

SA

Social Media

Landscape 2019

Data driving social media decision making **by Acquila Ntsonkota, Digital Strategist, Avatar** • The unbridled power of social media to 'morph' into new forms will shape opinions and consumer behaviour in 2019 and beyond **by Ima Peter, Head of Content marketing at Conversations Group** • The future of advertising lies in co-creation **by Ashleigh Burton, Head of Social Media at Hellocomputer [FCB Africa]** • The unsung heroes of social media **by Michael Oelschig, Head of Advisory at Cerebra Communications** • Turning big data into revenue in real life **by Gil Sperling, CTO at Popimedia** • What the world of social media holds in the eyes of a digital crystal ball gazer **by Melody Maker, Senior Strategist, M&C Saatchi Abel** • Thumbs up for social behaviour change **by SoulProviders Collective** • And much more in the report!

Executive summary

Welcome to the social republic

The most interesting statistic lurking in the latest numbers for social network use in South Africa is one that does not look interesting at all. The figures for use of Facebook according to socio-economic level in South Africa reveal that penetration across all levels is almost the same.

This means that a graph showing penetration would be almost a straight line, which would at first sight seem to be the most boring of findings. It reveals something far more exciting, though: social media has been "normalised" across all segments of society. Those on the lower rungs of the economy are just as likely to use social media as those at the top.



The SA Social Media Landscape 2019 report, released on 15 October by Ornico, the Brand Intelligence® organization, and World Wide Worx, shows that across age groups, the racial divide and lifestyle measures, there is little difference in Facebook penetration. This section of the report draws on data collected by Ask Afrika, the continent's largest market research company, in its annual TGI Survey, which interviews 16 000 consumers.

The data highlights the impact of the launch in South Africa of Facebook Lite in 2015, and some network operators allowing it to be used without data charges being incurred. This meant a massive uptake of Facebook Messenger as a cheap or free means of sending instant messages, and led to Facebook spreading evenly among all population segments.

The Social Media Landscape report shows that there are now 21-million Facebook users in South Africa, representing 28% of the population. This is up from 19-million users a year ago.

The study, which also drew on data collected directly from social networks and additional market research, reveals that Instagram is the new force in social media. It grew a massive 73%, from 3.8-million to 6.6-million in the past year. This is largely thanks to the intense usage of the photo-sharing platform by media, music and fashion personalities.

The top 25 most followed South Africans on Instagram include only one individual from outside these ranks: cricketer AB de Villiers, thanks to a massive fan base in India, takes the number one position of South Africans on Instagram, with no less than 6.4-million followers.

He is followed by Minnie Dlamini, Bonang Matheba, Boitumelo Thulo, Casper Nyovest and Pearl Thusi, all with between 2-million and 2.4-million followers. This makes Instagram the great soap opera of South African celeb-dom, a dynamic which in itself drives the fans of these numerous personalities onto the social platform.

Its rapid growth brings Instagram into the Big Five of social networks in South Africa, behind Facebook, YouTube, Twitter and LinkedIn. Although Twitter growth has flattened – both globally and in South Africa – it still picked up another 300 000 new followers in the past year to take it to 8.3-million users. This means it has grown by the same amount of users every year for the past three years.

On Twitter, too, AB de Villiers has the biggest following of all South Africans, at 6.2-million, almost exactly double that of the next biggest following, for fellow cricketer Dale Steyn. They lead a range of news and sports accounts, interspersed with personalities like Minnie Dlamini, Julius Malema and Gareth Cliff.

YouTube following in South Africa has become more difficult to measure due to Google limiting the data it makes available from the video-sharing platform. However, it is estimated to have around 9-million users in this country.

The most popular YouTube channel in the country, for the fifth year running, remains Kruger Sightings, the wildlife video sharing community started by then-schoolboy Nadav Ossendryver when he was 15. It has passed the million-subscriber mark and has had around 800-million views.



The social network that never fails to surprise is LinkedIn, which is regarded as the serious social platform, since it is intended for business and career networking. It now has 6.8-million users in South Africa, up 11% from last year. Most of its growth is coming from staff at small and medium enterprises (SMEs), revealing that the corporate focus of LinkedIn has now spread across businesses of all sizes.

The most encouraging element of the latest LinkedIn numbers is the finding that women have almost caught up to men in their use of the platform, with 2.2-million users identifying as female, compared to 2.4-million males.

A third element of the study, a survey among South Africa's largest brands, also highlighted the "big five". Facebook is almost pervasive in its use, with 96% of big brands on the platform, followed by Twitter on 87% and Instagram on 78%. LinkedIn comes next, used by 73% of major brands, followed by YouTube at 68%.

The bottom line of all these numbers is simple: South African consumers have taken to social media as never before, and big brands are following eagerly in their wake.



What else in inside the SA Social Media Landscape 2019:

LinkedIn insights from the SA team * Spend forecasts and insights from top digital agency minds * Insights articles by some of South Africa's most seasoned minds on social media and digital * Social media usage survey results of South Africa's most active social media users

OBTAINING THE REPORT

The full report is available for purchase at a cost of R19 000 (single site license) excluding VAT from Ornico and World Wide Worx. To place an order, either request an order form to be mailed electronically, or send company name and address, VAT registration number, and name and e-mail address of person ordering and person who should be billed, to Client Service at Ornico or to World Wide Worx by e-mail on info@worldwideworx.com. Please include a purchase order number where required. Students who wish to obtain access to the research should enquire through the libraries of acquisition departments of their universities or learning institutions.

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