

# Portland Communications

## How Africa Tweets

#AfricaTweets

January 2012

# Introduction



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

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

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

# The first pan-African Twitter analysis



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

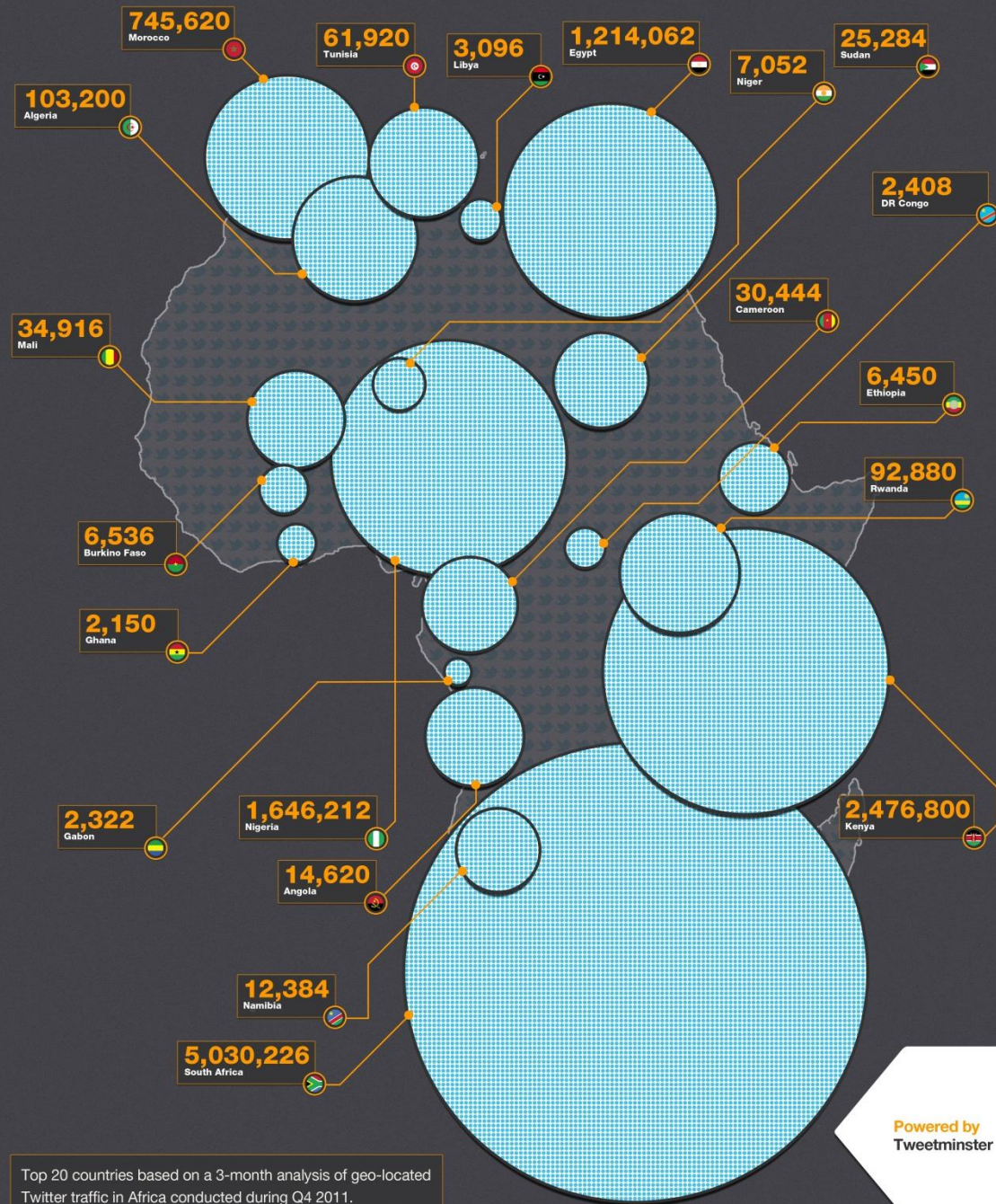
**500 of Africa's top Tweeters  
surveyed**

# How Africa Tweets

3 months of geo-located Tweets from Africa

## Top 20 (by volume)

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



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

The top 20 countries represent...



**70%** of Africa's total population

**85%** of the continent's total GDP

**88%** of Africa's internet users

# Key findings

# Africa's Tweeters are younger



**60%** are 21-29 years old

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

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



**81%** use Twitter to converse with friends

...but it is also an important news source

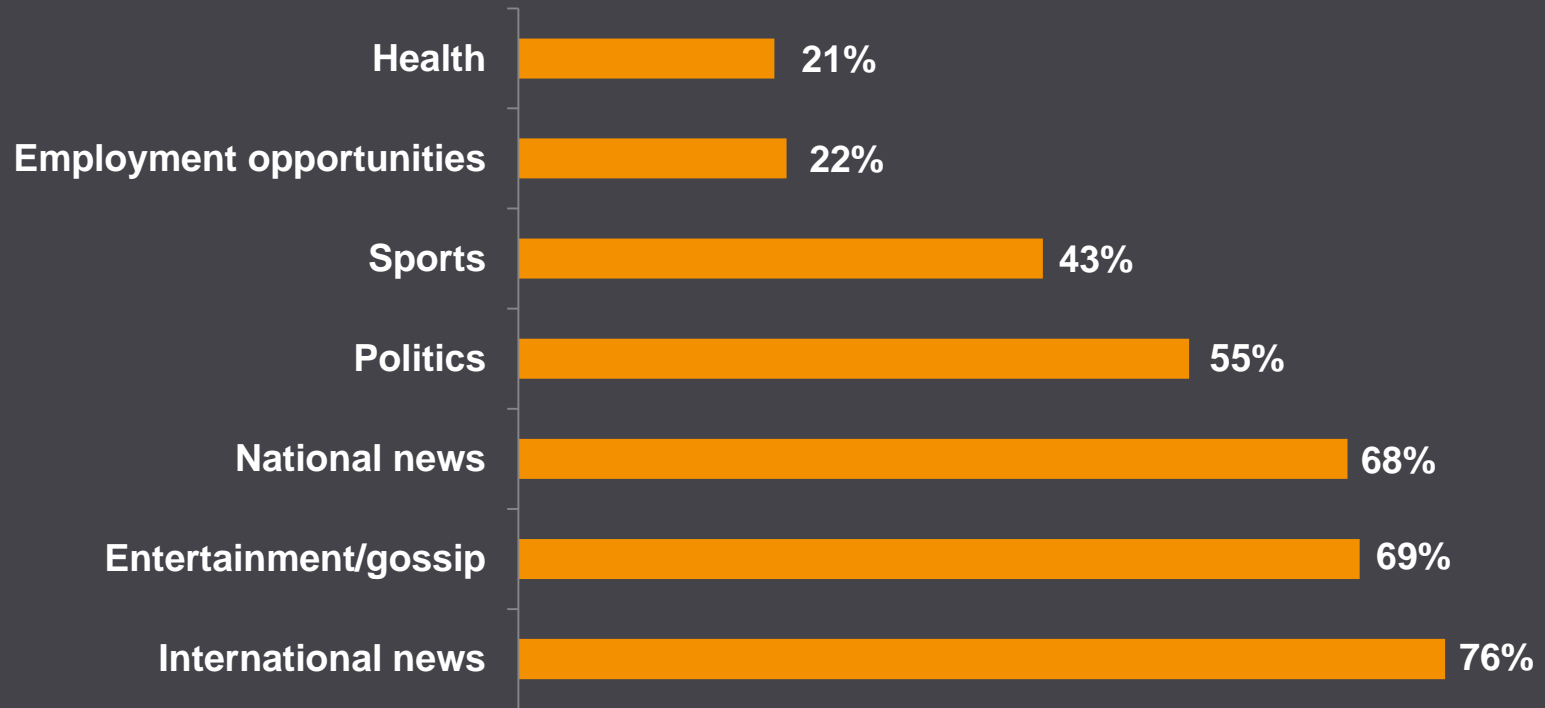
**68%** use Twitter to monitor news



# Twitter is becoming a key source of information in Africa



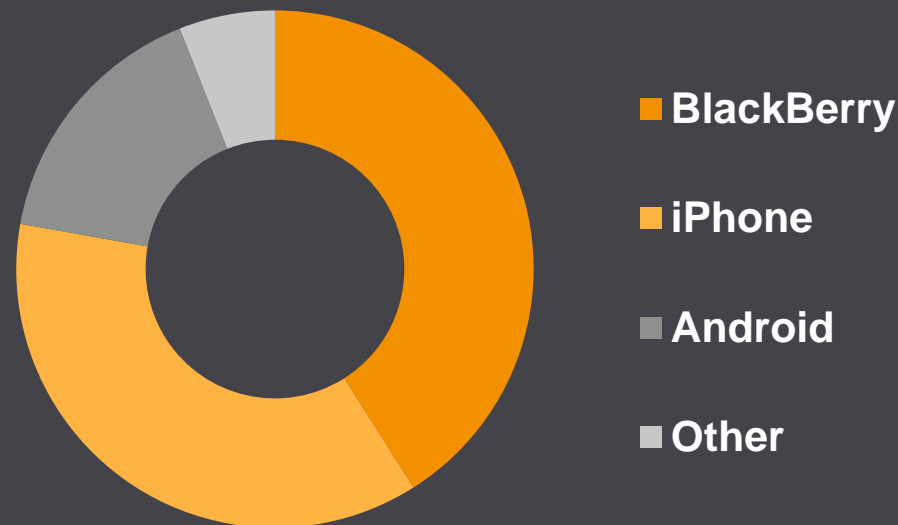
**“I rely on Twitter as a primary source of information on...”**



# Africa tweets mainly off mobile devices



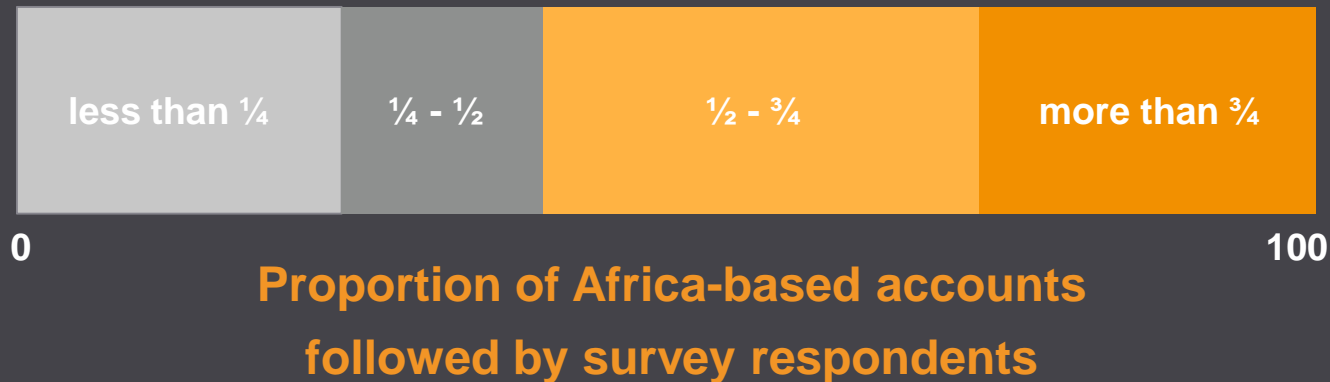
**57%** of Tweets were sent from mobile phones



# Twitter is helping to connect Africa



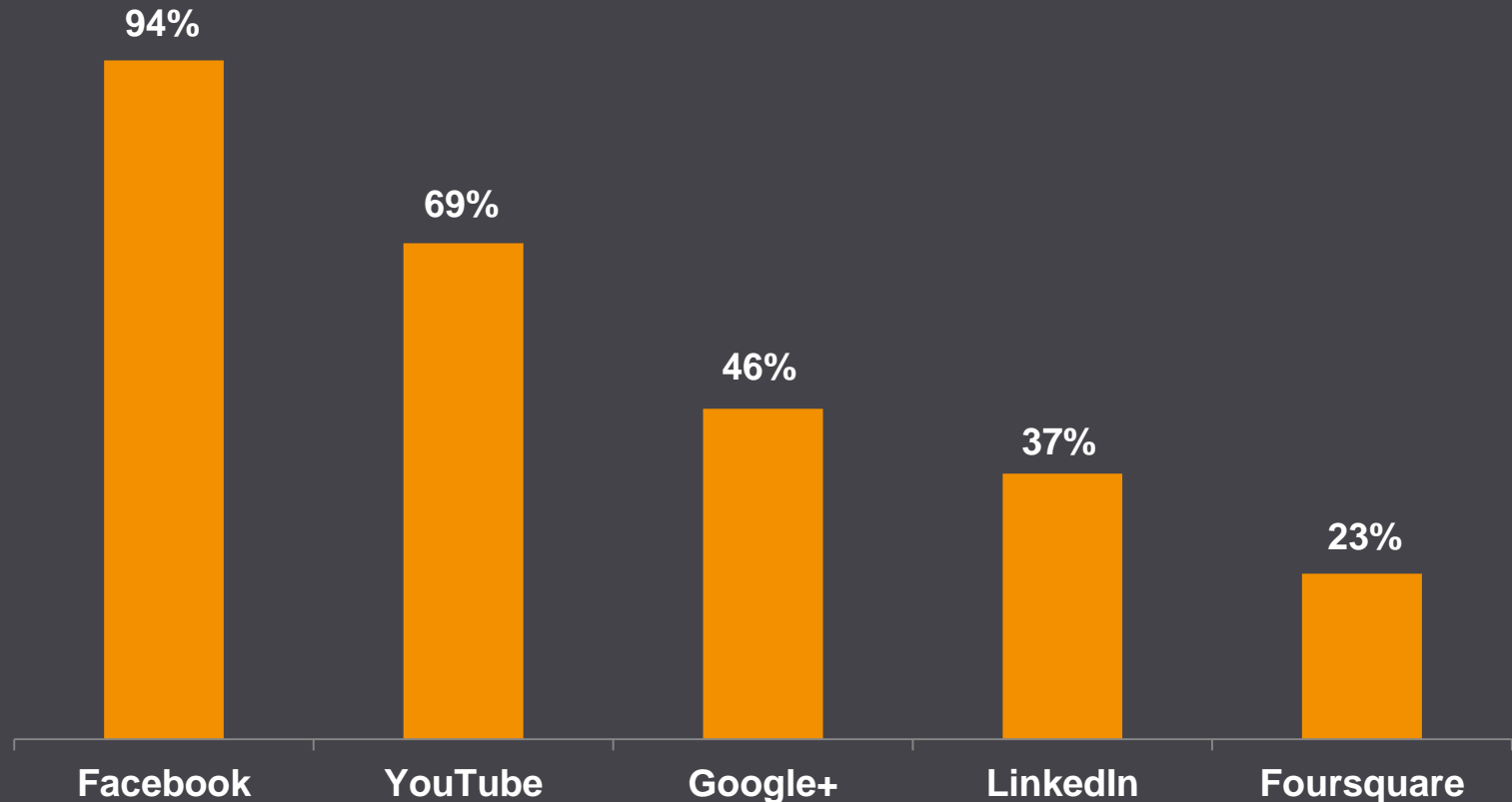
**60%** mainly follow  
African Tweeters



# Social media is alive in Africa



“As well as Twitter, I also use...”



African Tweeters are using geo-location...



**11.5m** geo-located Tweets  
in 3 months

...but there are still barriers

**privacy** **security**

lack of understanding

Foursquare

Path

Portland...

# High-profile African figures have begun to use Twitter



In Kenya, for example...



**Raila Amolo Odinga** ✓

@odinga\_raila

*The Official page of Raila Amolo Odinga, Prime Minister of the Republic of Kenya.*

Kenya · <http://www.railaforpresident2012.com>


Follow

180 TWEETS

32 FOLLOWING

28,996 FOLLOWERS

Politics



**Jeff Koinange**

@KoinangeJeff

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

Nairobi, Kenya


Follow

17,229 TWEETS

569 FOLLOWING

59,202 FOLLOWERS

Media



**Bob Collymore**

@bobcollymore

*Safaricom CEO*

Nairobi

Follow

3,104 TWEETS

97 FOLLOWING

38,759 FOLLOWERS

Business



**Ory Okolloh**

@kenyanpundit

*Mama of 3 girls who will run the world, Google Policy Manager Africa, co-founder Ushahidi.com & Mzalendo.com, Afropolitan, Kenyan. Views = mine.*

Johannesburg, Nairobi · <http://www.kenyanpundit.com>

Follow

15,097 TWEETS

792 FOLLOWING

21,809 FOLLOWERS

Development

# About Portland



Portland specialises in strategic communications in Africa.

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

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

For more information, please visit:  
[www.portland-communications.com](http://www.portland-communications.com)

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

