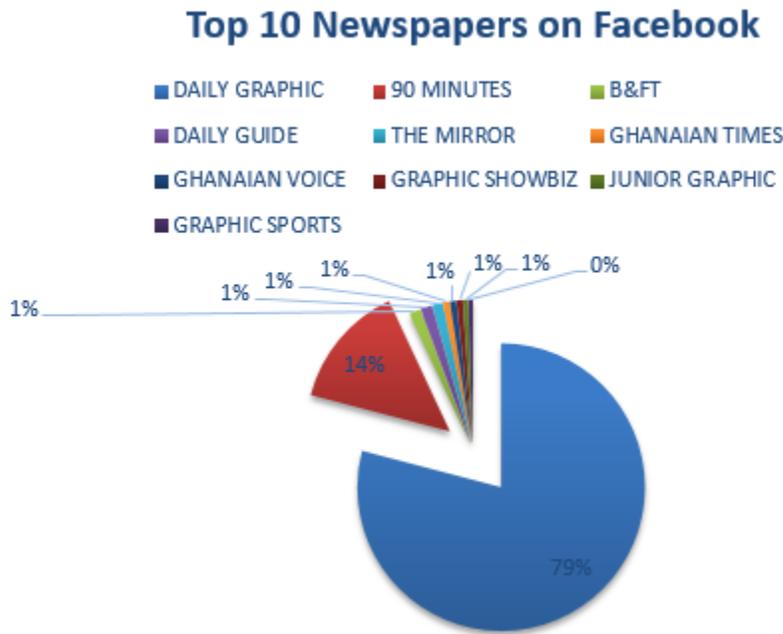


Fig. 5: Rank of top 10 Newspapers on Facebook

A notable but similar observation revealed in the 1st quarter SMI (February, 2016) is how the Western Publications Limited has a single Facebook page for all the four newspapers (Daily Guide, Business Guide, News One and Guide Young Blazers) while the various newspaper brands under the Graphic Communications Group, namely; The Daily Graphic, Junior Graphic, Graphic Showbiz, Graphic Sports and the Mirror - have independent/individual Facebook pages.

With all collected data valid as at June 30th, 2016, the Daily Graphic maintains its lead as the best newspaper by number of 'Likes' (Followers) on Facebook, setting itself apart from the rest with over 700,000 Followers. This shows a rise of over 200,000 Followers between February and June, 2016. 90 Minutes Sport paper also maintains a not-so-close chase at 2nd spot with 132,661 page 'Likes.'

The Business and Financial Times (B&FT) with 12, 267 'Likes' climbs a place up to 3rd. Daily Guide has 12,226 page 'Likes' to place 4th while The Mirror with 11,088 complete the top 5.

Table 3 below gives a full list of top 10 Newspapers on Facebook.

Rank	Newspaper	Number of 'Likes'
1	DAILY GRAPHIC	750637
2	90 MINUTES	132661
3	B&FT	12267
4	DAILY GUIDE	12226
5	THE MIRROR	11088
6	GHANAIAN TIMES	7035
7	GHANAIAN VOICE	6740
8	GRAPHIC SHOWBIZ	6441
9	JUNIOR GRAPHIC	5319
10	GRAPHIC SPORTS	4940

Table 3. Newspapers ranked according to followers on Facebook

Some of the least active newspapers on Facebook whose accounts have remained largely dormant with just a few hundred(s) of Followers or less are the Accra Daily Mail (165), the Finder (143), The Ghanaian Chronicle (101) and The Public Agenda (31).

4. ii. Twitter

No significant changes are recorded by way of growth in the use of Twitter by Ghanaian Newspapers although the social media platform has a proven quality as a journalistic tool for reaching out and engaging online audience as part of the news production and dissemination process. With just 2 new Ghanaian newspapers joining the platform between February and June, 2016, one could arrive at a rather lethargic pace at getting newspaper outfits to patronize this important tool. A total of 8 newspaper brands are actually found on Twitter as at June 30th, 2016. This is seen below in *Table 4*.

Rank	Newspaper	Followers
1	DAILY GUIDE	12,492
2	DAILY GRAPHIC	5,543
3	B&FT	2526
4	NEWS ONE	2019
5	GHANAIAN TIMES	765
6	KOTOKO EXPRESS	596
7	GRAPHIC SHOWBIZ	537
8	90 MINUTES	131

Table 4. Newspapers ranked according to followers on Twitter

The Western Publications Limited, using a single handle (@dailyguideghana) for its 4 newspapers (Daily Guide, Business Guide, News One and Guide Young Blazers), maintained its

lead on the chart of best performing Newspaper brands in Ghana with 12, 492 Followers at the end of June.

The Graphic Communications Group, Ghana's leading newspaper publishing house and unlike its Facebook presence, has a single handle (@Graphicgh) on Twitter with 5,543 Followers to rank 2nd (Same position as on the February, 2016 release). Also maintaining its 3rd position on the list is the Business & Financial Times with the handle @bftghana and with 2, 526 Followers.

News One (@newsonegh) ranks 4th on the chart with a haul of 2019 Followers. The handle has however not seen any activity by way of updates and engagement with the last item posted back in August 2014. The Ghanaian Times newspaper, handlers of @GhanaianTimes on Twitter comes next at 5th spot with an unimpressive followership of 765. The handle, however, has remained dormant since May 2013.

Kotoko Express (@KotokoExpress) with 596 Followers, Graphic Showbiz (@GraphicShowbiz) with a following of 537 and 90 Minutes Sports Newspaper with 131 Followers and showcasing an underwhelming disparity with its rather large Followership on Facebook, completes the list.

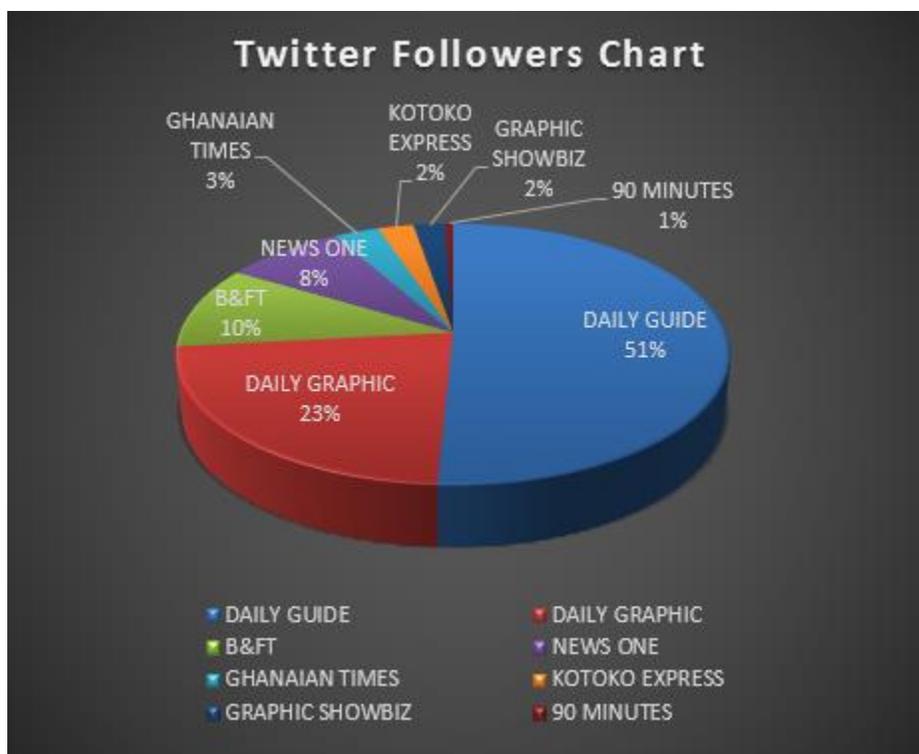


Fig. 6: Newspaper Followership on twitter.

5. CONCLUSION

Notwithstanding the growing influence of social media as a tool in the news production and dissemination process, its adoption and adaption by Ghanaian media brands appear a rather sluggish process as many have failed, presently, to fully grasp the essence of keeping a vibrant and up to date social media presence.

The index, aimed at revealing which media outfits are most visible and best represented in virtual space, has shown that there is the recognition and an appreciation of the relevance of social media brands in Ghana although there's more room for improvement.

The outcome of the 2nd SMI report is expected to highlight the general use of social media by Ghanaian media entities, their newsrooms and by extension their journalists all as an indication of news organizations' attitudes towards new media platforms – Facebook and Twitter.

Similar to observations made in the first SMI report, many media houses owning various social media platforms have fallen short in the area of managing their social media accounts with some of them having last updated their pages in over months and even years, defeating the purpose for which such platforms are needed.

The report captures a very uneven regional representation and spread of media houses in social media use in Ghana. The Greater Accra registers more radio stations in online space with Ashanti following in distant second. This could perhaps be partly explained by the relative infrastructure and technological advantage of Accra as compared to the rest.

It is not in doubt that factors such as the quality of Ghana's internet infrastructure, which is presently either slow or costly has translated into low internet penetration; making online activities a lot more cumbersome than necessary. These factors notwithstanding, Ghana's media brands are simply yet to make more pronounced their work in virtual space.