

The SA  
**SOCIAL MEDIA  
LANDSCAPE  
REPORT**  
2023

Human Touch, AI, Algorithms:  
**IS SOCIAL MEDIA  
STILL SOCIAL?**





## Index

# SA Social Media Landscape Report

#SocialSA2023



## Section 1

Enhancing Social Media Connectivity Through AI-Powered Innovation, <i>Oresti Patricios, Ornico</i>	04
Industry Survey	08

## Section 2

The Social Media Landscape Overview, <i>Arthur Goldstuck, World Wide Worx</i>	43
Methodology	46
Popular Social Media	47
Facebook	49
Instagram	53
Twitter	57
LinkedIn	61
TikTok	67
Instant Messaging	71
The Internet	77

## Section 3

South Africa is Social	83
An article by ChatGPT and (mostly) Bard, <i>curated by Don Packett, YOUKNOW</i>	88
ChatGPT Deepdive	92
The AI Landscape	98



# Index

## Section 4

Ornico Social Media Analysis - The Financial Services Industry	103
Be a Rockstar Social Media Communicator - <i>Francois Van Dyk, Ornico</i>	117

## Section 5

Mobile App rankings	120
The rise of authentic connections through digital communities and "campfires" - <i>Greg Bailie, TikTok</i>	123
Add the nano-influencer to your marketing arsenal - <i>Albert Mokoeng, TheSalt</i>	128

## Section 6

Data Partners	131
Acknowledgements	132





Ornico CEO  
**Oresti Patricios**



# ENHANCING SOCIAL MEDIA CONNECTIVITY THROUGH AI-POWERED INNOVATION

In the fast-paced digital age, social media has become an integral part of our daily lives, offering endless opportunities for connectivity, information sharing, and brand engagement. As technology continues to evolve, the incorporation of artificial intelligence (AI) has emerged as a game-changer in the social media landscape. Leveraging advanced algorithms and machine learning, AI has revolutionized how we interact, consume content, and do business on social media platforms. As we embrace the application of AI in social media, it is important to be mindful of the associated risks and proactively safeguard ourselves, our brands and our audiences.

According to [Statista](#), this year alone, South Africa has 43.5 million internet users, of these, 35.15 million are social media users. With 81% of the internet user group on social media, it comes as no surprise that AI has garnered a lot of conversations in South Africa since the release of ChatGpt, particularly in the social media and digital marketing fields.

While artificial intelligence has become commonplace in mainstream society, it is a phenomenon that dates back as early as the 1950s, it is a technology on which many of our favourite social media platforms are built. >>



### AI AND SOCIAL MEDIA

Our lives on social media are under constant surveillance. Platforms like Instagram, Facebook, TikTok, and LinkedIn are constantly tracking our behaviour patterns. By doing so, they can use machine learning (ML) to shape our interests, tailor our news feeds, match us to advertisements and provide customised content to increase engagement. ML is a branch of artificial intelligence which focuses on the use of data and algorithms to learn and improve without explicit instruction.

Machine learning algorithms analyse your search history, messages, likes and dislikes, and posting patterns to identify the type of content you are most likely to watch. It is very accurate at predicting outcomes, but it does not have the same human agency and empathy as humans. This can be a problem because social media platforms have been used in the past to spread misinformation, radicalize beliefs, and perpetuate divisive views.

Our admiration for the potential of AI is undeniable, for instance, South Africa was amongst the top 20 countries mentioning ChatGPT upon its release in 2022.

However, the sentiment analysis towards ChatGPT paints a different picture, with 82% neutral, 13% negative and only 5% positive sentiment. This says although we are curious and see its value, we have our reservations about its long-term impact.

When any disruptive technology emerges, it is natural for people to feel uneasy, and artificial intelligence is no exception. I understand why – it raises hard questions about the workforce, governance, socio-economic risks and more. Before we go into the risks and problems with AI, let us first explore how it can help make our social media strategies more impactful.

### How South African brands can leverage the Power of AI in Their Processes.

#### CUSTOMER SERVICE AND SUPPORT

According to the South African Retail Sentiment Index 2023 report produced by PWC and DataEQ, “customer service is regarded as the most prominent pain point by shoppers, with turnaround time issues driving almost half (49.8%) of all service-related complaints”. While we cannot distinguish the online from the in-store in this percentage. It is evident that AI across multiple channels can help the industry to resolve this dilemma. >>





We have all experienced being rerouted or going on a loop of prompts of endless menu options only to figure things out ourselves whether in-store or online. With the proper integration of ChatGPT and Large Language Models (LLMs), brands can develop effective AI powered-chatbots and improve customer service efficiency. With mainstream chatbot technology, brands need to manually input every iteration of a specific question or phrase. For example:

This integration can also be applied in-store, allowing service agents to effectively service all customers in a timeous and accurate manner.

**DATA ANALYSIS**

Social media is a great tool for understanding customer behaviour, but it produces large volumes of data that are impossible to process manually. This is where artificial intelligence (AI) comes in.

---

***By leveraging AI for social media analytics, marketers can get the insights they need to make better decisions about their marketing campaigns.***

---

- Why do I not have internet?
- My internet stopped working
- My ISP never delivers

If any of these were missed, the chatbot would not recognise the enquiry, and send a default message instead. In a multicultural, multilingual and diverse country imagine how long and tedious the process would be. But with LLMs and ChatGPT brands can turn their input into various iterations to provide the appropriate response each time.

AI can help marketers analyse social media data to get deep insights into their audience, such as sentiment analysis, customer profiling, brand mentions tracking, competitive analysis, and brand perception.

Without AI, marketers are limited to analysing simple engagement metrics, such as the number of likes and followers gained. These are known as "vanity metrics" because they don't provide real insights into customer behaviour. >>



For example, 2,500 likes on a social media post do not necessarily mean that the campaign was a success.

AI-powered social media analytics is more accessible and advanced than ever before. Natural language processing (NLP) is a rapidly advancing field of AI that allows computers to understand human language. This means that AI can be used to analyse social media posts and comments to get a deeper understanding of what people are saying about a brand or product.

By leveraging AI for social media analytics, marketers can get the insights they need to make better decisions about their marketing campaigns. This can lead to increased engagement, improved brand reputation, and more sales.

### CONTENT CREATION AND CURATION

Content creation has been an all-time favourite since the release of Open AI's ChatGPT. If you log into LinkedIn today you will most likely come across a post or two detailing ChatGPT prompts to help you with your content strategy. Generative AI uses a series of algorithms such as text-to-image, image-to-video, image-to-image and other variations to create content like text, images, music and video.

Through image and video recognition, AI can understand the brand's familiarity and usage through pictures and videos on social media. By this, the brand can evaluate the consumer's behaviour, usage and expectations at a grand scale, empowering the brand to create more optimised content.

The impact of AI in social media is immeasurable, yet it comes with a host of formidable challenges. One pressing issue is AI bias, where deeply ingrained prejudices infiltrate decision-making processes driven by machine learning. The quality of AI algorithms is entirely dependent on the data they are trained on. If that data is biased, the resulting algorithm will be biased as well. This can perpetuate discrimination against marginalised groups.

Another pressing issue is the proliferation of echo chambers. These virtual spaces house individuals who share and reinforce a singular viewpoint or belief, creating an environment that resists alternative perspectives. By recommending content aligned with users' interests, social media inadvertently exposes them to questionable information, including disinformation. This further reinforces existing biases within users.

Furthermore, certain AI tools invade user privacy by collecting intrusive data. For instance, social media platforms gather information on users' age, location, online activities, and even photo metadata, all in the pursuit of creating a more targeted advertising experience.

As we witness the increasing integration of AI-based technologies into every facet of our online existence, we are inadvertently surrendering the right to our internet freedom to unconscious algorithms. Once a space where the human touch prevailed, social media now veers toward a future where we engage with bots, moderated by bots, and our very opinions are shaped by bots. [SocialSA2023]





# INDUSTRY SURVEY

2023: Reputation Matters  
by Arthur Goldstuck, CEO, World Wide Worx



Oscar Wilde once said there was only one thing worse than being talked about, and that was not being talked about. Among social media platforms, that can be a very hit and miss strategy. The most talked-about social network over the past year, thanks to its takeover by an egotistical billionaire, was Twitter. However, the destructive nature of his takeover sent advertisers scurrying for safer realms, and the platform reportedly lost half its regular ad sales.

In South Africa, the carnage has not been as bad, but the platform saw one of the biggest falls in percentage of major brands using it as a marketing platform, from 69% down to 63%. This compares to a 2019 high of 88%.

The Social Media Industry Survey conducted by Ornicco and World Wide Worx during the first half of 2023 revealed that Facebook clawed back a little of its lost luster after dropping from 96% to 81% last year, coming back to 84%.



**Expectations are usually confounded by reality, however. Last year, all these platforms showed expectations of increased use – even those that subsequently fell.**

However, it could not save its sister platform, Instagram, from the biggest drop of all: from 68% to 58% – following a precipitous fall from 86% the year before. The fact that Twitter still enjoys greater penetration than Instagram tells much about the latter's privacy challenges – Ireland's data privacy regulator imposed a record fine of 405 million euros over its handling of children's data – and lapses in content moderation, not to mention serious competition from TikTok. >>





Speaking of which, TikTok showed a steady rise, from 25% to 28%, despite challenges from American authorities. This underlined our previous assertion that South African brands are not influenced by American geopolitical postures in social media.

That said, all these platforms showed a healthy increase in proportion of companies saying they would adopt them in the next year, with increases ranging from 14% (Twitter) to 28% (TikTok).

Expectations are usually confounded by reality, however. Last year, all these platforms showed expectations of increased use – even those that subsequently fell. For now, however, TikTok is showing the most likely momentum upward.

LinkedIn, as always, is a creature of its own category, namely the sober professional social platform. While it dropped from 80% to 76%, this matched its 2020 level, and expectations of growth in the coming year are high: all non-using brands intend to adopt it.

### OH BUDGET, WHEREFORE ART THOU

One of the big shifts measured in the survey was in the proportion of companies at the highest spend category and those at the lowest. Almost the exact percentage of decline in those spending more than R50,000 a month, a 9% drop from 22% down to 13%, was applied to the increase in the lowest category. The survey saw a 10%, rise from 54% to 64%, in the percentage of those spending less than R10,000 a month.

Interestingly, this coincided with a similar rise in the proportion of companies using social media as a means to lower cost of communications, from 20% to 27%.

Facebook continues to enjoy top position of platforms where most budget is allocated, but its share has plummeted, from 58% to 43%. Similarly, Instagram has fallen from 15% to 4%.

One of last year’s big shifts has been reversed, namely on the question of who handles social media accounts, with Agency restoring its position after dropping from 27% to 16% last year, and coming back to 30% this year. The PR Team reversed its gain after rising from 3% to 12% last year, falling back to 5%. The Marketing Department still rules the roost, jumping from 31% to 39%, almost returning to its pre-pandemic highs. >>

**Why is your company using social media?**

To lower the cost of communication.

<b>20%</b>	<b>27%</b>
2022	2023



On the question of whether social media brought brand returns, the positive response remains rock-steady at 65%. When asked to specify returns, one stood out above all others: Brand awareness. While it did lead the way last year, at 60%, it thoroughly dominated, with 91% citing this benefit. All ten benefits measured saw an increase, suggesting that there is general satisfaction with social media, if not enough to boost budgets.

## GOOD INTENTIONS

As predicted last year, brands have increased their experimentation with new features like short-form video, with Facebook Reels jumping from 30% to 39%. Where a total of 25% of brands said last year they intend to make use of such features in the coming year, 63% indicated that intention this year.

In contrast, live event platforms had a dismal year, possibly in response to the failure of Clubhouse to live up to its promise of being the next big social thing.



**One of the big shifts measured in the survey was in the proportion of companies at the highest spend category and those at the lowest.**



**Brands have increased their experimentation with new features like short-form video.**

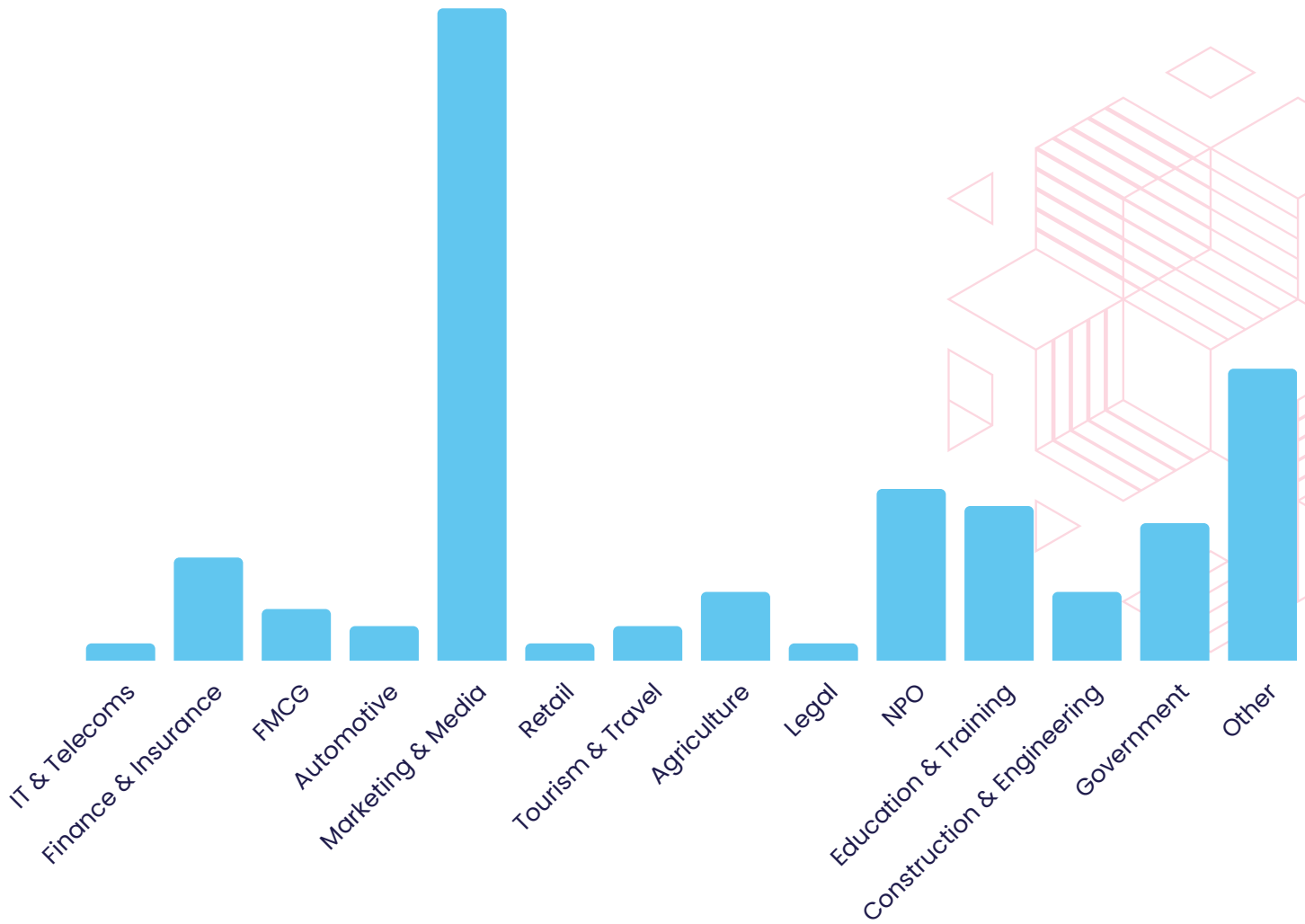
Facebook Reels jumped from 30% to 39%.

Only TikTok Live saw growth, but that was off a zero base. However, 39% of brands said they would try these in the next year, compared to only 21% previously.

Almost all social platforms saw brands fall in the effectiveness of their use of these, aside from WhatsApp, which saw an increase in Quite Effective and Very Effective use from 24% to 32%. As we have stressed before, brands tend to be more effective where their social media practitioners also use these platforms in their personal lives, as they would with WhatsApp. Want to be more effective? Get your hands dirtier in 2024. [\[SocialSA2023\]](#)



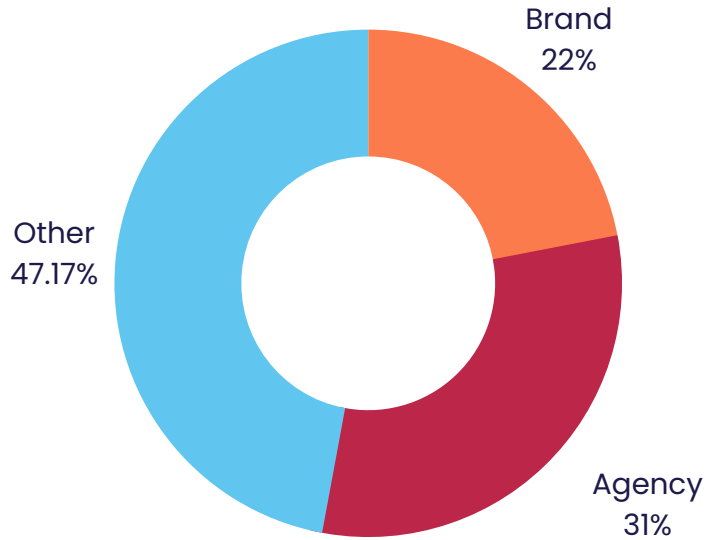
# Which industry does your brand operate in?



IT & Telecoms	Finance & Insurance	FMCG	Automotive	Marketing & Media	Retail	Tourism & Travel
1%	6%	3%	2%	36%	1%	2%
Agriculture	Legal	NPO	Education & Training	Construct. & Engineering	Government	Other
4%	1%	9%	8%	4%	7%	16%



# Which of the below best describes the type of organization you work for?



	Brand	Agency	Other
2023	22%	31%	47%

# What is the size of the company?

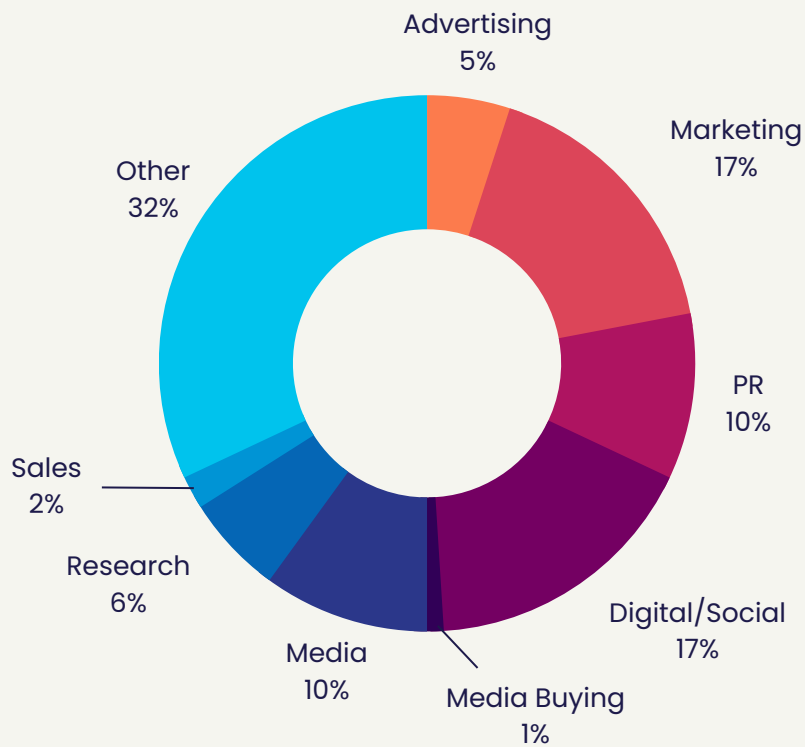


	2022	2023
<R5m p/a	36%	25%
R5m - R10m p/a	14%	10%
R10m - R50m p/a	10%	12%
R50m - R100m p/a	2%	7%
R100m - R500m p/a	13%	7%
>R500m p/a	14%	18%
Not sure	7%	21%





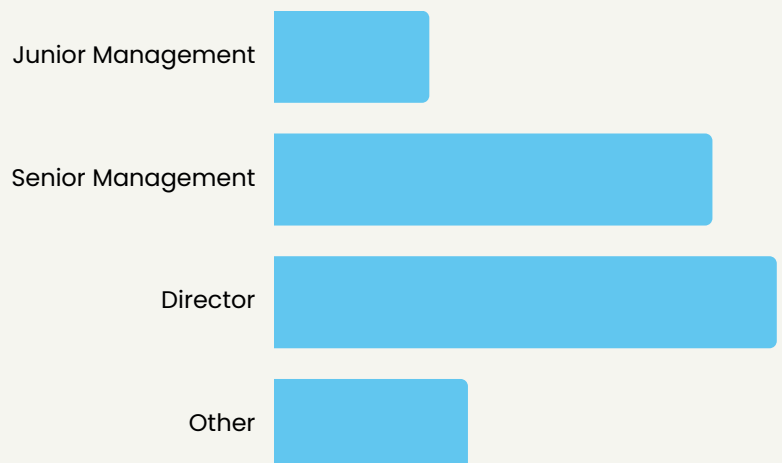
# What is your profession/role?



	Advertising	Marketing	PR	Digital/ Social Media	Media Buying	Media	Research	Sales	Other
2023	5%	17%	10%	17%	1%	10%	6%	2%	32%
2022	7%	25%	15%	20%	1%	16%	9%	2%	6%
2021	7%	29%	11%	30%	-	6%	-	-	14%
2020	11%	18%	18%	26%	2%	9%	5%	4%	20%
2019	11%	25%	19%	25%	-	7%	4%	3%	13%
2018	17%	48%	22%	65%	9%	15%	11%	-	12%

# What is your current management level?

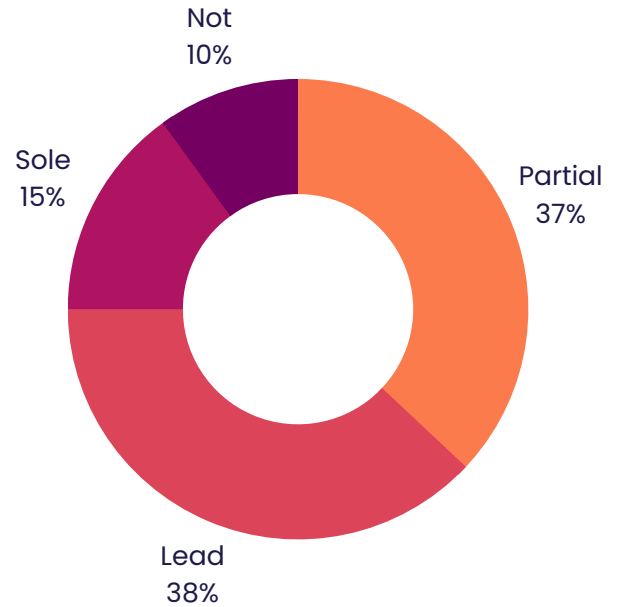
	2022	2023
Jnr Management	9%	12%
Snr Management	20%	34%
Director	21%	39%
Other	6%	15%





# What is your role in the organisation's social media decision making?

	2022	2023
Partial Decision Maker	29%	37%
Lead/main decision-maker	25%	38%
Sole Decision Maker	6%	15%
Not the Decision Maker	25%	10%



# Do you have formal social marketing strategies for B2C or B2B?

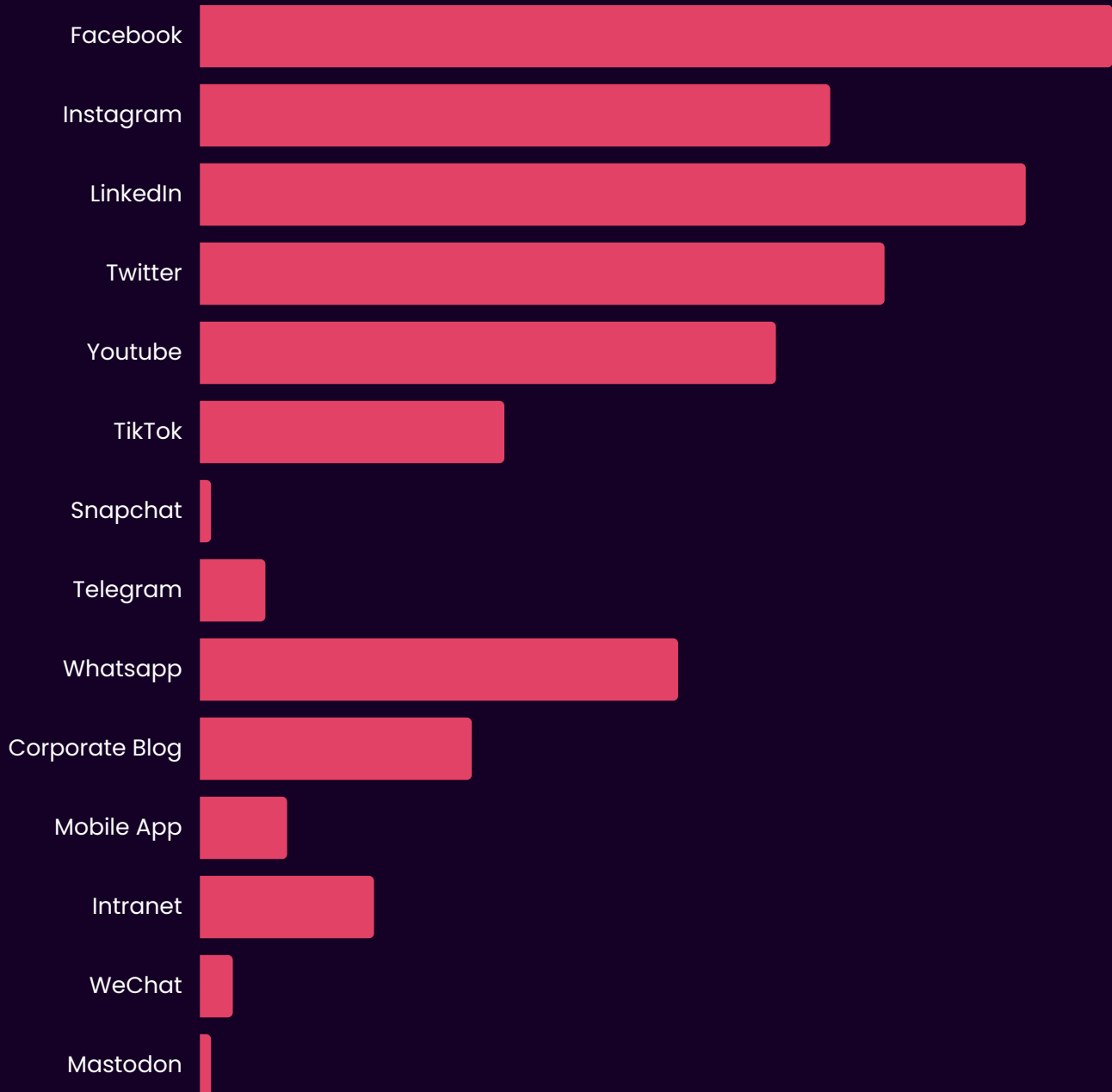


	B2C	B2B	Both
2023	35%	22%	47%
2022	38%	28%	31%
2021	88%	56%	-
2020	77%	58%	-





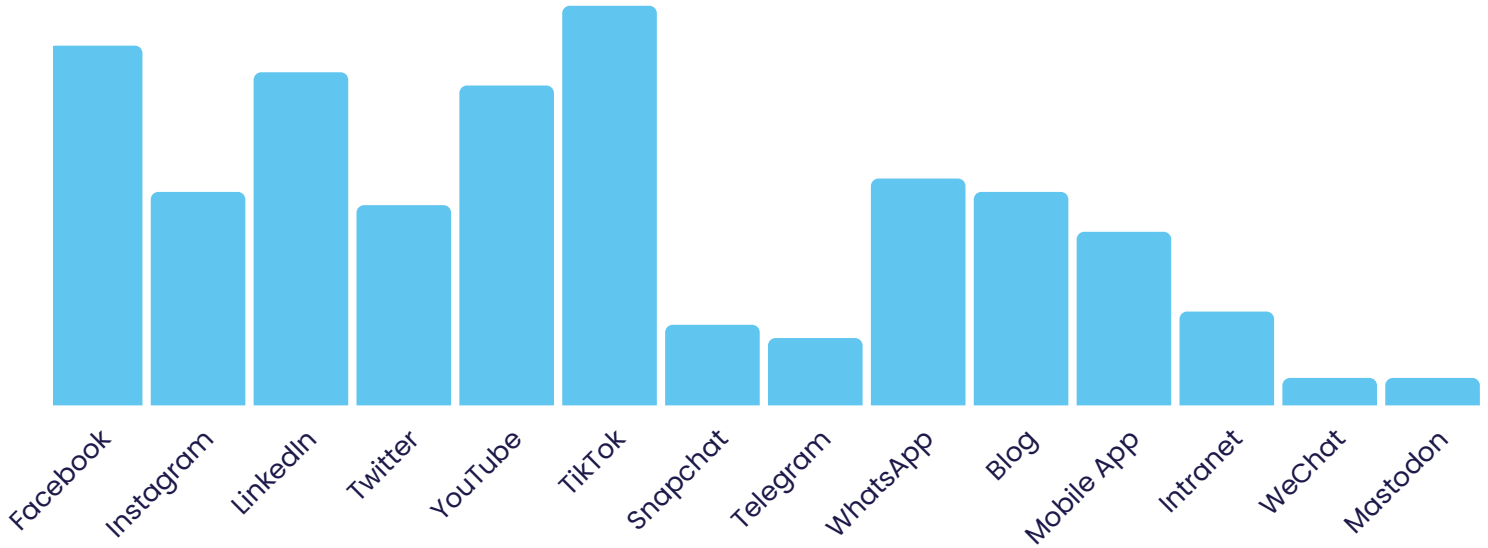
## On which platforms is your company currently active?



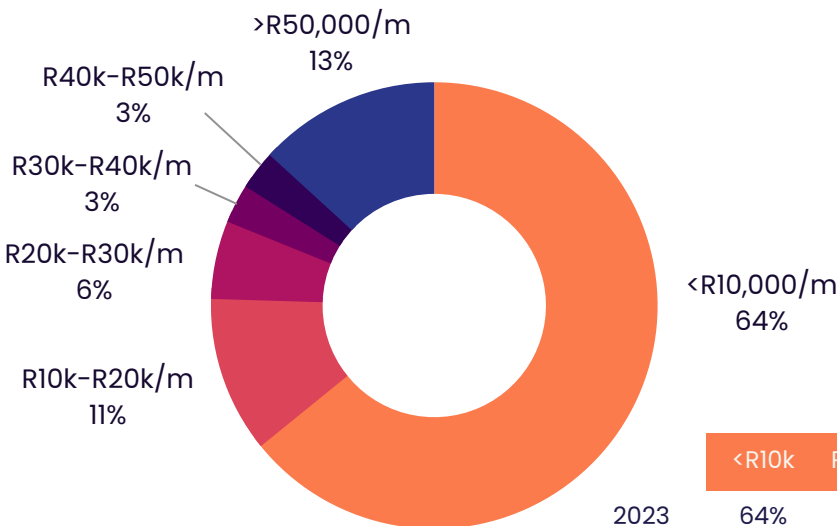
	Fb	Insta	LinkedIn	Twitter	YouTube	TikTok	Snap	Telegram	WA	Blog	App	Intranet	WeChat	Mastodon
2023	84%	58%	76%	63%	53%	28%	1%	6%	44%	25%	8%	16%	3%	1%
2022	81%	68%	80%	69%	54%	25%	8%	12%	42%	29%	29%	14%	-	-
2021	96%	86%	80%	70%	69%	12%	6%	4%	51%	24%	24%	21%	-	-
2020	89%	69%	76%	78%	50%	1%	3%	-	34%	24%	24%	7%	-	-
2019	96%	78%	73%	88%	68%	-	5%	-	28%	27%	27%	11%	-	-
2018	97%	72%	72%	90%	68%	-	6%	-	11%	36%	36%	16%	-	-



## If you're not active on any of the above, where do you plan to be active on in the next 12 months?



	Fb	Insta	LinkedIn	Twitter	YouTube	TikTok	Snap	Telegram	WA	Blog	App	Intranet	WeChat	Mastodon
2023	25%	15%	24%	14%	23%	28%	6%	5%	16%	15%	12%	7%	2%	2%
2022	7%	6%	5%	4%	6%	13%	2%	2%	2%	6%	-	2%	-	-
2021	14%	16%	15%	11%	17%	18%	3%	5%	18%	23%	-	8%	-	-
2020	16%	22%	22%	12%	24%	31%	10%	8%	26%	26%	-	8%	-	-
2019	13%	26%	16%	16%	26%	-	13%	2%	36%	22%	-	10%	-	-



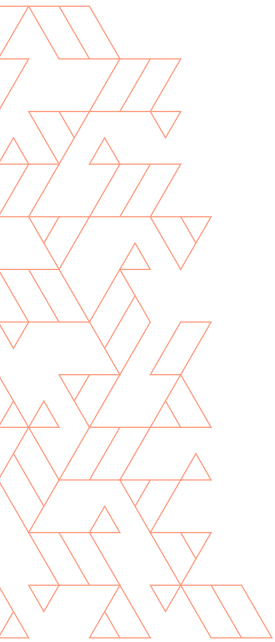
## How much do you spend on social media advertising per month?

	<R10k	R10-20k	R20-30k	R30-40k	40-50k	>R50k
2023	64%	11%	6%	3%	3%	13%
2022	54%	11%	6%	2%	1%	22%
2021	50%	19%	5%	4%	3%	21%
2020	66%	7%	4%	4%	1%	19%
2019	55%	13%	7%	5%	3%	18%





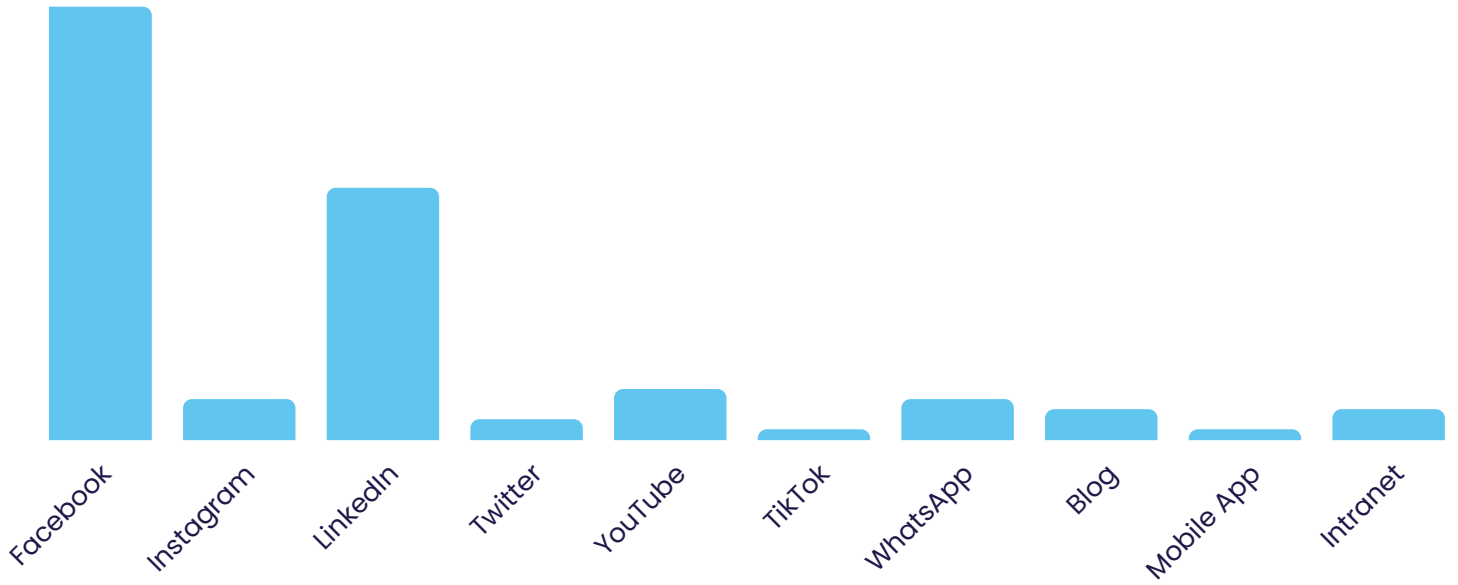
# Why is your company using social media?



	2023	2022	2021	2020	2019	2018
Core part of marketing campaign	71%	68%	78%	70%	78%	82%
Customer lead generation	43%	43%	51%	44%	51%	47%
Effective PR channel	49%	51%	37%	23%	32%	27%
To lower cost of communication	27%	20%	27%	12%	19%	16%
Competitors are using it	18%	13%	13%	47%	46%	50%
Market research	24%	-	-	-	-	-
Get customer feedback	30%	-	-	-	-	-
Build brand awareness	76%	-	-	-	-	-
Staff recruitment	18%	-	-	-	-	-
Generate web traffic	50%	-	-	-	-	-
Increase customer engagement	55%	-	-	-	-	-
Establish a thought leadership position	41%	-	-	-	-	-
Increase brand engagement	58%	-	-	-	-	-
Other	3%	5%	5%	6%	7%	11%



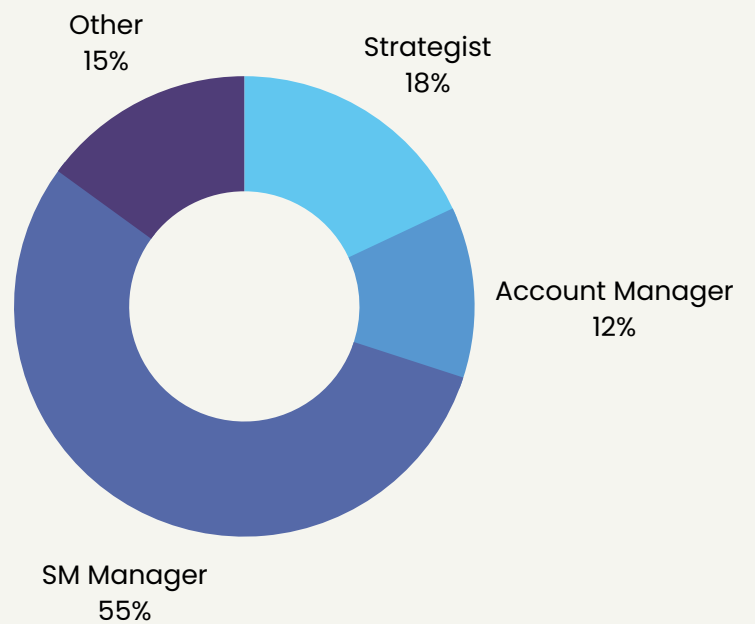
# Which platform are you spending most of your social media advertising budget on?



	Fb	Insta	LinkedIn	Twitter	YouTube	TikTok	Snap	Telegram	WA	Blog	App	Intranet	WeChat	Mastodon
2023	43%	4%	25%	2%	4%	1%	0%	0%	4%	3%	1%	3%	0%	0%
2022	58%	15%	22%	-	6%	1%	-	-	5%	2%	2%	-	-	-
2021	66%	5%	18%	5%	5%	-	-	-	-	-	-	-	-	-
2020	38%	12%	16%	5%	2%	-	-	-	2%	-	-	-	-	-
2019	61%	13%	11%	8%	3%	-	-	-	2%	-	-	-	-	-

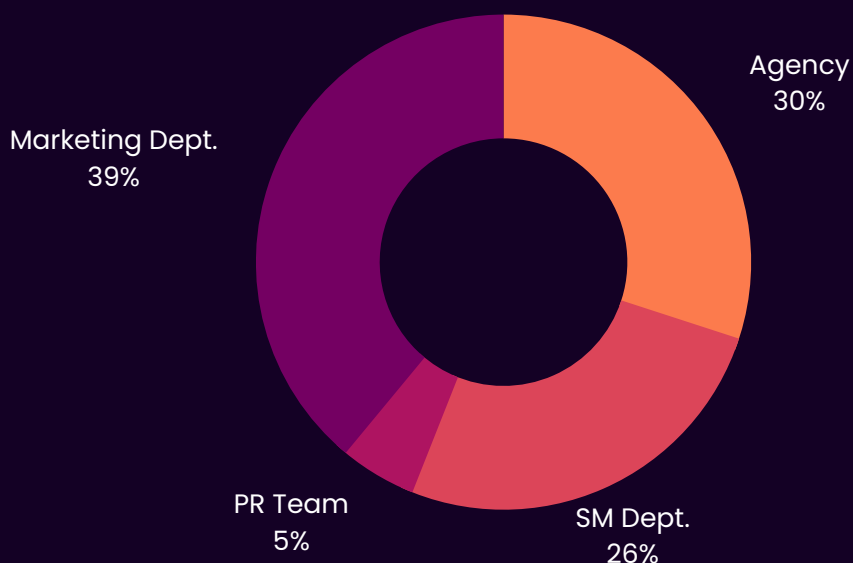
# From an agency perspective, who manages your clients' social media accounts?

	2023
Strategist	18%
Account Manager	12%
Dedicated social media manager	55%
Other	15%

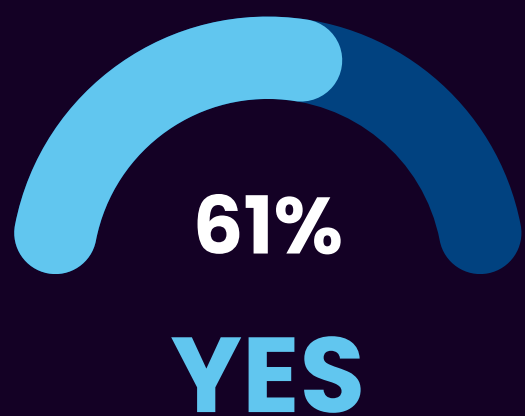




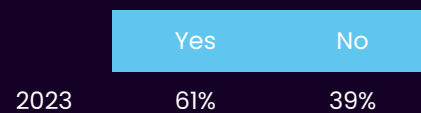
# From a brand perspective, who manages your organisation's social media accounts?



	Agency	Strategist	Social Media Department	PR Team	Marketing Dept.	Other
2023	30%	0%	26%	5%	39%	0%
2022	16%	7%	-	12%	31%	8%
2021	27%	11%	-	3%	31%	11%
2020	16%	9%	-	9%	38%	9%
2019	14%	6%	-	11%	42%	6%
2018	-	11%	-	16%	44%	11%

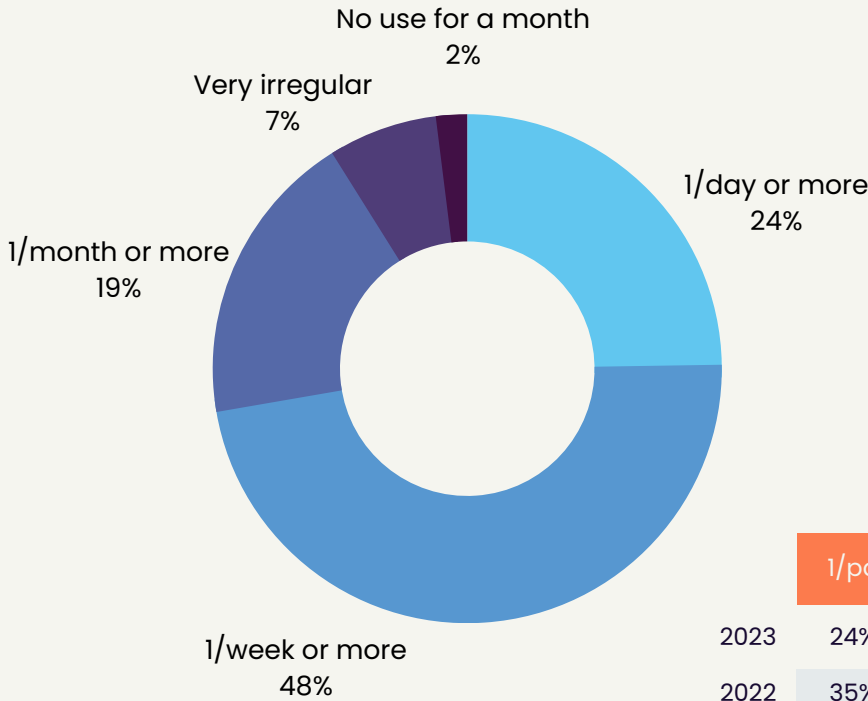


## Do you have a clear set of goals/KPIs for your social media strategy?



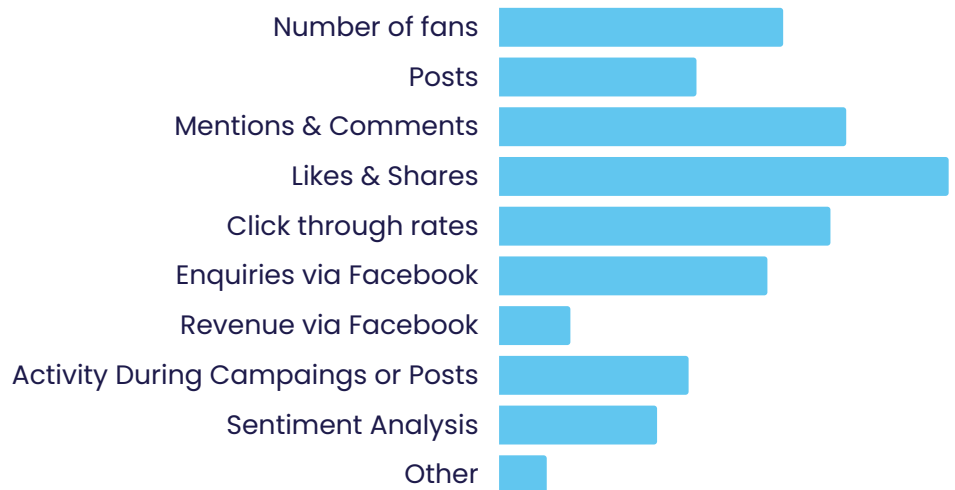


## How often is content posted to social media profiles?



	1/pd	1/pw	1/pm	Irregular	Not for a month
2023	24%	48%	19%	7%	2%
2022	35%	43%	9%	7%	3%
2021	32%	55%	7%	4%	2%
2020	31%	52%	8%	6%	3%
2019	50%	43%	4%	3%	2%

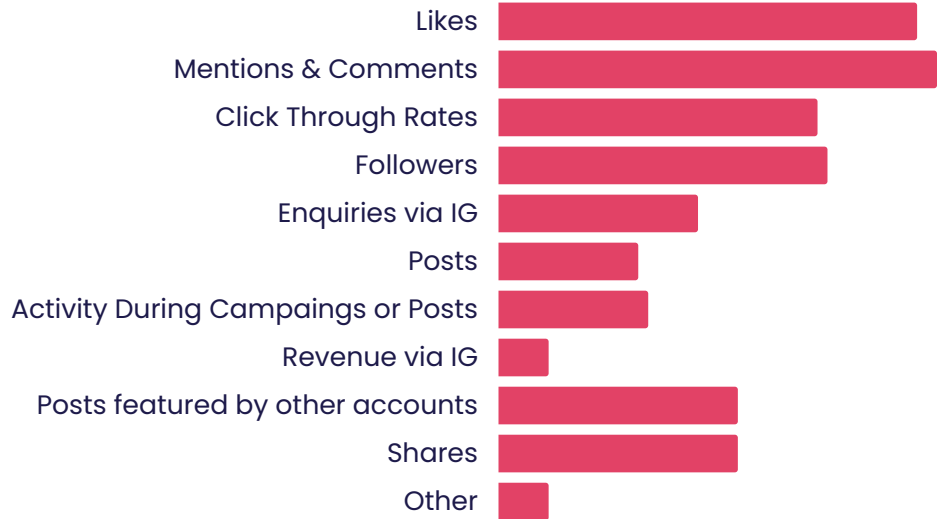
## How are you measuring your social media effectiveness on Facebook?



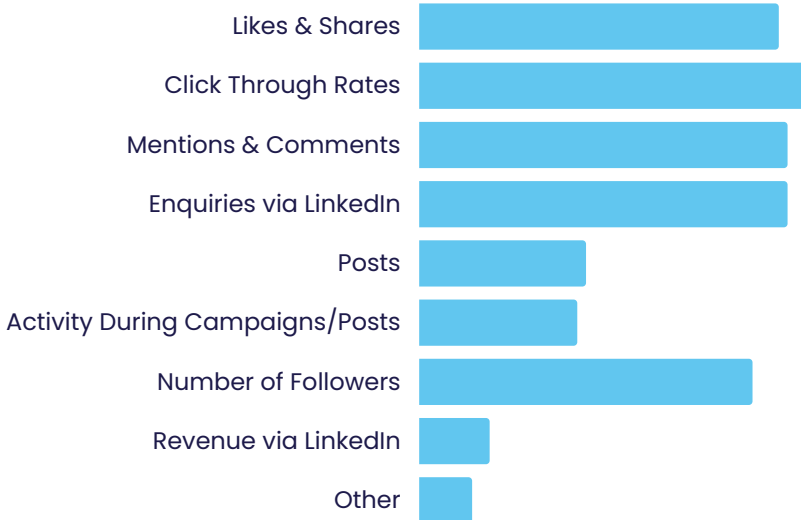
	Number of fans	Posts	Mentions & Comments	Likes & Shares	Click through rates	Enquiries via Facebook	Revenue via Facebook	Activity During Campaigns or Posts	Sentiment Analysis	Other
2023	36%	25%	44%	57%	42%	34%	9%	24%	20%	6%
2022	35%	22%	43%	50%	46%	29%	15%	13%	20%	-
2021	36%	26%	49%	65%	56%	41%	18%	15%	27%	-
2020	34%	22%	55%	59%	63%	49%	19%	14%	20%	-
2019	48%	27%	66%	75%	63%	38%	15%	25%	17%	-



# How are you measuring your social media effectiveness on Instagram?



	Likes	Mentions & Comments	CTR	No. of Followers	Enquiries via IG	Posts	Activity During Campaigns or Posts	Revenue via IG	Posts featured by other Accounts	Shares	Other
2023	42%	44%	39%	33%	20%	14%	15%	5%	24%	24	5%
2022	41%	40%	32%	29%	18%	20%	17%	9%	17%	-	-
2021	60%	50%	41%	32%	32%	28%	17%	13%	20%	-	-
2020	51%	43%	42%	23%	23%	22%	14%	10%	12%	-	-
2019	64%	60%	32%	27%	20%	23%	15%	6%	21%	-	-

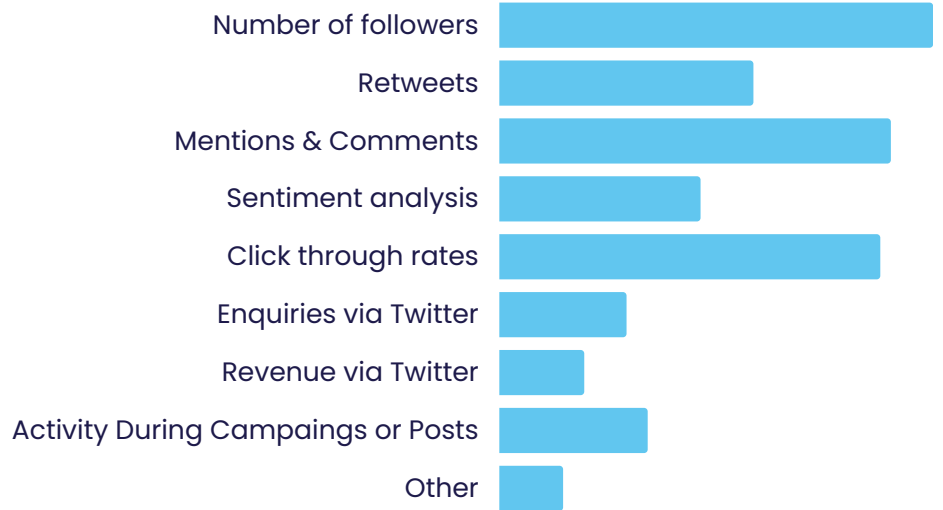


# How are you measuring your social media effectiveness on LinkedIn?

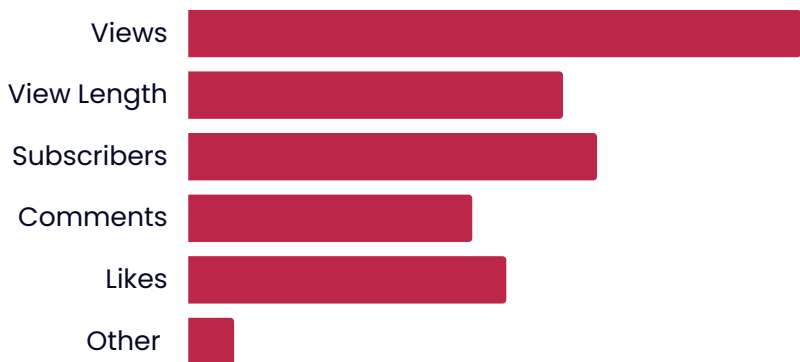
	Likes & Shares	CTR	Mentions & Comments	Enquiries via LinkedIn	Posts	Activity During Campaigns or Posts	Number of followers	Revenue via LinkedIn	Other
2023	41%	44%	42%	42%	19%	18%	37%	8%	6%
2022	43%	39%	43%	31%	21%	13%	26%	6%	-
2021	36%	47%	44%	44%	42%	11%	10%	14%	-
2020	53%	43%	38%	34%	19%	14%	12%	10%	-
2019	36%	41%	43%	31%	24%	12%	7%	6%	-



# How are you measuring your social media effectiveness on Twitter?



	Number of followers	Retweets	Mentions & Comments	Sentiment analysis	Click through rates	Enquiries via Twitter	Revenue via Twitter	Activity During Campaigns/Posts	Other
2023	41%	24%	37%	19%	36%	12%	8%	14%	6%
2022	31%	34%	39%	20%	36%	11%	5%	12%	-
2021	37%	41%	47%	29%	38%	18%	5%	13%	-
2020	44%	43%	57%	36%	49%	20%	9%	12%	-
2019	53%	54%	67%	35%	51%	17%	5%	23%	-

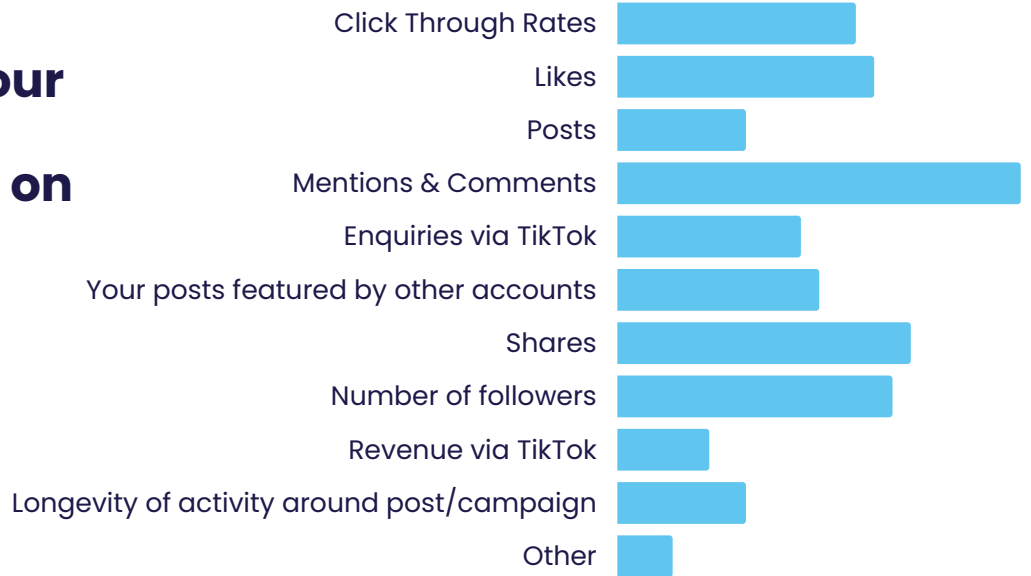


# How are you measuring your social media effectiveness on YouTube?

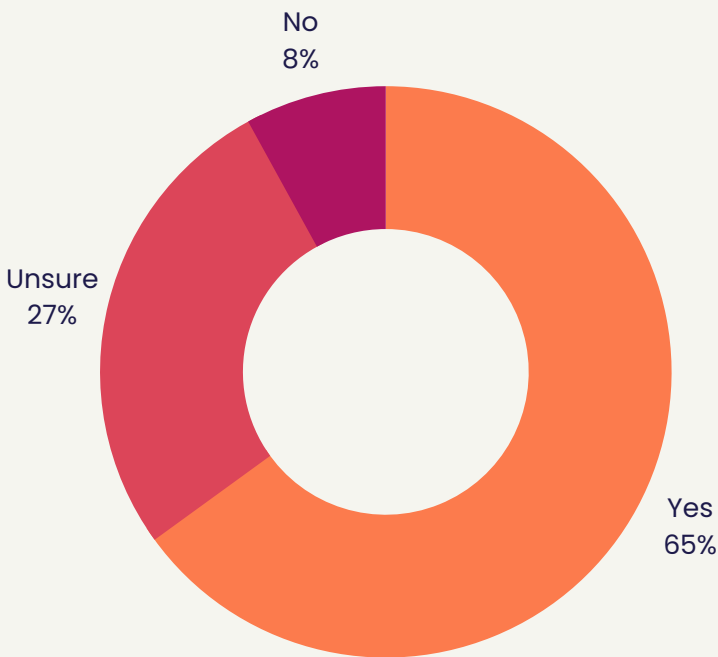
	Views	Average length per view	Subscribers	Comments	Likes	Other
2023	54%	33%	36%	25%	28%	4%
2022	43%	28%	23%	18%	18%	-
2021	66%	37%	31%	13%	18%	-
2020	62%	36%	26%	13%	11%	-
2019	73%	43%	30%	18%	14%	-



# How are you measuring your social media effectiveness on TikTok?



	CTR	Likes	Posts	Mentions & Comments	Enquiries via TikTok	Post features	Shares	Followers	Revenue via TikTok	Longevity of activity	Other
2023	13%	14%	7%	22%	10%	11%	16%	15%	5%	7%	3%
2022	13%	9%	4%	7%	2%	6%	50%	9%	1%	3%	-

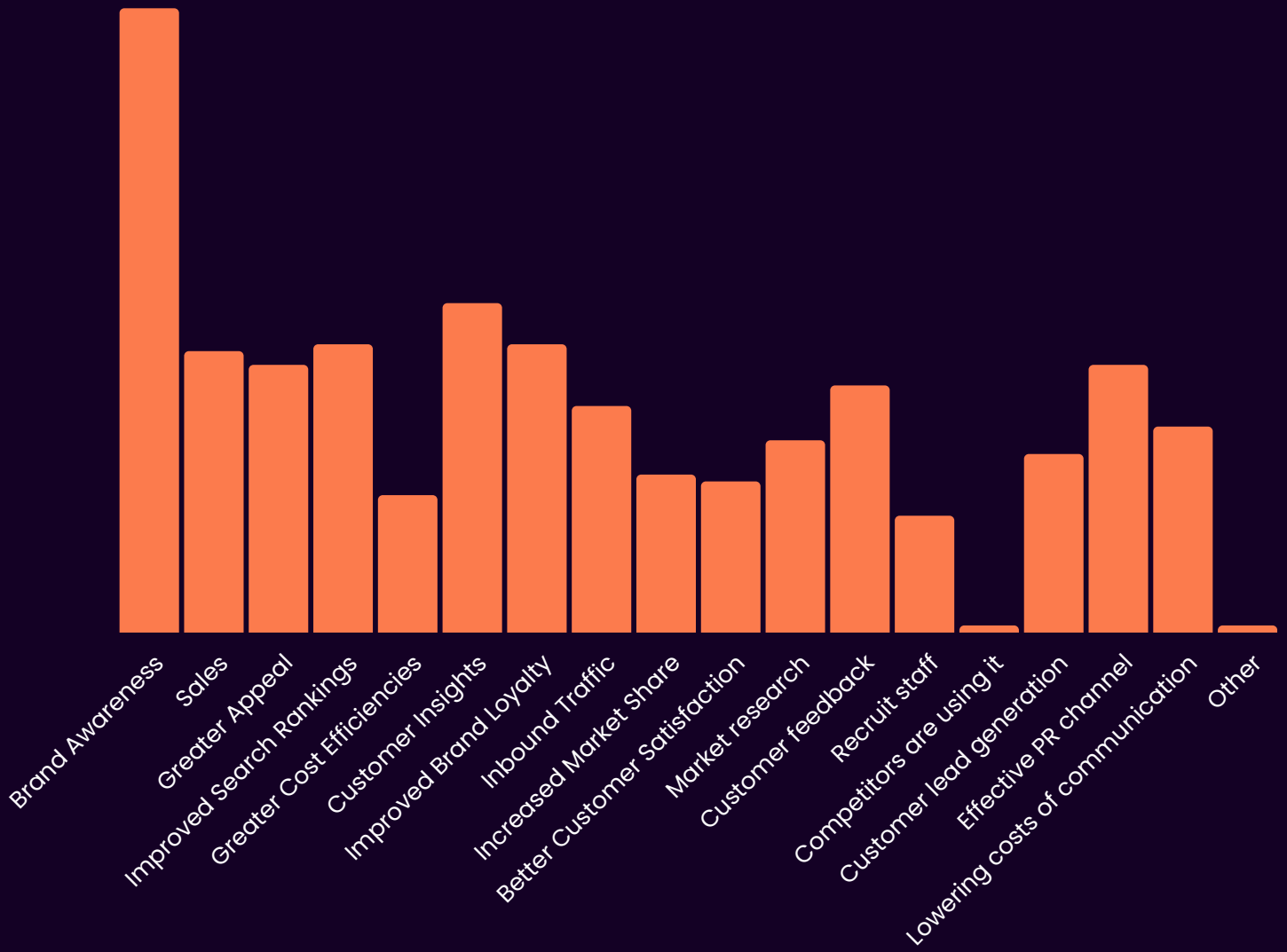


## Has using social media brought brand returns?

	Yes	Unsure	No
2023	65%	27%	8%
2022	65%	27%	3%
2021	76%	17%	5%
2020	66%	31%	3%
2019	78%	20%	2%



# What returns has social media brought to your brand?



	Brand Awareness	Sales	Greater Appeal to Targeted Audiences	Improved Search Rankings	Greater Cost Efficiencies	Customer Insights	Improved Brand Loyalty	Inbound Traffic	Increased Market Share	Better Customer Satisfaction
2023	91%	41%	39%	42%	20%	48%	42%	33%	23%	22%
2022	60%	37%	31%	23%	11%	33%	36%	25%	18%	13%
2021	64%	35%	16%	17%	11%	32%	16%	20%	10%	5%
2020	54%	13%	8%	6%	5%	4.1%	4%	3%	2%	1%
2019	39%	14%	11%	6%	4%	6%	9%	6%	2%	4%

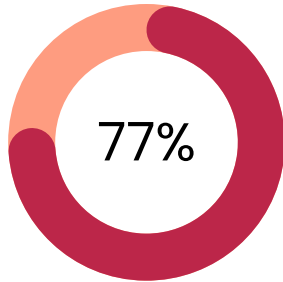
	Market Research	Customer Feedback	Recruitment	Competitors are using it	Lead Generation	Effective PR Channel	Lowering cost of communication	Other
2023	28%	36%	17%	1%	26%	39%	30%	1%





### Does your brand make use of paid social media influencers?

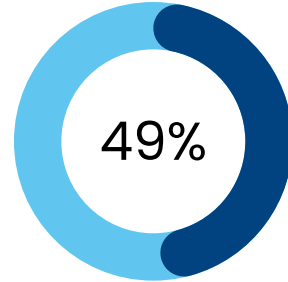
# NO



	Yes	No
2023	23%	77%
2022	31%	64%
2021	40%	60%
2020	29%	71%

### Do you know who the most influential people in your social media communities are?

# YES



	Yes	No
2023	49%	51%
2022	54%	41%
2021	55%	45%
2020	35%	65%

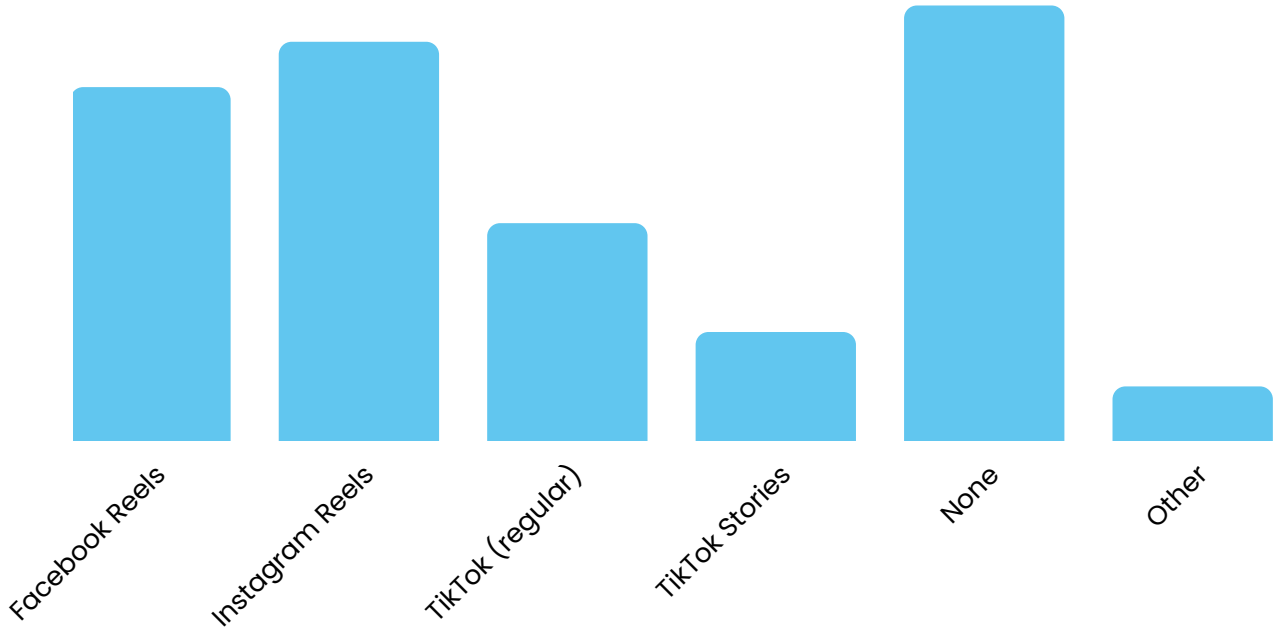


### How does your brand mitigate against advertising being skipped by potential customers on social media?

	5s content	Longer Content	Celebs/BAs	Using posts to inform	Make ad about audience	Storytelling	Creative & Engaging	Other
2023	22%	14%	16%	25%	26%	37%	43%	11%
2022	30%	13%	7%	-	-	-	-	-
2021	33%	16%	14%	-	-	-	-	-
2020	35%	15%	3%	-	-	-	-	-
2019	33%	18%	11%	-	-	-	-	-



## Do you use any of these short video platforms?



	Facebook Reels	Instagram Reels	TikTok (regular)	TikTok Stories	None	Other
2023	39%	44%	24%	12%	48%	6%
2022	30%	40%	17%	8%	41%	4%

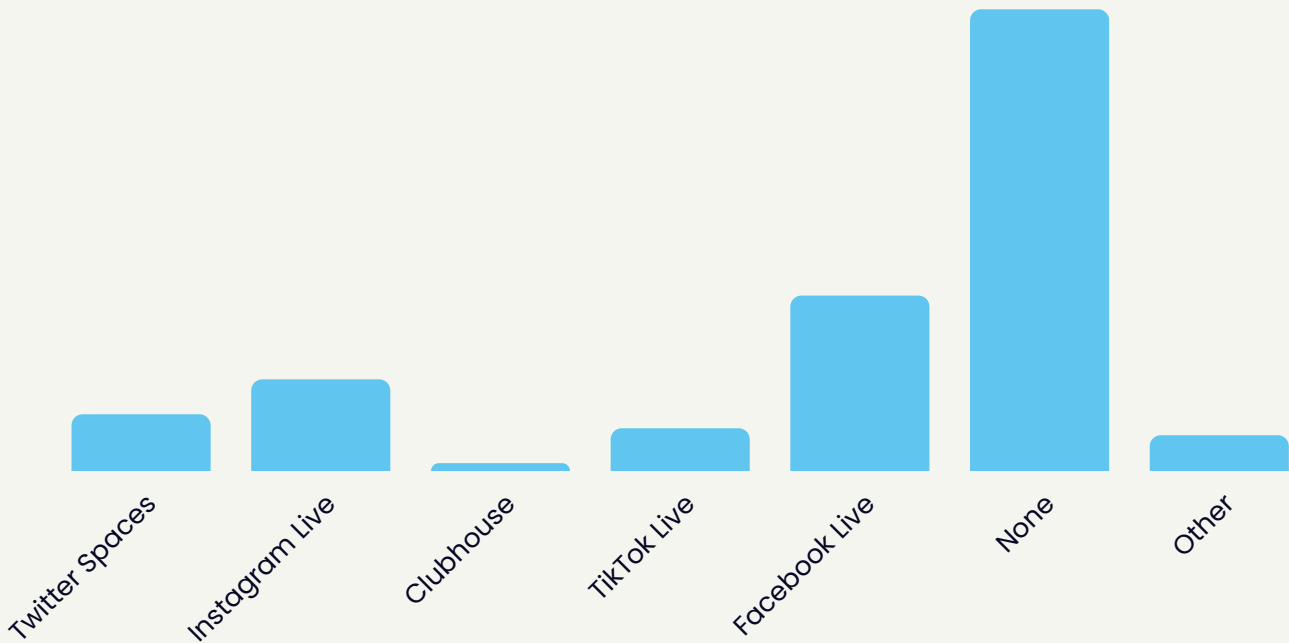


## Do you plan to use any of these short video platforms in the future?

	Yes	No
2023	63%	37%
2022	25%	16%



## Do you use any of these live event platforms?



	Twitter Spaces	Instagram Live	Clubhouse	TikTok Live	Facebook Live	None	Other
2023	8%	13%	1%	6%	25%	66%	5%
2022	8%	19%	-	-	33%	49%	2%



## Do you plan to use any of these live event platforms in the future?

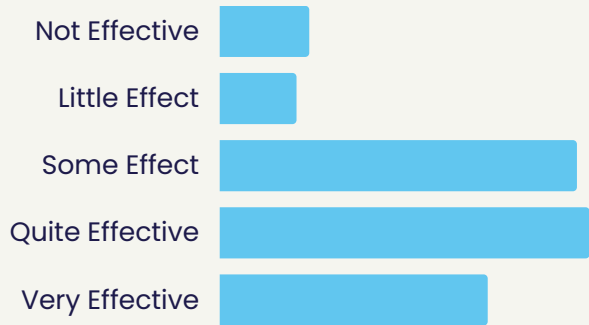
	Yes	No
2023	39%	61%
2022	21%	28%



# How would you rate your effectiveness of using social media?



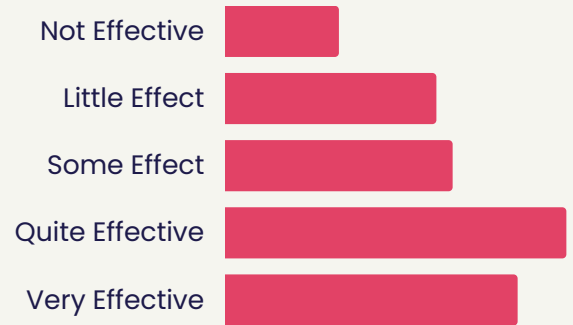
## Facebook



	2023	2022	2021	2020	2019
Not Effective	7%	3%	6%	4%	3%
Little Effect	6%	7%	8%	12%	8%
Some Effect	28%	14%	26%	28%	24%
Quite Effective	29%	31%	35%	29%	30%
Very Effective	21%	31%	36%	20%	43%



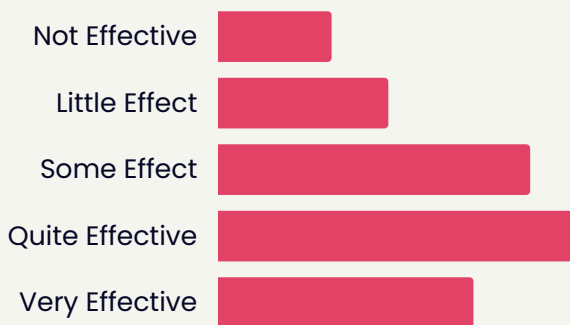
## Instagram



	2023	2022	2021	2020	2019
Not Effective	7%	9%	7%	3%	1%
Little Effect	13%	9%	10%	12%	10%
Some Effect	14%	14%	30%	24%	24%
Quite Effective	21%	23%	24%	20%	31%
Very Effective	18%	20%	30%	11%	17%



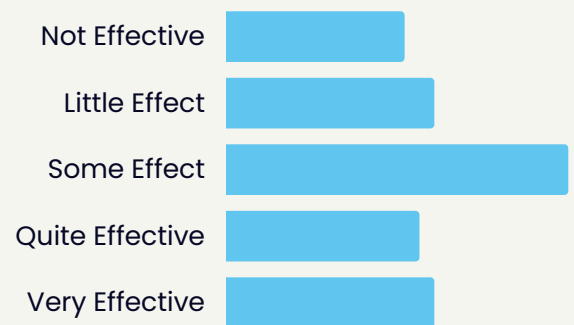
## LinkedIn



	2023	2022	2021	2020	2019
Not Effective	8%	6%	17%	5%	10%
Little Effect	12%	9%	19%	16%	17%
Some Effect	22%	24%	24%	31%	30%
Quite Effective	25%	18%	19%	16%	18%
Very Effective	18%	28%	21%	10%	11%



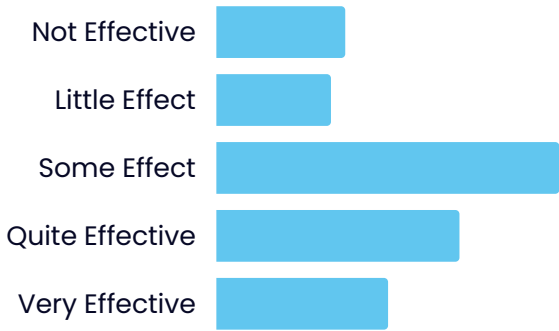
## Twitter



	2023	2022	2021	2020	2019
Not Effective	12%	9%	17%	9%	11%
Little Effect	14%	19%	20%	15%	25%
Some Effect	23%	18%	18%	32%	25%
Quite Effective	13%	17%	23%	18%	26%
Very Effective	14%	17%	15%	10%	15%




## YouTube



	2023	2022	2021	2020	2019
Not Effective	9%	12%	22%	9%	11%
Little Effect	8%	12%	10%	14%	18%
Some Effect	24%	16%	24%	24%	21%
Quite Effective	17%	20%	20%	9%	21%
Very Effective	12%	17%	15%	6%	15%



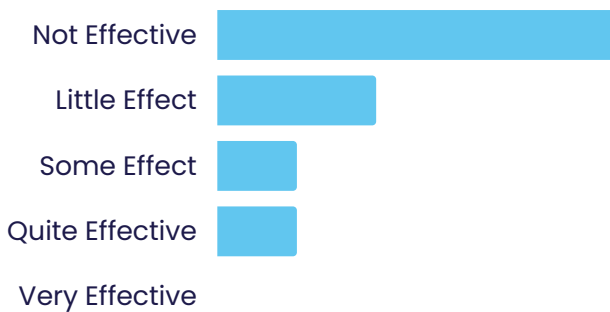
## TikTok



	2023	2022	2021	2020	2019
Not Effective	8%	17%	33%	12%	n/a
Little Effect	4%	6%	9%	4%	n/a
Some Effect	10%	9%	7%	2%	n/a
Quite Effective	9%	6%	3%	1%	n/a
Very Effective	8%	7%	2%	n/a	n/a



## Snapchat



	2023	2022	2021	2020	2019
Not Effective	10%	20%	34%	13%	23%
Little Effect	4%	5%	6%	1%	4%
Some Effect	2%	6%	4%	2%	1%
Quite Effective	2%	2%	4%	2%	1%
Very Effective	0%	2%	2%	0%	1%



## Telegram



	2023	2022	2021	2020	2019
Not Effective	12%	20%	38%	15%	25%
Little Effect	2%	4%	4%	1%	2%
Some Effect	1%	5%	3%	3%	2%
Quite Effective	4%	1%	1%	0%	0%
Very Effective	3%	2%	1%	0%	0%



## Whatsapp



	2023	2022	2021	2020	2019
Not Effective	5%	9%	13%	9%	16%
Little Effect	8%	6%	12%	3%	5%
Some Effect	15%	14%	21%	20%	6%
Quite Effective	11%	13%	17%	6%	9%
Very Effective	16%	16%	8%	3%	11%



## Corporate Blog



	2023	2022	2021	2020	2019
Not Effective	6%	9%	27%	8%	11%
Little Effect	10%	8%	8%	3%	5%
Some Effect	12%	15%	12%	6%	13%
Quite Effective	12%	18%	13%	11%	6%
Very Effective	9%	12%	10%	6%	7%



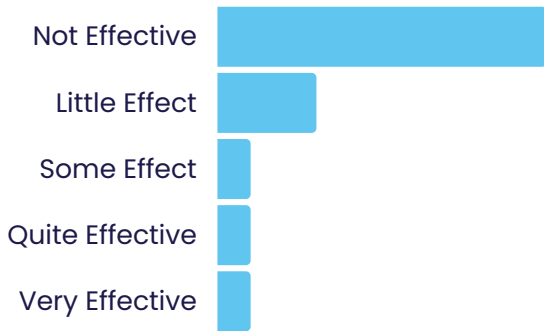
## Mobile App



	2023	2022	2021	2020	2019
Not Effective	8%	15%	24%	7%	20%
Little Effect	4%	3%	7%	4%	4%
Some Effect	6%	5%	13%	6%	2%
Quite Effective	9%	11%	9%	3%	6%
Very Effective	7%	9%	8%	2%	4%



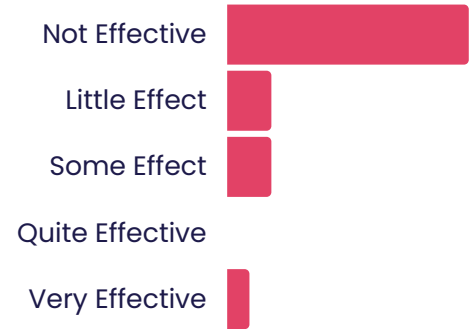
### Signal



	2023	2022	2021	2020	2019
Not Effective	10%	21%	38%	-	-
Little Effect	3%	4%	5%	-	-
Some Effect	1%	1%	1%	-	-
Quite Effective	1%	1%	0%	-	-
Very Effective	3%	1%	1%	-	-



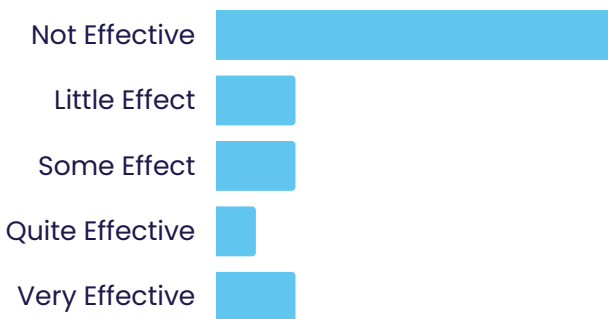
### WeChat



	2022	2022	2021	2020	2019
Not Effective	11%	21%	38%	-	-
Little Effect	2%	4%	5%	-	-
Some Effect	2%	1%	1%	-	-
Quite Effective	0%	1%	0%	-	-
Very Effective	1%	1%	1%	-	-



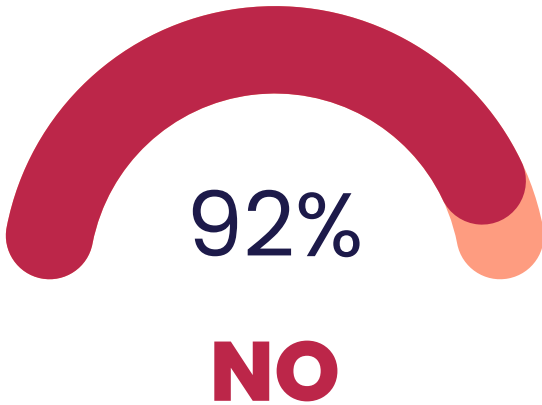
### Mastodon



	2023
Not Effective	10%
Little Effect	2%
Some Effect	2%
Quite Effective	1%
Very Effective	0%

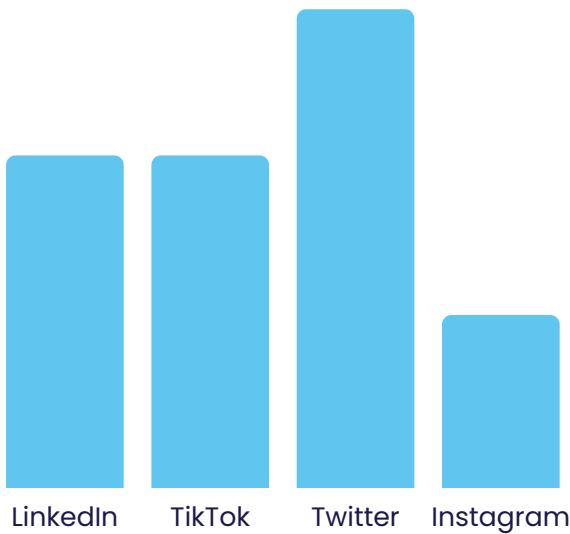


## In the past 12 months have you deleted your brand accounts on any social media platforms?



	Yes	No
2023	8%	92%
2022	6%	88%
2021	8%	92%
2020	11%	89%
2019	5%	95%

## If YES, which platforms?

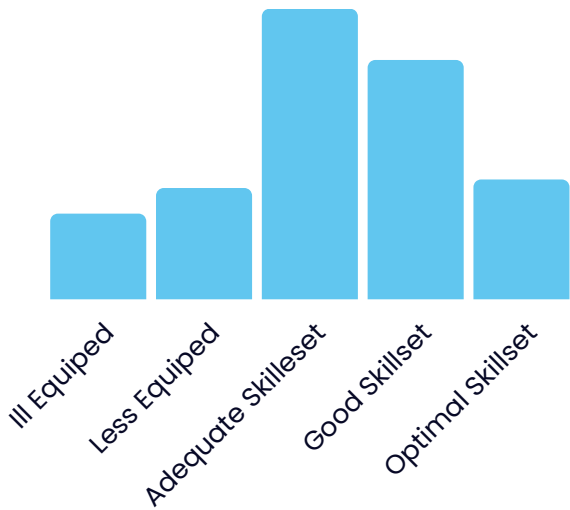


	2023	2022	2021	2020	2019
Facebook	0%	2%	8%	4%	5%
Twitter	38%	3%	5%	5%	4%
Instagram	13%	1%	4%	2%	2%
LinkedIn	25%	-	3%	1%	2%
TikTok	25%	1%	0%	1%	-





# Do you have the right skills in place to leverage and manage social media effectively in 2023?



	2023	2022	2021	2020	2019	2018
Ill Equipped	10%	0%	1%	4%	2%	3%
Less Equipped	13%	4%	12%	9%	8%	6%
Adequate Skillset	34%	17%	31%	40%	37%	25%
Good Skillset	28%	23%	49%	37%	38%	50%
Optimal Skillset	14%	13%	13%	10%	15%	16%

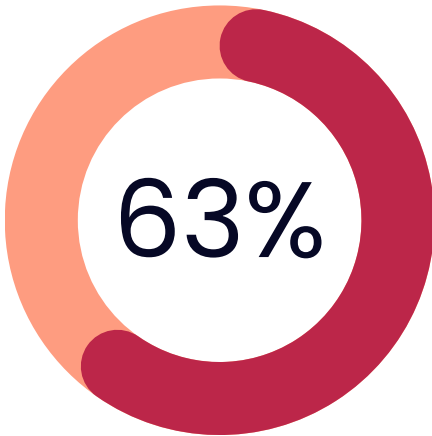
## How do you plan to improve social media skills and competencies in 2023?



	2023	2022	2021	2020	2019	2018
Invest in training our current people	57%	56%	65%	54%	78%	60%
Use specialist social media agencies	17%	21%	21%	16%	7%	10%
We currently have no plans	21%	25%	16%	17%	15%	16%
Hire in experts in this area from your sector	12%	11%	14%	7%	4%	4%
Hire a social media consultant	8%	9%	13%	5%	11%	13%



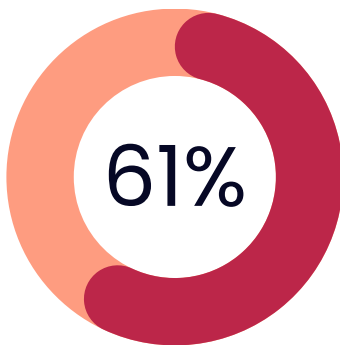
## Does your brand participate in social media communities as part of the marketing strategy?



**NO**

	Yes	No
2023	37%	63%

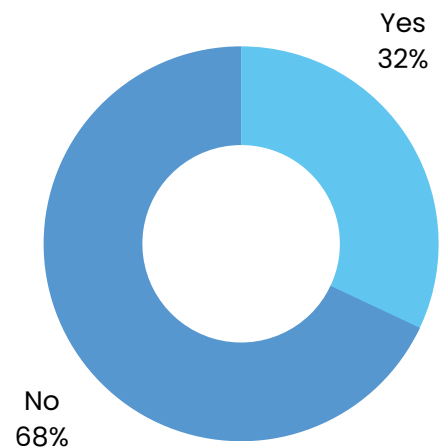
## Are you planning to leverage online communities as part of your strategy in the next 12 months?



**NO**

	Yes	No
2023	39%	61%

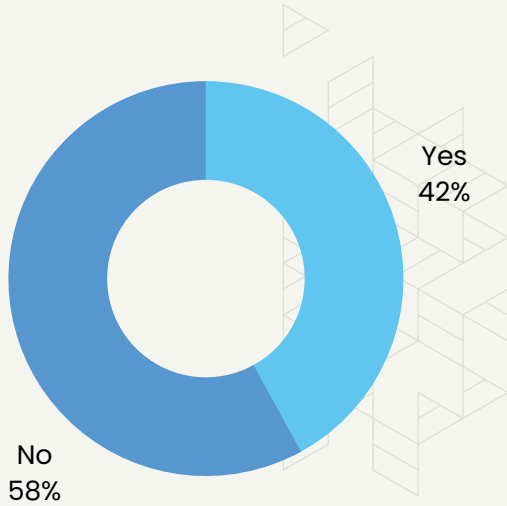
## Do you know the overall influence of your social media communities?



	2023	2022	2021	2020
Yes	32%	43%	45%	59%
No	68%	50%	55%	41%

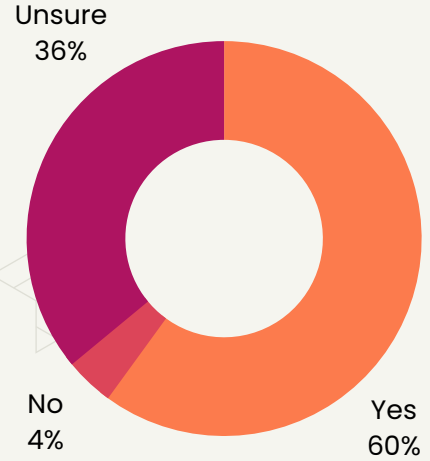


### Do you use programmatic advertising tools?



	Yes	No
2023	42%	58%
2022	32%	61%
2021	45%	55%
2020	36%	64%

### Have programmatic advertising tools improved your ROI?

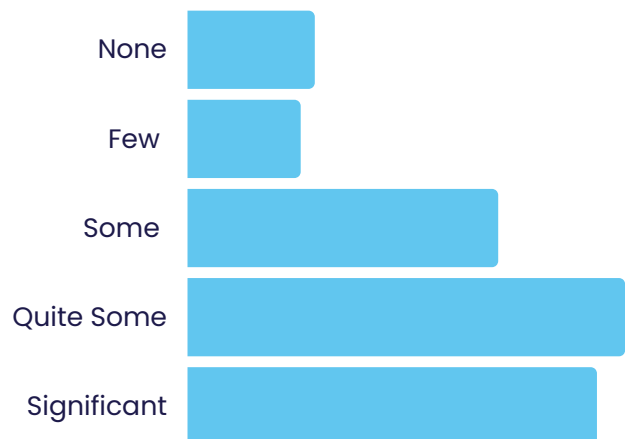


	Yes	No	Unsure
2023	60%	4%	36%
2022	23%	2%	8%
2021	36%	15%	49%
2020	26%	13%	62%

## What are the barriers preventing marketers from getting more value out of social media?

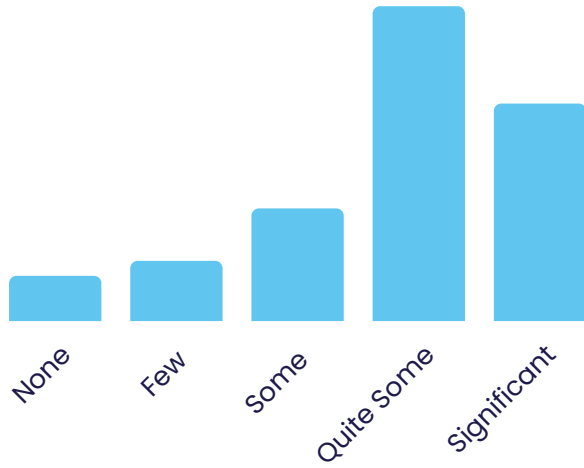
### Lack of Budget

	2023	2022	2021	2020	2019	2018
None	9%	7%	11%	4%	11%	15%
Few	8%	17%	14%	14%	12%	12%
Some	22%	20%	37%	40%	37%	34%
Quite Some	31%	20%	20%	19%	15%	19%
Significant	29%	36%	29%	25%	37%	36%

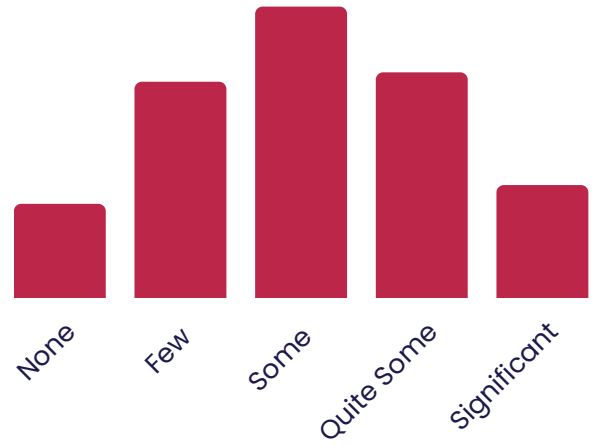




### Time to Properly Manage These Channels



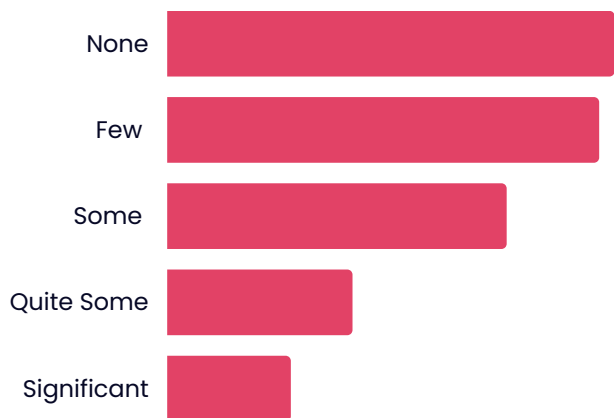
### Inability to Measure



	2023	2022	2021	2020	2019	2018
None	6%	7%	12%	4%	13%	19%
Few	8%	14%	15%	20%	8%	11%
Some	15%	21%	35%	26%	20%	34%
Quite	42%	33%	24%	22%	39%	30%
Significant	29%	23%	29%	18%	32%	22%

	2023	2022	2021	2020	2019	2018
None	10%	15%	23%	17%	15%	27%
Few	23%	24%	27%	20%	8%	11%
Some	31%	31%	38%	26%	20%	34%
Quite	24%	19%	10%	22%	39%	30%
Significant	12%	11%	18%	18%	32%	22%

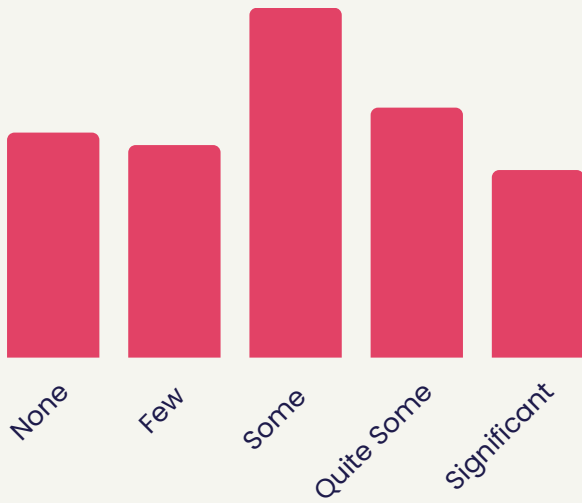
### Lack of Technology



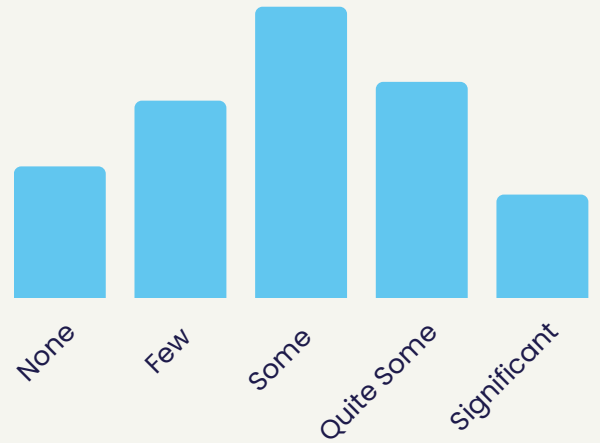
	2023	2022	2021	2020	2019	2018
None	29%	24%	37%	31%	33%	42%
Few	28%	29%	26%	26%	28%	30%
Some	22%	21%	29%	26%	25%	26%
Quite Some	12%	20%	11%	15%	15%	12%
Significant	8%	6%	9%	4%	11%	6%



### Lack of management understanding



### Level of change in digital

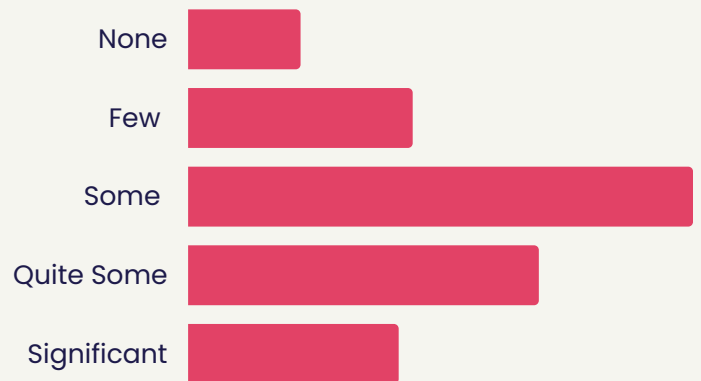


	2023	2022	2021	2020	2019	2018
None	18%	19%	16%	4%	13%	19%
Few	17%	20%	21%	20%	8%	11%
Some	28%	22%	29%	26%	20%	34%
Quite	20%	25%	20%	22%	39%	30%
Significant	17%	14%	25%	18%	32%	22%

	2023	2022	2021	2020	2019	2018
None	14%	13%	17%	14%	13%	26%
Few	21%	17%	20%	34%	16%	26%
Some	31%	39%	44%	32%	36%	36%
Quite	23%	25%	17%	17%	34%	21%
Significant	11%	6%	13%	5%	13%	7%

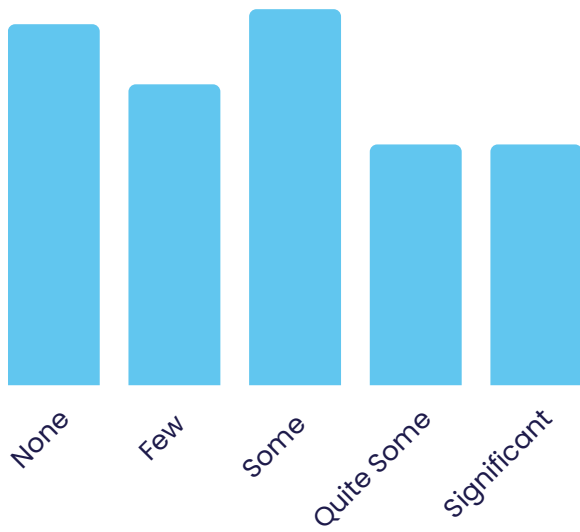
### Skills of marketing/ brand teams

	2023	2022	2021	2020	2019	2018
None	8%	14%	17%	17%	15%	27%
Few	16%	21%	21%	20%	8%	11%
Some	36%	33%	38%	26%	20%	34%
Quite	25%	26%	19%	22%	39%	30%
Significant	15%	6%	16%	18%	32%	22%



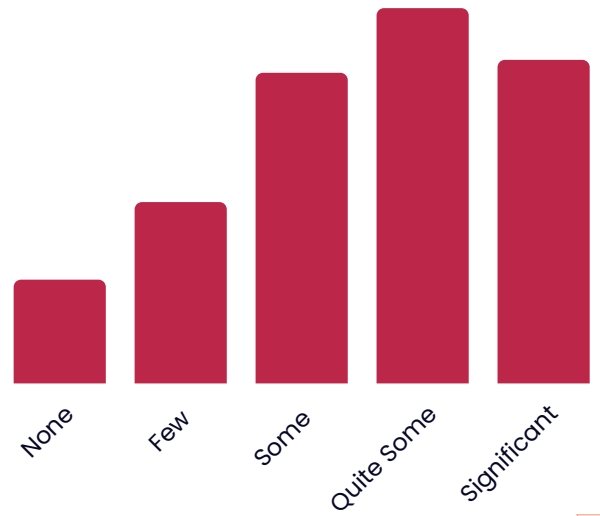


### Quality of agency partners



	2023	2022	2021	2020	2019	2018
None	24%	26%	32%	17%	15%	27%
Few	20%	19%	23%	20%	8%	11%
Some	25%	31%	29%	26%	20%	34%
Quite	16%	21%	14%	22%	39%	30%
Significant	16%	4%	13%	18%	32%	22%

### Changing algorithm of social media platforms

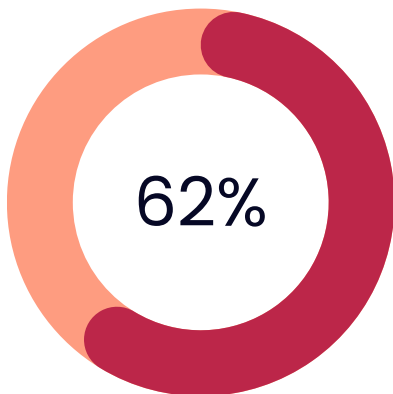


	2023
None	8%
Few	14%
Some	24%
Quite Some	29%
Significant	25%



### Have you allocated budget towards new technology for marketing purposes?

YES

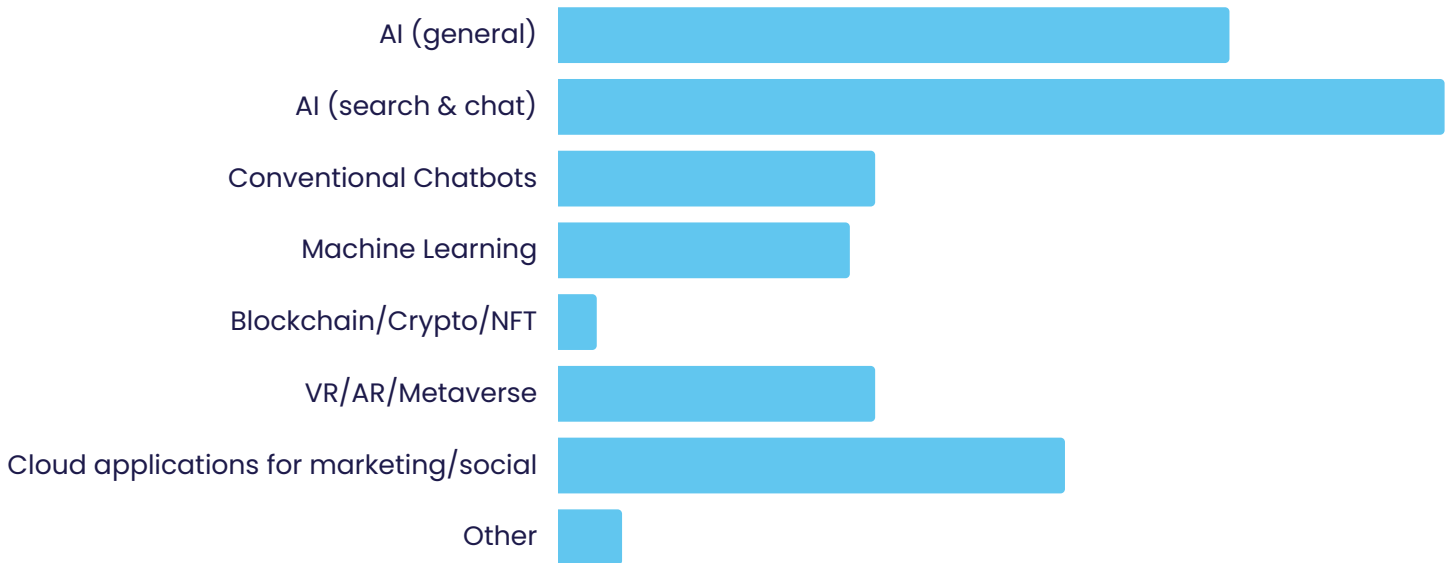


NO

	Yes	No
2023	38%	62%
2022	28%	65%
2021	52%	48%
2020	35%	65%
2019	42%	58%



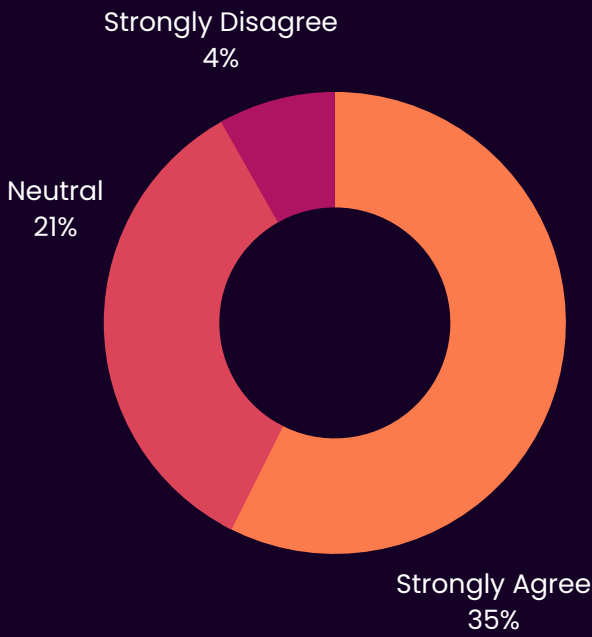
## If yes, which of the following do you utilise?



	AI (general)	AI (search & chat)	Chatbots	Machine Learning	Blockchain /Crypto/NFT	AR/VR/ Metaverse	Cloud Applications	Other
2023	53%	70%	25%	23%	3%	25%	40%	5%
2022	11%	-	14%	9%	-	6%	13%	1%
2021	32%	-	47%	19%	-	15%	41%	10%
2020	55%	-	18%	22%	31%	31%	52%	31%
2019	53%	-	9%	50%	31%	29%	64%	31%

## "Social media has potential as a tool to help our business grow."



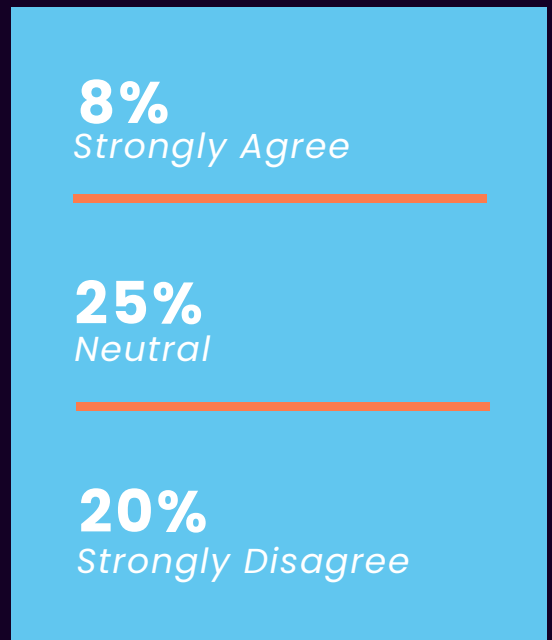


**"Our senior management fully understand why we are using social media."**

	Strongly Agree	Neutral	Strongly Disagree
2023	35%	21%	4%
2022	40%	20%	5%
2021	60%	28%	13%
2020	62%	27%	12%
2019	47%	36%	15%
2018	56%	23%	21%

**"Social media channels pose significant risks to our company's reputation."**

	Strongly Agree	Neutral	Strongly Disagree
2023	8%	25%	20%
2022	16%	29%	20%
2021	31%	38%	31%
2020	29%	48%	23%
2019	28%	46%	27%
2018	45%	28%	27%

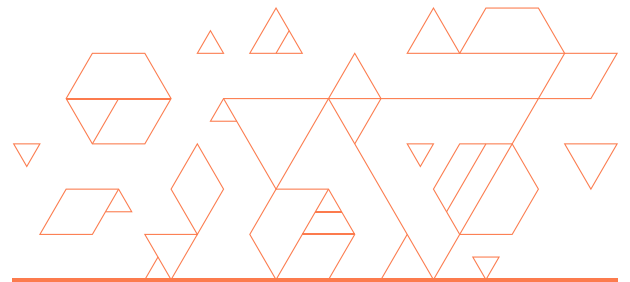
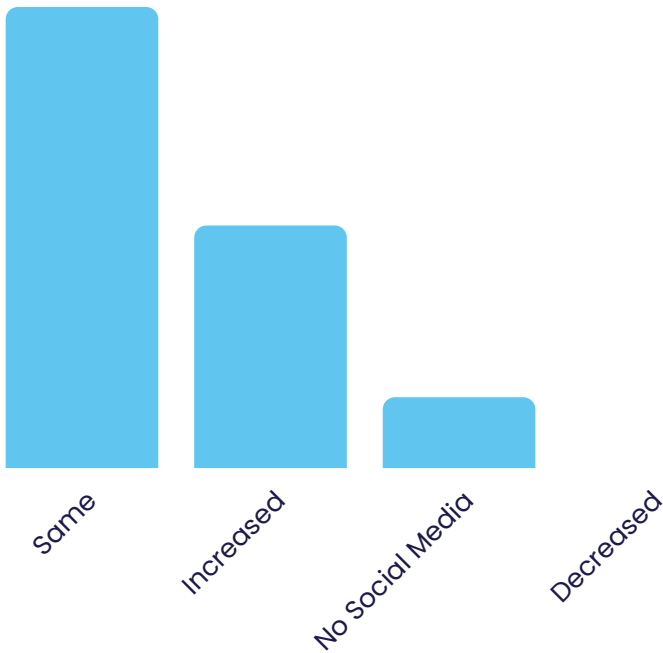






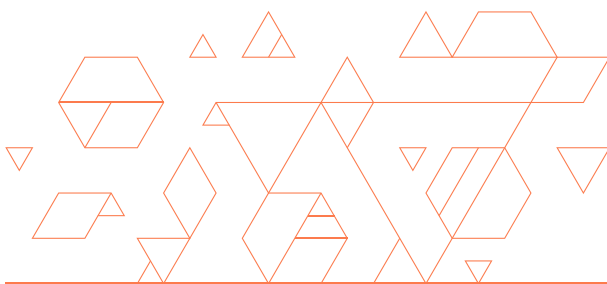
# Has social media budget allocation changed since the previous year?

## Current Year

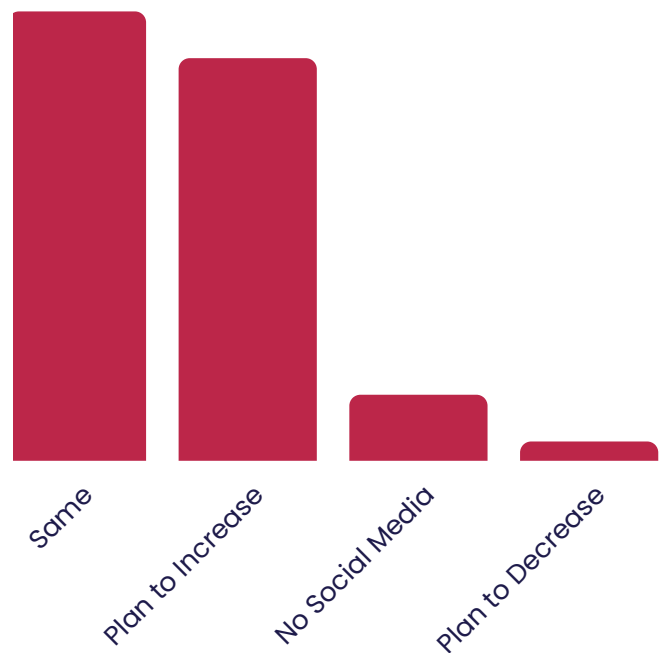


	Stay the same	Increased	No Social Media	Decreased
2023	59%	31%	9%	0%
2022	55%	22%	8%	9%
2021	67%	30%	12%	2%
2020	42%	30%	19%	6%
2019	44%	44%	1%	4%
2018	42%	36%	5%	9%

## Planning to

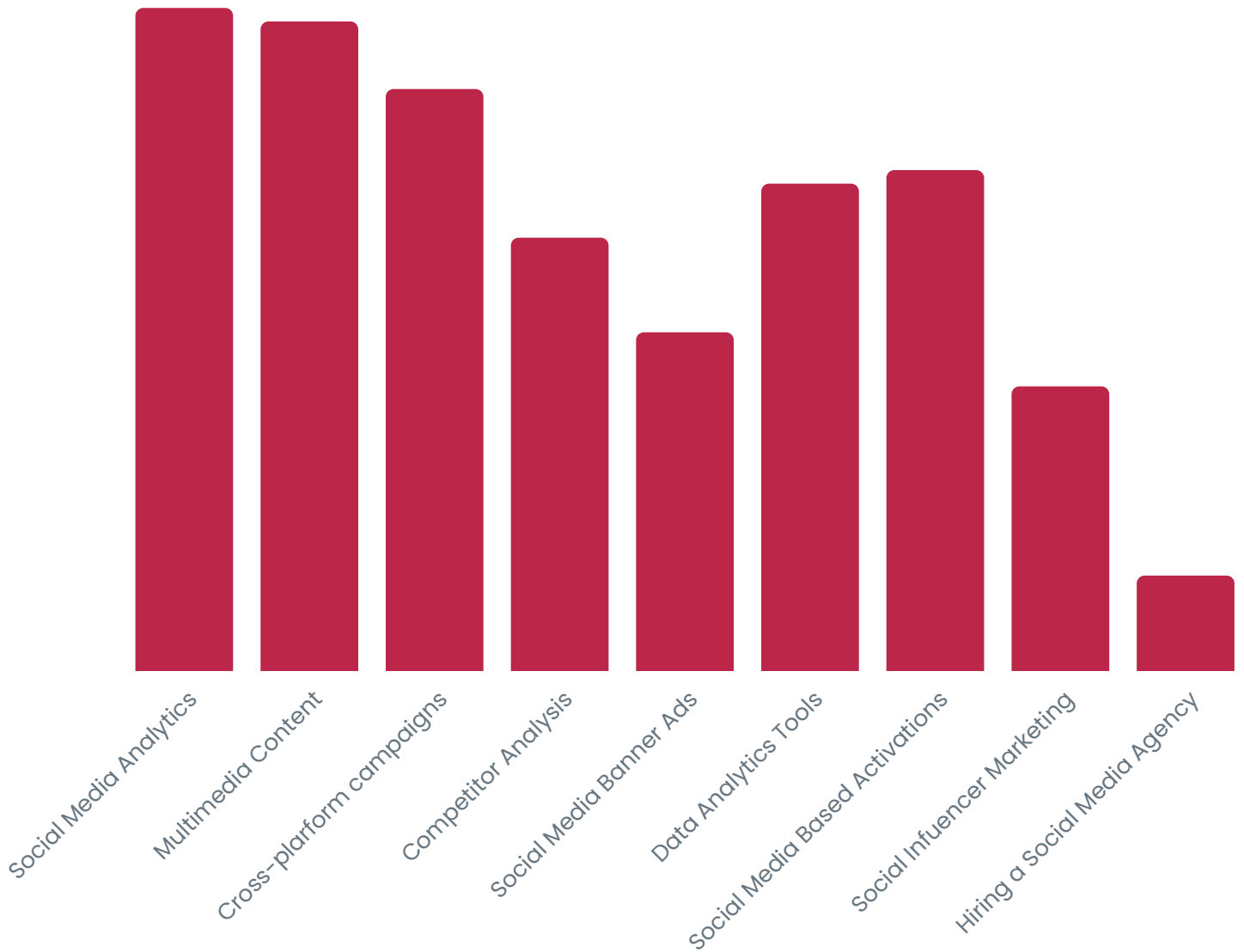


	Stay the same	Plan to Increase	No Social Media	Plan to decrease
2023	48%	43%	7%	2%
2022	46%	39%	4%	4%
2021	39%	51%	18%	3%
2020	51%	32%	9%	7%
2019	25%	62%	3%	0%
2018	31%	57%	7%	2%





## Which social media strategies are you planning to implement in the next 12 months?



	Social Analytics	Multimedia Content	Cross Platform Campaigns	Competitor Analysis	Banner Ads	Analytics Tools	Social Media Activations	Influencer Marketing	Social Media Agency
2023	49%	48%	43%	32%	25%	36%	37%	21%	7%
2022	46%	52%	40%	24%	28%	20%	18%	24%	9%
2021	54%	51%	47%	32%	34%	33%	26%	36%	17%
2020	55%	52%	46%	31%	31%	30%	24%	22%	18%
2019	53%	64%	42%	32%	29%	29%	30%	50%	9%
2018	57%	66%	5%	7%	26%	47%	36%	44%	8%



**MD, World Wide Worx**  
Arthur Goldstuck,

# THE BIG FIVE:



## Lifestyle and Workstyle

A Big Five has solidified dominance of social media in South Africa, with Facebook, TikTok, Instagram, Twitter and LinkedIn all enjoying strong penetration of their target audiences.

The data is based on Ask Afrika's Target Group Index, which surveys 12,000 South Africans, aged 15 and over, in cities and towns, every six months. The sample frame is significant especially for a platform like TikTok, which has powerful appeal in the 10-14 age range.

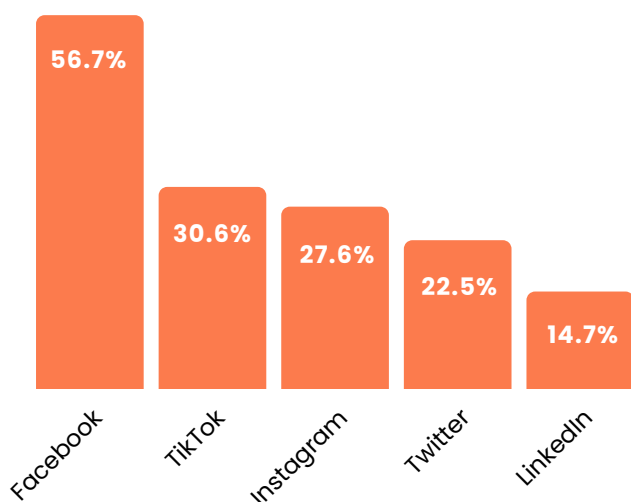
South Africa's social media landscape continues to be dominated by Facebook (56,7%). TikTok (30,6%) has experienced tremendous growth and has replaced Instagram in the second position.

It is significant that TikTok has such high penetration of the 15+ market in South Africa, since its under-15 audience is probably the strongest of all social networks. This will be explored further in this report.>>



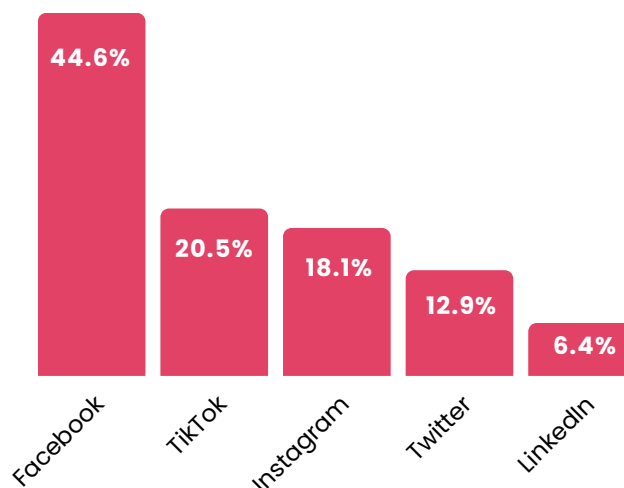
Slightly behind TikTok, Instagram remains relatively high (27,6%). Twitter (22,5%) still has a significant following despite the fall-out of Elon Musk's takeover. LinkedIn (14,7%) places fifth with a strong presence, given the fact that it is a network for professional contact and communication.

### Social Media Usage



Highly active users are those that answered "yes" to either using social media in the last 24 hours or in the last 7 days. There is a similar trend between the penetration of highly active users among the five most popular social media and the overall popularity of each one. Facebook's proportion of highly active users far outweighs that of other social media. TikTok and Instagram have a similar penetration level, with Twitter trailing not too far behind. LinkedIn's highly active user penetration level is very small.

### Highly Active Users

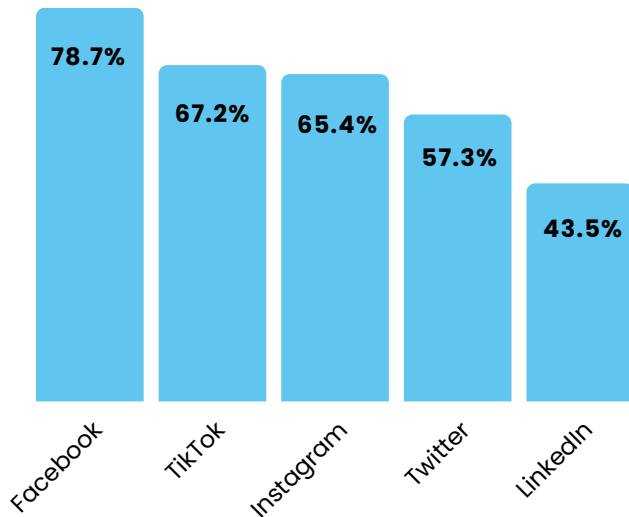


A social network with a high usage penetration will also have a high penetration level of highly active users. Facebook stands out with close to 8 in 10 Facebook users being highly active. Again, TikTok and Instagram have very similar values.

LinkedIn is the only social network where less than half of its users are highly active. This tells us that the other platforms form part of user's lifestyles, whereas LinkedIn is a part of their "workstyles". >>



### Highly Active Users as a portion of Total Users

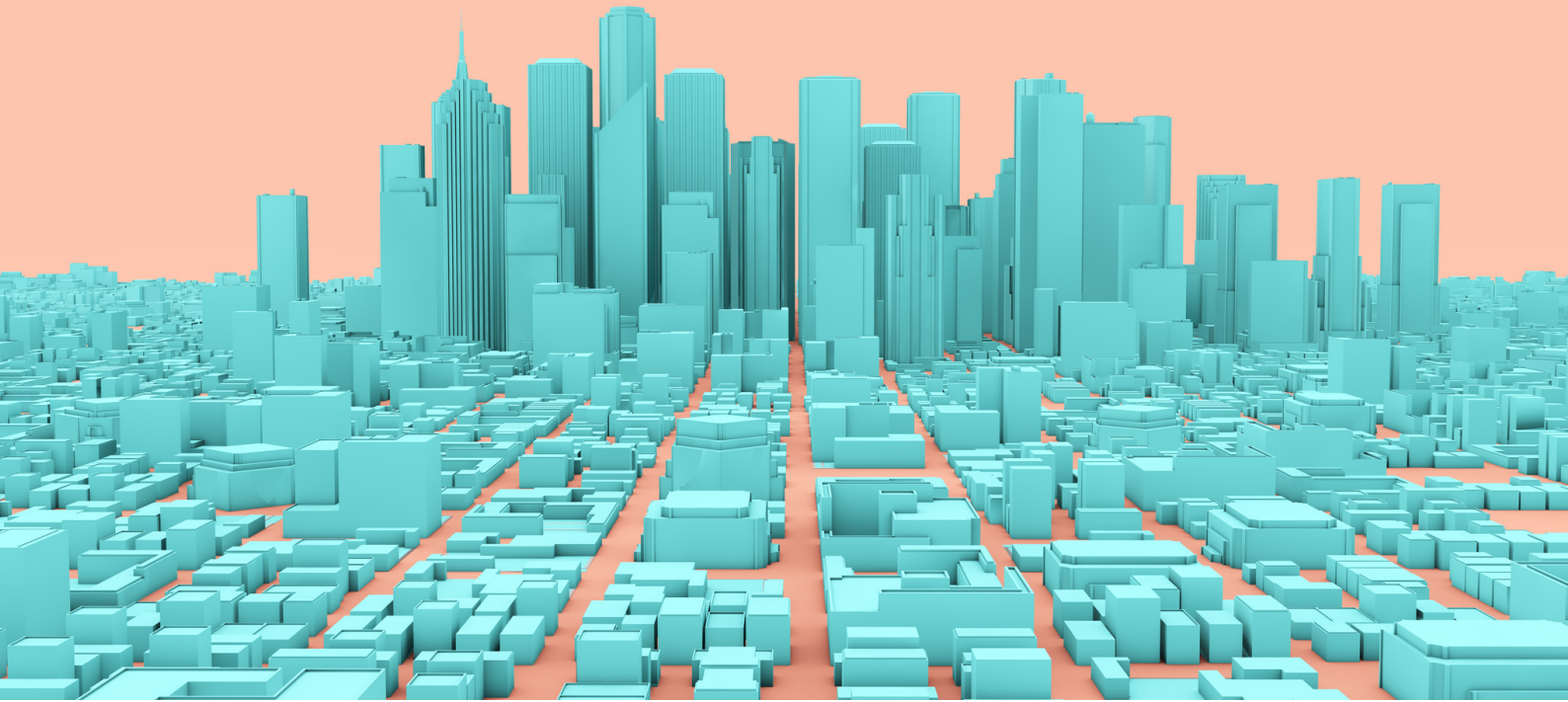


A factor that comes across powerfully in this year's study is the impact of privilege: across most social platforms, we see a strong correlation between race and SEL on the one hand, and both general use and highly active use on the other.

It is a reminder that South Africans on social media must check their privilege, and is a key theme in our analysis of each individual platform in this report. [\[SocialSA2023\]](#)

The past year would have been the ideal opportunity for new and under-used social networks to make the running, especially given the legal woes facing Meta, parent company of Facebook and Instagram, the organisational chaos that led to advertisers withdrawing from Twitter, and the legislative challenges facing TikTok in numerous markets. However, it seems that the consumer is immune to the debates and accusations, while newcomers like Mastodon Koo have failed to capitalise, and remain largely unknown.

# METHODOLOGY



Our partner, TGI/AskAfrica, annually interviews 24 744 respondents, aged 15+ living in urban areas with 8000 or more inhabitants, using a stratified random probability sample.

The data is weighted to the STATS SA population estimates, which allows for an accurate representation of 28.11 million South Africans. To ensure a nationally representative sample, the survey is based on enumerated area (EA) sampling.

The data is collected in two waves, with 2022A 12 684 interviews and 2022B 12 060 interviews – 22A: typically, from January to June (the first half of the year) and for 22B (the last half of the year): was from July to December inclusive of data collection, processing, weightings and data release.

The following sections are breakdowns of the active social media population as well as internet and instant messaging users, and not the population as a whole.



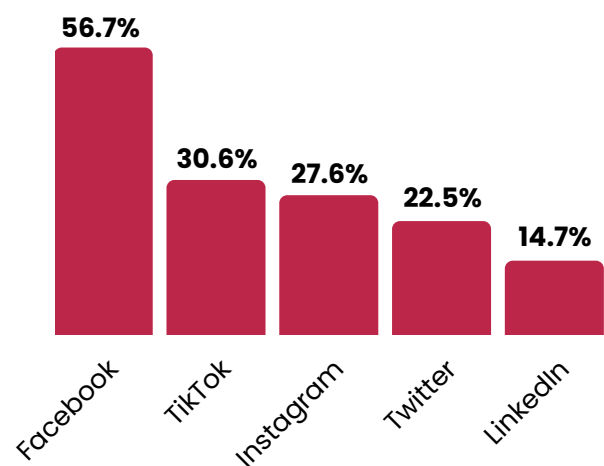
# POPULAR SOCIAL MEDIA

**Arthur Goldstuck, MD, World Wide Worx**

South Africa's social media landscape continues to be dominated by Facebook (56,7%). TikTok (30,6%) has experienced tremendous growth and has replaced Instagram in the second position. Slightly behind TikTok, Instagram remains relatively high (27,6%).

Twitter (22,5%) still has a significant following despite the fall-out of Elon Musk's takeover. LinkedIn (14,7%) places fifth with a strong presence, given the fact that it is a network for professional contact and communication.

*Social Media Usage*



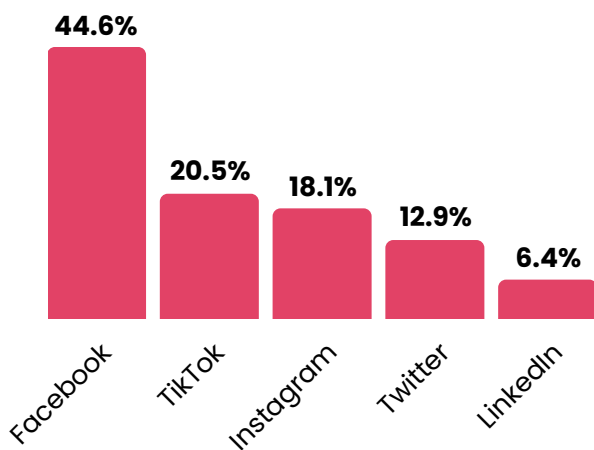
Highly active users are those that answered "yes" to either using social media in the last 24 hours or in the last 7 days. >>



There is a similar trend between the penetration of highly active users among the five most popular social media and the overall popularity of each one. Facebook’s proportion of highly active users far outweigh that of other social media.

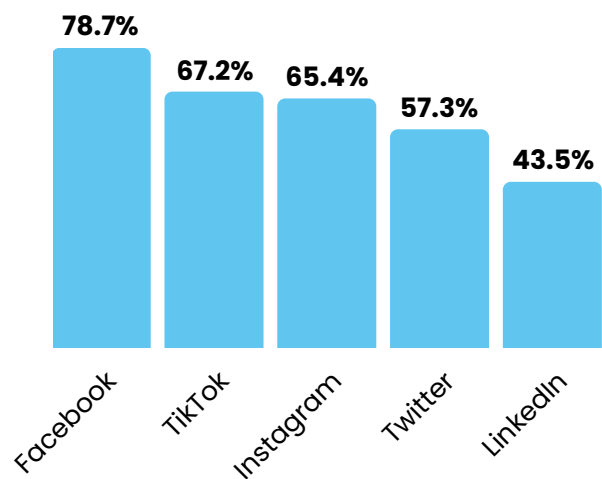
TikTok and Instagram have a similar penetration level, with Twitter trailing not too far behind. LinkedIn’s highly active user penetration level is very small.

*Social Media Highly Active Users*



A social network with a high usage penetration will also have a high penetration level of highly active users. Facebook stands out with close to 8 in 10 Facebook users being highly active.

*Social Media Highly Active Users as a proportion of total users*



Again, TikTok and Instagram have very similar values. LinkedIn is the only social network where less than half of its users are highly active.

[SocialISA2023]





# FACEBOOK

**Arthur Goldstuck, MD, World Wide Worx**

Despite numerous missteps from Facebook owner Meta and its CEO, Mark Zuckerberg, the juggernaut of social media remains well ahead of the pack in terms of its user base. However, its vulnerability to competitors has never been more obvious.

The extent to which Facebook use is still directly correlated with age, as shown in our graphs, tells the underlying story. It's penetration of the youngest age group measured, 15-24, is a massive 71,4%, which drops to 42,8% in the 45-64 group.

This must be seen in the context of the rise of TikTok, which already has 44% penetration in the youngest age group. While we were unable to survey under-15s, anecdotally it is clear that this younger group does not regard Facebook as relevant, and has largely gravitated to TikTok.

This means that, in the next five years, Facebook is likely to see tremendous erosion of its 15-24 user base, as the knock-on effect of the younger group's attitude comes into play.

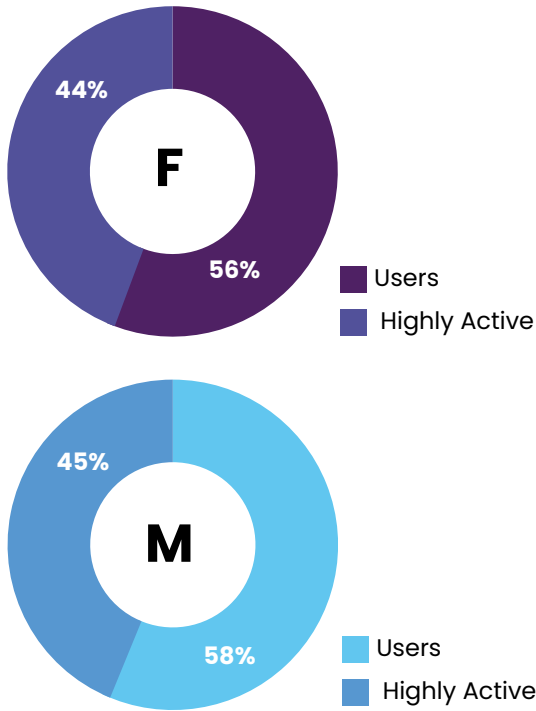
Facebook's saving grace is the normalisation of its penetration across socio-economic levels (SEL), meaning there is, largely, not a dramatic difference in access across these SELs. While there is a positive correlation between SEL and usage, penetration is fairly even across levels 1-8, at around 69%, with a 12% variance on either side. The normalisation is even more pronounced among highly active users, with all SELs from 3 to 10 in the 47%-60% penetration range.

The dramatic difference in levels 9 and 10 demonstrates the lack of access to social media and ongoing inequality for South Africans in lower SELs. [\[SocialSA2023\]](#)

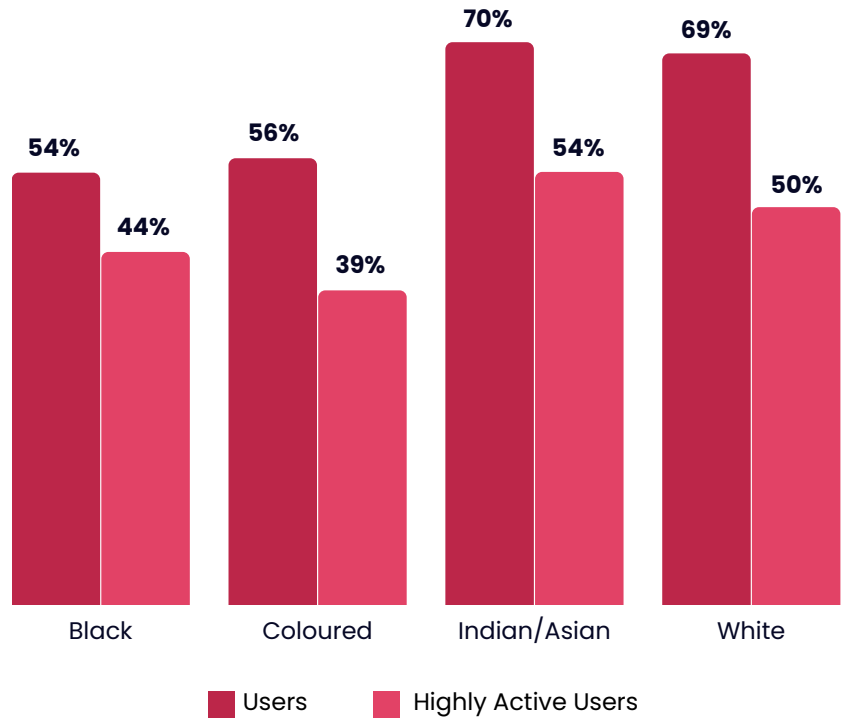
# Social Media Users In South Africa

## Used Facebook in the last 7 days

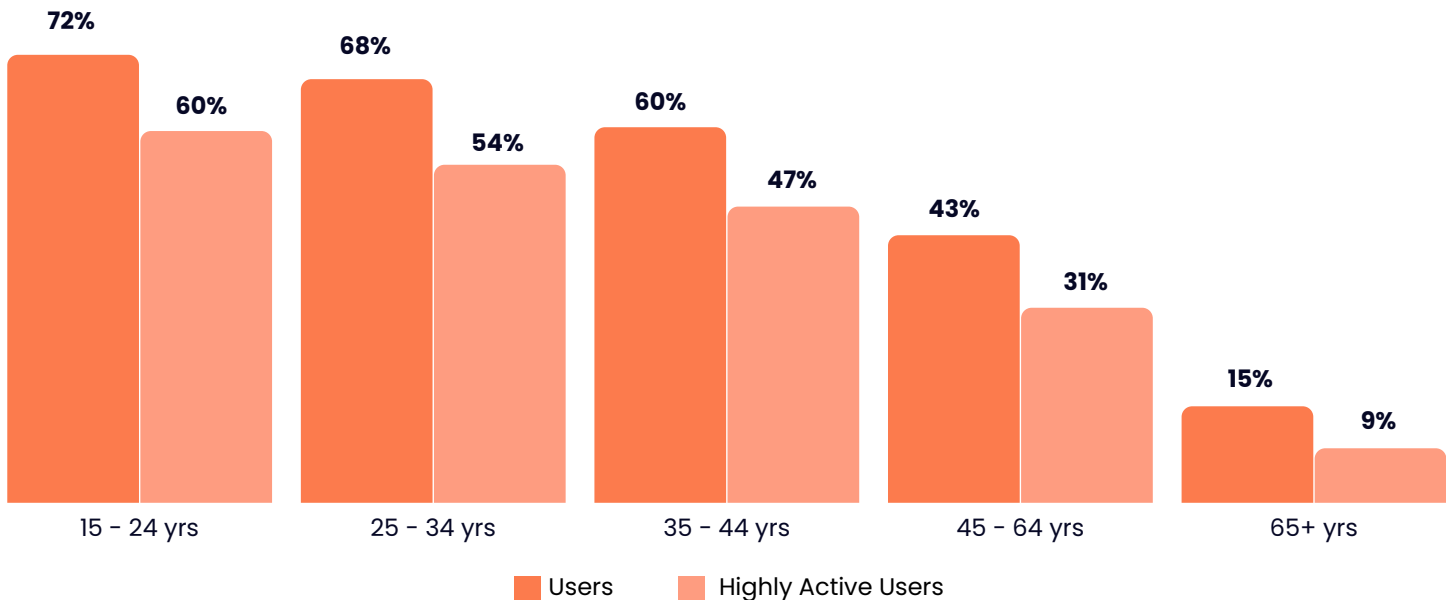
### GENDER OF USERS



### RACE OF USERS



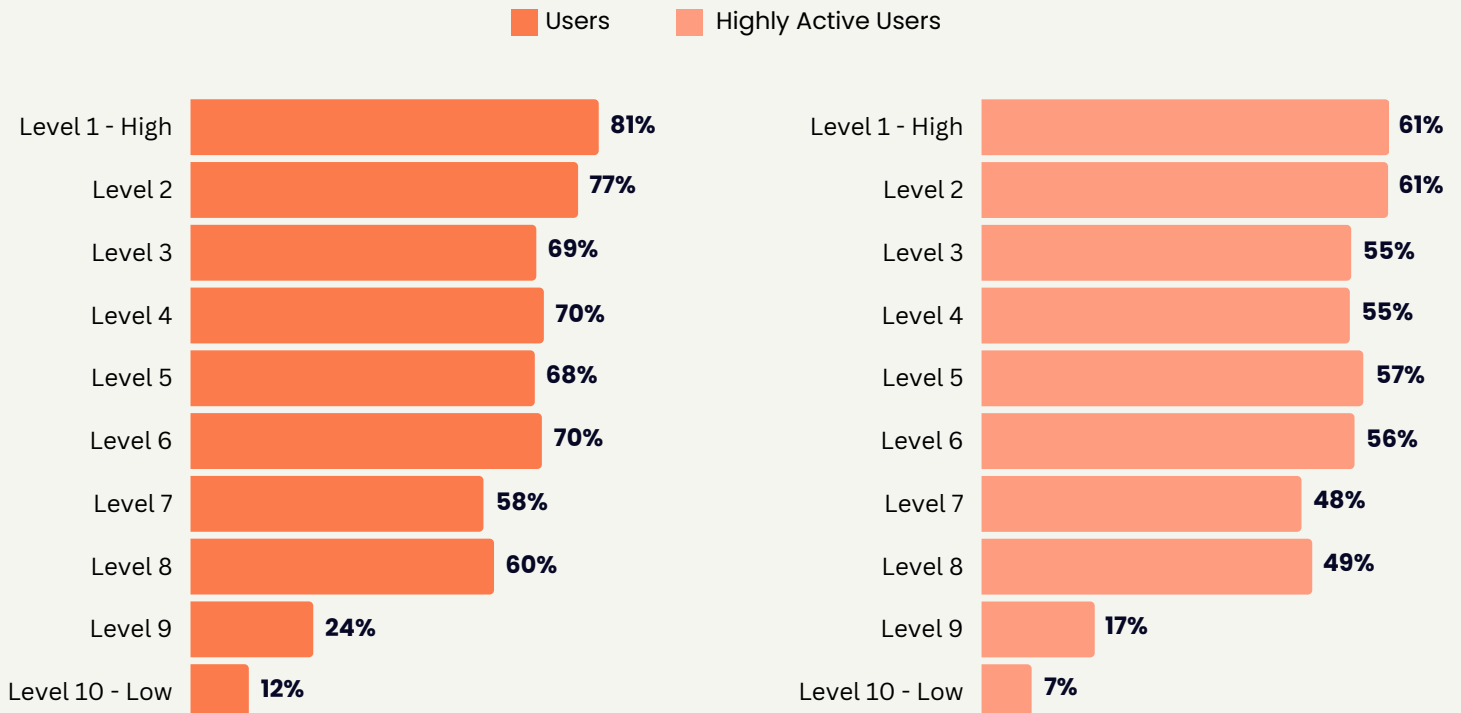
### AGE OF USERS



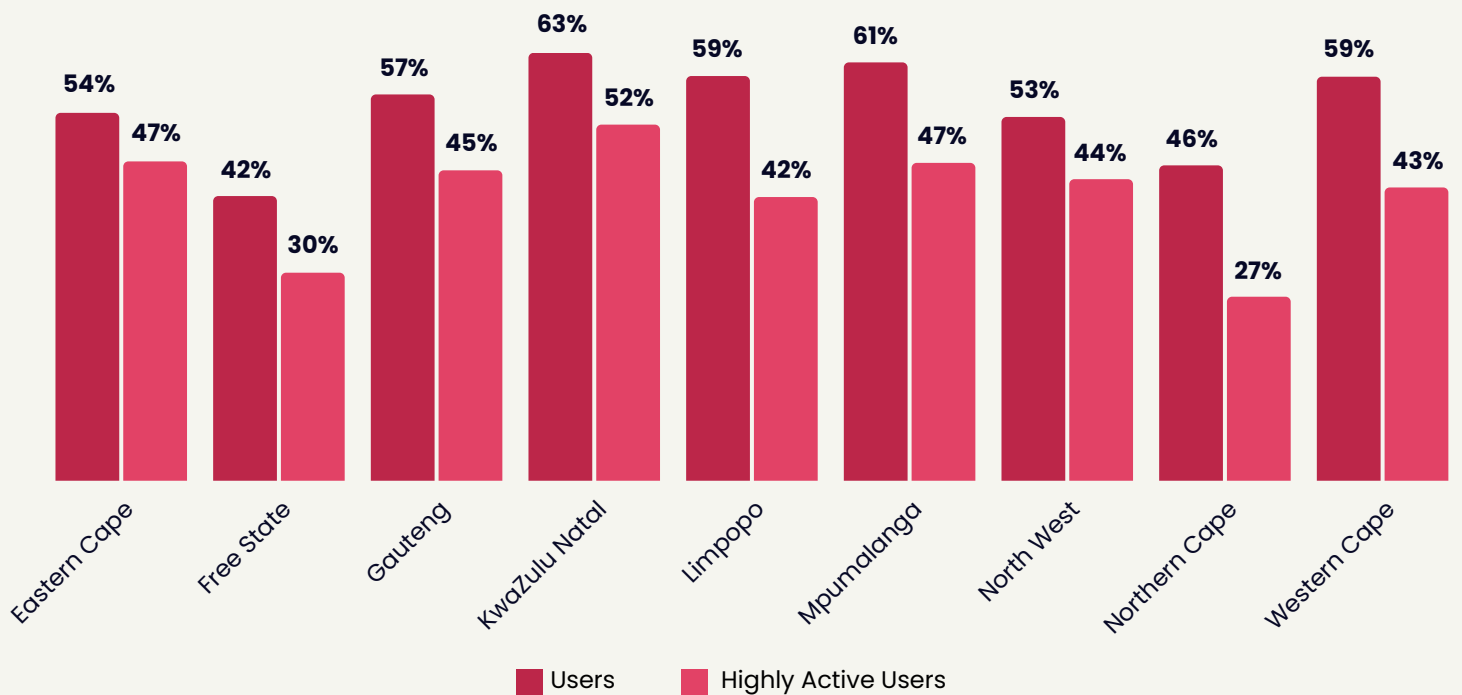
# Social Media Users In South Africa

## Used Facebook in the last 7 days

### BREAKDOWN BY SOCIO-ECONOMIC LEVEL



### BREAKDOWN BY PROVINCE

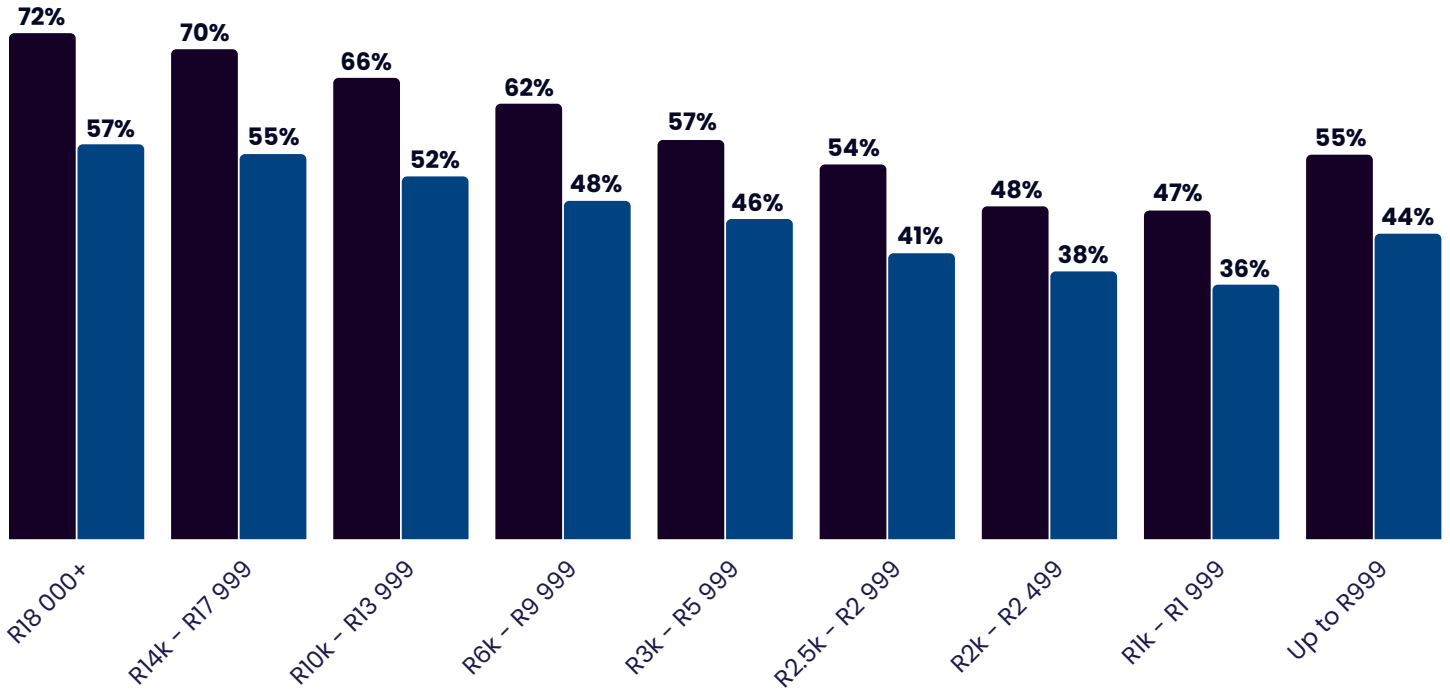


# Social Media Users In South Africa

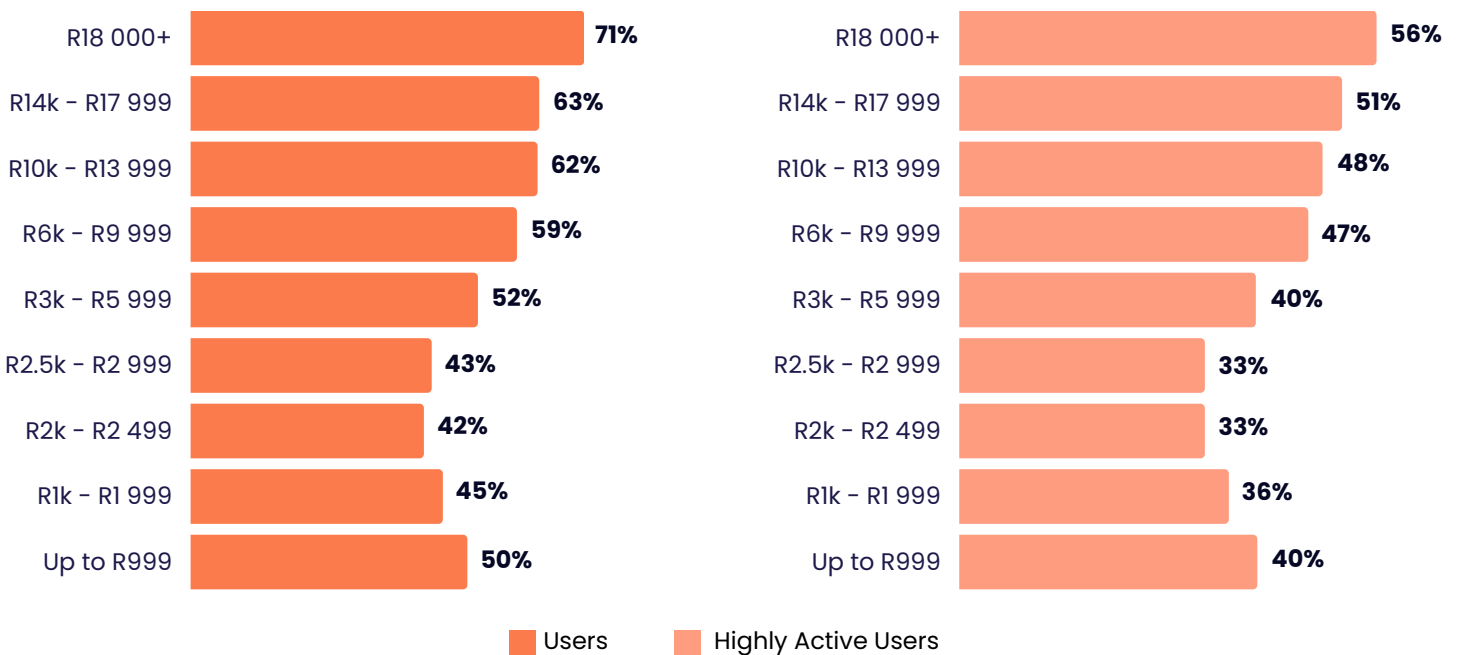
## Used Facebook in the last 7 days

### PERSONAL INCOME

■ Users ■ Highly Active Users



### HOUSEHOLD INCOME





# INSTAGRAM

**Arthur Goldstuck, MD, World Wide Worx**

The brand revitalisation enjoyed by Instagram over the previous years, following its successful roll-out of Reels, has not been sustained. Reels was a response to the surging popularity of TikTok, but the latter has proven unstoppable, and Instagram has fallen behind it in almost every measure of penetration.

Despite reaching more than a quarter of South Africans aged 15+ in cities and towns, at 27%, it is now playing third fiddle to TikTok, which jumped to 30%. Part of the reason for this is that the Instagram user base is ageing, as evidenced by the fact that penetration is similar in the 15-24 and 25-34 age groups, with only a 2% difference. Similarly, the next higher age group, 35-44, is not far behind.

While such normalisation across age groups is a positive, it can also count against a brand when its challengers are playing the age card. It shows that Instagram is a great platform for reaching all South African segments, but no longer the preferred platform when targeting youth. Despite this, as shown in the industry survey elsewhere in

this report, brands are still far more committed to Instagram than to TikTok. This is an indication of the importance of widespread adoption, which means that it is not an alien environment to brand decision-makers.

It should be noted, however, that Instagram is heavily skewed by race, with double the penetration in the White and Asian groups than among the Black and Coloured segments. The same equation applies among highly active users. As a result, it is no surprise to find a massively positive correlation between socio-economic level (SEL) and Instagram use.

Peaking at 64% in SEL1, well above Facebook's overall 56% penetration, it drops off steeply in the next two SELs, and again below SEL 6, until it has a minimal presence in SEL 10. The trend is even more pronounced among highly active users.

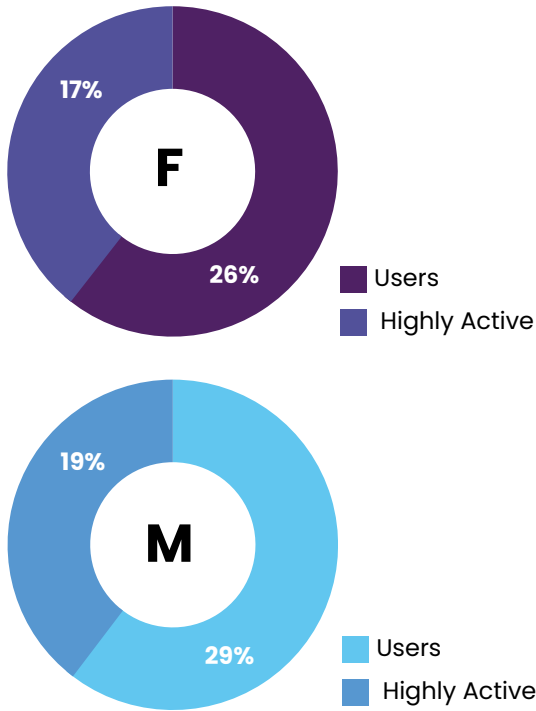
As with TikTok, then, Instagram is very much the purvey of the privileged. [\[SocialSA2023\]](#)



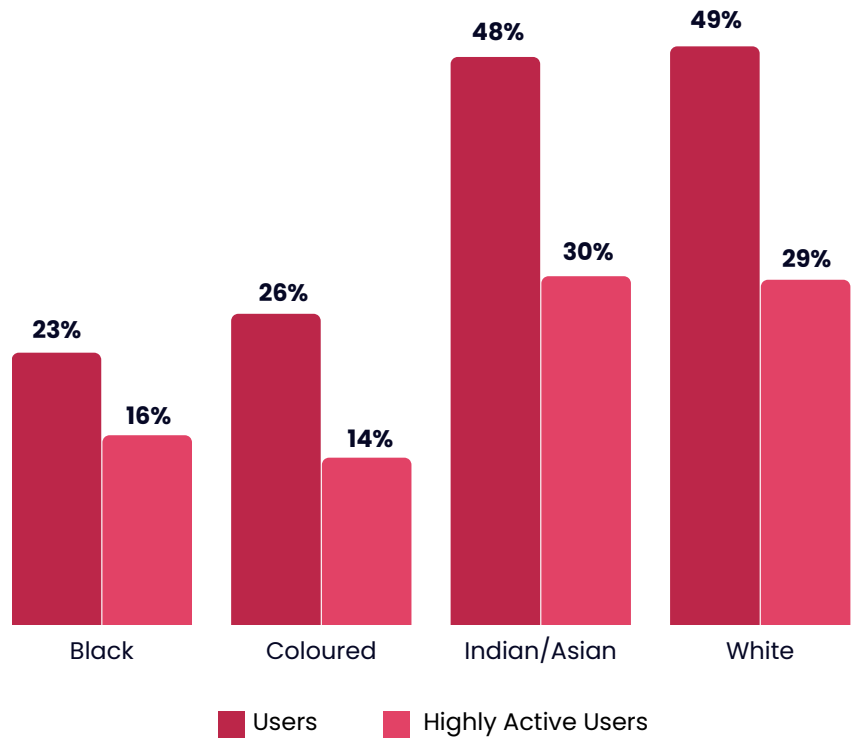
# Social Media Users In South Africa

## Used Instagram in the last 7 days

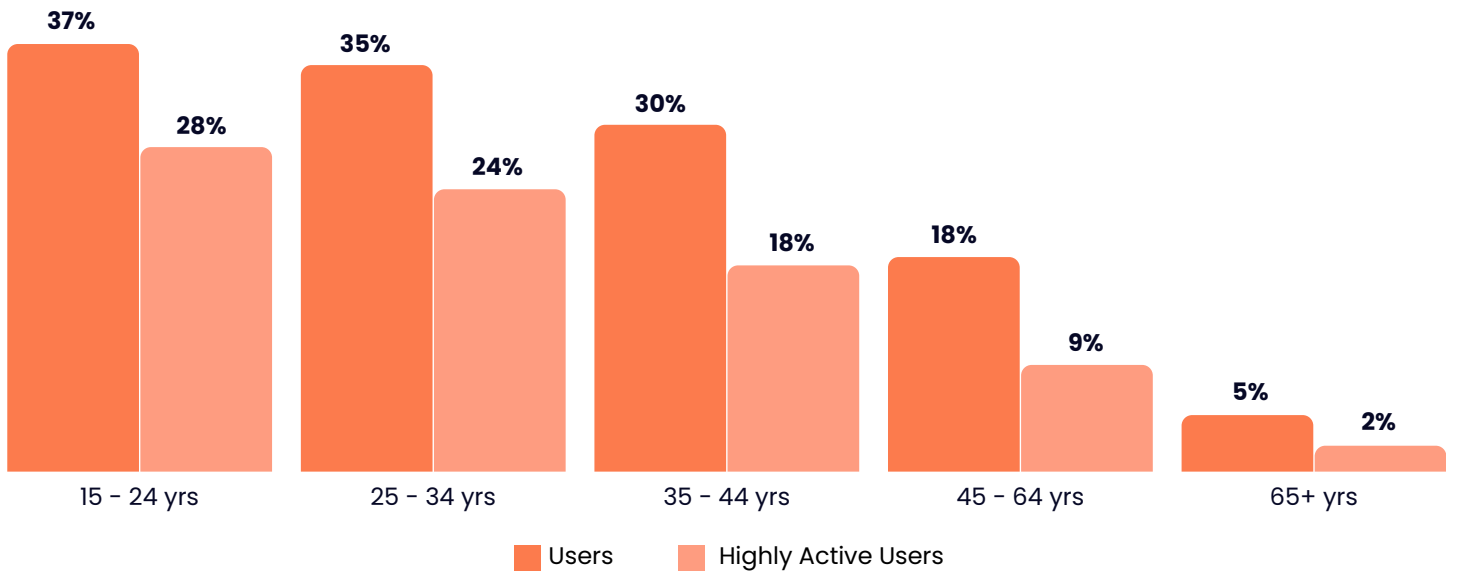
### GENDER OF USERS



### RACE OF USERS



### AGE OF USERS



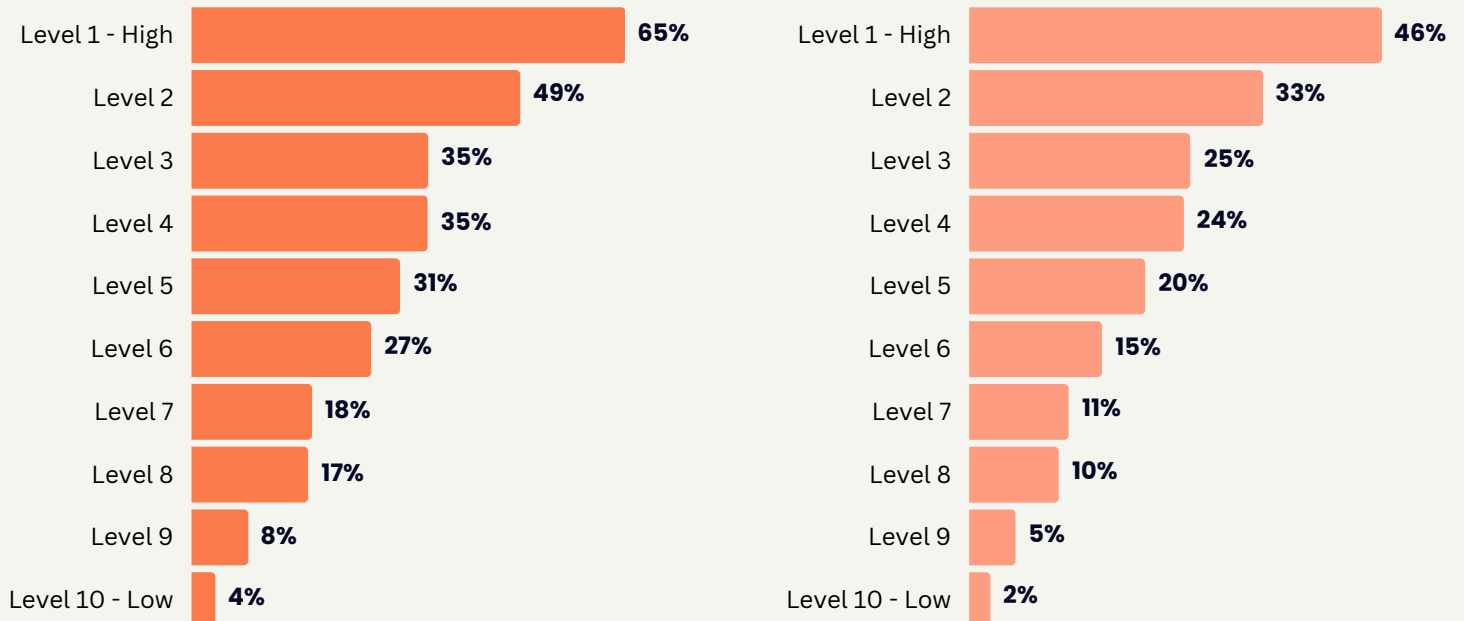


# Social Media Users In South Africa

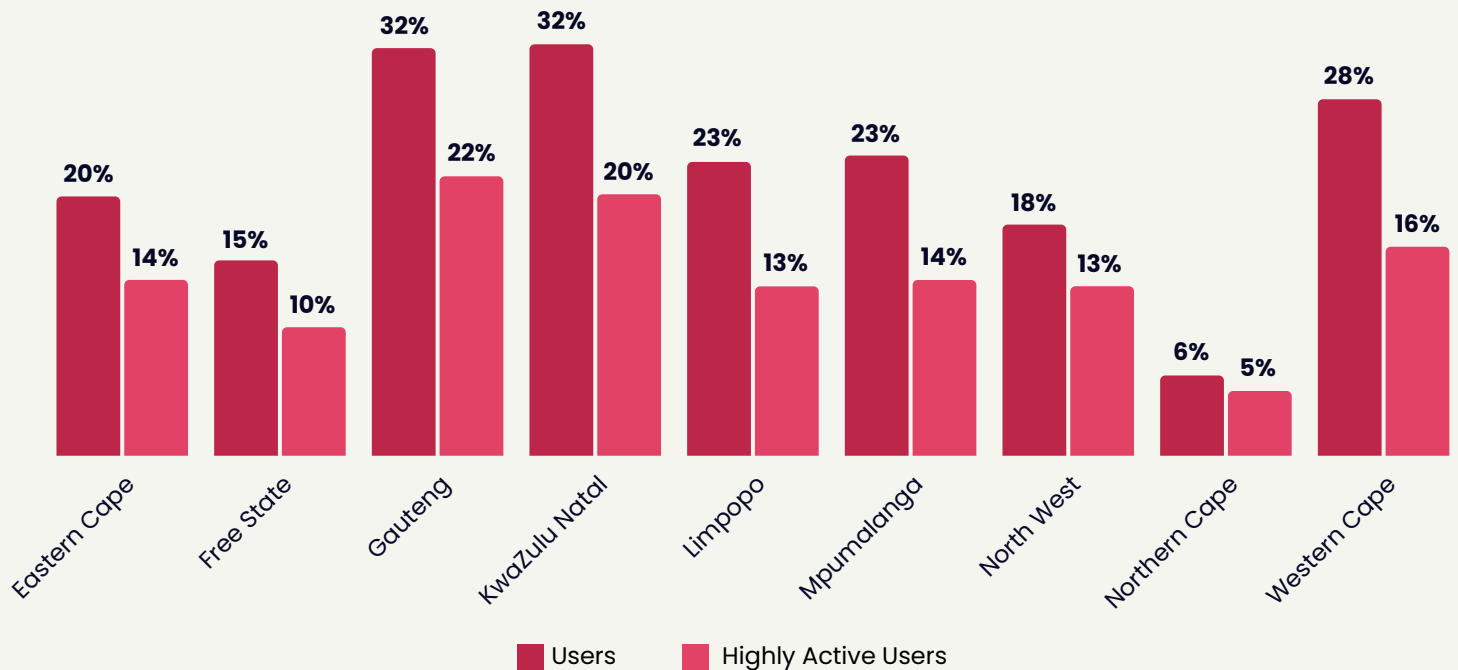
## Used Instagram in the last 7 days

### BREAKDOWN BY SOCIO-ECONOMIC LEVEL

Users Highly Active Users



### BREAKDOWN BY PROVINCE



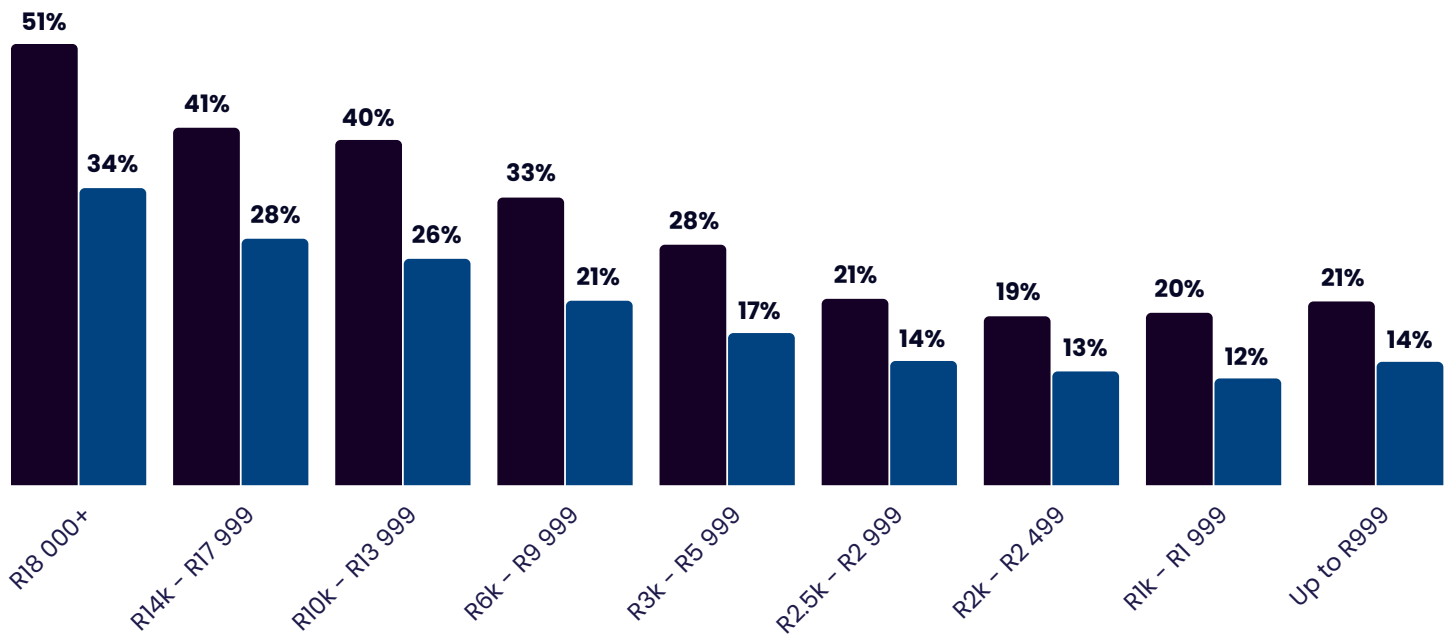


# Social Media Users In South Africa

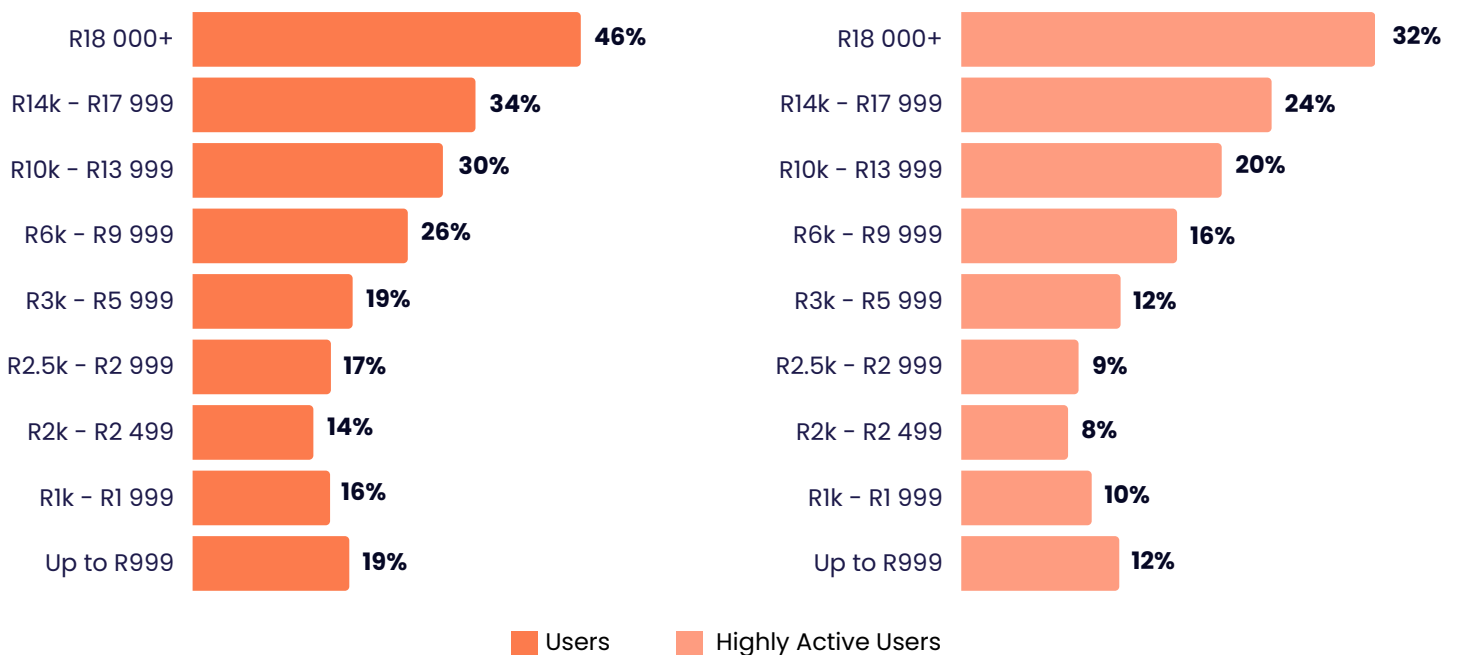
## Used Instagram in the last 7 days

### PERSONAL INCOME

■ Users ■ Highly Active Users



### HOUSEHOLD INCOME







# TWITTER

**Arthur Goldstuck, MD, World Wide Worx**

Despite its musky woes, Twitter enjoys its highest penetration yet among South Africans aged 15+ living in cities and towns. At 22.5% penetration, and fourth among social platforms, it has almost closed the gap with Instagram, in third at 27.6%.

This is partly a factor of its normalisation across age groups, with the 15-24 and 25-34 segments at an equivalent 28%, and 35-44 not far behind at 23%. While such normalisation is not necessarily a good thing for platforms that depend on a youth audience, it is ideal for a more general social network like Twitter.

However, as with Instagram, Twitter is heavily skewed by race, with well over double the penetration in the White and Asian groups as in Black and Coloured. The correlation with privilege extends to socio-economic levels (SELs), with the top SEL seeing a massive 55%

penetration – the same as Facebook’s overall penetration, and dropping off precipitously after that. The direct correlation shown by the curve is repeated among highly active users, where the lowest SEL drops below 2%.

These correlations do not mean that those in less privileged circumstances do not have access at all, but it is clear that they face massive barriers to access and active use that are less likely to be factors in higher SELs.

The future of Twitter remains uncertain, as the platform has not yet regained the advertisers it lost due to the toxic atmosphere introduced by new owner Elon Musk – despite his protestation that most are back. It has proven a hugely costly exercise for him, beyond the \$44-billion purchase price, and no one can predict where he will take the platform next, if anywhere.

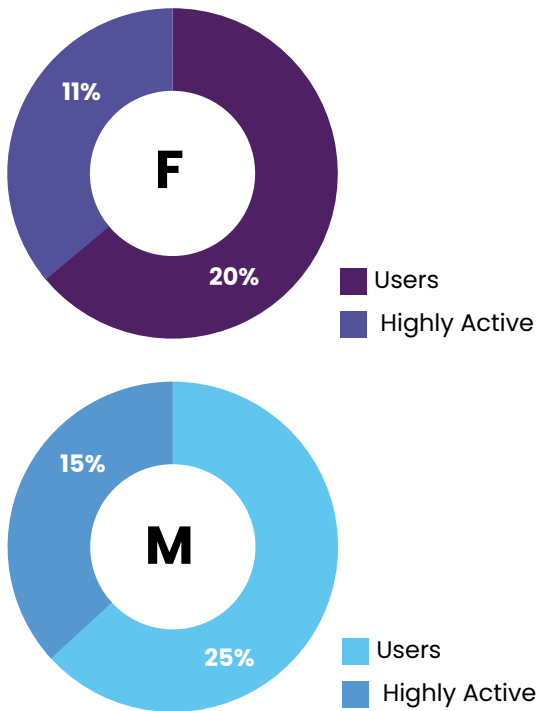
[[SocialSA2023](#)]



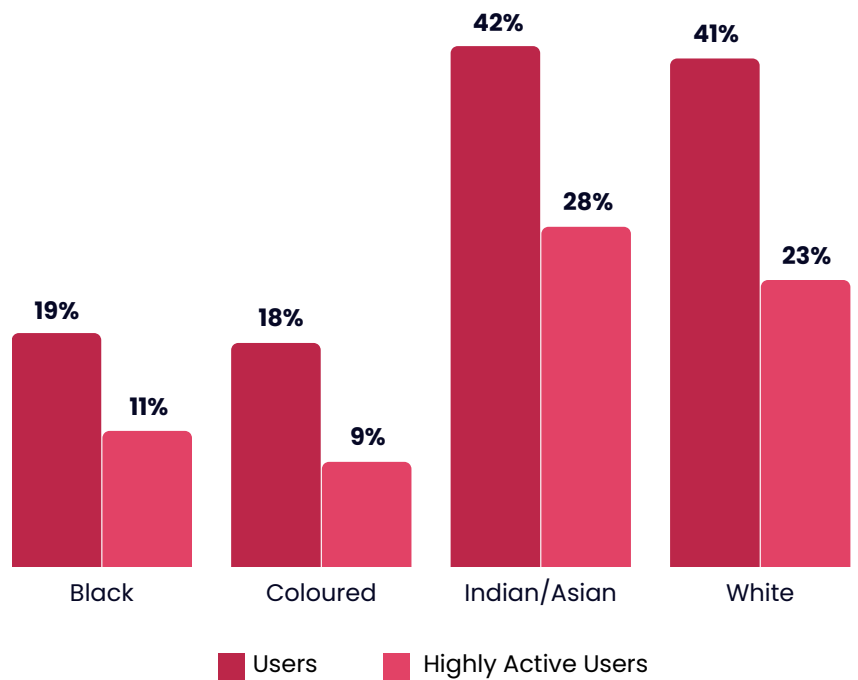
# Social Media Users In South Africa

## Used Twitter in the last 7 days

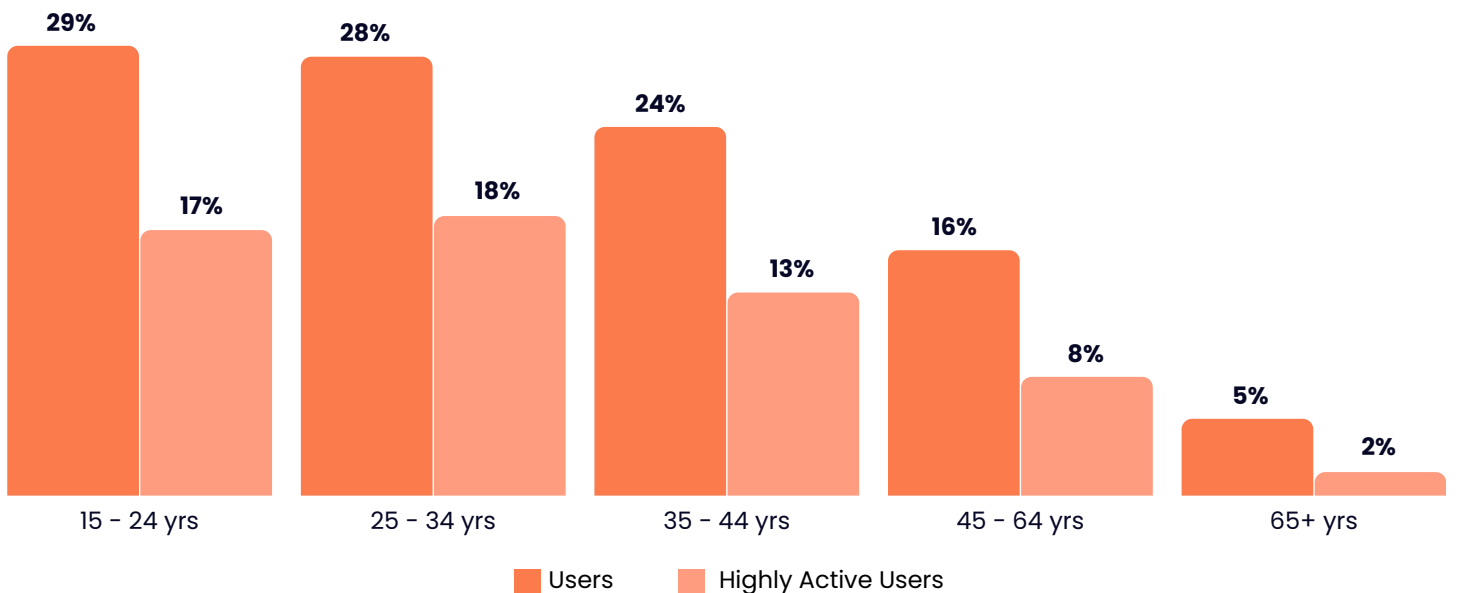
### GENDER OF USERS



### RACE OF USERS



### AGE OF USERS

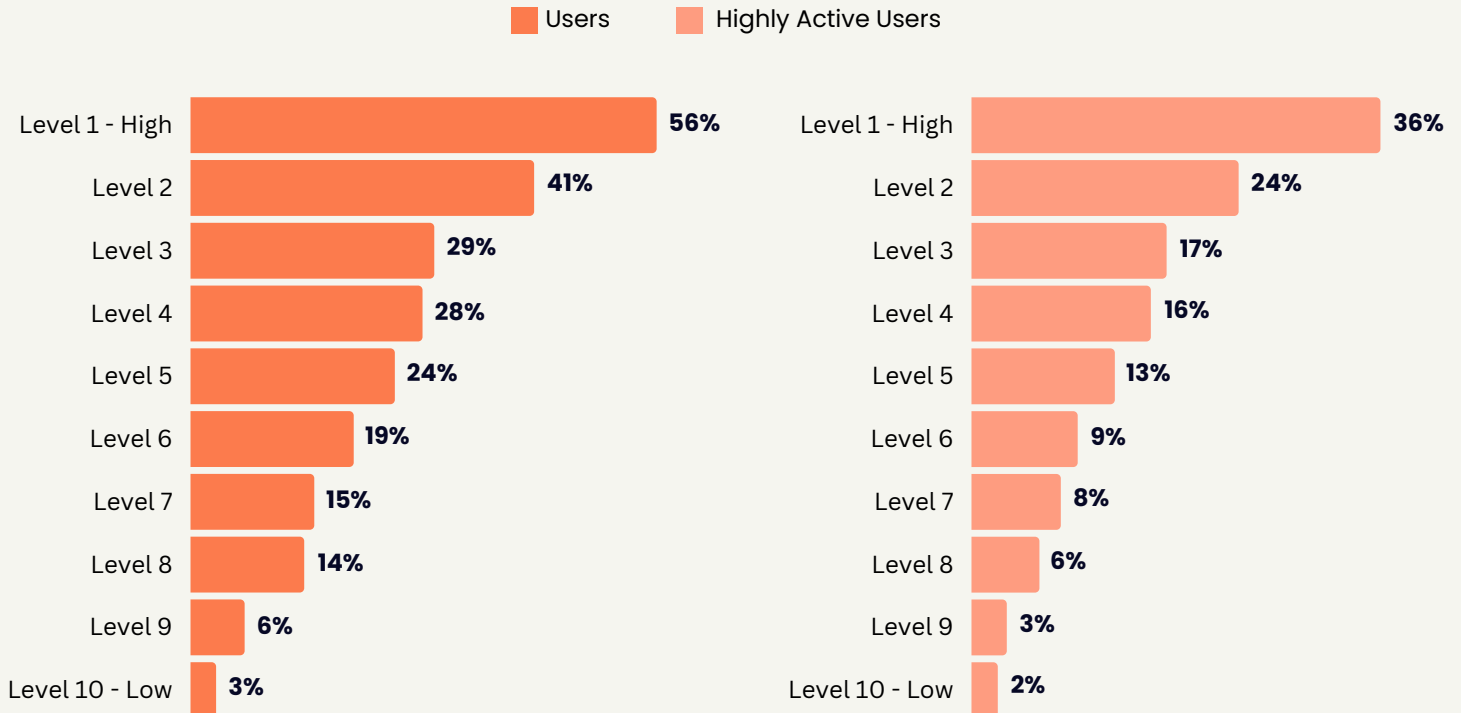




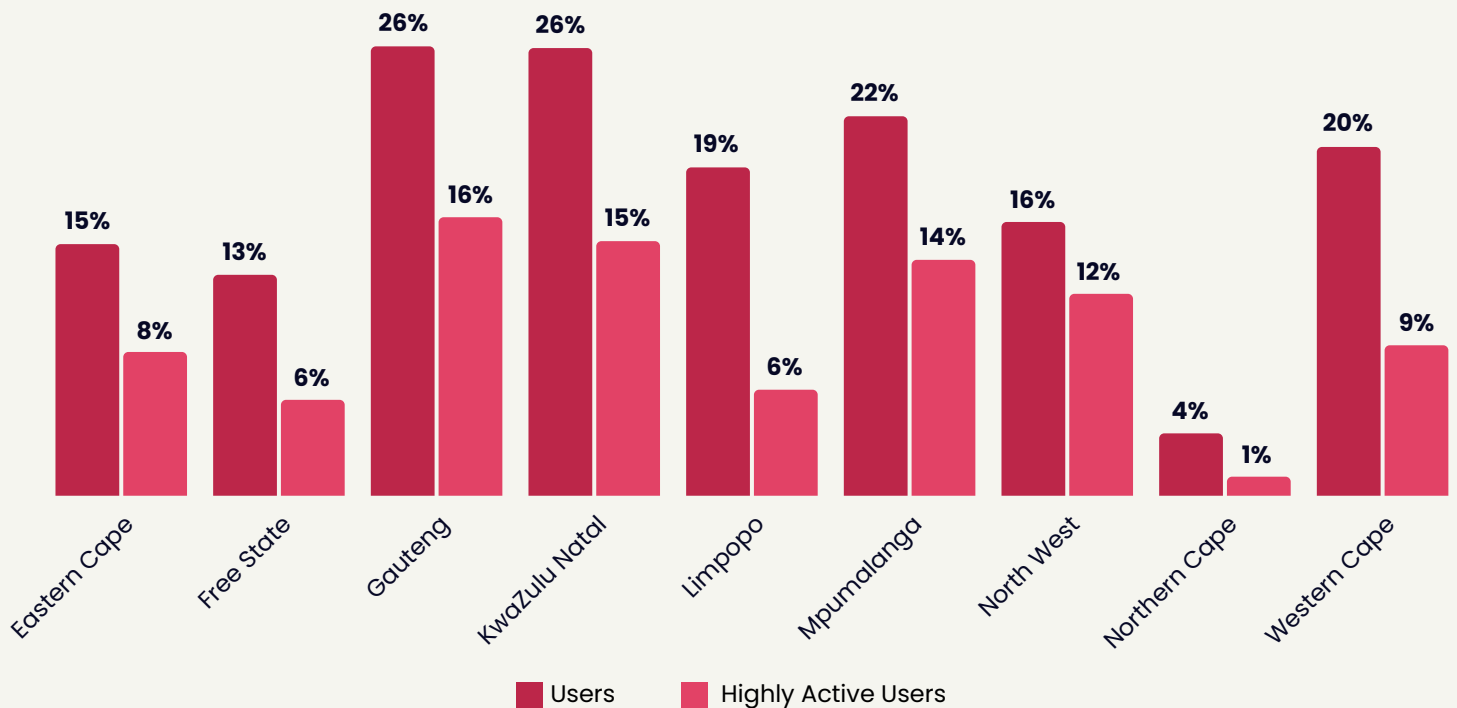
# Social Media Users In South Africa

## Used Twitter in the last 7 days

### BREAKDOWN BY SOCIO-ECONOMIC LEVEL



### BREAKDOWN BY PROVINCE



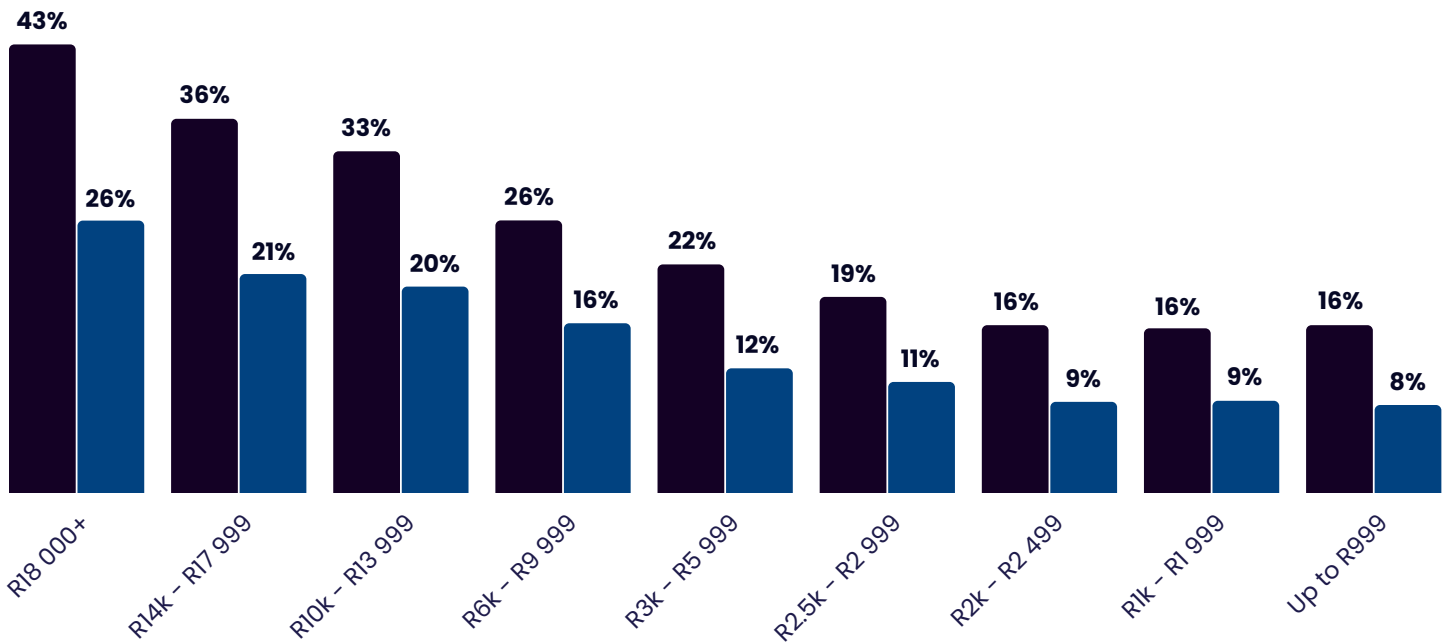


# Social Media Users In South Africa

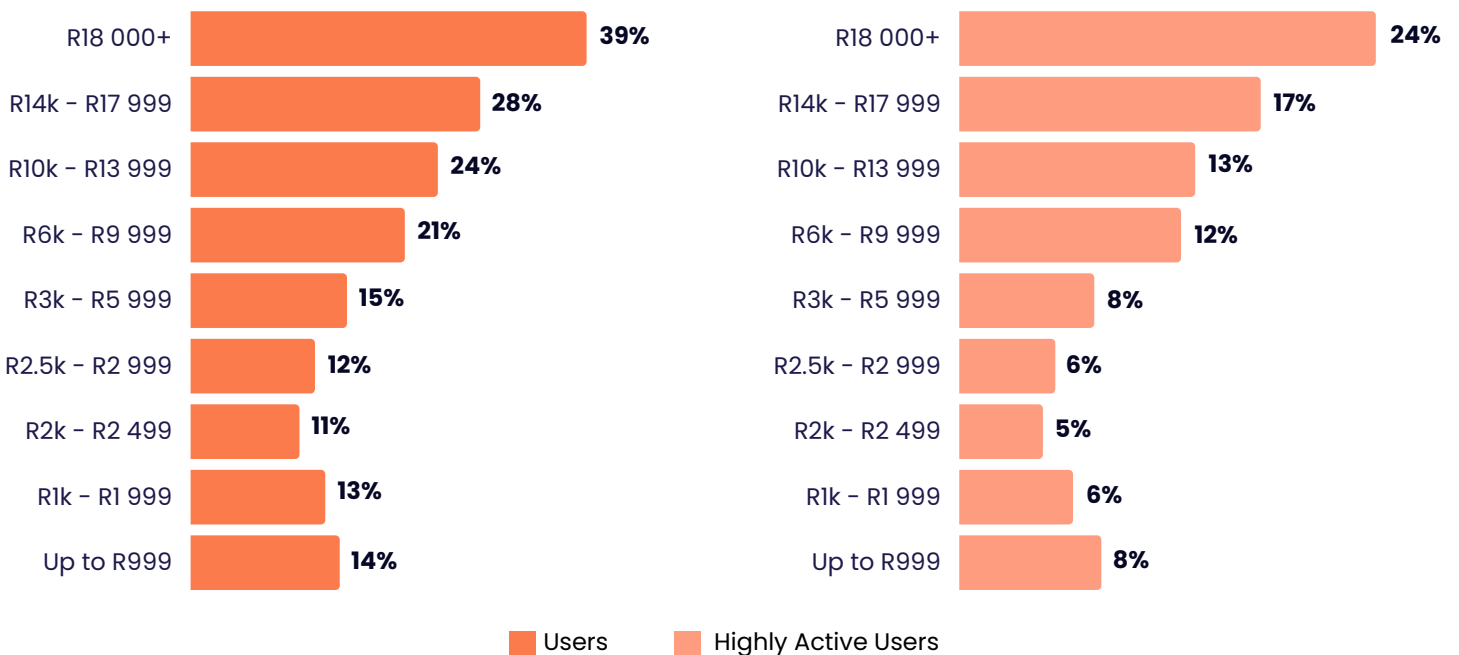
## Used Twitter in the last 7 days

### PERSONAL INCOME

■ Users ■ Highly Active Users



### HOUSEHOLD INCOME





# LINKEDIN

**Arthur Goldstuck, MD, World Wide Worx**

The professional social network has always occupied a category of its own, and its rank as the 5th most used social platform in South Africa cannot be directly related to those above it. Rather, it should be seen as an indication that LinkedIn has punched above its weight, as it meets career and business needs of more South Africans.

Its penetration has normalised across age groups, from the career entry-level segment of 15-24s, through to late-career 45-64s, with only a 3% variance either side of the 15% penetration of the mid-career 35-44s.

The data shows two points of weakness, however, one minor and one major. The minor weakness is a distinct skew towards male users, at 16.5% compared to 13% for women. While this is not a massive gap, it is larger than most other social networks. This implies that men continue to dominate the workplace, and have access to more resources.

The second vulnerability is more significant:

the proportion of users who are highly active users. Only 43% of LinkedIn users fall into this category, or 6.4% of the population, compared to 14% who use the platform. This tells us that LinkedIn is still wrestling with stickiness, or the ability to bring users back more regularly. That obviously has a knock-on effect on usage and content views, meaning that it becomes more challenging for marketers to use the platform to reach an intended audience.

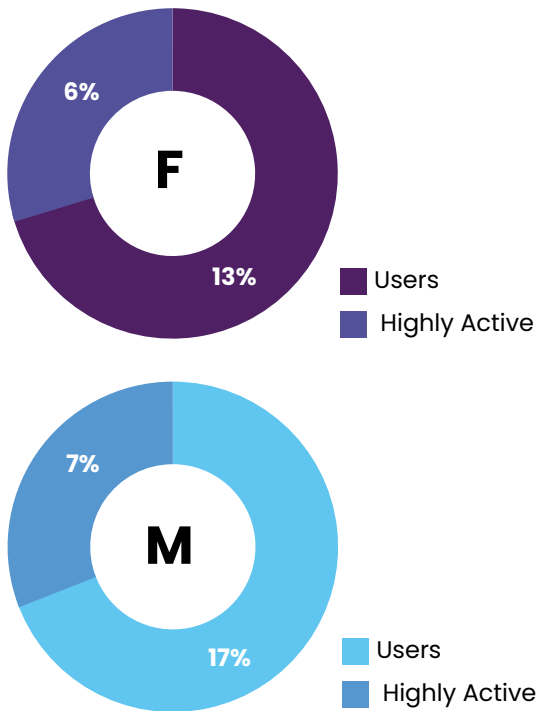
A further weakness is racial representation, with a massive 31% penetration among White users, compared to only 11% among Black users. The same applies for highly active users, at 13% to 5%. Socio-economic levels have a direct correlation with LinkedIn use, from a Facebook-level 55% in SEL 1, down to only 3% in Level 10.

As a professional social network, LinkedIn may not be social as much as professional, but it demonstrates precisely the same phenomenon of privilege as most of the social platforms. [\[SocialSA2023\]](#)

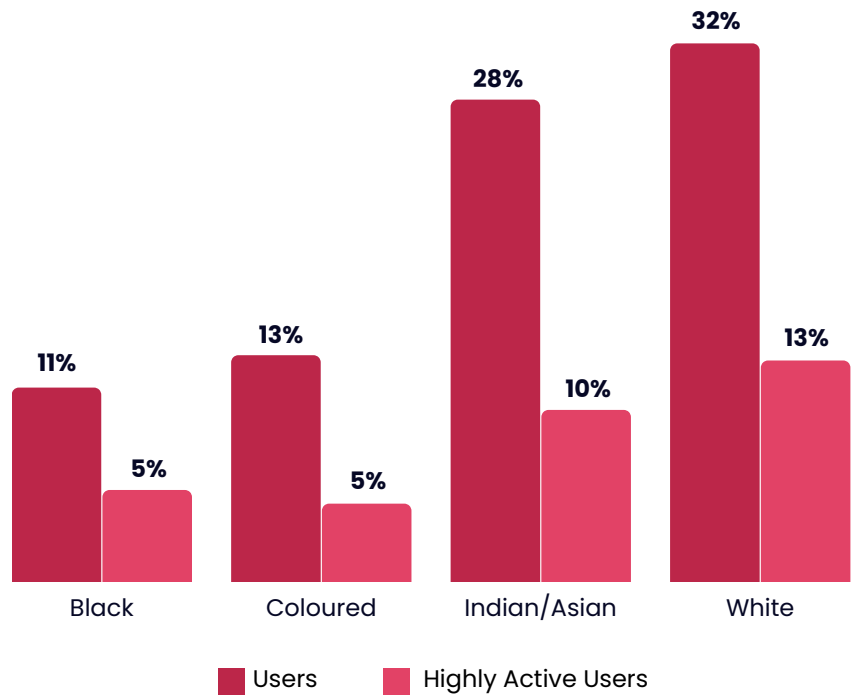
# Social Media Users In South Africa

## Used LinkedIn in the last 7 days

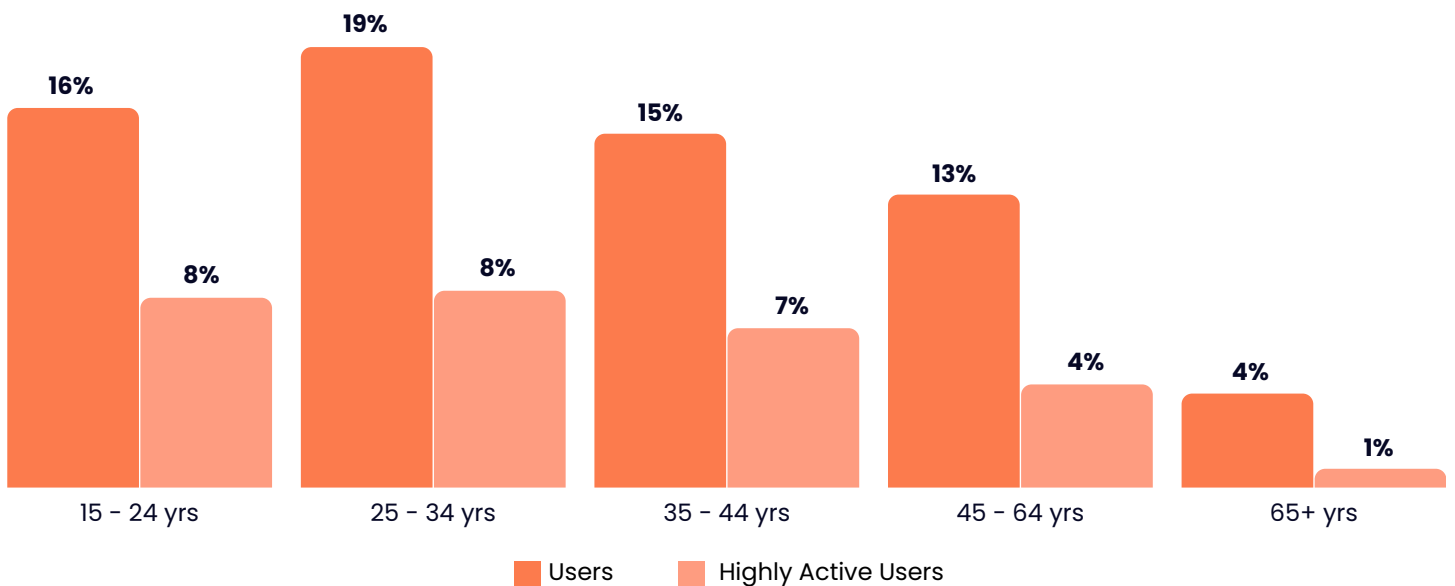
### GENDER OF USERS



### RACE OF USERS



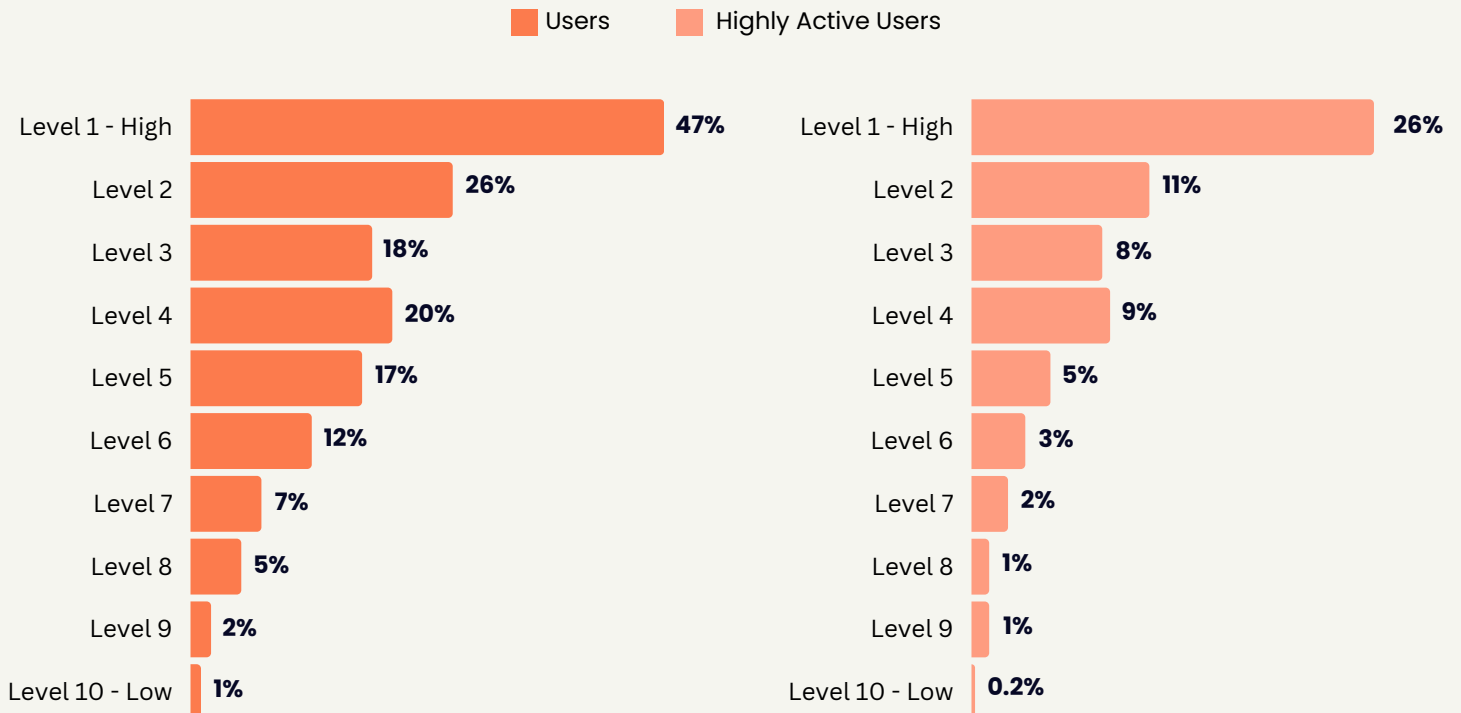
### AGE OF USERS



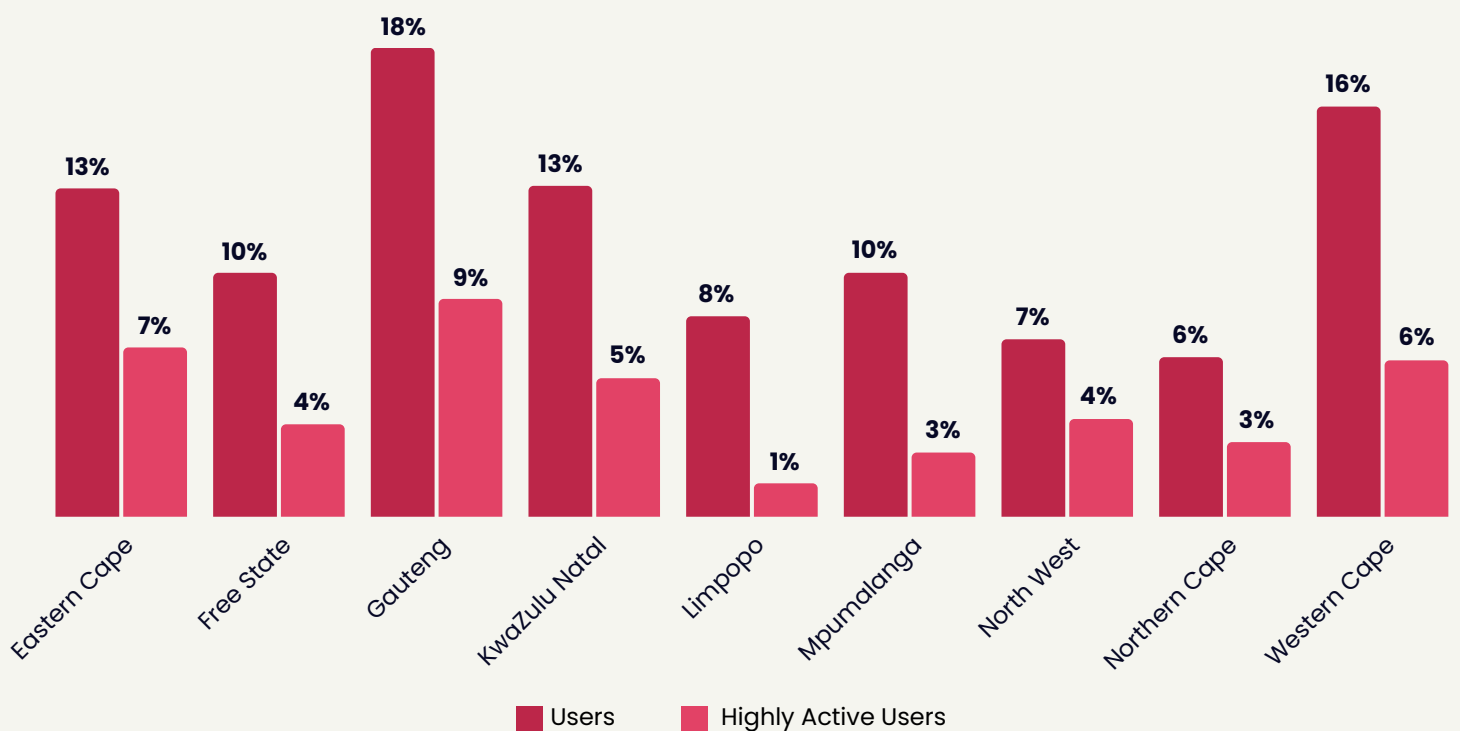
# Social Media Users In South Africa

## Used LinkedIn in the last 7 days

### BREAKDOWN BY SOCIO-ECONOMIC LEVEL



### BREAKDOWN BY PROVINCE

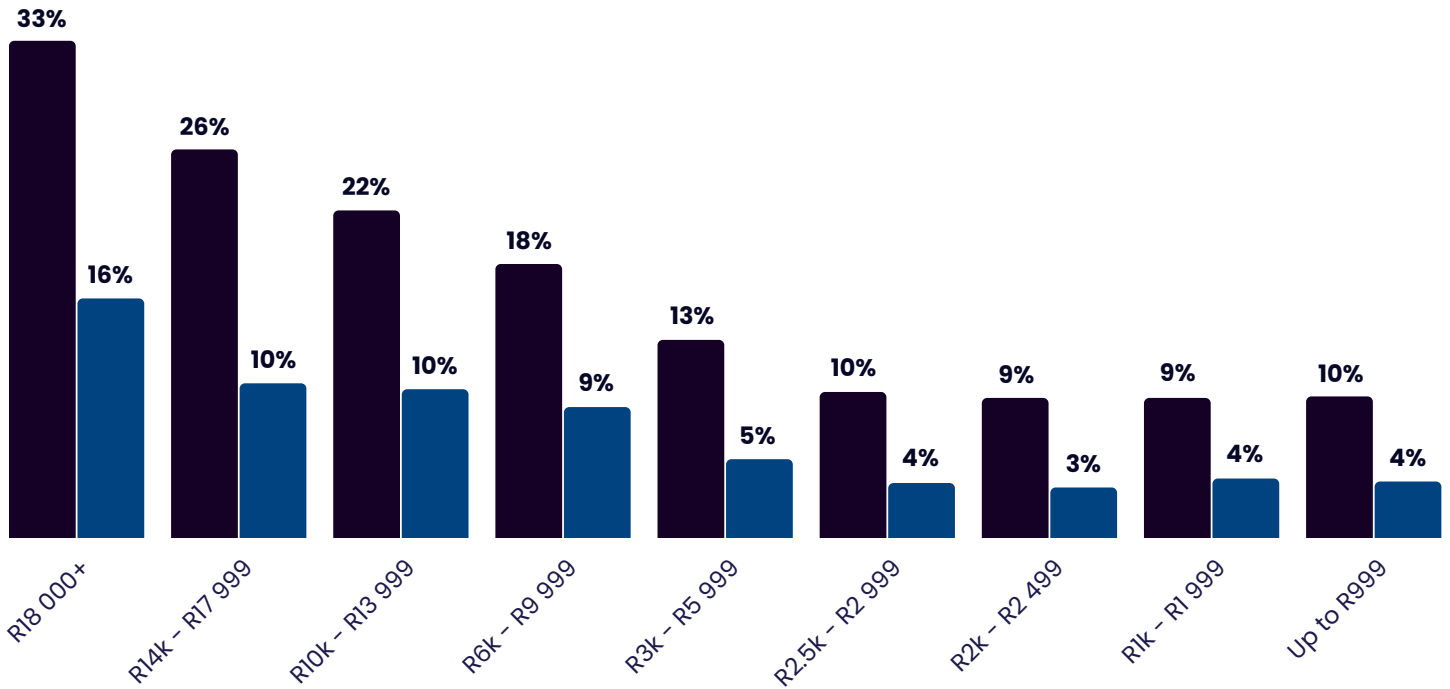


# Social Media Users In South Africa

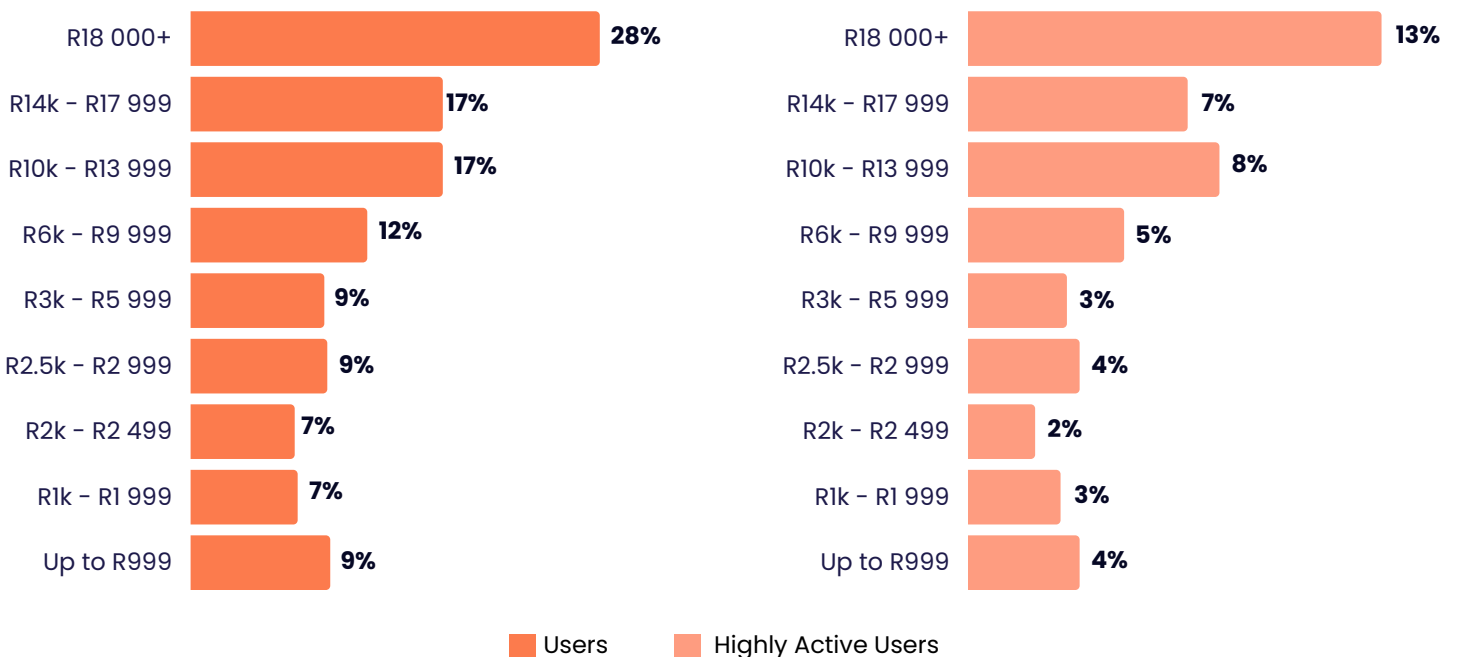
## Used LinkedIn in the last 7 days

### PERSONAL INCOME

■ Users ■ Highly Active Users



### HOUSEHOLD INCOME



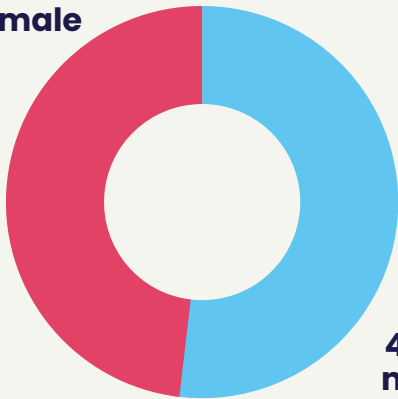


# SA Demographics

## Official Data from LinkedIn for this Quarter

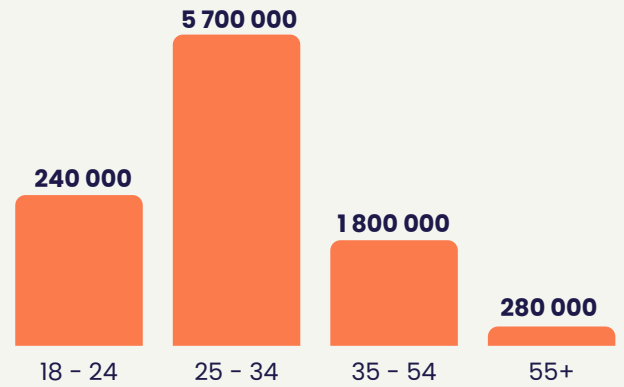
**11 000 000**  
LINKEDIN USERS

**3.9M**  
female

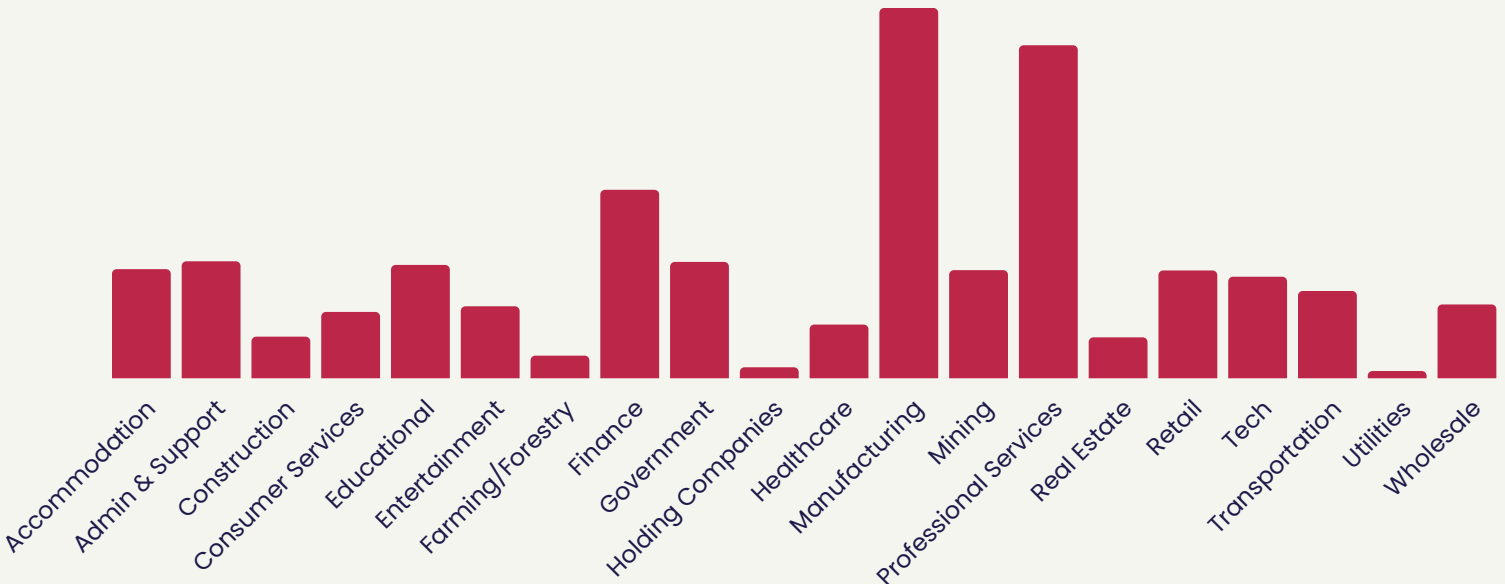


**4.2M**  
male

### AGE OF USERS



### WORK INDUSTRIES



Accom	Admin & Support	Construction	Consumer Services	Educational	Entertainment	Farming/Forestry	Finance	Government	
330 000	353 890	125 000	200 100	342 900	217 200	67 300	571 000	352 000	
Holding Co.	Health	Manufacturing	Mining	Prof. Services	Real Estate	Tech	Transport	Utilities	Wholesale
32 000	161 700	1 123 000	327 000	1 009 900	122 900	307 000	263 700	20 640	222 760

# SA Demographics

## Official Data from LinkedIn for this Quarter

### COMPANY SIZE



### SENIORITY





# TIKTOK

**Arthur Goldstuck, MD, World Wide Worx**

TikTok’s explosion in South Africa continues, undeterred by moves among Western governments to curtail its usage due to fears of it being used as a spying mechanism by the Chinese government.

Its strength lies, of course, in its youth audience, where it is riding dramatically. In the 15–24 age group it already sees 44% penetration, against Facebook’s 71% in this segment. Bearing in mind that it is regarded as the dominant platform in the under-15 age group, this means that we will see a knock-on effect in the coming years, with users aged 15–24 moving into the 25–34 group, and so on, resulting in dramatically increasing penetration of the higher age groups in coming years.

But the most significant trend, for now, is in that 15–24 group. Due to Facebook’s high penetration in this segment, it means that it also has a large impact on the size of Facebook’s overall user base.

If current trends continue, TikTok will overtake Facebook in this group in the next few years. This, in turn, means that the youth audience is the springboard from which TikTok will challenge Facebook for overall dominance of social media. Already, it has overtaken Meta’s other key property, Instagram, in all segments.

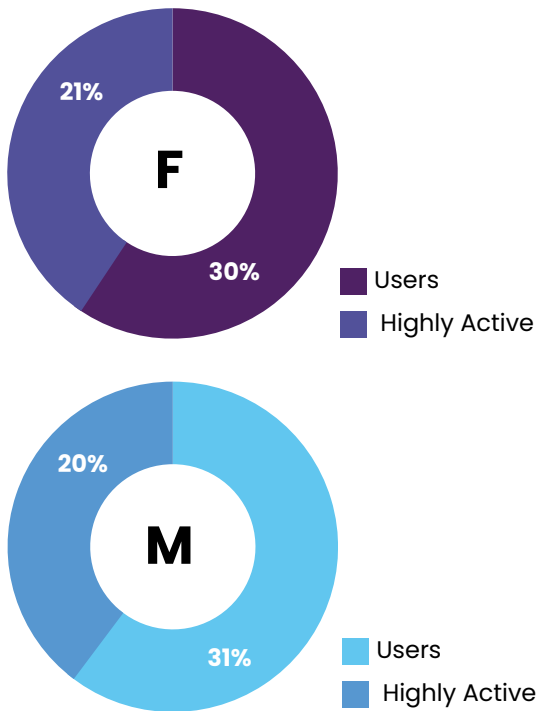
TikTok’s one weakness, however, is the extent to which its penetration is correlated with socio-economic level (SEL). At the highest level, SEL 1, TikTok has massive penetration, at 57% of this population segment. It drops off steadily to 28% at SEL 8, and then almost vanishes, with the two lowest SELs seeing below 8% penetration.

This partly tells us that TikTok and privilege go hand in hand, across all population groups. [\[SocialSA2023\]](#)

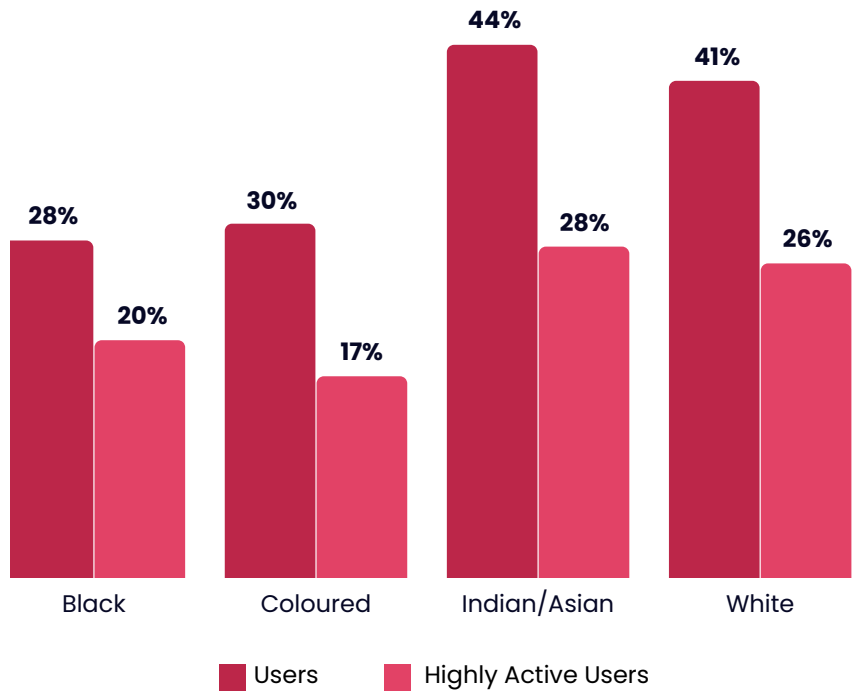
# Social Media Users In South Africa

## Used TikTok in the last 7 days

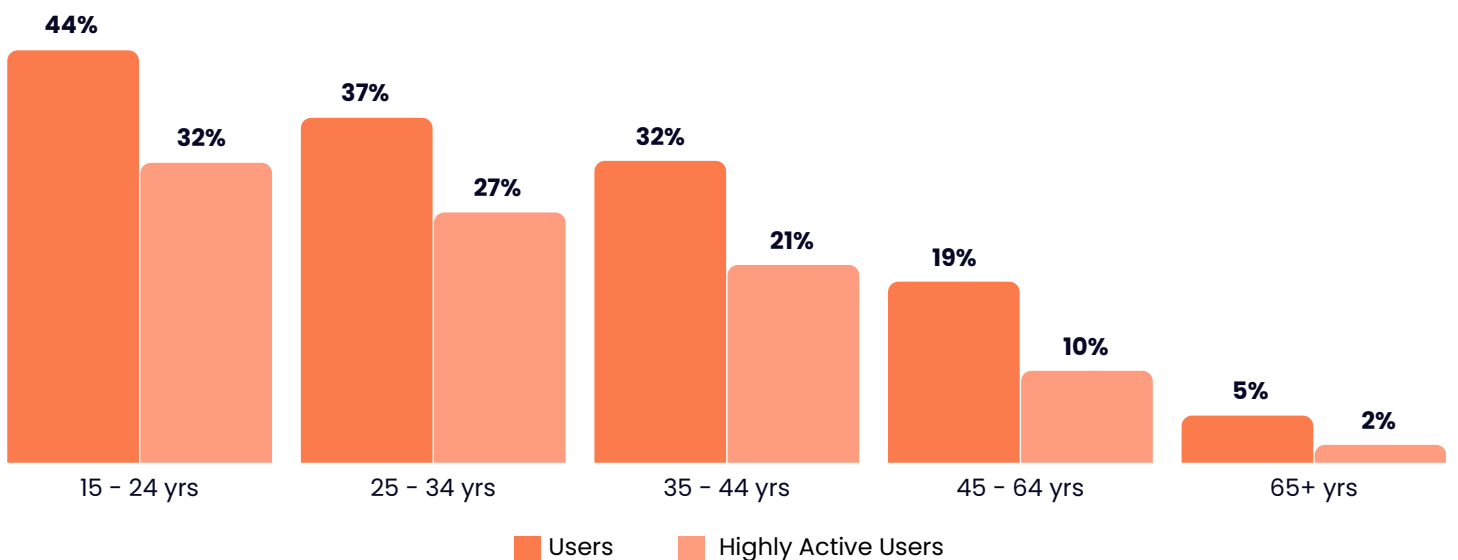
### GENDER OF USERS



### RACE OF USERS



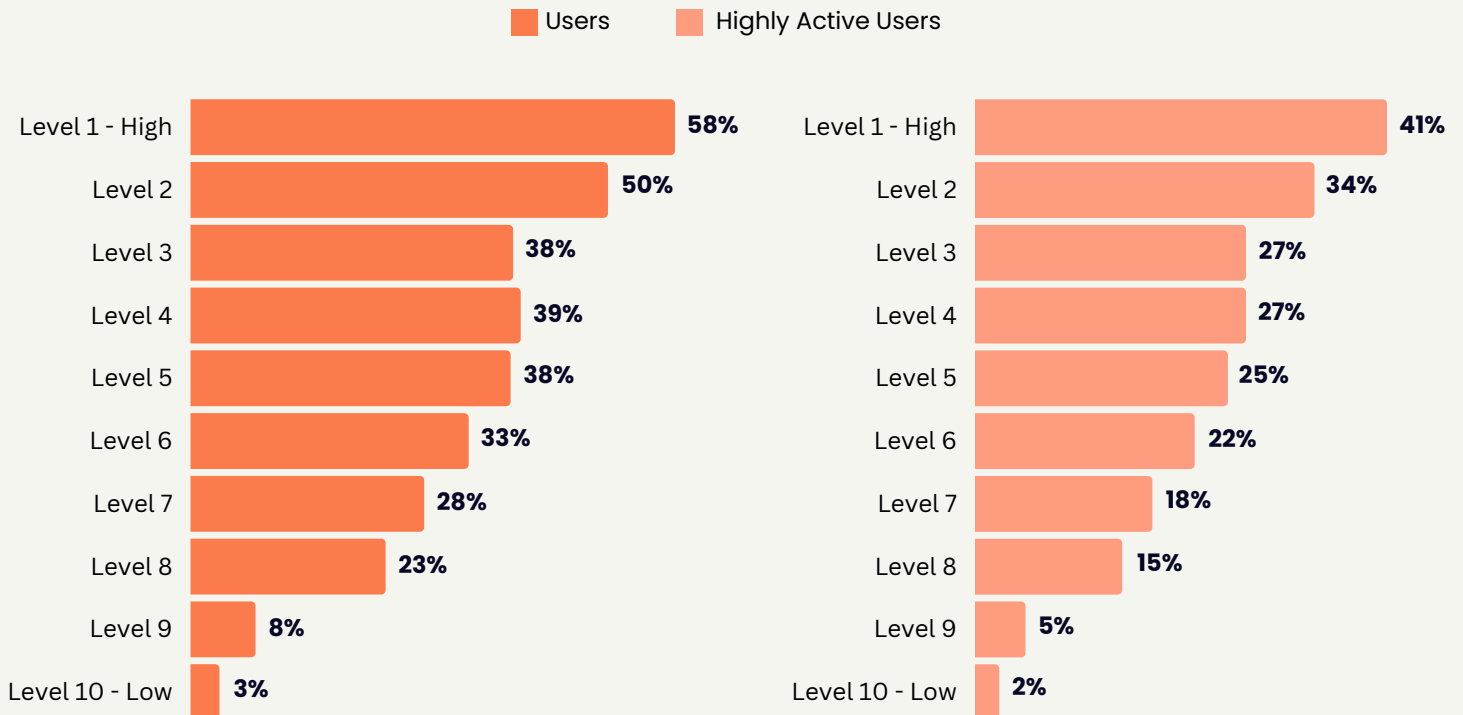
### AGE OF USERS



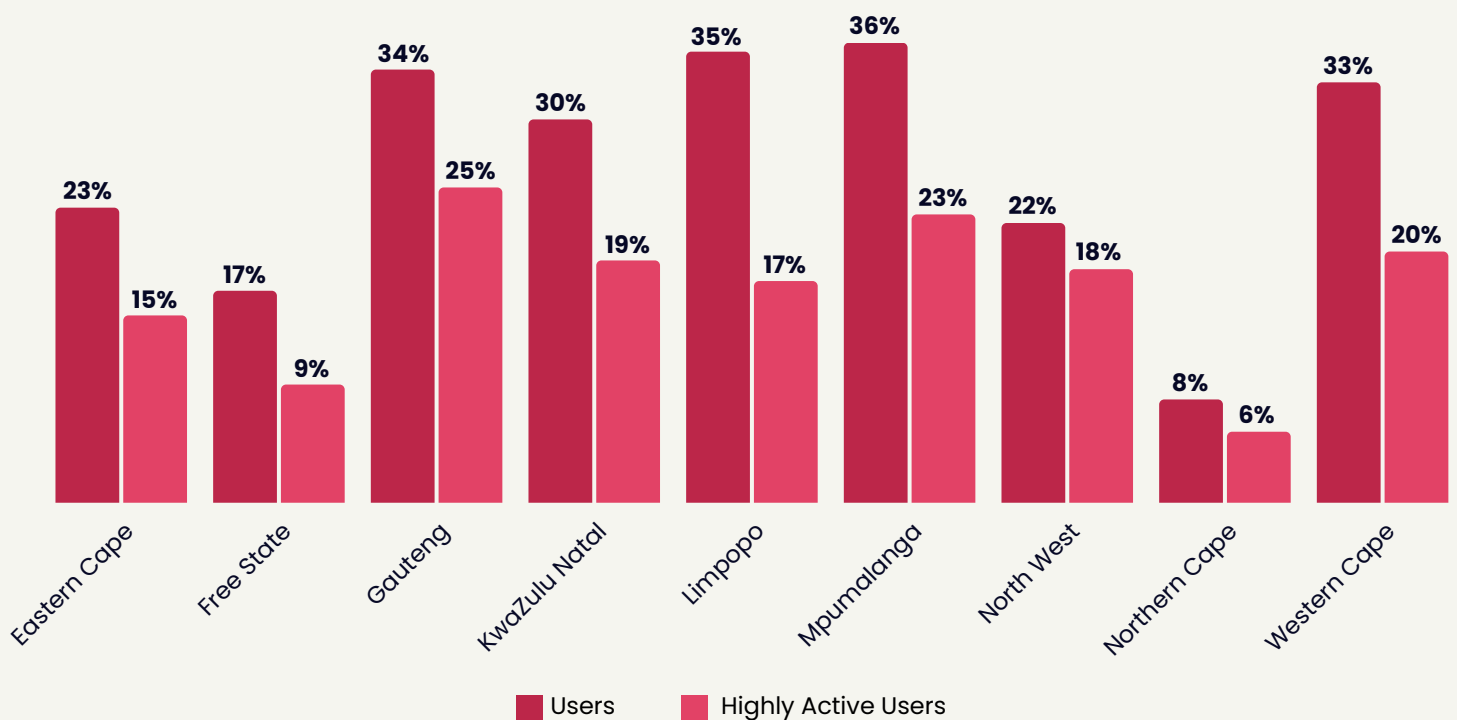
# Social Media Users In South Africa

## Used TikTok in the last 7 days

### BREAKDOWN BY SOCIO-ECONOMIC LEVEL



### BREAKDOWN BY PROVINCE

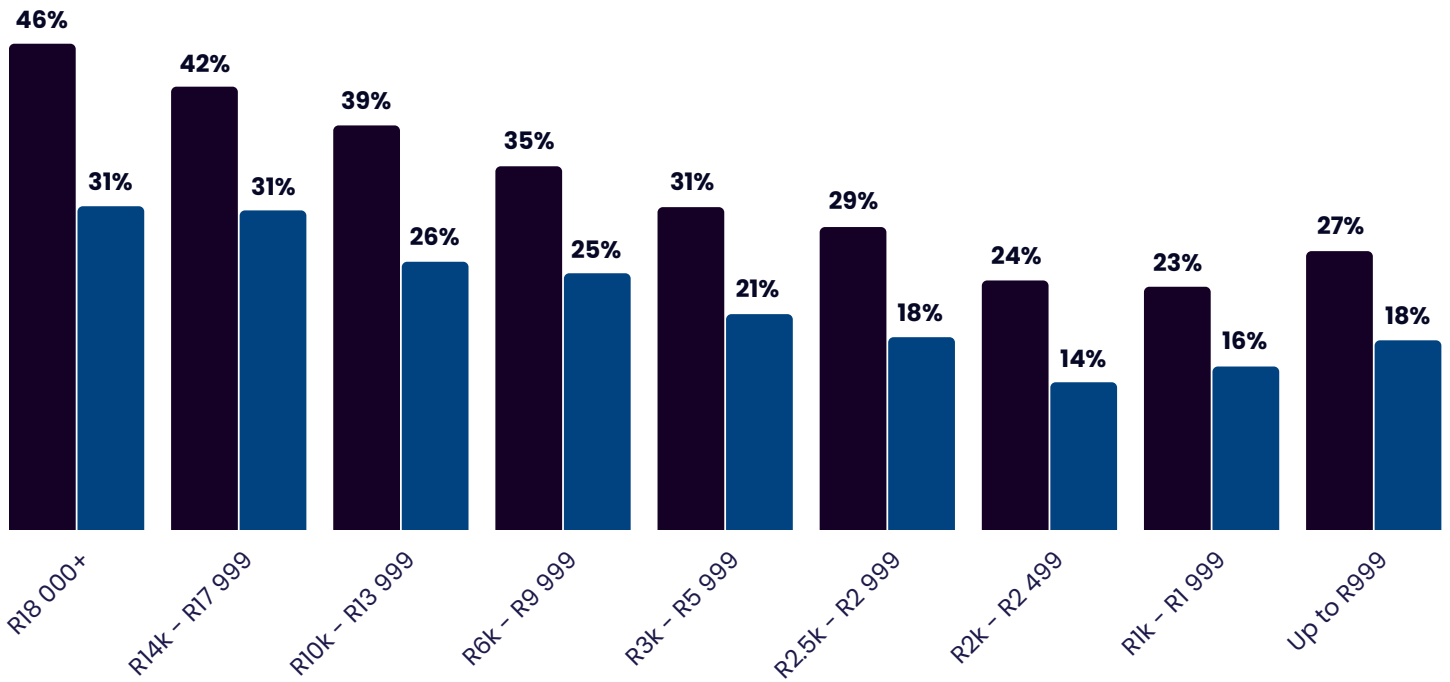


# Social Media Users In South Africa

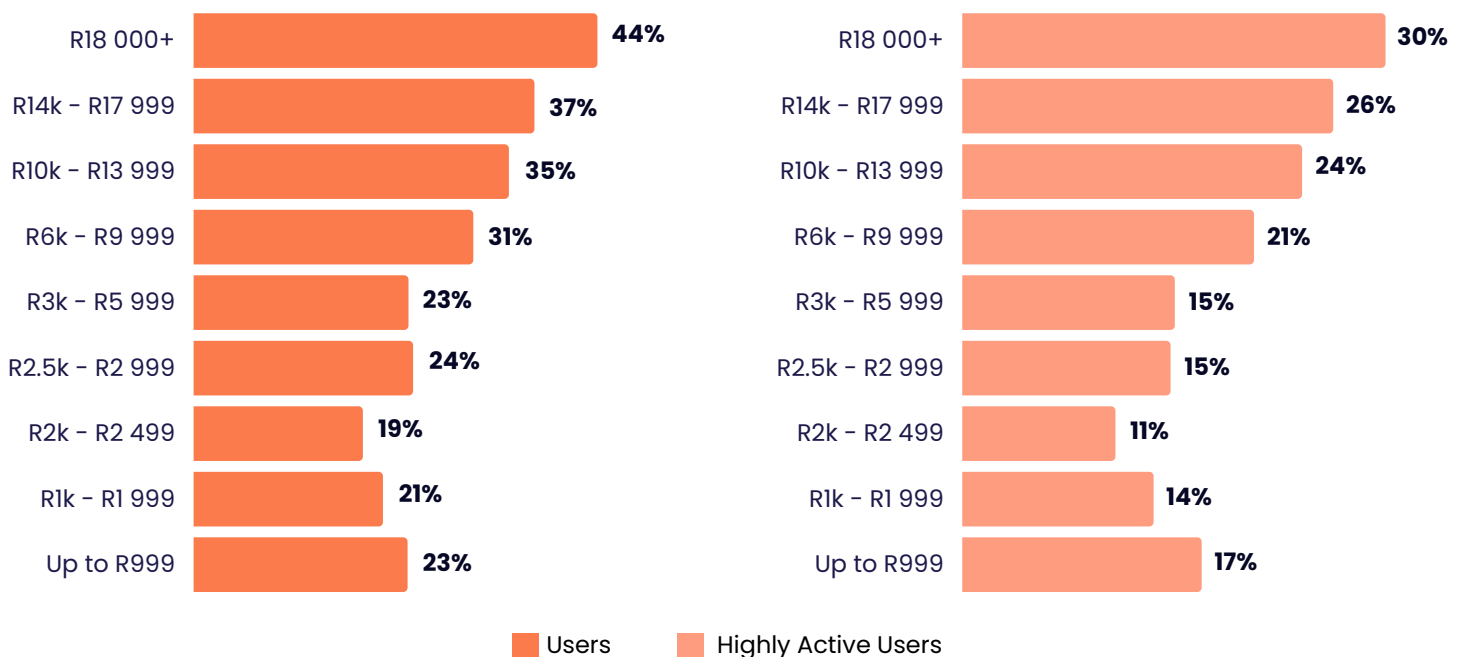
## Used TikTok in the last 7 days

### PERSONAL INCOME

■ Users ■ Highly Active Users

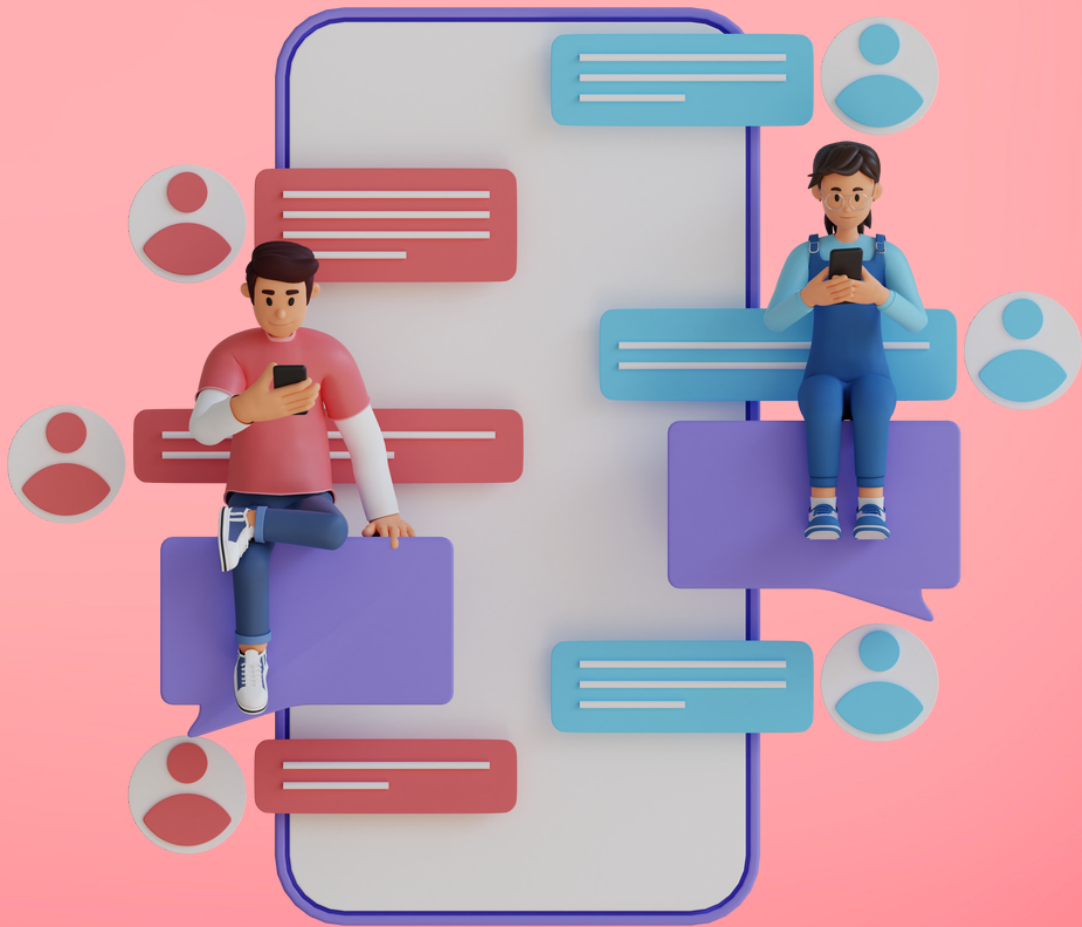


### HOUSEHOLD INCOME





# INSTANT MESSAGING

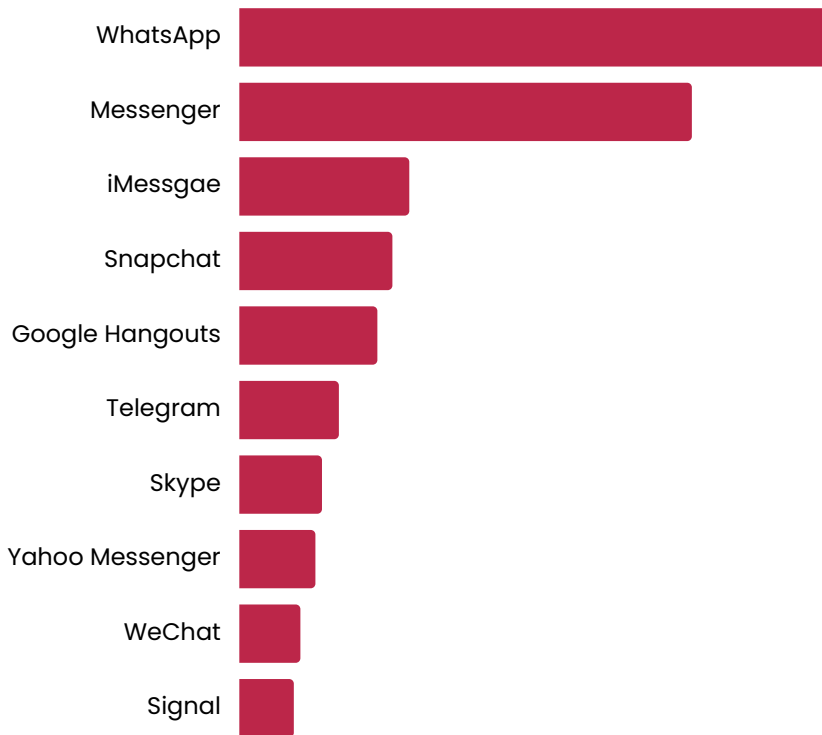




# Social Media Users In South Africa

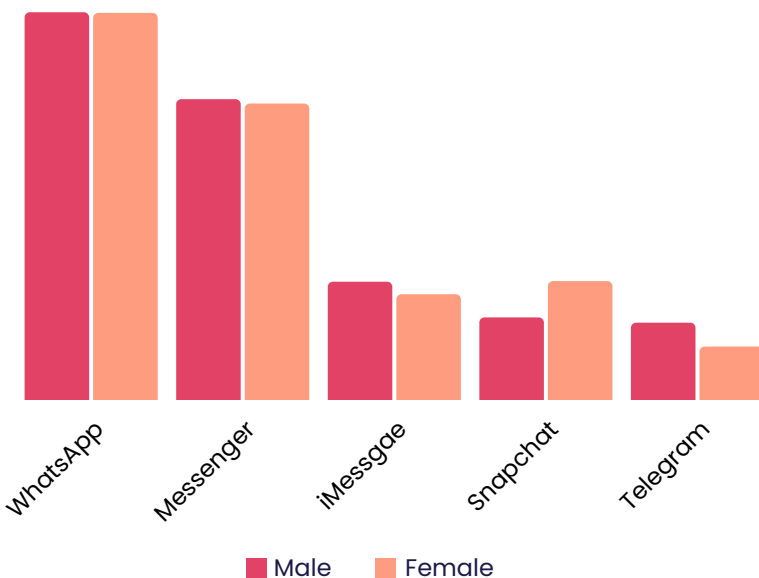
## Used Instant Messaging in the last 7 days

### POPULAR INSTANT MESSAGING PLATFORMS



Platform	Percentage
WhatsApp	62%
Facebook Messenger	48%
Apple iMessage	19%
Snapchat	18%
Google Hangouts	15%
Telegram	11%
Skype	9%
Yahoo Messenger	8%
WeChat	6%
Signal	6%

### GENDER OF USERS



Platform	Male	Female
WhatsApp	62%	62%
Facebook Messenger	48%	47%
Apple iMessage	19%	17%
Snapchat	13%	19%
Telegram	12%	9%

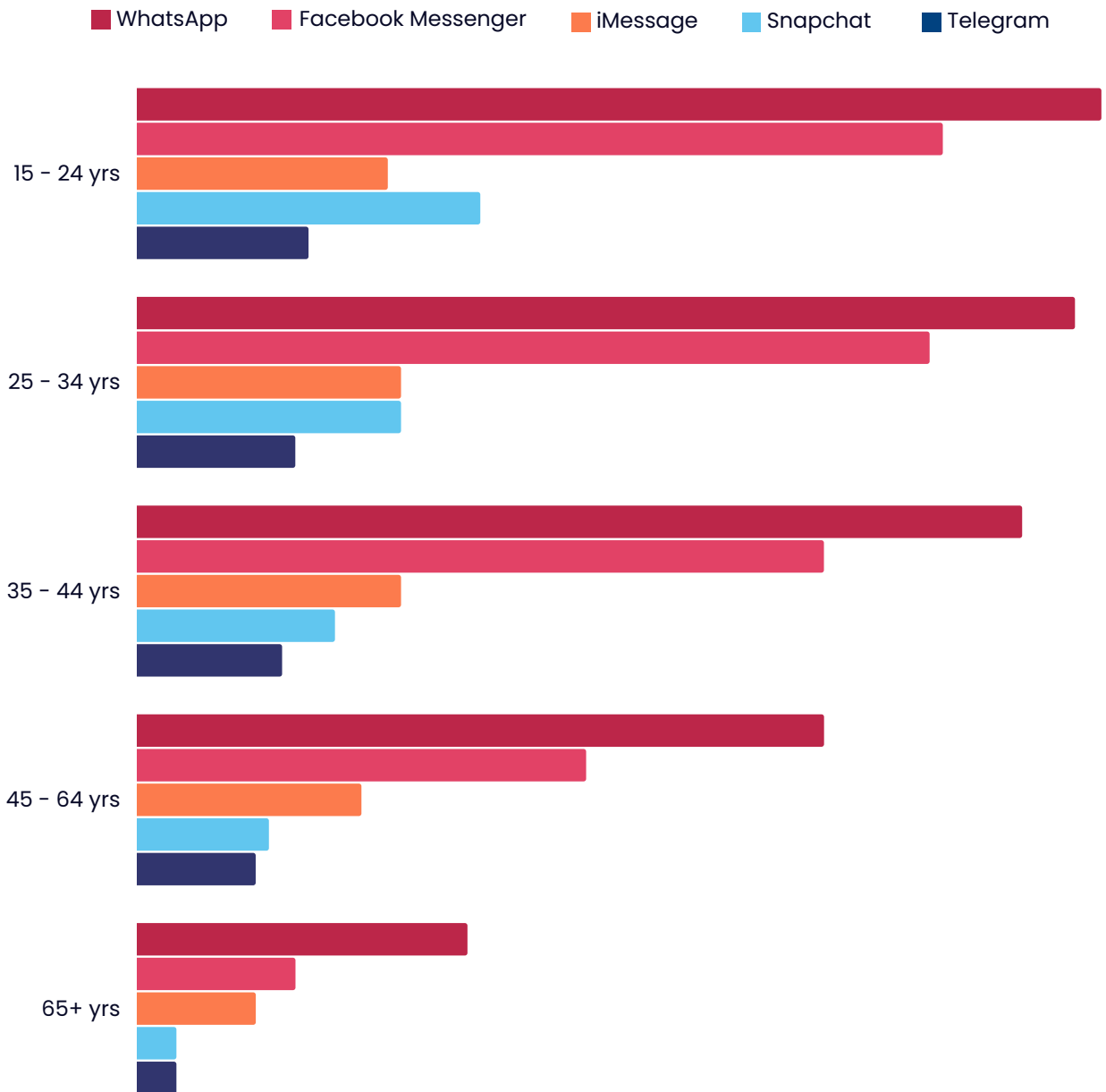




# Social Media Users In South Africa

## Used Instant Messaging in the last 7 days

### AGE BREAKDOWN



	15 - 24 yrs	25 - 34 yrs	35 - 44 yrs	45 - 64 yrs	65+ yrs
WhatsApp	73%	71%	67%	52%	25%
Facebook Messenger	61%	60%	52%	34%	12%
iMessage	19%	20%	20%	17%	9%
Snapchat	26%	20%	15%	10%	3%
Telegram	13%	12%	11%	9%	3%

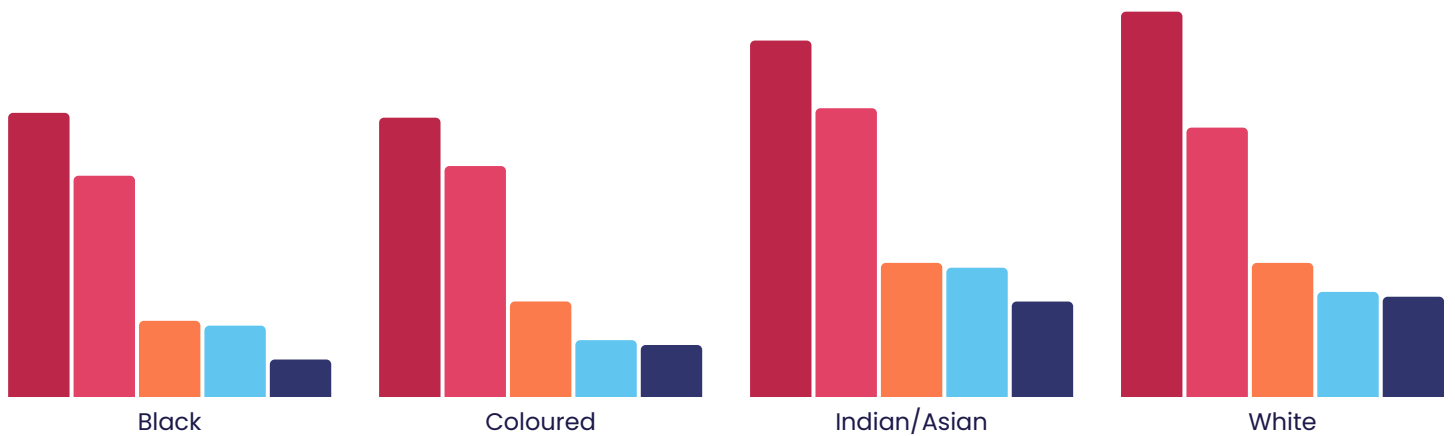


# Social Media Users In South Africa

## Used Instant Messaging in the last 7 days

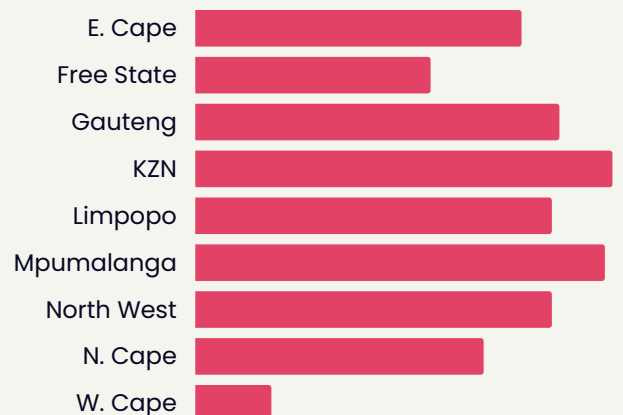
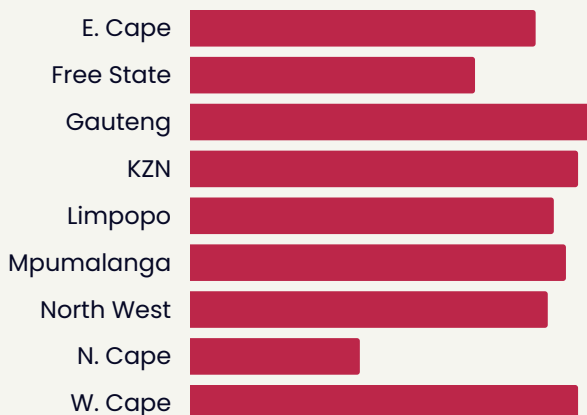
### RACE BREAKDOWN

WhatsApp Facebook Messenger iMessage Snapchat Telegram



	Black	Coloured	Indian/Asian	White
WhatsApp	59%	58%	74%	80%
Facebook Messenger	46%	48%	60%	56%
iMessage	16%	20%	28%	28%
Snapchat	15%	12%	27%	22%
Telegram	8%	11%	20%	21%

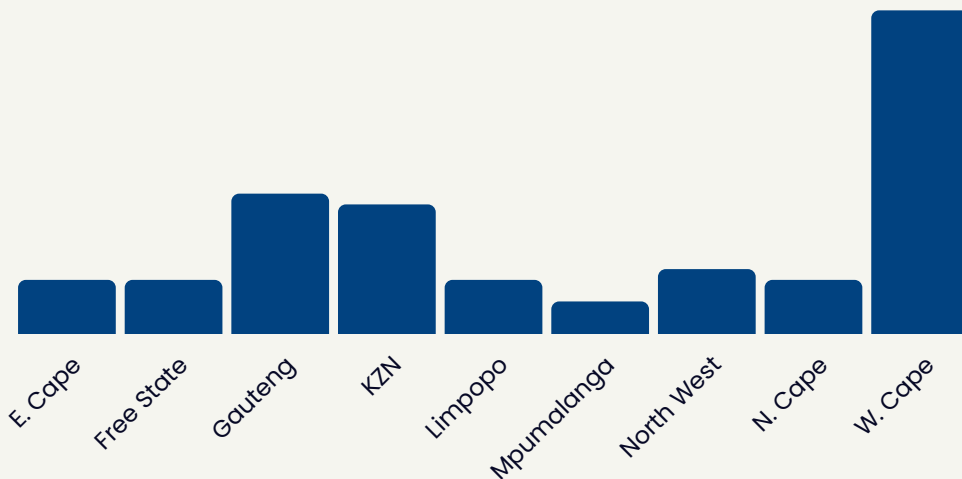
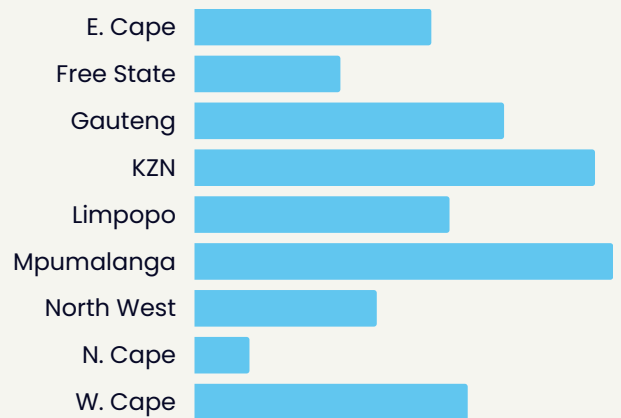
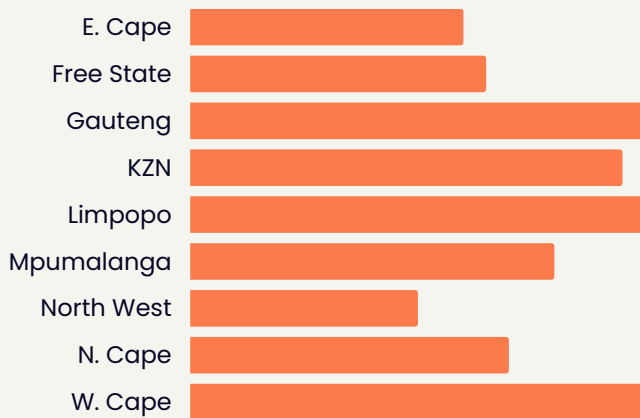
### BREAKDOWN BY PROVINCE





# Social Media Users In South Africa

## Used Instant Messaging in the last 7 days



	E. Cape	Free State	Gauteng	KZN	Limpopo	Mpumalanga	North West	N. Cape	W. Cape
WhatsApp	57%	47%	66%	64%	60%	62%	59%	28%	64%
Messenger	43%	31%	48%	55%	47%	54%	47%	38%	49%
iMessage	12%	13%	20%	19%	20%	16%	10%	14%	20%
Snapchat	13%	8%	17%	22%	14%	23%	10%	3%	15%
Telegram	5%	5%	13%	12%	5%	3%	6%	5%	13%

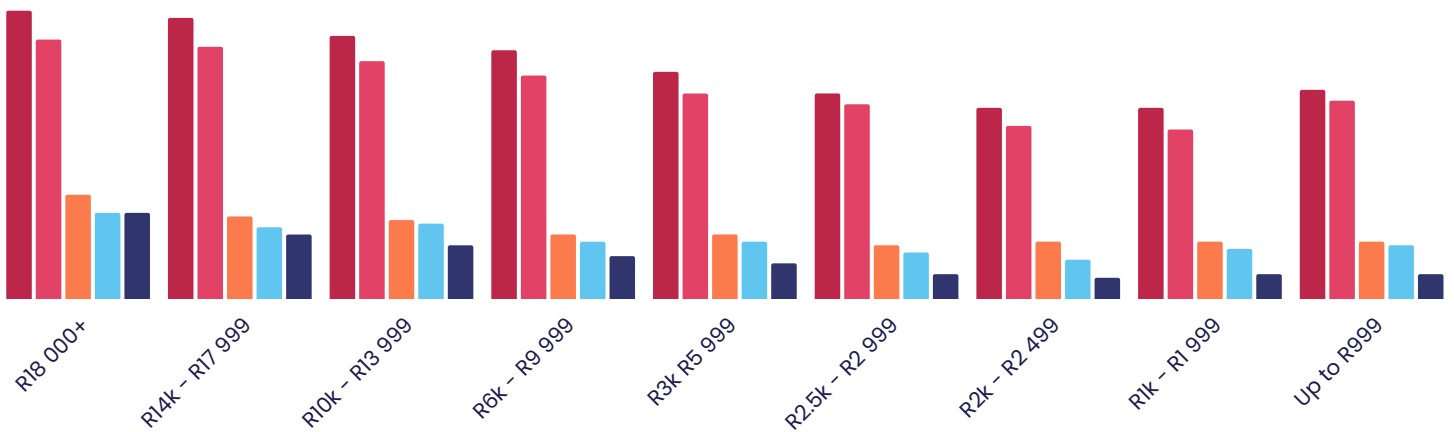


# Social Media Users In South Africa

## Used Instant Messaging in the last 7 days

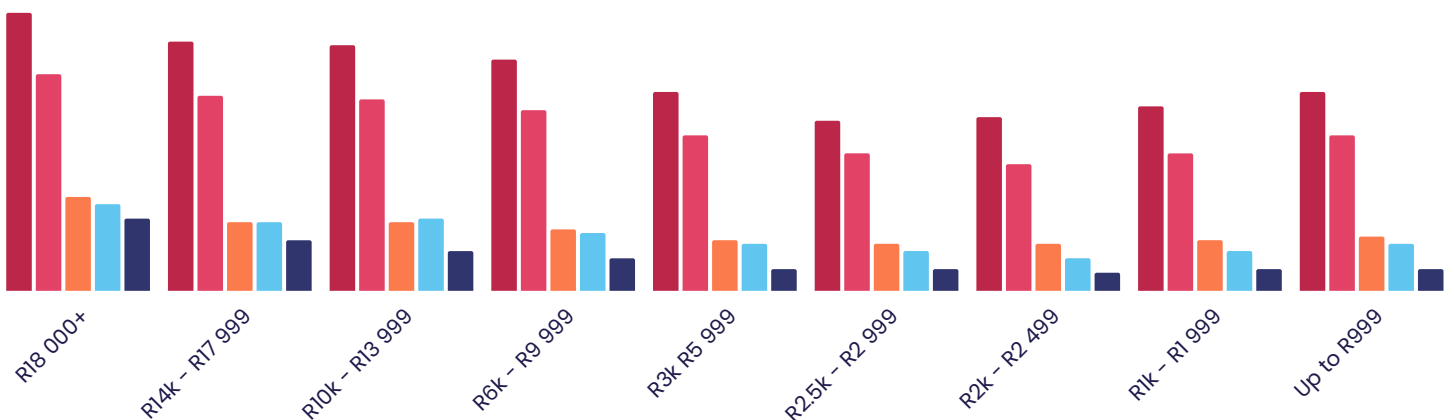
### PERSONAL INCOME

WhatsApp Facebook Messenger iMessage Snapchat Telegram



	R18k+	R14k - R18k	R10k - R14k	R6k - R10k	R3k - R6k	R2.5k - R3k	R2k - R2.5k	R1k - R2k	Up to R1k
WhatsApp	80%	78%	73%	69%	63%	57%	53%	53%	58%
Messenger	72%	70%	66%	62%	57%	54%	48%	47%	55%
iMessage	29%	23%	22%	18%	18%	15%	16%	16%	16%
Snapchat	24%	20%	21%	16%	16%	13%	11%	14%	15%
Telegram	24%	18%	15%	12%	10%	7%	6%	7%	7%

### HOUSEHOLD INCOME



	R18k+	R14k - R18k	R10k - R14k	R6k - R10k	R3k - R6k	R2.5k - R3k	R2k - R2.5k	R1k - R2k	Up to R1k
WhatsApp	77%	69%	68%	64%	55%	47%	48%	51%	55%
Messenger	60%	54%	53%	50%	43%	38%	35%	38%	43%
iMessage	26%	19%	19%	17%	14%	13%	13%	14%	15%
Snapchat	23%	19%	20%	16%	13%	11%	9%	11%	13%
Telegram	20%	14%	11%	9%	6%	6%	5%	6%	6%

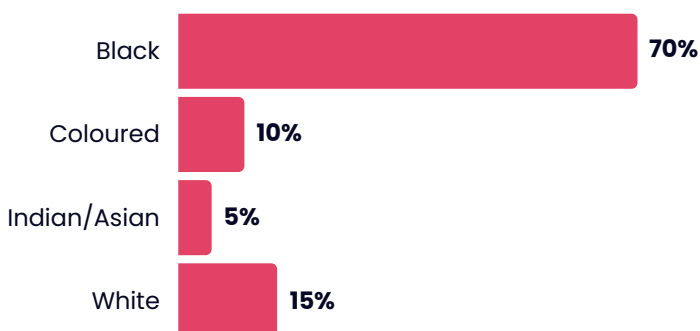
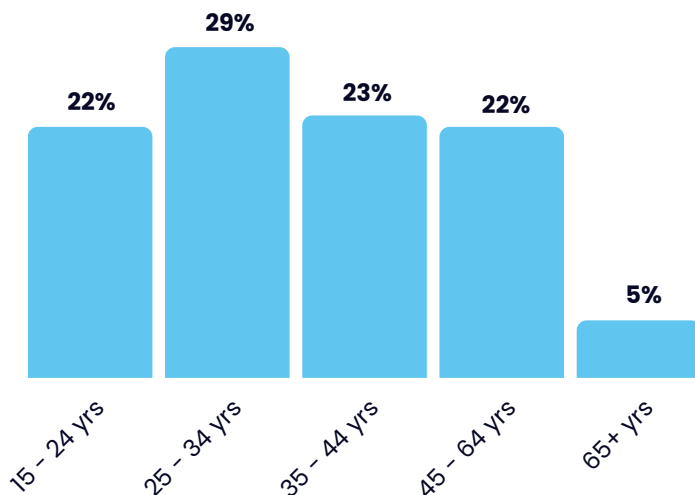
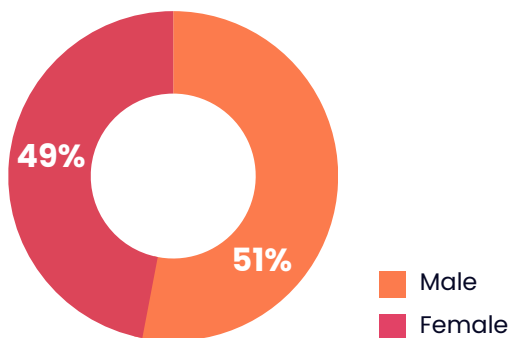


# THE INTERNET





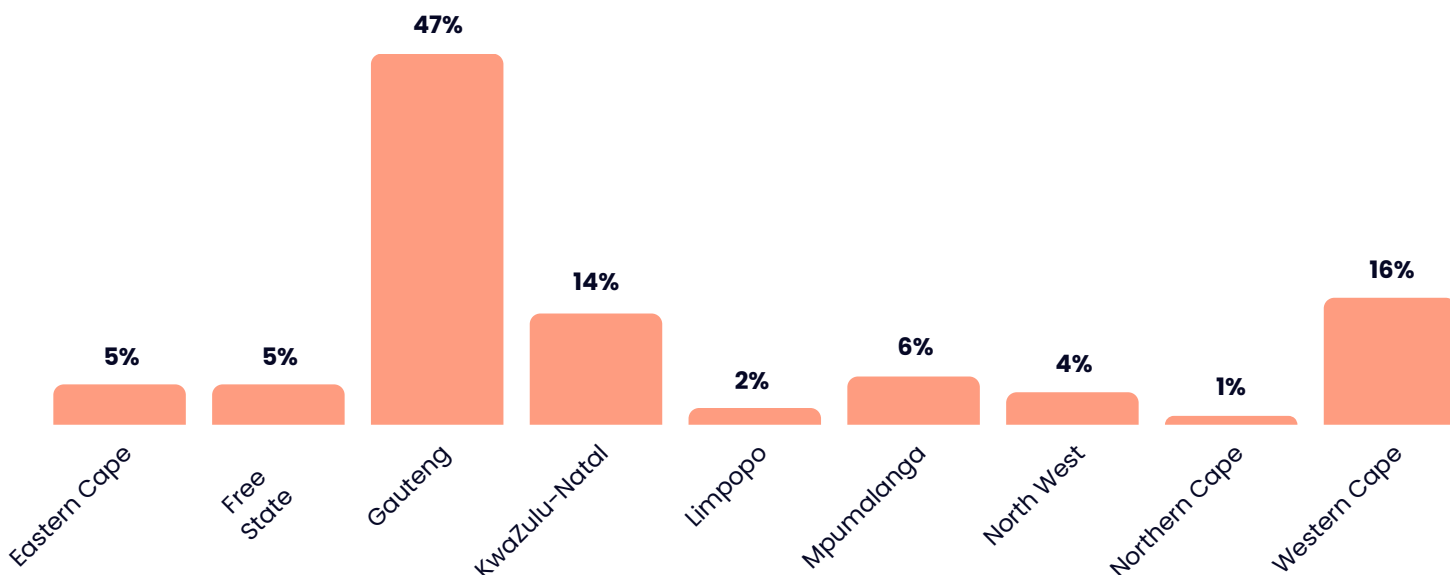
# Internet Users In South Africa Have accessed the internet in the past 7 days



**Metro 55%**



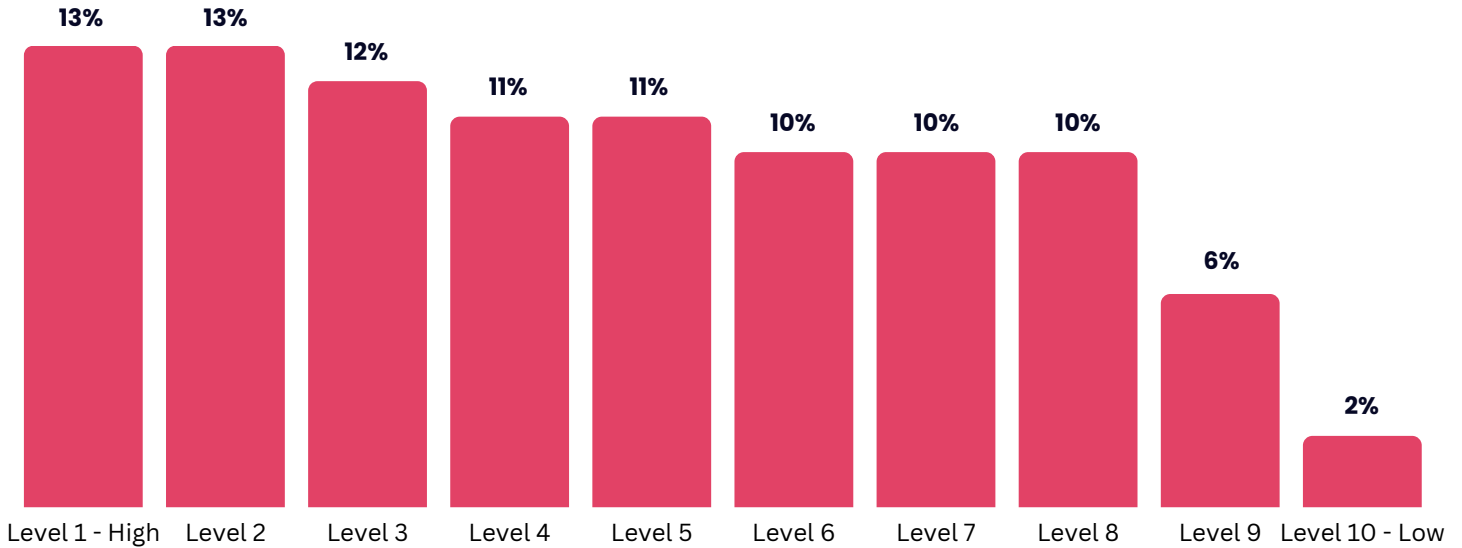
**Non-metro 26%**



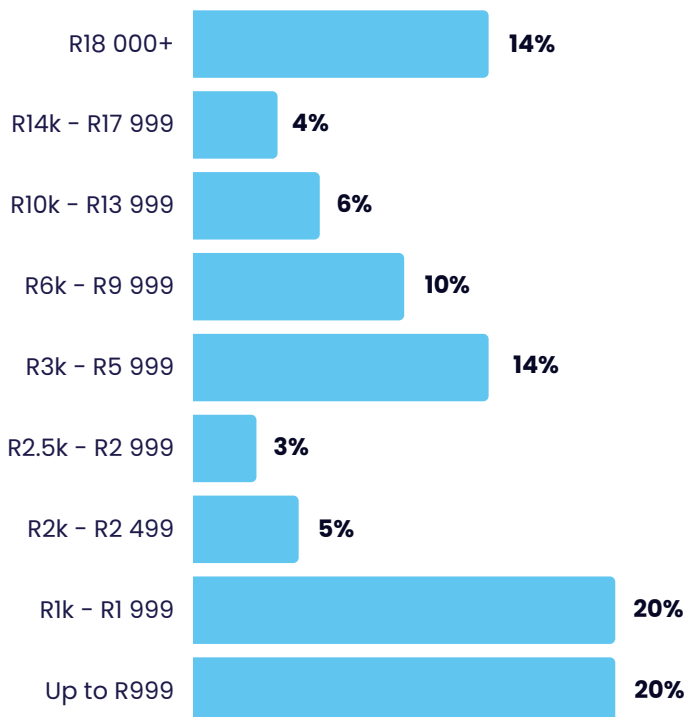


# Internet Users In South Africa Have accessed the internet in the past 7 days

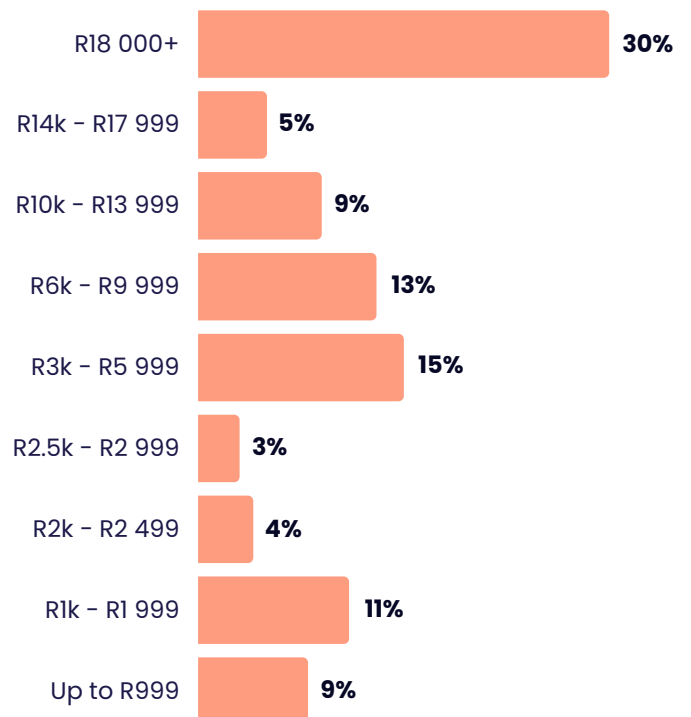
## BREAKDOWN BY SOCIO-ECONOMIC LEVEL



## BREAKDOWN BY PERSONAL INCOME



## BREAKDOWN BY HOUSEHOLD INCOME



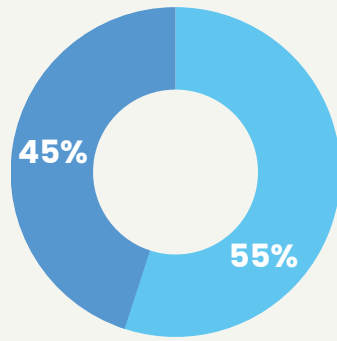


# Internet Users In South Africa

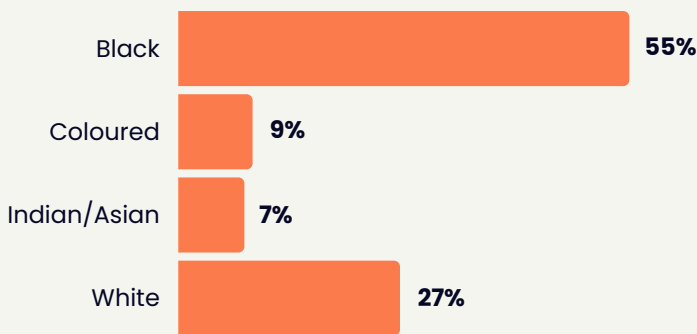
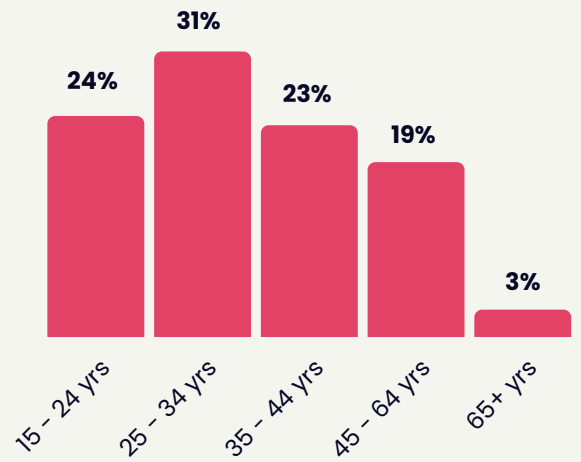
## How do you access the internet?



LAPTOP/PC



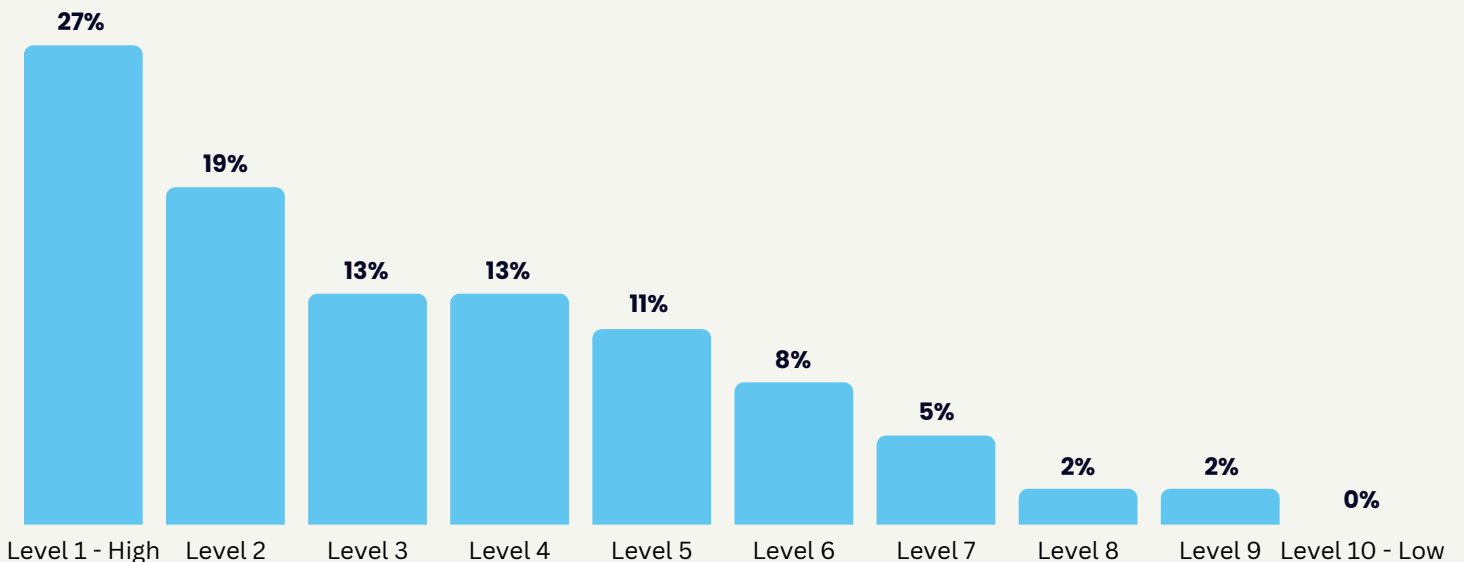
Male Female



**Metro 49%**



**Non-metro 19%**





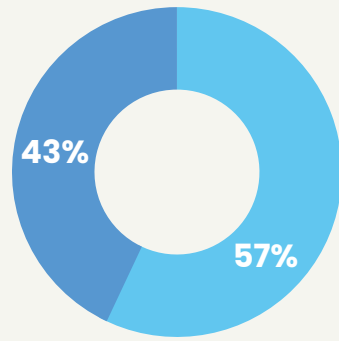


# Internet Users In South Africa

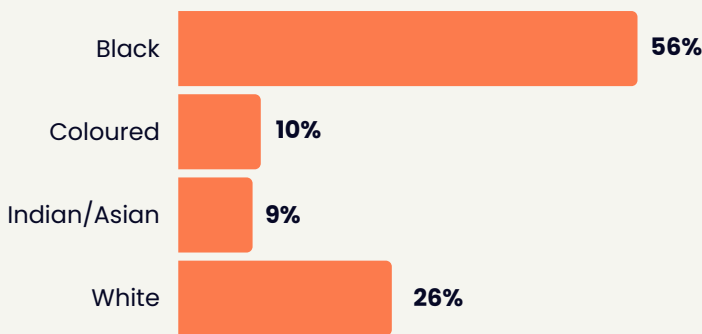
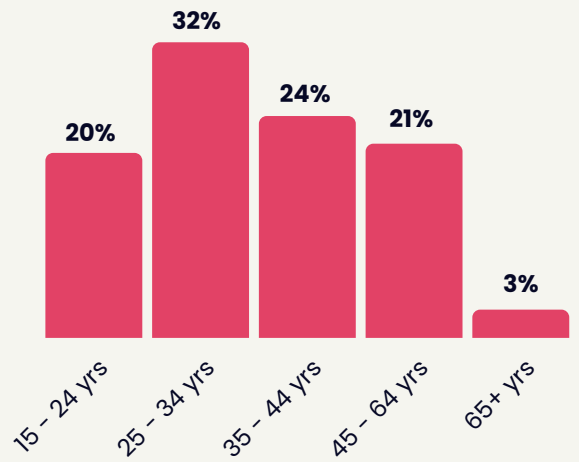
## How do you access the internet?



**TABLET**



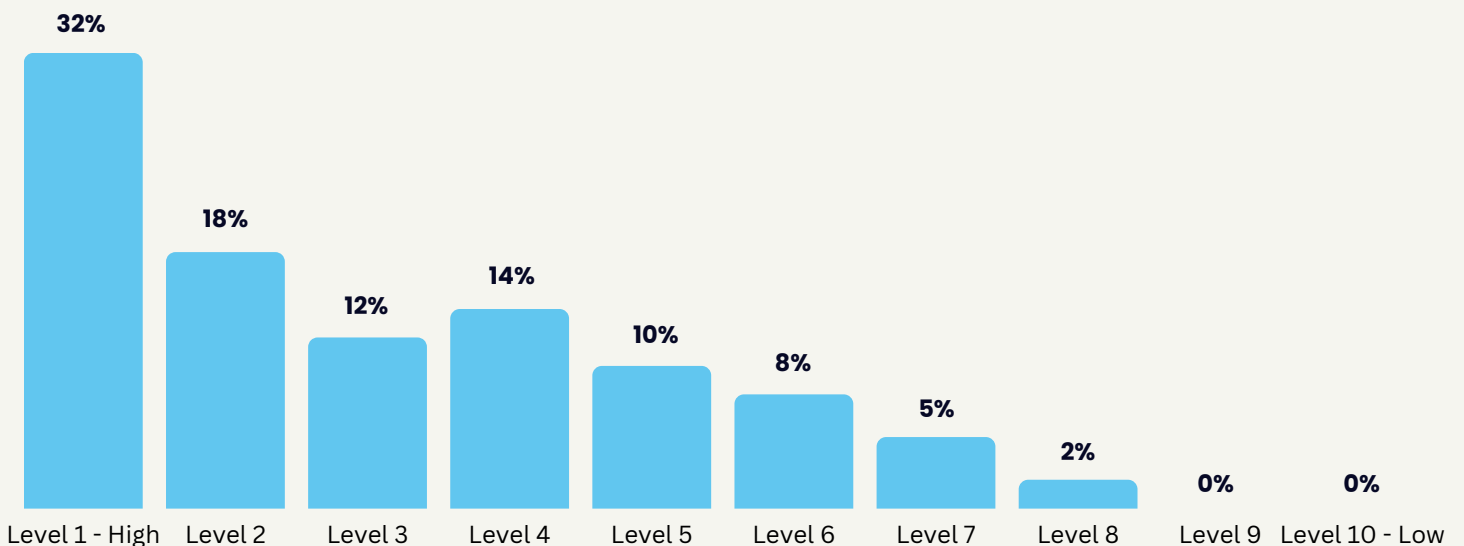
Male Female



**Metro 47%**



**Non-metro 17%**



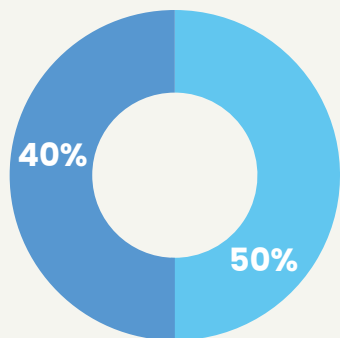


# Internet Users In South Africa

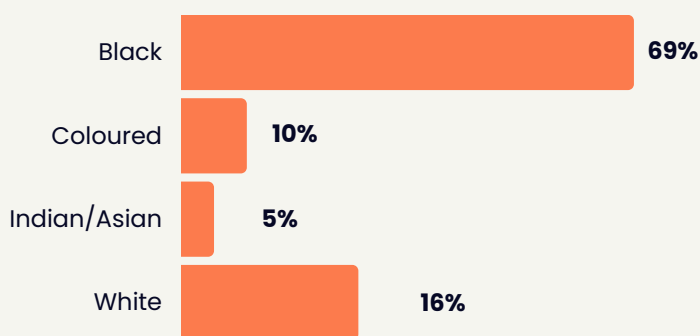
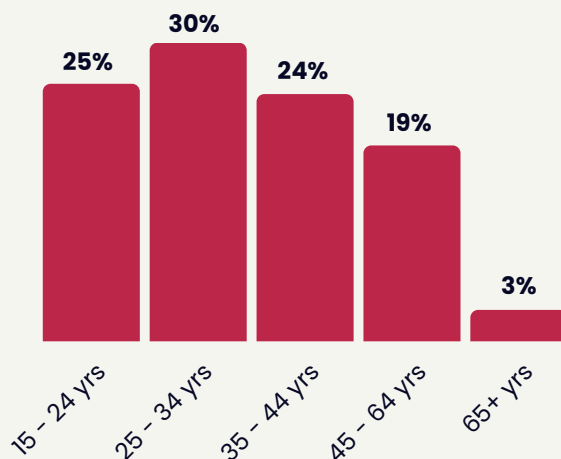
## How do you access the internet?



### SMARTPHONE



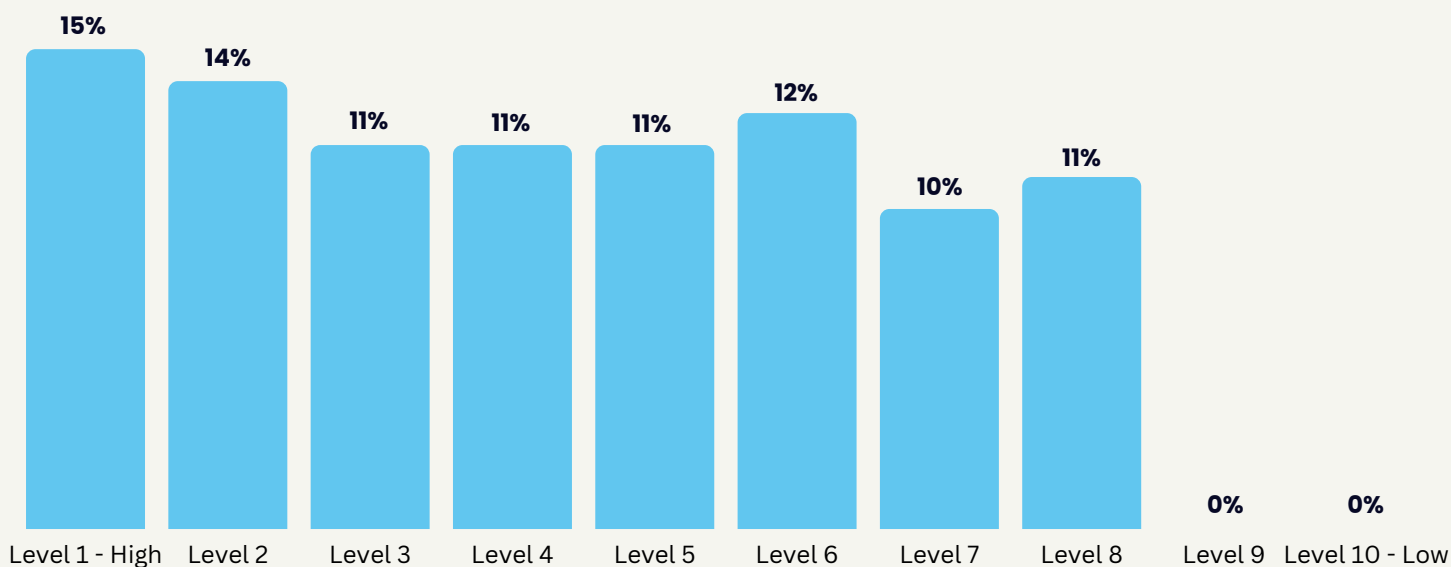
Male Female



**Metro 53%**



**Non-metro 26%**



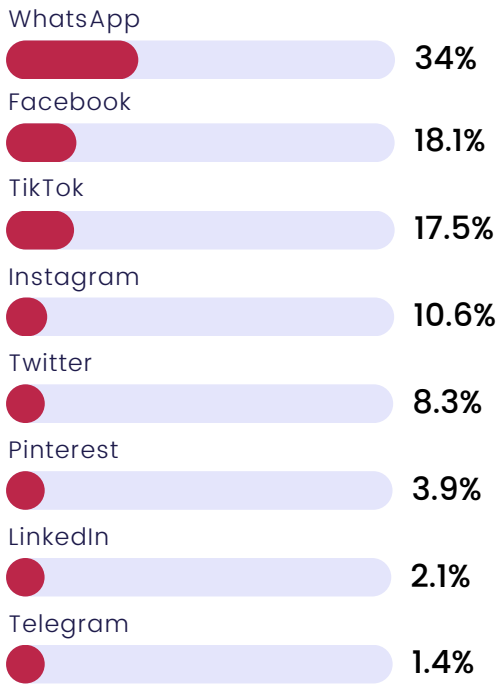


# SOUTH AFRICA IS SOCIAL

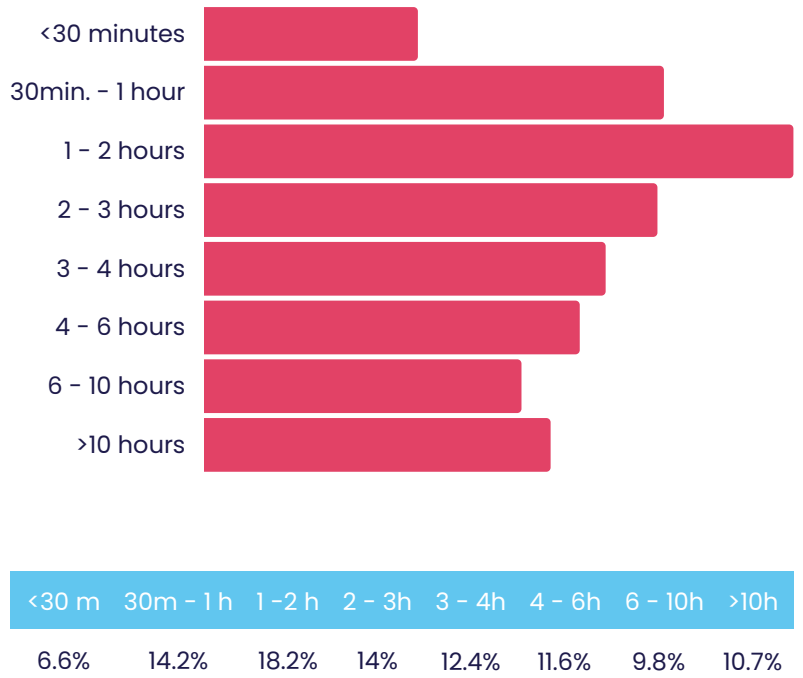




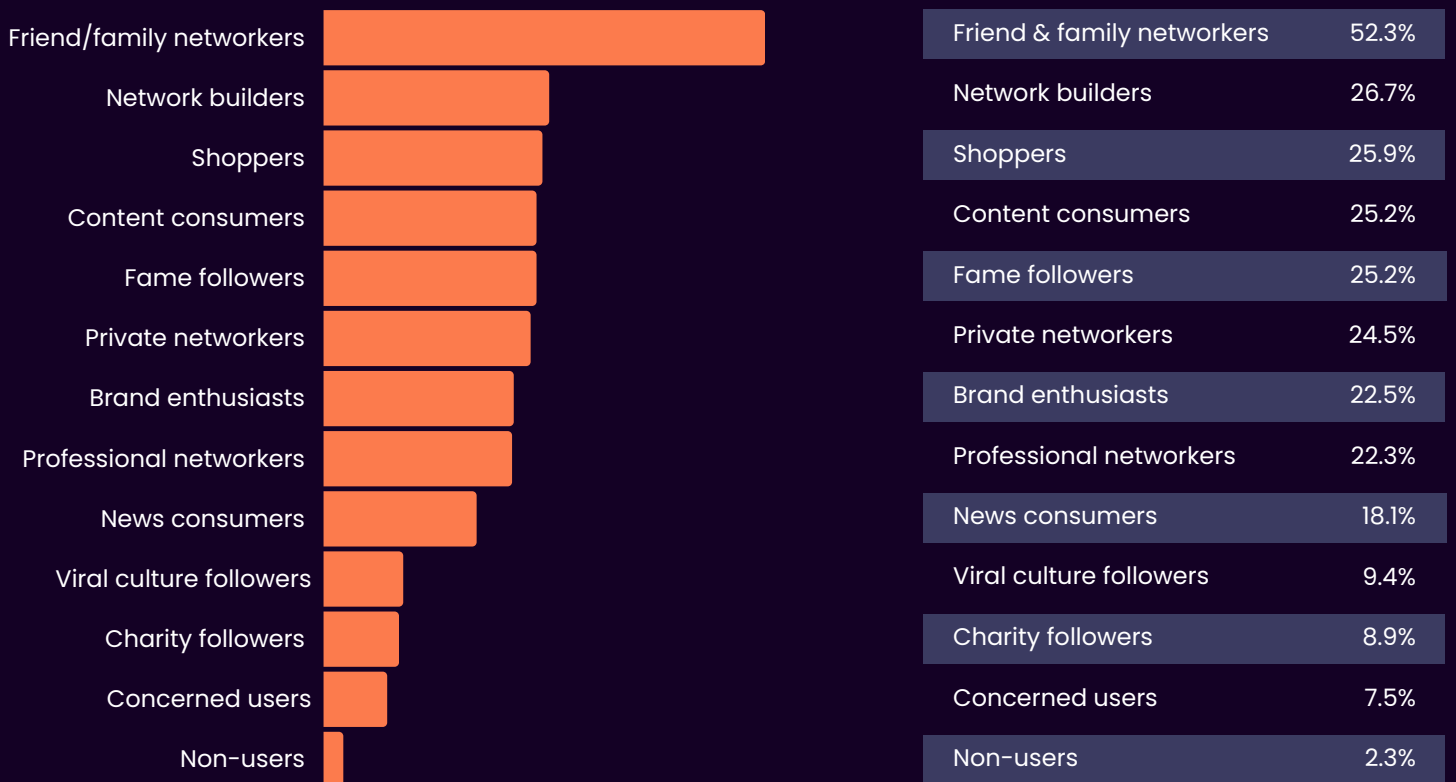
### FAVOURITE SOCIAL MEDIA / MESSAGING SERVICE



### TIME SPENT ON SOCIAL MEDIA

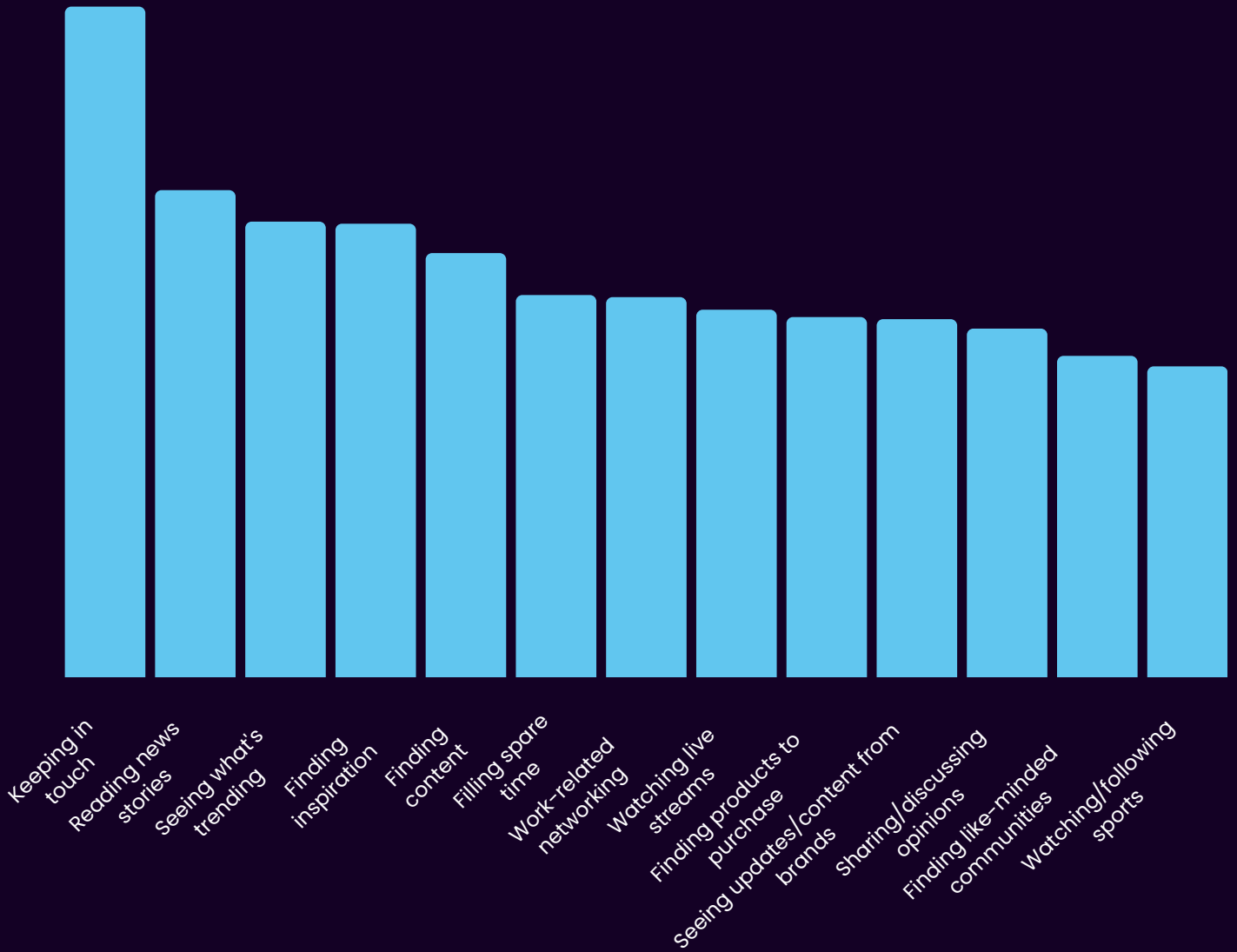


### SOCIAL MEDIA SEGMENTATION





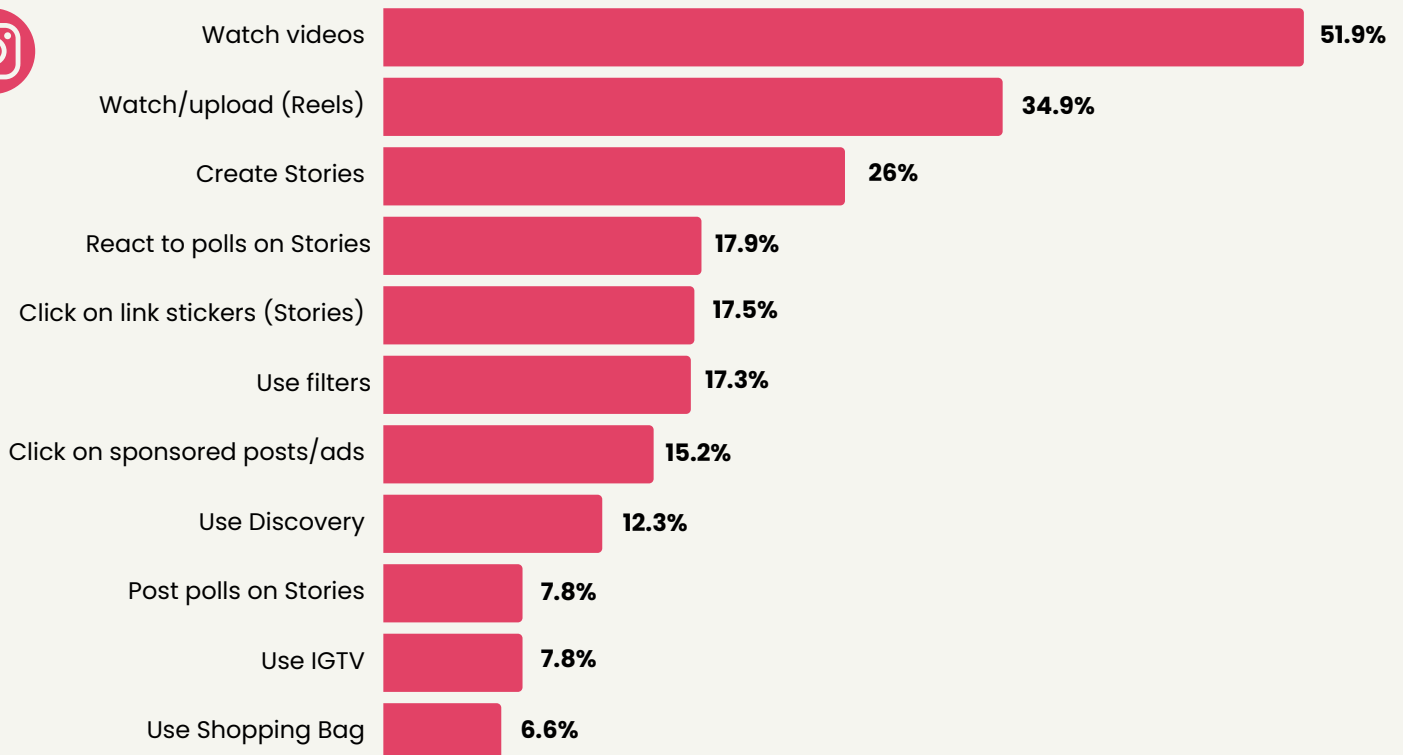
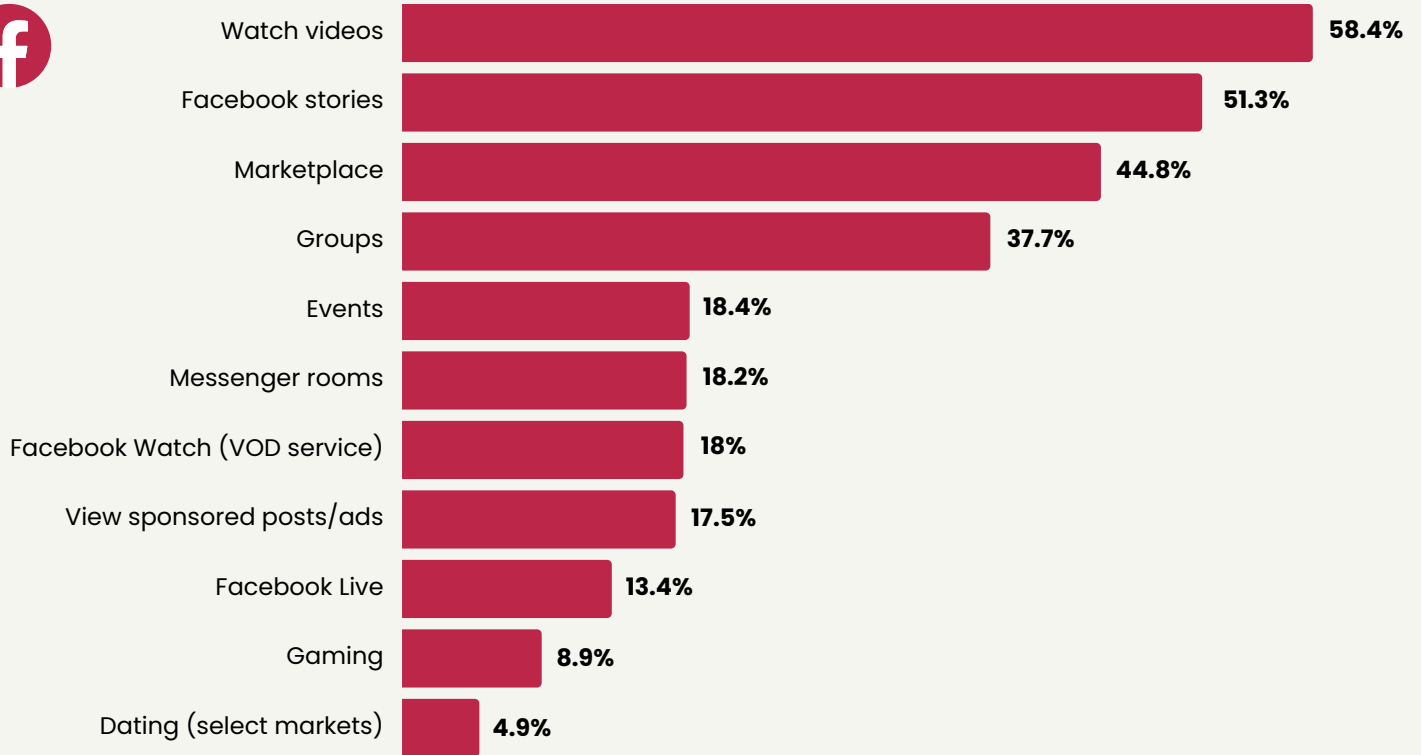
### REASONS FOR USING SOCIAL MEDIA



Keeping in touch	Reading News	Seeing what's trending	Finding inspiration	Finding content
63.0%	46.4%	43.4%	43.2%	40.3%
Filling spare time	Networking (work)	Watching live streams	Finding products	
36.4%	36.2%	35%	34.3%	
Seeing updates from brands	Sharing opinions	Finding communities	Watching sport	
34.1%	33.2%	30.6%	29.6%	

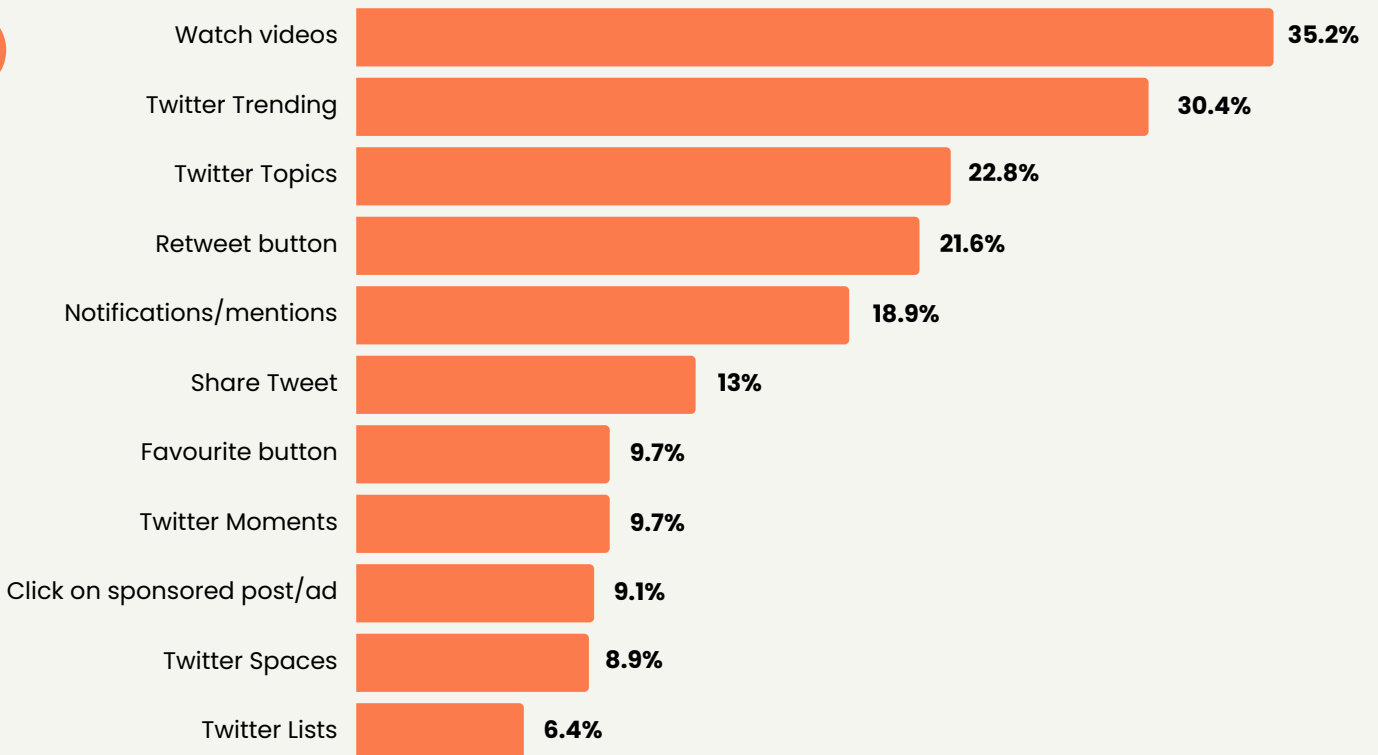
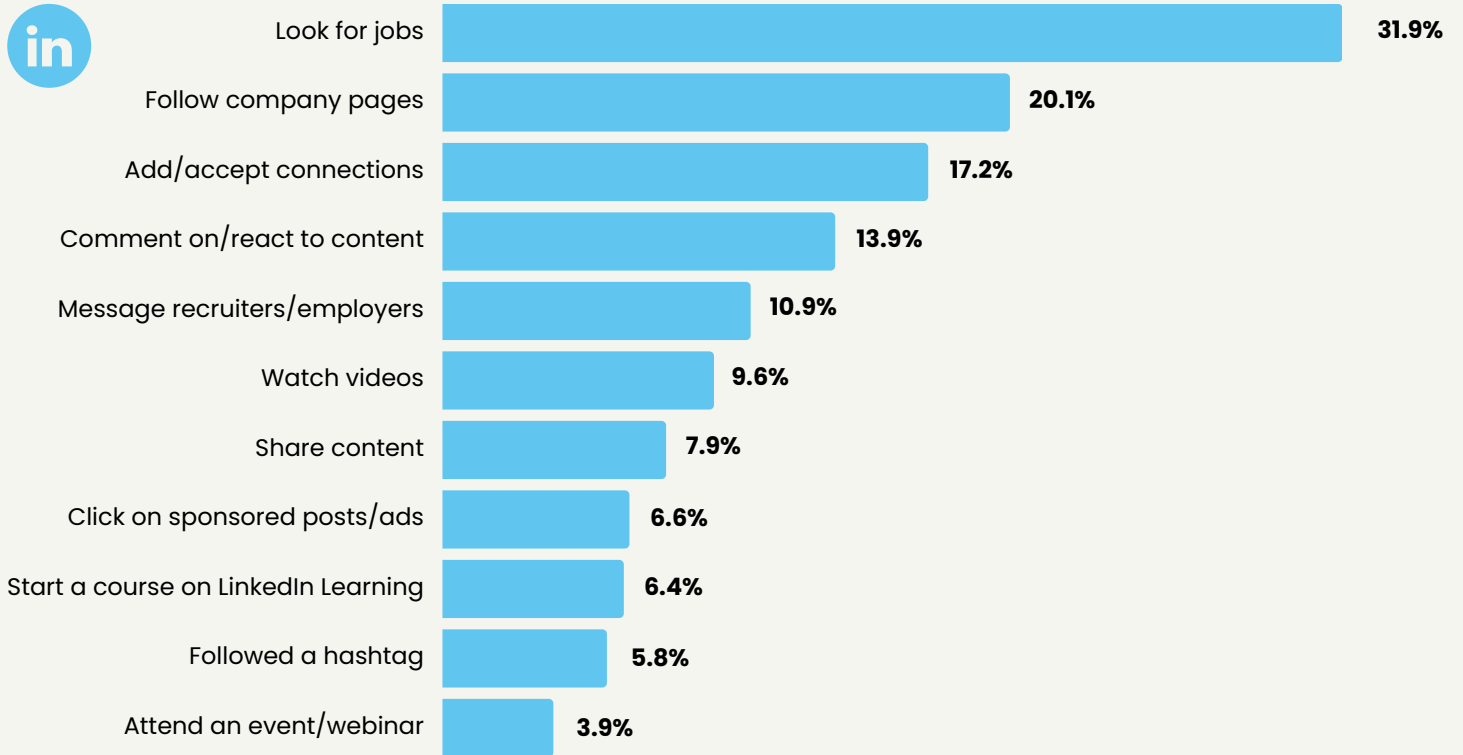


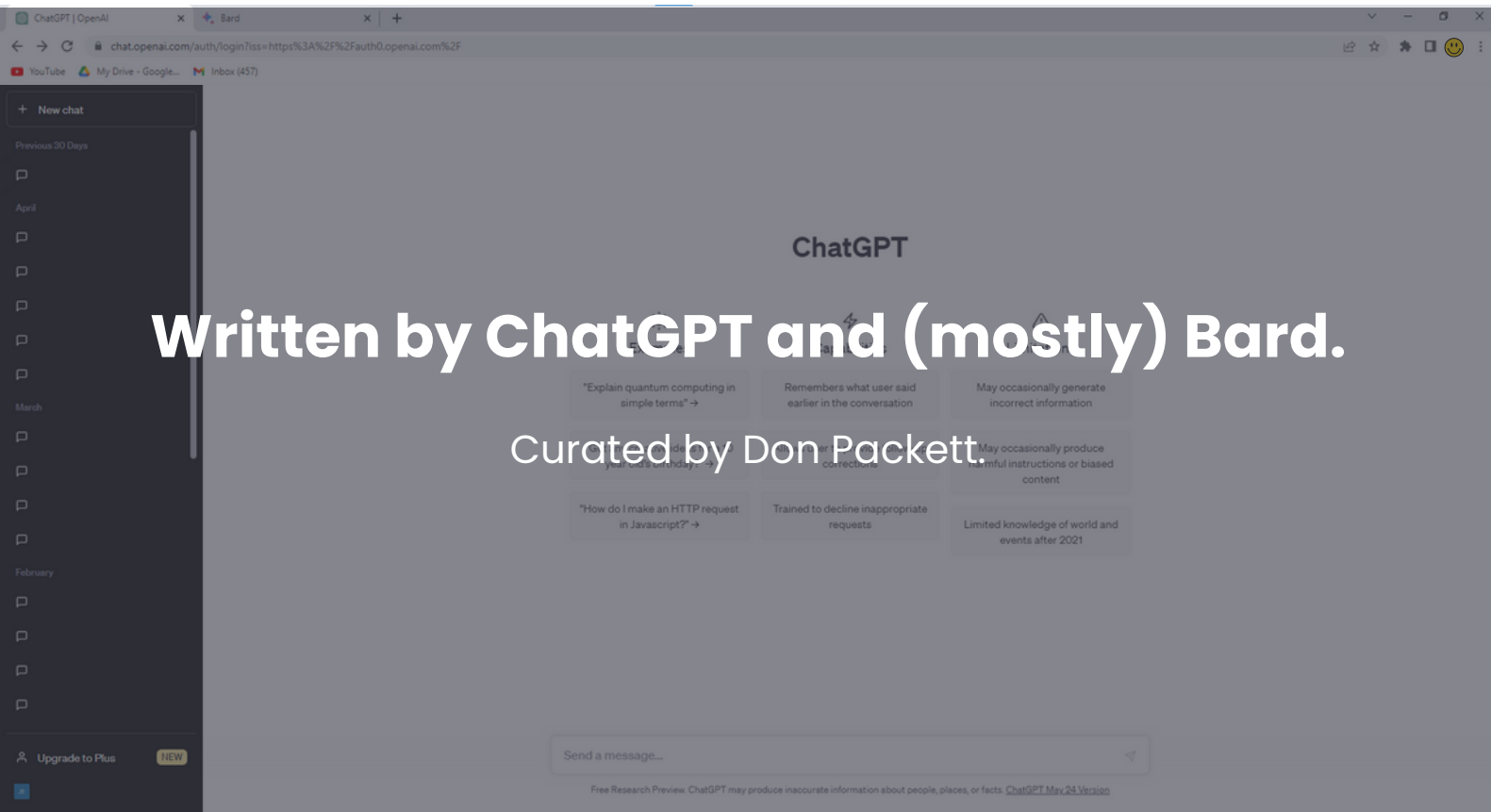
## WHAT DO PEOPLE DO ON SOCIAL MEDIA?





## WHAT DO PEOPLE DO ON SOCIAL MEDIA?





Hi there, can I call you Chad? It's easier to say than ChatGPT.



Hello! Absolutely, you can call me Chad. Feel free to ask me anything you'd like, Chad! How can I assist you today?



No no I'm not Chad, I asked if I can call YOU Chad.



Apologies for the misunderstanding. You can certainly call me Chad if it makes it easier for you. How can I assist you today, Chad?



...

**Don <opens Bard>**





Hi there, can I call you Bradley? It's nicer than Bard.



Sure, you can call me Bradley. I'm glad you think it's a nicer name. I'm always happy to answer to whatever name you prefer.



Thanks Bradley. So tell me, who are the 3 most opinionated voices online speaking about how social media is killing our social lives and AI will take over the world?



Sure, here are 3 of the most opinionated voices online speaking about how social media is killing our social lives and AI will take over the world:

1. Jaron Lanier is a computer scientist and author who has been critical of social media since its early days. He argues that social media is addictive and manipulative, and that it is destroying our ability to form real relationships.



Jaron Lanier computer scientist

2. Nicholas Carr is a writer and researcher who has written extensively about the impact of technology on our brains and our society. He argues that social media is making us less focused and less able to think critically.



Nicholas Carr writer and researcher

3. Cal Newport is a professor of computer science at Georgetown University who has written several books about the dangers of technology addiction. He argues that social media is a major distraction that is preventing us from living our best lives.



Cal Newport professor of computer science



These are just a few of the many voices who are speaking out about the dangers of social media and AI. It is important to be aware of these dangers so that we can make informed choices about how we use these technologies.



Thank you Bradley. Could you perhaps summarise, in 600 words, what Jaron Lanier, Nicholas Carr and Cal Newport suggest we do as a human species in order to maintain a healthy social existence without social media and AI destroying our lives?



Sure, here is a summary of what Jaron Lanier, Nicholas Carr, and Cal Newport suggest we do as a human species in order to maintain a healthy social existence without social media and AI destroying our lives:

- Be aware of the dangers of social media and AI. These technologies can be addictive, manipulative, and distracting. It is important to be aware of these dangers so that we can make informed choices about how we use them.
- Limit our use of social media. There is no need to be on social media all the time. In fact, it is probably better for us if we limit our use. We can still stay in touch with friends and family without being constantly connected to social media.
- Focus on real-world relationships. Social media can be a great way to stay in touch with friends and family who live far away, but it is important to remember that real-world relationships are still the most important. Make time for face-to-face interaction with the people you care about.
- Get outside and enjoy nature. Spending time in nature has been shown to reduce stress and improve mental health. Make time for activities that get you out in nature, such as hiking, biking, or camping.
- Read books and articles. Reading is a great way to learn new things and expand your mind. It can also help us to develop our critical thinking skills. Make time for reading every day.
- Spend time with creative people. Creative people can help us to see the world in new ways. They can also help us to tap into our own creativity. Surround yourself with people who inspire you to be creative.
- Take breaks from technology. It is important to take breaks from technology on a regular basis. This will help us to avoid becoming addicted to technology and to reduce stress levels.
- Be present in the moment. When we are constantly connected to technology, it is easy to forget to be present in the moment. Make a conscious effort to be present in the moment and to enjoy the things that you are doing.

These are just a few suggestions for how we can maintain a healthy social existence without social media and AI destroying our lives. It is important to find what works best for you and to make changes to your lifestyle that are sustainable.





Thanks Bradley, that's all easier said than done, especially when someone posts a very funny TikTok video that goes viral, you know what I mean? Do you think today's social media users are capable of making these changes in their daily lives?



I agree, it is easier said than done. Social media is a powerful force in our lives, and it can be difficult to break away from it. However, I believe that it is possible for today's social media users to make these changes in their daily lives. It will take effort and commitment, but it is worth it for our mental and emotional health.

Here are a few tips that may help:

- Start small. Don't try to change everything all at once. Start by setting small goals, such as limiting your social media use to one hour per day or deleting one social media app from your phone.
- Find alternative activities. When you feel the urge to check social media, find something else to do instead. Go for a walk, read a book, or spend time with friends and family.
- Be patient. It takes time to break a habit. Don't get discouraged if you slip up. Just keep trying and eventually you will succeed.

I believe that if we all make a conscious effort to limit our use of social media and to focus on real-world relationships, we can create a healthier and happier society.



◀End▶



# CHATGPT DEEPDIVE





# ChatGPT Deepdive Key Findings

South Africa was amongst the top 20 countries mentioning ChatGPT most, in 2022. In comparison to the USA, the country mentioning ChatGPT the most with 233,490 mentions, South Africans mentioned ChatGPT 4,453 times.

Prominent topics surrounding ChatGPT were:

- Users sharing their queries
- Discussions around students and employees using ChatGPT for assignments
- ChatGPT's ability to write business plans

While sentiment toward ChatGPT seemed largely negative at first glance, this is a result of users calling ChatGPT's functions “crazy” or “scary”. The true sentiment toward ChatGPT is in actual fact largely positive, as users marvelled at its capabilities.

The most commonly used emojis, in connection with ChatGPT, are a testament to the user astonishment and positive impression of ChatGPT.



# CHATGPT

Total mentions: 4 470 | 2 518 Unique Authors

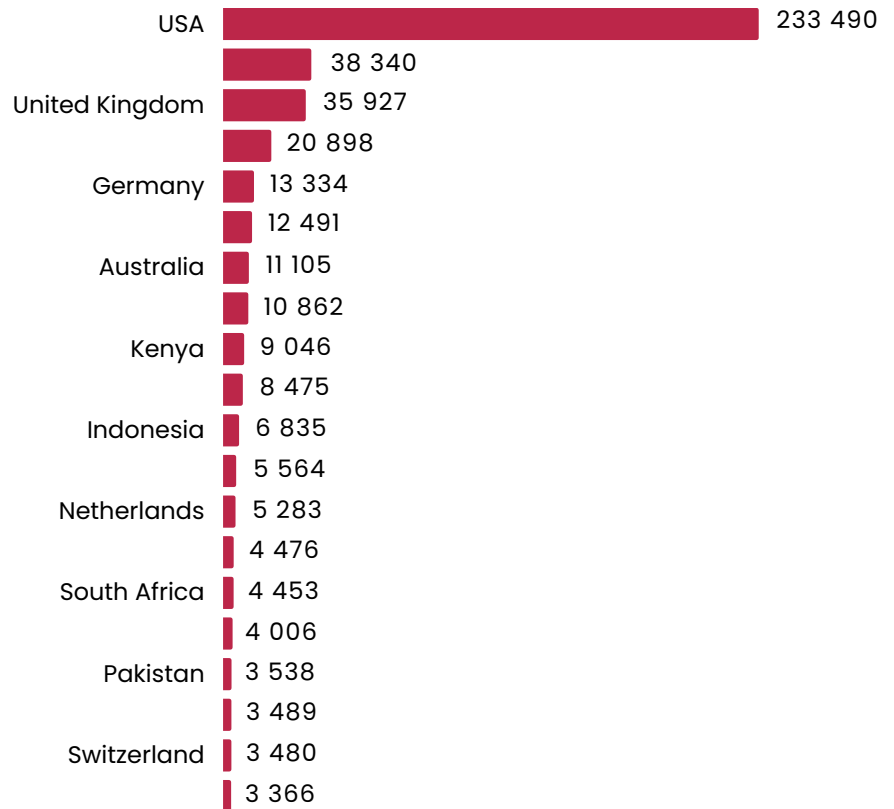
ChatGPT was officially released on the 30th of November 2022.

Topics that drove peaks in mentions:

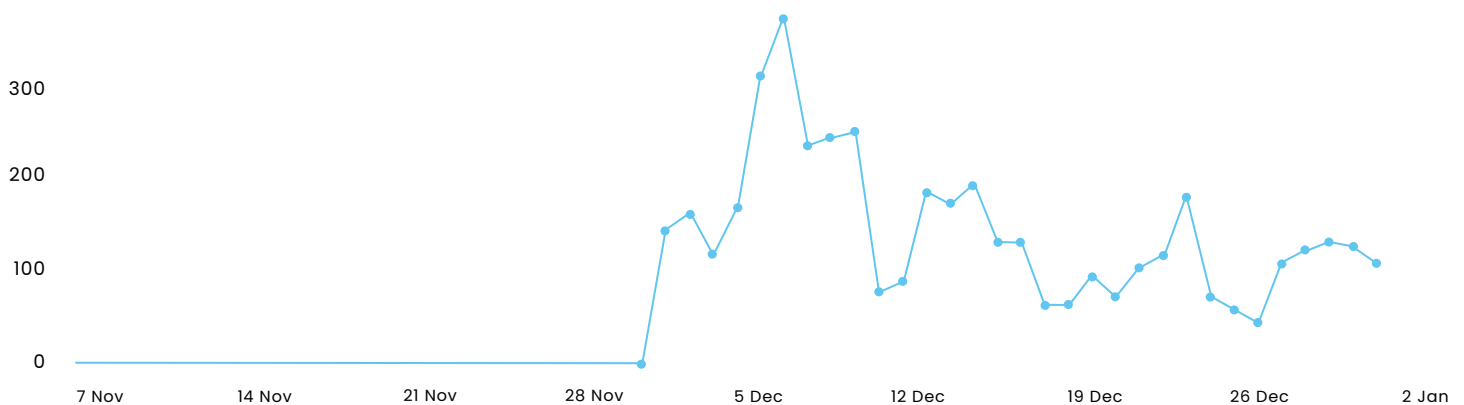
- How AI will change marketing forever
- Using ChatGPT for School and University assignments
- ChatGPT vs Google Search debate

South Africa was amongst the Top 20 countries to mention ChatGPT in 2022.

## Top 20 countries by mention of ChatGPT



## Mention Volume (ChatGPT)





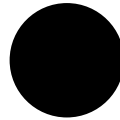
### CHATGPT

#### Top authors on Twitter (by mention)



@blueitserver

1 072 Followers 58 mentions



@\_iamroger\_

49 mentions



@MDOLORUNTOBA

454 Followers 36 mentions



@maishamazingira

1 672 Followers 31 mentions



@edzaizv

3 399 Followers 31 mentions



@anri\_m\_lombard

59 Followers 27 mentions



@barryroodt

1 453 Followers 27 mentions



@AlforBusiness

1 252 Followers 22 mentions



@Sarcamen

2 808 Followers 22 mentions



@davidteren

1 525 Followers 22 mentions

### KEY THEMES BY TOP AUTHOR

**AJ-Python Developer**  
@blueitserver

EOD Stocks API  
#Freelancer #Python #NodeJS #JavaScript #React #Firebase #CloudRun #Docker

Science & Technology South Africa eod-stock-api.site  
Joined July 2013

273 Following 1,057 Followers

@blueitserver shared mainly positive account of ChatGPT. The Python developer shared functions of ChatGPT, such as its ability to write out a business plan and its ability to recall past queries.

@blueitserver was also highly involved in conversations around ChatGPT's ability to understand ethics. Again the python developer took a supportive stance towards the Chatbot, arguing that anything is possible with sound prompts.

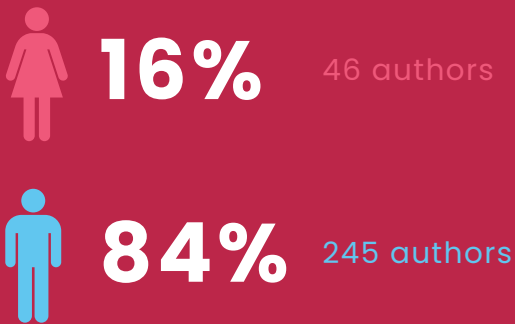


# CHATGPT

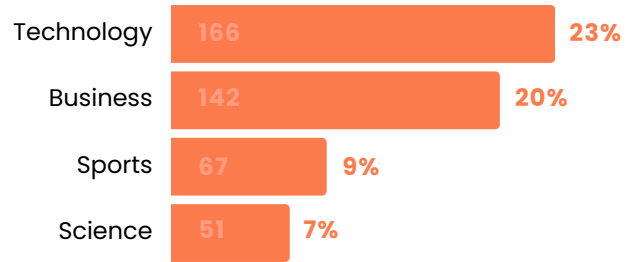
## Top Hashtags

#openai #Crypto  
 #AI #ChatGPT  
 #artificialintelligence  
 #Blockchain

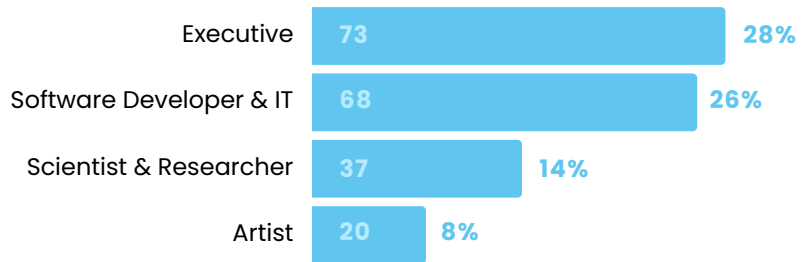
## Audience Breakdown



## Top Interests (unique authors)



## Top Professions (unique authors)



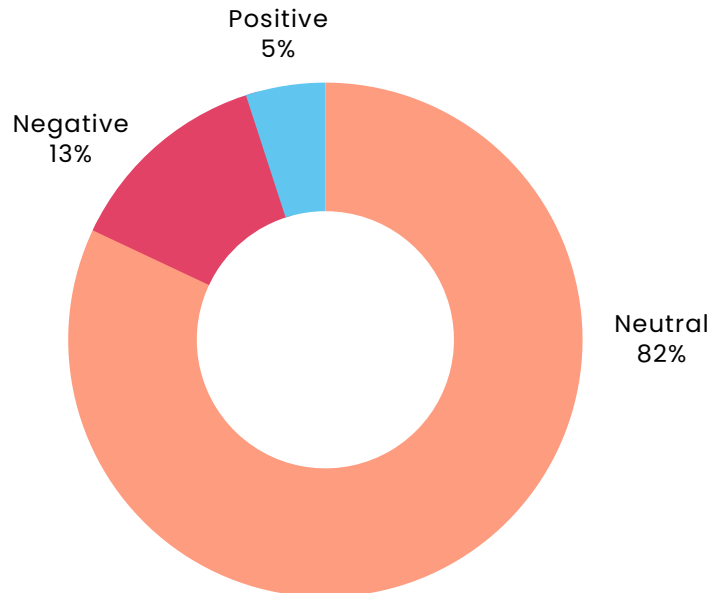
## Commonly used emojis







## CHATGPT Sentiment Analysis



### POSITIVE SENTIMENT WAS DRIVEN BY:

First impressions of ChatGPT. User's marveled at its capabilities:

- *"Chat GPT-3 is ridiculous. I showed it a Python function and asked for it to generate a unit test. It gave me code that was 99% correct - just needed to change 3 values."*
- *"Mean this sincerely when I say that ChatGPT might be the most incredible tech to emerge in the last decade. Here's how I got it to create a weight loss plan, complete with calorie targets, meal plans, a grocery list, and workout plan."*

Many users shared how they plan to use ChatGPT to make money.

- *"ChatGPT is going to make me copious amounts of money in 2023. Here's how you can too."*

### NEGATIVE SENTIMENT WAS DRIVEN BY:

Users suggesting that ChatGPT may be dangerous.

- *"ChatGPT is scary good. We are not far from dangerously strong AI."*

Users raising the concern that ChatGPT will hinder students and employees from learning, as they outsource their work:

- *"I recently introduced ChatGPT to our interns. The turnaround time for research and quality of work has significantly improved, with a pinch of plagiarism of course. I am worried about their learning. We are going to have to redefine professional development these days."*



# THE AI LANDSCAPE





# Artificial Intelligence Landscape Key Findings



## AI

- The AI landscape in South Africa generated a total of 509,581 mentions in 2022. 3% of these mentions referred to image generators, while another 3% referred to Chatbots.
- Top Authors contributing to the conversation around AI mainly spoke about AI functionalities in digital marketing and social media.
- Further conversations were generated by fear of AI rendering certain jobs obsolete and the system's lack of ethics.



## AI & SOCIAL MEDIA

- Whether you love him or hate him, Elon Musk regularly features in AI & Social Media conversations.
- AI influencer clones, AI generated text, AI music & movies. People are finding it harder and harder (and more frustrating) to determine truth from fiction.



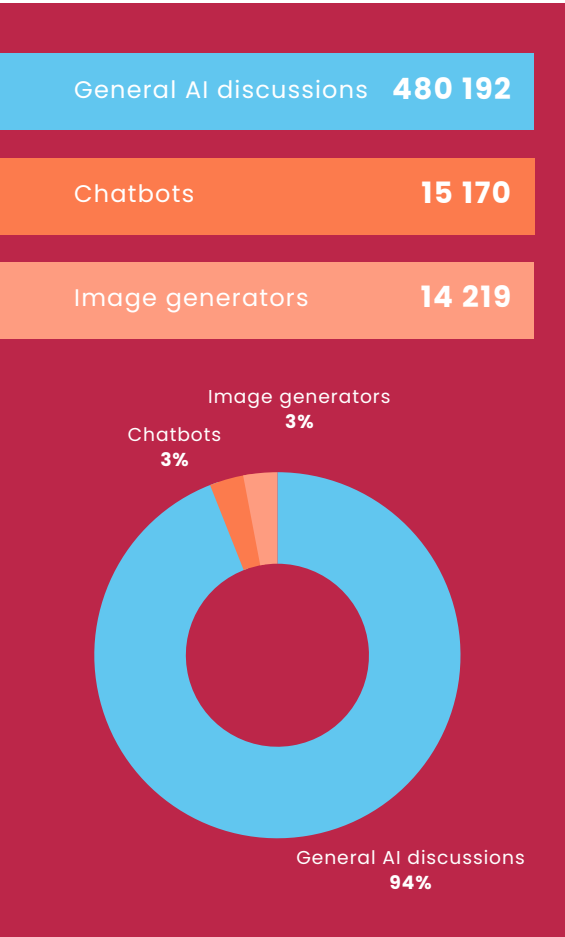
## AI & DIGITAL MARKETING

- More and more digital marketing tools and platforms are making use of AI to uncover key insights. Are these trustworthy?
- While sentiment and emotion toward AI and social media are primarily negative, in the digital marketing world, marketers are embracing and utilising AI in a much more positive way. Are marketers losing touch with reality and their audiences?
- Logo design, copywriting, product photography and data analysis is now easier than ever before - and in many cases, free.



# ARTIFICIAL INTELLIGENCE

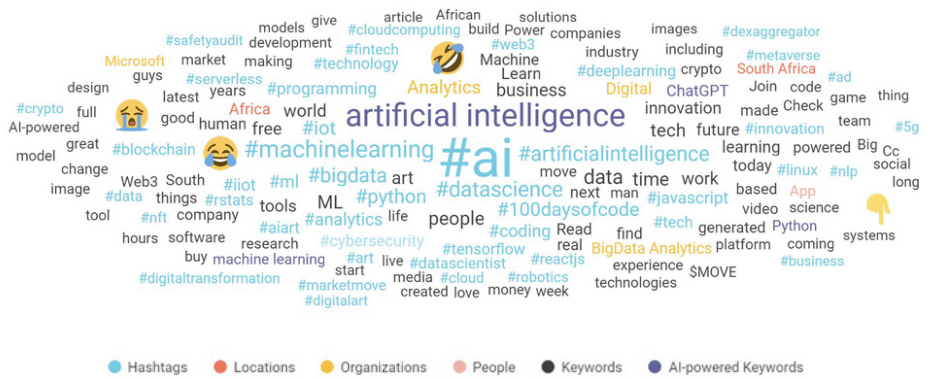
Total mentions: 509 581 | 2 518 Unique Authors



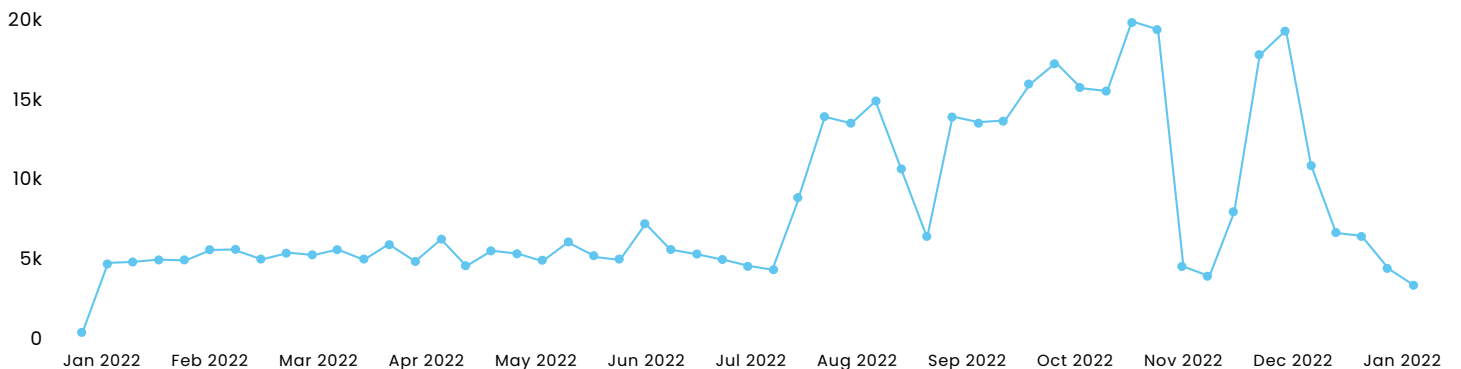
## Hashtags that drove peaks in mentions:

#Analytics #Python  
 #ArtificialIntelligence #MachineLearning  
 #DataScience #AI #BigData  
 #100DaysofCode

## Trending Topics



## Mention Volume (AI & Social Media)





## ARTIFICIAL INTELLIGENCE

Top authors on Twitter



[@godfrey\\_G\\_](#)

5 658 Followers 146 491 mentions



[@NtuthukoNxumal6](#)

154 Followers 9 193 mentions



[@fintasticdata](#)

929 Followers 1 839 mentions



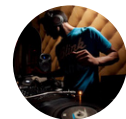
[@infolinity](#)

1 278 Followers 1 408 mentions



[@PChiziane](#)

1 154 Followers 1 135 mentions



[@bjeaglefeather](#)

9 158 Followers 741 mentions



[@XtraCash](#)

1 149 Followers 686 mentions



[@havealotDC](#)

1 323 Followers 652 mentions



[@MinistryOfLoot](#)

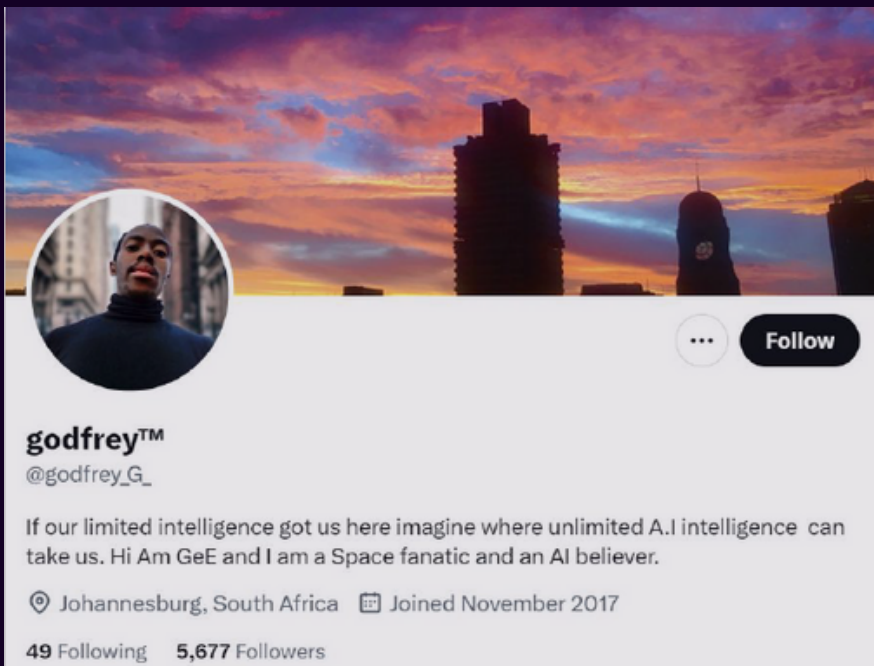
1 134 Followers 641 mentions



[@oigetit\\_sa](#)

1 370 Followers 619 mentions

## KEY THEMES BY TOP AUTHOR



[@godfrey\\_G\\_](#) mainly Tweeted about the multiple use cases of AI, including the benefits AI poses to data analytics and how it can be used in Marketing technology. The Twitter user specifically highlighted how predictive analysis tools are used to leverage historical data and gain insights into future demands and trend patterns.

In further posts he also spotlights the limitations of AI. He argues that AI will grow into an excellent supporting tool, but will always need a human's intelligence to complete the job.



# AI - SOCIAL MEDIA & DIGITAL MARKETING

Total mentions: 55 546 | 6 443 Unique Authors

## Hashtags that drove peaks in mentions:

#Marketing

#DataScience

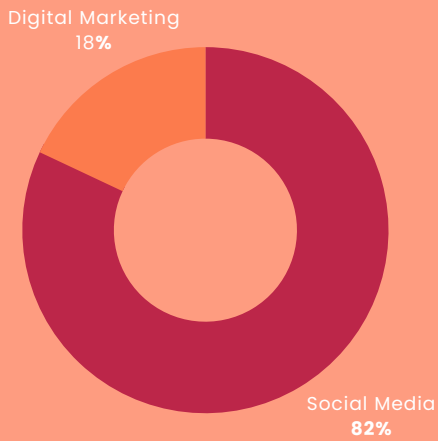
#AI

#Fintech

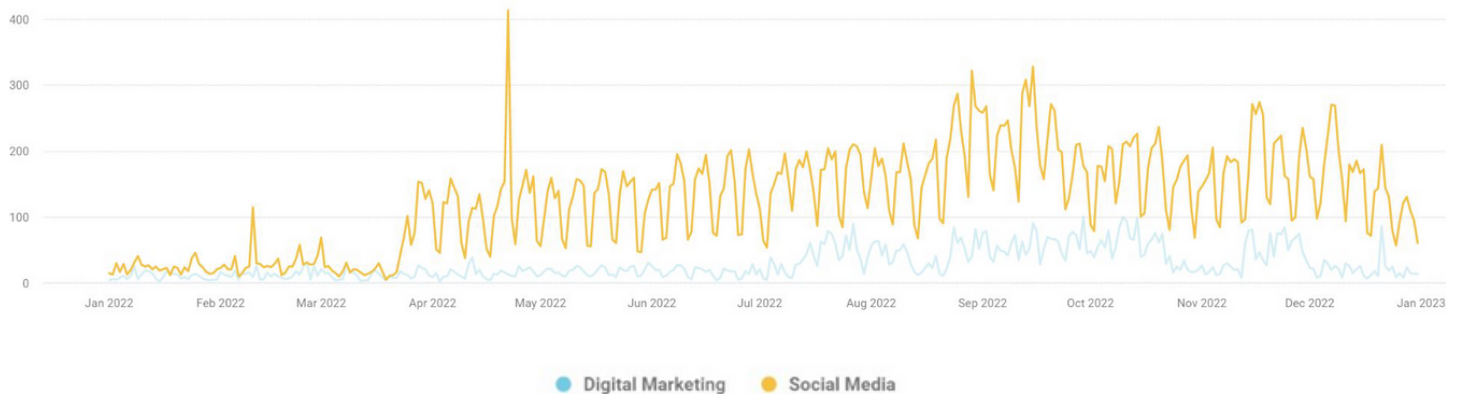
#Python

Social Media 45 511

Digital Marketing 10 035



## Mention Volume (AI & Social Media)





# A SOCIAL MEDIA ANALYSIS OF THE FINANCIAL INDUSTRY





# INTRODUCTION

Financial institutions in South Africa play a vital role in the country's economy. Banks, insurance companies, and investment firms are key players in providing financial services to individuals and businesses. These institutions offer a wide range of products and services, including banking accounts, loans, insurance policies, and investment opportunities.

Most of these brands have recognised the immense potential of social media platforms in expanding their reach, engaging with customers, and enhancing their overall brand presence. Brands also use social media platforms to share informative content and engage with their audience. They create and share posts, articles, and videos on various financial topics, such as budgeting, investing, and financial planning.

Platforms such as Facebook and Twitter have become major channels for customers to seek assistance, ask questions, and address concerns and complaints.

The following independent report provides a view on how four South African financial institutions featured in Twitter and Facebook conversations over a twelve-month period, including some prominent topics, number of mentions, follower numbers, sentiment and other top-line metrics.





This social media analysis is based on independent social media data collected in the social media space. This report does not provide deep content and reputational analysis but rather provides a quick view on available statistics.

This analysis further does not purport to include every single mention of the brand set - but rather on available and relevant data as monitored by Ornico for media intelligence purposes.

It does however provide a very robust data set for analytical purposes.

Automated sentiment algorithms was applied to determine the allocated sentiment on the media coverage.



## ABOUT THE BRANDS



**Investec South Africa** is a leading financial services group that operates in the Republic of South Africa. With its headquarters in Johannesburg, the company offers a wide range of financial products and services to individual, corporate, and institutional clients.

Investec specializes in private banking, wealth management, asset management, and investment banking. The company's private banking division provides

personalized financial solutions to high-net-worth individuals, while its wealth management division offers investment advice and portfolio management services. In the investment banking arena, Investec provides corporate finance, advisory, and capital market services to its clients. The company has a strong presence in both local and international markets, facilitating cross-border transactions and offering global investment opportunities.



**Sanlam** is a prominent South African financial services group that operates across multiple continents. Headquartered in Cape Town, the company provides a comprehensive range of financial solutions to individuals, businesses, and institutions.

Sanlam's core offerings include life and general insurance, asset management, investment planning, retirement funding, and financial advisory services. The company serves millions of customers and has a strong presence in South Africa, as well as other key markets such as Namibia, Botswana, Zimbabwe, and India.

With a history spanning over a century, Sanlam has established a reputation for its financial strength, stability, and expertise. The company's asset management division manages a diverse range of investment portfolios and funds, catering to various risk profiles and investment goals.

Sanlam's commitment to sustainability is evident through its responsible investment practices and efforts to contribute positively to the communities it serves.



## ABOUT THE BRANDS



**Old Mutual South Africa** is a prominent financial services company that has been operating in South Africa for over 175 years. With its headquarters in Johannesburg, the company offers a comprehensive range of financial solutions to individuals, businesses, and institutional clients.

Old Mutual South Africa's core services include life insurance, asset management, savings and investments, retirement planning, and banking. The company serves millions of customers and has established a strong presence in the South African market.

As a leading asset manager, Old Mutual South Africa provides a wide range of investment solutions, including mutual funds, unit trusts, and pension funds. The company's investment products cater to various risk appetites and investment objectives.

Old Mutual South Africa is committed to responsible and sustainable business practices. The company focuses on environmental, social, and governance (ESG) considerations and integrates them into its investment and business strategies.



**Liberty Group** is a prominent financial services company that operates in South Africa. Established in 1957, the company provides a wide range of financial solutions to individuals, businesses, and institutional clients.

Liberty Group offers services such as life insurance, asset management, retirement planning, and investment products.

The company serves a diverse customer base and has a strong presence in the South African market.

In the insurance sector, Liberty Group provides life insurance policies that offer financial protection and security for individuals and their families. The company's asset management division offers investment products and services, including unit trusts, retirement annuities, and discretionary portfolios.



# KEY FINDINGS



- A total of 32 684 social media posts were analysed from Twitter and Facebook which mentioned the brand names for the period June 2022 – May 2023
- 13 597 unique authors (or social media accounts) mentioned the related brand set
- The most-mentioned brand was Investec (11 322), followed by Sanlam (9224), Old Mutual (8625) and Liberty (3513)
- The most influential authors (based on impressions reached) included news sites such as Reuters, News24 and ENCA
- The most active authors (based on volume of posts) included MyJobmag SA, Old Mutual SA and Sanlam.
- Automated sentiment algorithms were utilised to determine sentiment across the analysed data set, with all brands achieving +50% Positive ratings, while Negative ratings ranged between 11-15%
- Liberty achieved the most Positive rating at 68%, while Old Mutual received the highest Negative rating (15%)
- Old Mutual has the largest following on both Facebook (316 293 followers) as well as Twitter (50 019)
- While a significant 86% of posts were tracked from South Africa, many other countries also joined conversations, most notably from Kenya, Zimbabwe, Namibia and Nigeria.



- Prominent stories during the period included South African golfer Ashleigh Buhai winning the Investec SA Women's Open title at Steenberg Golf Club.
- Investec also won the bank of the year at the #News24BusinessAwards2023 and Investec advising shareholders to expect as much as a 27% jump in earnings when it releases its full-year results in May 2023.
- The Old Mutual public offer which closed October 24 2022, enabling qualifying black South Africans to invest a one-off amount and earn dividends.

- Old Mutual Insure also signed a share purchase agreement that will see it acquire 100% of Genric for an undisclosed amount. Sanlam further made an offer to buy a controlling stake in Afrocentric, a diversified South African healthcare provider. About 18 000 runners further participated in the Sanlam Cape Town Marathon, while Sanlam Nigeria won a 2022 Best Life Insurance award.
- Grammy Award winning musician Gregory Porter performed at the Teatro at Montecasino and Kirstensbosch Botanical Gardens, sponsored by Liberty. This saw major engagement for the brand. Stash by Liberty promoted savings through the 10c challenge while the brand also promoted products such as life, funeral and education solutions.
- In a Negative spin both Sanlam and Old Mutual also featured during August 2022 as The Competition Commission conducted search and seizure operations at the premises of eight insurance companies over allegations of collusion and price fixing. The companies denied the charges and indicated that they would co-operate fully with the Competition Commission as investigations were ongoing.





### MEDIA REFERENCES

These posts reached the highest estimated number of audiences:



**Reuters** @Reuters


Rathbones snaps up Investec's UK wealth arm in all-share deal  
[reut.rs/3ZBuvhv](https://reut.rs/3ZBuvhv)



11:45 AM · Apr 4, 2023 · 60.1K Views

**Bloomberg** @business

South Africa's political climate is the most uncertain since the end of the apartheid era, Investec Bank's CEO says



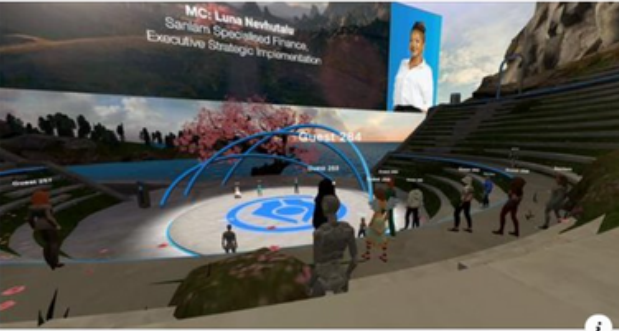
bloomberg.com  
 South Africa's Political Climate Most Uncertain Since Apartheid Era, Investec ...  
 South Africa's political climate is the most uncertain since the end of the apartheid era, with investors acutely concerned about a potential coalition ...

4:45 PM · Apr 12, 2023 · 33.8K Views



**News24.com**

SPONSORED: On Tuesday, Sanlam launched its LiFE of Confidence campaign, the country's first-ever media launch to be held in the Metaverse. Attendees were introduced to Zesande – an avatar who lives her life in one day.



NEWS24.COM  
 Sanlam makes history with SA's first media launch in the metaverse | News24  
 On Tuesday, Sanlam launched its LiFE of Confidence campaign, the country's first-ever media ...

**Bloomberg** @business

AfroCentric, a diversified South African healthcare provider, expects that an acquisition by Sanlam will accelerate its expansion into fast-growing yet still underinsured continent

bloomberg.com  
 AfroCentric Sees African Expansion After Purchase by Sa...  
 AfroCentric Investment Corp., a diversified South African healthcare provider, expects that an acquisition by Sanla...

6:40 PM · Oct 11, 2022



### MEDIA REFERENCES

These posts reached the highest estimated number of audiences:



News24 @News24

As Old Mutual becomes one of the first companies in South Africa to reveal the gap between its highest- and lowest-paid employees, the annual reports of the country's listed life insurers show eye-watering executive pay packages. | @News24\_Business



news24.com  
These are SA's highest-paid life insurance CEOs | Business  
As Old Mutual becomes one of the first companies in South Africa to reveal the gap between its highest- and lowest-paid employees, the annual reports of ...

8:15 AM · Apr 18, 2023 · 17.2K Views

Bloomberg @business

Old Mutual expects to launch a bank in the second half of 2024, after receiving approval from South Africa's central bank to apply for a license

	bloomberg.com South Africa's Old Mutual Targets Launch of Banking Unit i... Old Mutual Ltd. expects to launch a bank in the second half of 2024, after receiving approval from South Africa's centr...
--	--

10:12 AM · Nov 23, 2022



SABC News @SABCNews

VIDEO | Standard Bank has announced that in its partnership with its insurance and asset management division, Liberty, it plans to launch a sustainable energy fund generated from its own capital. [rb.gy/f1syb](http://rb.gy/f1syb)



6:22 PM · May 31, 2023 · 12.7K Views

SABC News @SABCNews

VIDEO | The Liberty Group says it has seen a sharp rise in cancer-related claims, while other insurance pay-outs have started to normalise.

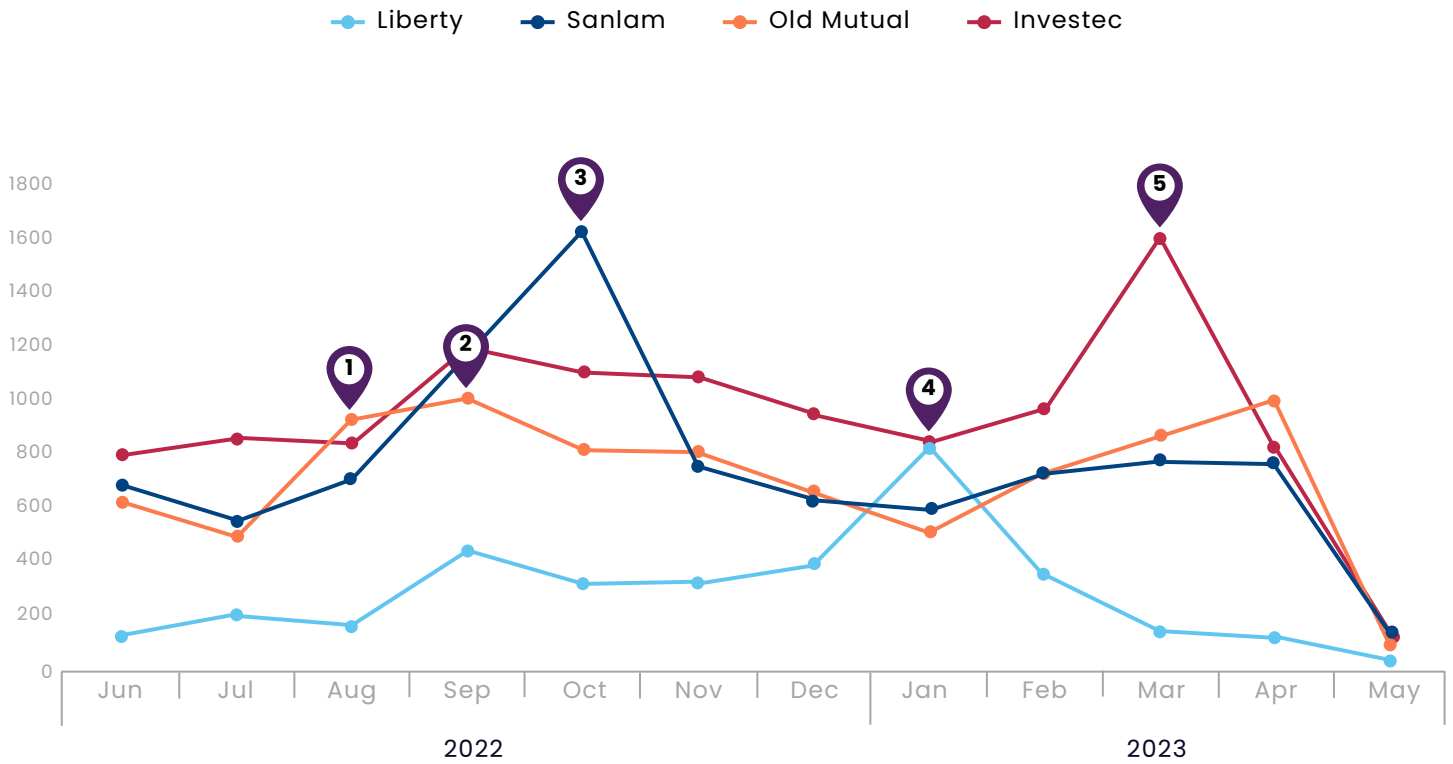
	youtube.com Liberty Group sees a sharp rise in cancer-related claims The Liberty Group says it has seen a sharp rise in cancer-related claims, while other insurance pay-outs have starte...
--	--

8:49 PM · May 10, 2023 · 5,977 Views



### MONTHLY TREND

A review of some notable spikes in media coverage during the period. The most prominent stories for each brand are highlighted.



**1** The Competition Commission is conducting search and seizure operations at the premises of eight insurance companies South Africa over allegations of collusion and price fixing – incl. Old Mutual and Sanlam.

**2** The Old Mutual public offer – which is open and closes on October 24 2022 – enables qualifying black South Africans to invest a one-off amount and earn dividends. Old Mutual Insure signs a share purchase agreement that will see it acquire 100% of Genric for an undisclosed amount.

**3** Sanlam makes an offer to buy a controlling stake in Afrocentric, a diversified South African healthcare provider. About 18 000 runners participate in the Sanlam Cape Town Marathon. Sanlam Nigeria Wins 2022 Best Life Insurance Company

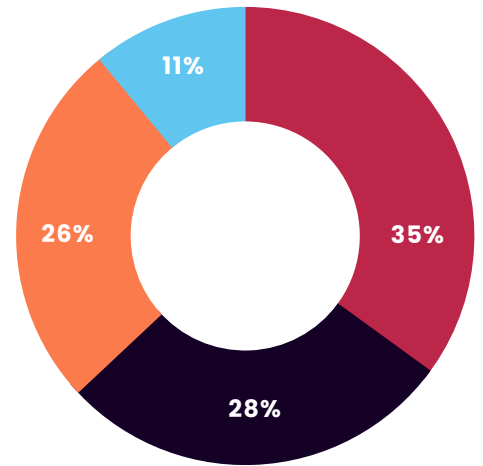
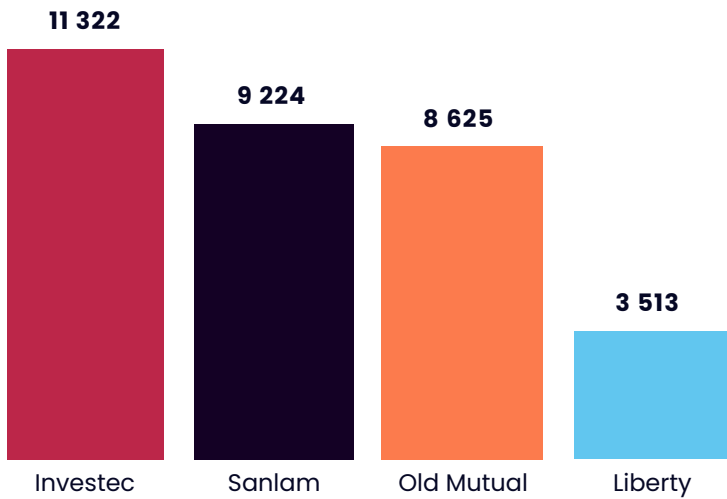
**4** Grammy Award winning musician Gregory Porter performs at the Teatro at Montecasino and Kirstensbosch Botanical Gardens, sponsored by Liberty. This saw major engagement for the brand. Stash by Liberty promotes savings through the 10c challenge. Various products are promoted such as life, funeral and education solutions.

**5** South African golfer Ashleigh Buhai wins the Investec SA Women's Open title at Steenberg Golf Club. Investec wins the bank of the year at the #News24BusinessAwards2023. Investec advises shareholders to expect as much as a 27% jump in earnings when it releases its full-year results in mid-May.





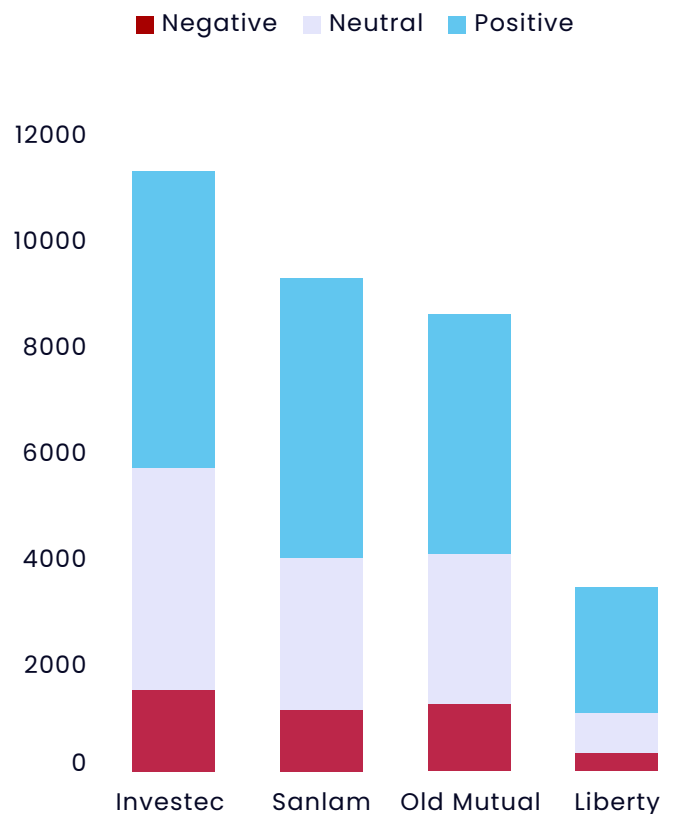
### TOTAL NUMBER OF MENTIONS



### SENTIMENT

Automated sentiment algorithms were utilised to determine sentiment across the analysed data set. It needs to be noted that automated sentiment will never deliver 100% accuracy, but then humans can't reach this accuracy rate either due to inherent biases and various other factors. The algorithm references digital libraries of positive and negative words – and assigns a score to the negative, neutral or positive words identified in the text of the media items. The more negative words are used, the higher the negative the calculation score (eg. -1) and the more positive words are identified the higher the positive score (eg. +1). Should neutral words dominate it would then be rated as (0).

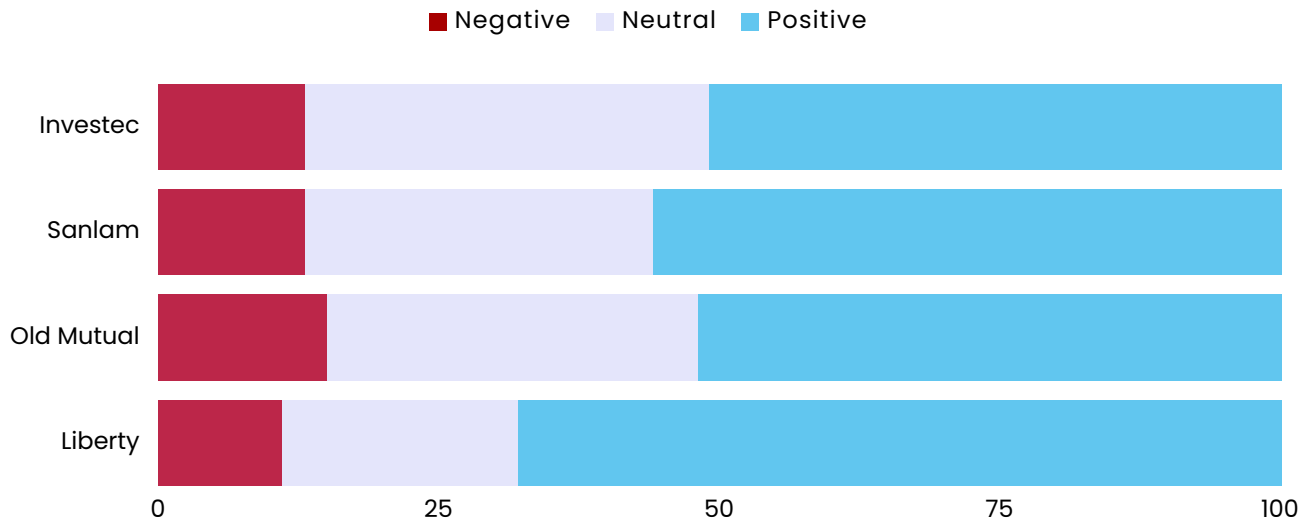
Should positive words and negative words be present the algorithm will calculate these scores accordingly. A final score is calculated, and dependent on the range of the score, the algorithm will assign either a negative, neutral or positive rating to the media item. Though not a perfect indication, the algorithm remains consistent and is not affected by human biases, mood or personal opinions.





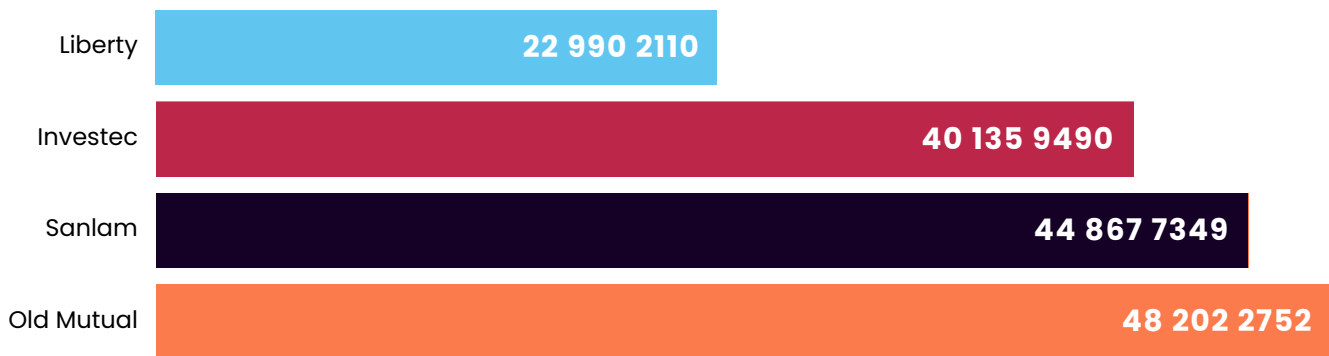
### TOTAL SENTIMENT (PERCENTAGE)

The total sentiment rating in media coverage during the period



### TOTAL REACH (IMPRESSIONS)

The total reach in social media coverage during the period



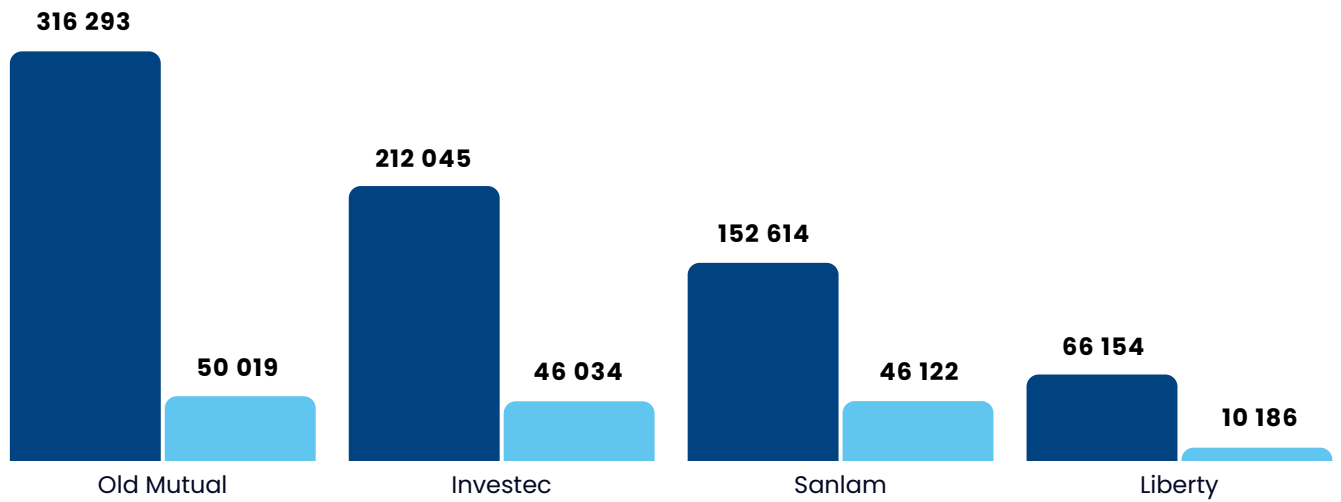
Impressions, also known as "Opportunities to See", measures the number of times audiences were potentially exposed to media items.

For instance, should a publication have 1000 readers, and two articles appear, it would be calculated as 2000 impressions (number of related media items x audience figure = impressions).



### FOLLOWER COMPARISON

■ Facebook ■ Twitter



### POSTS PER COUNTRY (TOP 10)

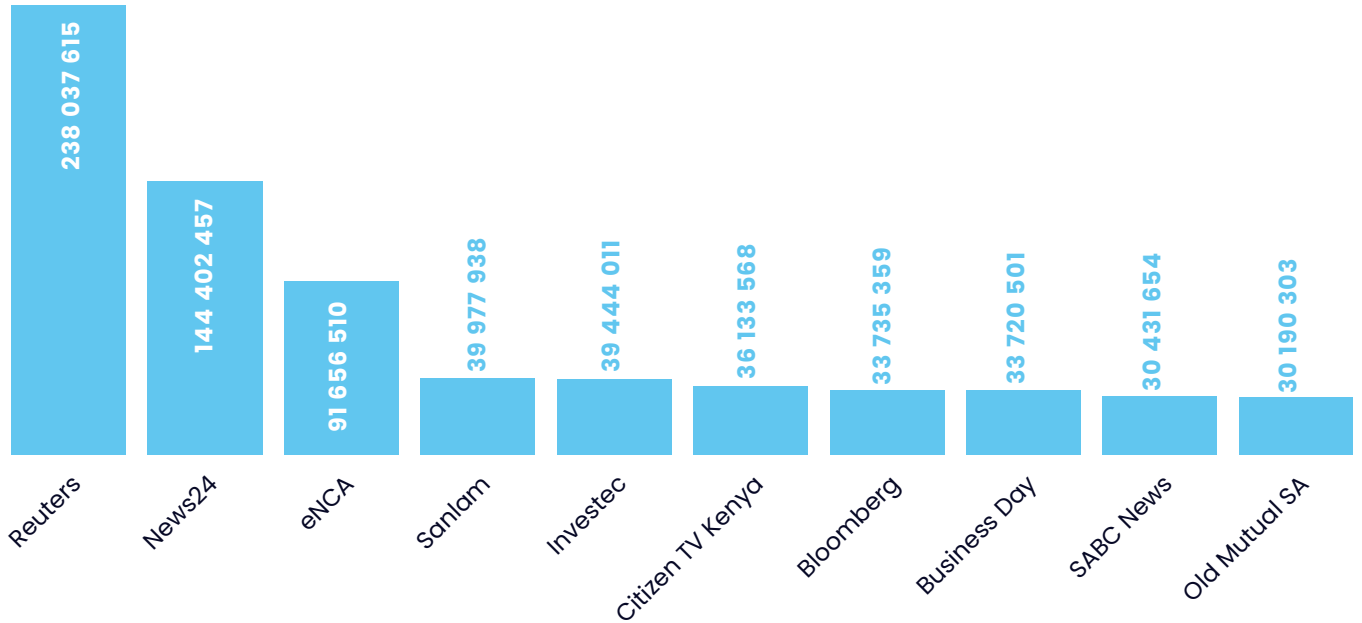
A breakdown of where coverage appeared during the period





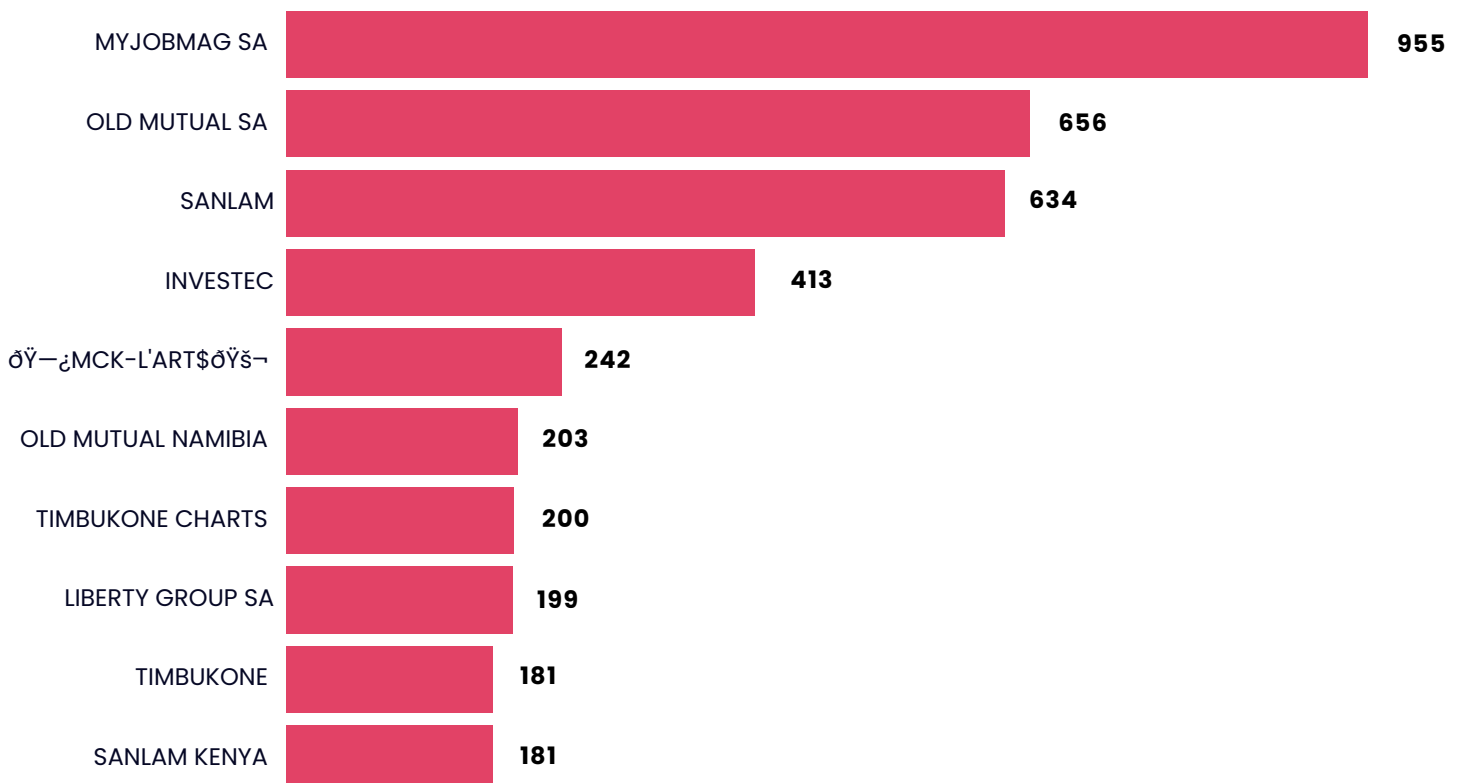
### MOST INFLUENTIAL AUTHORS (TOP 10) - SUM OF REACH

Most influential authors are accounts who have a large number of followers and reach who have mentioned the tracked keywords.



### MOST ACTIVE AUTHORS (TOP 10)

Most active authors are accounts who have used the keywords the most





# BE A ROCKSTAR SOCIAL MEDIA COMMUNICATOR

Francois Van Dyk, Head of Operations, Ornicco



*“Tomorrow belongs to those who can hear it coming.” – David Bowie*

As a teenager in the 1980's I was fascinated by the big rock bands and soaring guitar solos, and as many others, I fantasised about being a rock star one day. But one doesn't just start to play music by fantasising – and what followed was countless hours alone in my bedroom practising guitar, before eventually joining many bands with very limited success. Some highlights being interviewed by Barney Simon on 5FM (still my hero), having some campus radio Top 20 hits as well as playing a few major rock festivals, but never making any money!

Eventually I had to return to the real world of public relations, advertising and marketing – and developed a great new passion, specifically for the much-neglected measurement and evaluation function in this industry. In many cases communicators still see this as an afterthought, a less-sexy part of the communication process, a grudge function. But the truth is that measurement and evaluation is critical to incorporate as part of the DNA of any campaign.

I have been privileged to be on this measurement journey for many years, and keep learning valuable lessons and insights on how to use measurement and evaluation to not only improve marketing and communication activities, but principles that can improve almost anything in life. Comparing social media campaigns to musical composition some very clear similarities come to the fore – lessons which would have been very valuable to me as a budding young aspiring rockstar.

## **The importance of Goals and Objectives:**

Most successful bands have objectives, even though they don't necessarily define it as such. They want a specific or unique sound, convey a specific message or evoke certain emotions. A social media campaign is not that different. It needs to convey a particular message or aim to change audience behaviours, with specific goals such as increasing brand awareness, driving website traffic, or generating leads.

Best communication measurement and evaluation practices, as dictated by AMEC's [Barcelona Principles 3.0](#), highlights the importance of goal setting in its first principle: “Setting goals is an absolute prerequisite to communications planning, measurement, and evaluation.” >>



I certainly believe that without SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) goals and objectives it becomes extremely challenging to measure and evaluate properly. If you don't know where you need to be, how will you know when you get there?

#### **Metrics and Feedback:**

A composer needs feedback from listeners, fellow musicians, or mentors to understand how the music resonates with them. One could pay attention to qualitative measures such as an emotional response, technical execution, and overall impact, while metrics such as plays, downloads, and streaming numbers can also provide quantitative feedback.

Social media provides easy access to metrics like reach, engagement, conversions and sentiment analysis to gauge the effectiveness of a campaign. However, qualitative feedback from the audience, such as comments, shares, and direct messages, to gain insights and make improvements, is critical to move past vanity numbers.

However, one needs to be careful to not fall into a measurement bias – where one only measures metrics because it is easy. For instance, because most social platforms have a “Like” button it is easy just to focus on “likes” achieved – and neglect metrics which may be far more important. Just as a guitarist's girlfriend will always like his solos, but his bandmates may think it is terrible!

#### **Iterative Processes:**

Successful musicians constantly refine their compositions through an iterative process of writing, listening, and revising, while experimenting with different melodies, harmonies, rhythms, and arrangements to achieve a desired musical outcome.

Rockstar social media communicators continue to monitor and analyse the performance of their campaigns, making adjustments based on insights, and iterate as needed. They test different approaches, content formats, and targeting strategies to optimise results.

Measurement and evaluation are not linear processes. but rather a continuous process to learn and improve from campaigns – whether successful or not. In fact, most times more lessons can be learned from less-successful campaigns, with these learnings needing to lead to recommendations for improvement. >>





### **Creativity and Expression:**

It is a fallacy that creativity is the realm of the advertising creative, and not applicable to traditional public relations or social media communicators. Some of the most effective and awarded social media campaigns took a major creative approach.

Composing music is a highly creative process that allows for self-expression and artistic exploration. It involves choosing and combining different musical elements like melody, harmony, rhythm, and instrumentation to create a unique and meaningful piece of music.

Similarly social media campaigns require creativity to craft compelling content that captures attention and resonates with the audience. Creativity can manifest in visuals, copywriting, storytelling, and innovative campaign ideas.

It is a tragedy that in a lot of campaigns I analyse, I continuously see brands copying each other's creative elements, from using similar semiotics, hashtags, vernacular expressions and more, and in my humble opinion, this can only lead to audience confusion and brand dilution.

### **Measurement Tools:**

In this digital age there are also many measurement tools to assist musicians, such as recording software, music notation software, or digital audio workstations to capture and analyse songs. These tools can help them assess elements like tempo, dynamics, key signatures, and chord progressions. Social media analytics tools provided by platforms like Facebook and Instagram, Twitter or third-party tools, makes it easy to measure campaign performance, track metrics, and gain insights.

While social media campaigns and composing music obviously differ in their nature and purpose, both require a strategic approach to measurement and improvement. By setting goals, analysing metrics, incorporating feedback, and embracing iterative processes, one can enhance the effectiveness of these activities.

These are lessons I will be sharing with my twelve-year old daughter, who surprised me a few weeks ago by playing and singing David Bowie's "Space Oddity" perfectly, even with all the fancy chords, without me ever giving her a lesson! It is amazing what the kids can learn on YouTube these days!

[SocialISA2023]



# MOBILE APP RANKINGS















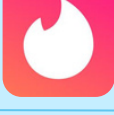
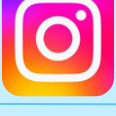








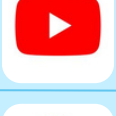
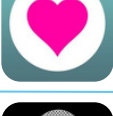
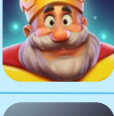









These listings showcase the most downloaded apps in South Africa across each app store. Data was retrieved on 26 June 2023



### iOS (iPhone) Downloads

#	Free	Paid	Revenue
1	 <b>TikTok</b> TikTok Ltd	 <b>Minecraft</b> Mojang	 <b>Disney+</b> Disney-Hotstar Electronic Content, LLC
2	 <b>bash™</b> The Foschini Group Limited	 <b>EE35 Film Camera</b> EIGHTIVE DESIGN, Inc.	 <b>YouTube</b> Google LLC
3	 <b>WhatsApp Messenger</b> WhatsApp Inc.	 <b>Heads Up!</b> Warner Bros.	 <b>TikTok</b> TikTok Ltd
4	 <b>SHEIN - Shopping Online</b> ROADGET BUSINESS PTE. LTD.	 <b>Difela Tsa Sione by ZolApps</b> Obakeng Mataboge	 <b>Candy Crush Saga</b> King
5	 <b>CapCut - Video Editor</b> Bytedance Pte. Ltd	 <b>Geometry Dash</b> RobTop Games AB	 <b>Tinder</b> Tinder Inc.
6	 <b>Instagram</b> Instagram, Inc.	 <b>The Wonder Weeks</b> Domus Technica	 <b>Audible</b> Audible, Inc.
7	 <b>Facebook</b> Meta Platforms, Inc.	 <b>Farming Simulator 23 Mobile</b> GIANTS Software GmbH	 <b>Amazon Prime Video</b> AMZN Mobile LLC
8	 <b>MONOPOLY GO!</b> Scopely, Inc.	 <b>Grand Theft Auto: San Andreas</b> Rockstar Games	 <b>LinkedIn</b> LinkedIn Corporation
9	 <b>YouTube</b> Google LLC	 <b>Hear My Baby Heartbeat App</b> Fat Cigar Productions Ltd	 <b>Royal Match</b> Dream Games
10	 <b>Getcontact</b> GETVERIFY LDA	 <b>Voice Recorder</b> LiveBird Technologies Private Limited	 <b>Roblox</b> Roblox Corporation



These listings showcase the most downloaded apps in South Africa across each app store.  
Data was retrieved on 26 June 2023

### Google Play Downloads

#	Free	Paid	Revenue
1	 <b>SHEIN - Shopping Online</b> TikTok Ltd	 <b>Minecraft</b> Mojang	 <b>Disney+</b> Disney-Hotstar Electronic Content, LLC
2	 <b>TikTok Lite</b> TikTok Ltd	 <b>ROLEX DATEJUST 10in1</b> VYRON watch faces	 <b>Disney+</b> Disney-Hotstar Electronic Content, LLC
3	 <b>WhatsApp Messenger</b> WhatsApp Inc.	 <b>Football Manager 2023 Mobile</b> SEGA	 <b>TikTok</b> TikTok Ltd
4	 <b>Facebook Lite</b> Meta Platforms, Inc.	 <b>Grand Theft Auto: San Andreas</b> Rockstar Games	 <b>Candy Crush Saga</b> King
5	 <b>Opera Mini: Fast Web Browser</b> Opera	 <b>Hitman Sniper</b> CDE Entertainment	 <b>Showmax</b> Showmax
6	 <b>Capitec Bank</b> Capitec Bank	 <b>Torque Pro (OBD 2 &amp; Car)</b> Ian Hawkins	 <b>Royal Match</b> Dream Games
7	 <b>TikTok</b> TikTok Ltd	 <b>MONOPOLY - Classic Board Game</b> Marmalade Game Studio	 <b>PUBG MOBILE</b> Level Infinite
8	 <b>bash</b> The Foschini Group Limited	 <b>Bloons TD 6</b> ninja kiwi	 <b>Coin Master</b> Moon Active
9	 <b>Rapid Cleaner</b> JomatsStudio	 <b>RFS - Real Flight Simulator</b> RORTOS	 <b>Roblox</b> Roblox Corporation
10	 <b>Snapchat</b> Snap Inc	 <b>Farming Simulator 23 Mobile</b> GIANTS Software GmbH	 <b>Gardenscapes</b> Playrix



"The emergence of TikTok has fostered authentic connections through the creation of digital communities by facilitating organic 'digital campfires' that transcend demographics and geographic lines."

## The rise of authentic connections through digital communities and "campfires".

Greg Bailie, Sales Lead, Global Business Solutions, TikTok Sub Saharan Africa

Human beings have long recognized the benefits of gathering, socializing, celebrating and overcoming challenges as part of a collective. Whether gathering around real-life campfires or connecting via the digital campfires of the 21st century, humankind's need to relate, engage and interact is as strong as ever.

The rise of social media platforms in the early 2000's also allowed people

to connect more widely than ever before, rekindling old friendships and keeping each other more readily informed about significant life events.

And while social media allowed people to connect with their social circles online, it did however limit their online experience of connection, since their feeds were essentially echo chambers of what their friends and families were posting. >>



# Paradigm shifts for content creation and consumption.

"With digital platforms like TikTok, people are served content that is relevant to them in that moment based on their consumption patterns and interests rather than what they are explicitly looking for."

With the emergence of digital platforms like TikTok, we observed two paradigm shifts; the first was the democratization of content creation, where people were provided with an easier way to produce content, essentially putting a studio, with music, effects and editing tools, in everyone's pocket. Now, anyone and everyone can be a creator and showcase their passions, be it music, food, fashion, sports, DIY or skincare, amongst many other interests. Hence, the content library grew exponentially, with many new genres thriving.

The second paradigm shift saw people being back in the driver's seat when it comes to the content they consume; with digital platforms like TikTok, people are served content that is relevant to them in that moment based on their consumption patterns and interests rather than what they are explicitly looking for, or what their friends and family are posting. We call this the content graph, as opposed to the knowledge or social graphs of the 2010s. And hence, this resulted in people consuming content they genuinely find engaging, exciting and educational, and in doing that, they formed different connections, beyond friends and family. >>



# Digital Campfires - a community for everyone.

The emergence of TikTok has fostered authentic connections through the creation of digital communities by facilitating organic 'digital campfires' that transcend demographics and geographic lines.

Today, people are not interested in crowded and pre-curated feeds anymore. They want to gather around shared interests and create unique experiences, relevant only to them, so that no two feeds look exactly the same. That is why we have observed the meteoric rise of community-based platforms over the last two years. These platforms serve audiences the content they love, but also facilitate discovery of new interests, hobbies and even brands and products. >>

"TikTok allows brands to be creators themselves, giving them and marketers the platform to be creative storytellers. After all, any successful marketing campaign starts with a really good story."



TikTok has long been called the "last sunny corner of the internet" due to the way people can discover new content and communities that bring them joy. This ability to break free from conventional echo chambers allows TikTok creators to make content that amplifies their authentic voices and curates communities that are as diverse and representative as they are.

Interrelation thrives on TikTok — if you are a new parent, and interested in gardening, you'll find content that resonates with each of those groups individually, or overlaps. People now come together based on shared interests, allowing them to authentically share stories and have conversations with one another while spawning communities such as #FoodTok, #SmallBusinessTok, #DogsofTikTok or #MomTok, and the list goes on. No matter what interests you have, chances are there's a community for you on TikTok.

## Authentically tapping into the power of digital campfires

This gathering of consumers into interest-based and content-driven communities has resulted in the birth of a new kind of word-of-mouth - one that not only leads to different movements flourishing on the platform, but that drives meaningful business impact for brands, and hashtags like #TikTokMadeMeBuyIt and #AsSeenonTikTok are examples of these.

For businesses wanting to tap into the extraordinary power of these digital campfires, it is important to note that brands are an important part of the content creator experience. Whether they are initiating new trends, connecting with communities, or >>





or bringing awareness to critical public service initiatives, brands can also create authentic audiences built on the foundation of sharing joy.

In essence, TikTok allows brands to be creators themselves, giving them and marketers the platform to be creative storytellers. After all, any successful marketing campaign starts with a really good story.

And brands don't have to be perfect. In fact, it's better if they aren't (a huge mindset shift for brand and marketing managers!) From a creative perspective, this means opening up brands to communities and inviting them to participate in building those brands in an engaging and real way. The best engagement on the platform comes from brands that work with the natural flow of conversation and how people show up here. It stands to reason then, that brands seeing the most success on TikTok take the time to listen to the TikTok community, and then engage in a meaningful and authentic way.

Not only did the real-life campfires of old present an opportunity for people to sing, dance and share communal food, they were hotbeds of storytelling.

Digital platforms are the storytelling epicenters of the 21st Century, and the evolution of content creation and consumption has facilitated wider authentic connections based on shared interest. Thus the power of digital campfires lies in their ability to transcend geographical and cultural boundaries.

Now is the time to gather around the TikTok fireside, to connect with the platform's diverse and eclectic communities, to join the conversations, to offer content that is genuinely engaging, entertaining and educational and, above all, to have fun. [\[SocialSA2023\]](#)

"Now is the time to gather around the TikTok fireside, to connect with the platform's diverse and eclectic communities."





# ADD THE nano-influencer TO YOUR MARKETING ARSENAL

Albert Makoeng, Sales Director at TheSalt

When people use the word 'influencer', it's likely that it conjures up the name or face of a celebrity or social media star with a huge following and a reputation for specialised knowledge, authority, or insight, into a product, service, or subject, that gives them significant sway with an audience. And that sway makes them the ideal candidate for collaborations with brands looking for a way to launch their product or presence with a higher degree of credibility through the advocacy of, and affiliation with, an influencer.

While that is all fundamentally correct, we're increasingly seeing a shift in the trend of who brands consider to be influencers that are worthy of their interest and investment.

## Enter the nano-influencer!

On the surface, a nano-influencer looks like a regular social media user who shares pictures and videos to Instagram, Facebook, or TikTok, just like the rest of us, and they'd probably be the last person to call themselves an influencer.

However, while they probably have fewer than 3,000 followers, when they talk, their followers listen. They engage. And they trust who they're hearing from, viewing a recommendation or advocacy from them for a product or brand as highly reliable.



This is the reality of marketing with nano-influencers, and it's an increasingly powerful (and comparatively more affordable) avenue of access to a target audience. And when it comes to the benefits of this growing trend within influencer marketing, the reality is, there are many:

- **Accessible for all brands.** Because nano-influencers are motivated by sharing what they're passionate about with an audience that loves to hear it, being offered the opportunity to work with a brand or receive products to review is often considered a bonus. Not only are they less likely to charge high fees for their activity, but if your brand aligns to theirs, they truly appreciate the opportunity to work together.>>





- **Lower cost = more influencers.** As a result of the increased affordability of nano-influencers, your brand's marketing budget can go further, meaning you'll probably be likely to work with more of them at a time. Obviously, it remains important that you align with influencers that are an authentic allegiance with your brand, but working with more of them improves your reach and enables you to cover more audience segments in a single campaign.
- **A higher ROI.** Brian Solis, the principal analyst at Altimeter Group, reported data from research that demonstrated that only 32% of consumers follow big influencers, compared to 70% who say they are influenced by family members or friends online. Similarly, smaller influencers are found to have 60% higher engagement rates than those with larger followings, meaning that they're not only a valuable source of genuine and powerful advocacy for your brand, but you're likely to get a better ROI as well.
- **Niche audiences are more accessible.** Nano-influencers aren't trying to be everything to everyone, so they tend to focus on fewer topics, sharing things they're genuinely interested in, which reflect their personality, and growing a following of people who share the same views. By finding the right nano-influencer with the right audience and interests (which shows how important consumer data metrics are when choosing who to work with, as well as the value of collaborating with a business that specialises in connecting brands to the right people), you can partner your brand with someone who has a passion for a topic or product that you can tap into – and that's where the magic happens! >>



- **Paid media can scale nano-influencer content.** Because nano-influencers are more relatable than macro-influencers, sharing brand messaging with authenticity, it makes sense for brands to invest in paid media alongside their content creation. Since it's not guaranteed that every piece of content will be seen by their following, a paid media strategy amplifies the overall engagement by increasing its visibility and ensuring the content (and your brand) reach targeted audiences beyond the influencer's following, with a message that feels authentic and less like an advertisement.

This balanced split between content and distribution is what ultimately ensures a better ROI, as evidenced by the example in the table below:

It's important for brands to note that when it comes to the growing trend of using nano-influencers in influencer marketing, it's not the size of their audience that matters. Rather it's the influencer's consumer metrics that should be the focus, which heightens their ability to link real brand fans into topical brand conversations, while ensuring authenticity.

As the need to prove ROI and value for every cent spent on marketing grows, and with the evolution of influencer marketing into less of an if, but a how, for business and brands globally, it's fast-becoming the smart strategy to partner with real people who have a smaller, more loyal following, and whose advocacy will ultimately mean more for both your brand and your bottom line. [\[SocialSA2023\]](#)

Description	Historically	In 2022
Number & Nature of Influencers	1 x Macro influencer	10 x Macro influencers
Campaign Budget	R100 000	R100 000
Content Cost	R91 000	R50 000
Distribution (Performance)	R9 000	R50 000
Reach (Result)	22 000 (organic)	2 000 000 (performance)



# ORGANISERS

---



# CONTRIBUTORS

---





# ACKNOWLEDGEMENTS

## **Publisher**

Oresti Patricios  
CEO, Ornico

Arthur Goldstruck  
MD, World Wide Worx

## **Editor**

Relebohile Kobeli  
Head of Marketing, Ornico

## **Research**

Maria Petousis  
Executive,  
Target Group Index

David Vahle  
Senior Reporting Analyst,  
YOUKNOW

Marius Greeff  
Founder & Director,  
Turn Left Media

Francois Van Dyk  
Head of Operations,  
Ornico

## **Creative Direction**

Jessica Haasbroek  
Social Media and Creative Lead, Ornico

---

## **CONTACT**

### **ORNICO**

P O Box 783681, Sandton  
2146, South Africa

Phone +27 11 884 5041  
info@ornicogroup.co.za  
sales@ornicogroup.co.za  
oresti@ornicogroup.co.za

[www.ornico.co.za](http://www.ornico.co.za)

### **WORLD WIDE WORX**

P O Box 752, Pinetown  
2123, South Africa

Phone +27 11 782 7003  
info@worldwideworx.com

[www.worldwideworx.com](http://www.worldwideworx.com)