



SOCIAL NETWORKING IN AFRICA

Opportunities, Risks & Implications

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Agenda

- 👤 Characteristics of a social network tool
- 👤 Popularity across Africa
- 👤 How do African's use them?
- 👤 Opportunities & Caveats

Characteristics of Social Networks

- 👤 Basic unit: a user-profile (name, photo, interests).
- 👤 Built around users/people rather than content.
- 👤 Virtual community: relationships between users based on common interests/bonds.
- 👤 Sharing: ideas, lives (pictures, videos, moods)
- 👤 Heart over the mind | emotion over logic

How Are Africans Using Social Networking?

- Invalid question! ... we do just like everyone else:
 - Keep in touch with friends and family.
 - Promote our causes [political agenda, charities etc]
 - Communicate in more context-rich ways.
 - Network and business.
 - Other miscellaneous nefarious activities.
- Depending on your Internet access
 - Where there's high bandwidth: videos, photos, music
 - In low bandwidth: mood messages, checking up on the network, messaging

Opportunities

- 👤 Community engagement
- 👤 Strengthening the 'old boy' network
- 👤 Marketing and branding
- 👤 "6 Degrees of Separation" on steroids.

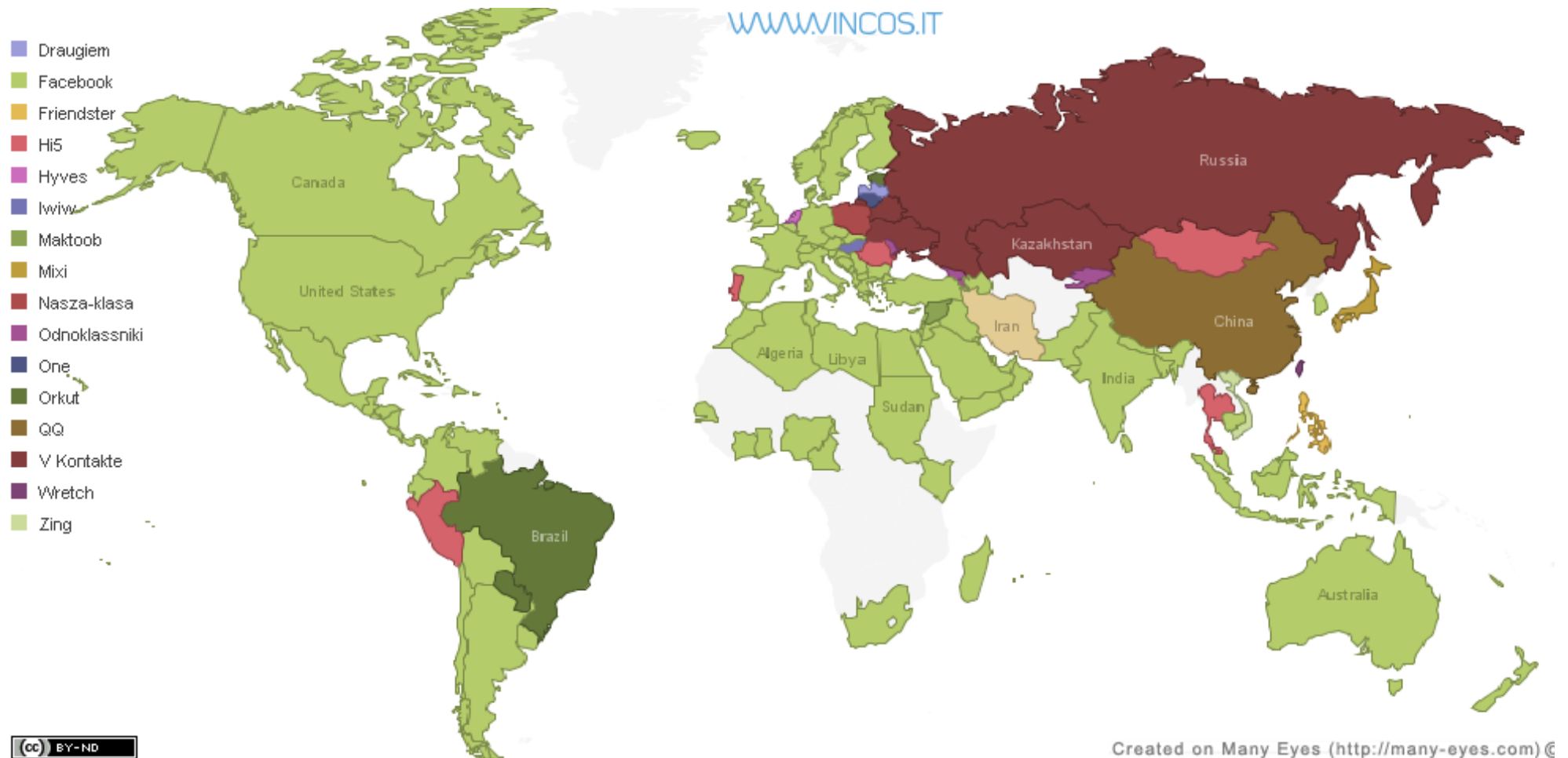
Caveats

- 👤 Confidentiality and privacy.
- 👤 Thin line between the person and the employee.
- 👤 Thin line between online and real personalities.
- 👤 Facebook addiction? Excessive computer use
- 👤 An excuse to not get out and speak to 'real' people?
- 👤 How can you be sure someone is really who he says s/he is?

Things to Think About

- 👤 What is the place of social networking in the workplace?
- 👤 What will be the impact of higher access bandwidths?
- 👤 Privacy?
- 👤 What is the most common way people access?
 - 👤 PCs vs Mobile?
 - 👤 Implications for telecom network providers?

What Social Networks are Predominant Where?



Facebook Popularity in Selected African States

👤 2nd in Nigeria, Egypt, Senegal, S.A, etc

General Facebook Statistics

People on Facebook

More than 400 million active users
50% of our active users log on to Facebook in any given day
Average user has 130 friends
People spend over 500 billion minutes per month on Facebook

Activity on Facebook

There are over 160 million objects that people interact with (pages, groups and events)
Average user is connected to 60 pages, groups and events
Average user creates 70 pieces of content each month
More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

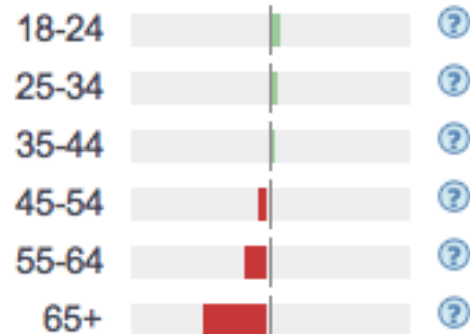
Mobile

There are more than 100 million active users currently accessing Facebook through their mobile devices.
People that use Facebook on their mobile devices are twice more active on Facebook than non-mobile users.
There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

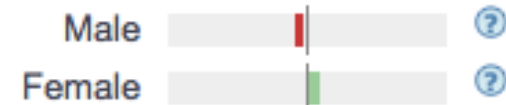
Audience Demographics for Facebook

[Relative to General Internet Population]

Age



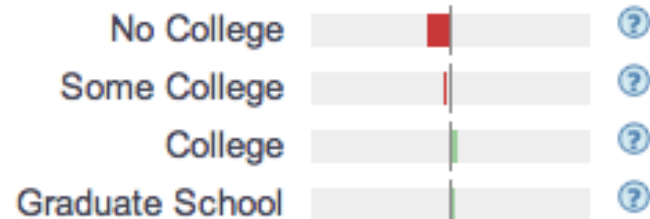
Gender



Has Children



Education



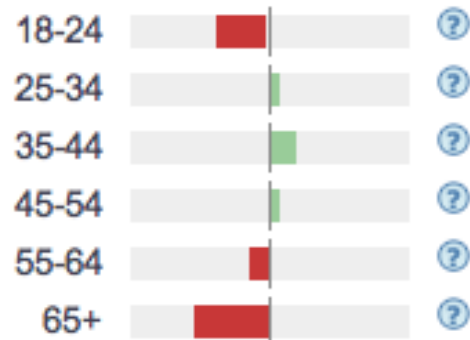
Browsing Location



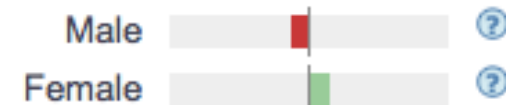
Audience Demographics for LinkedIn

[Relative to General Internet Population]

Age



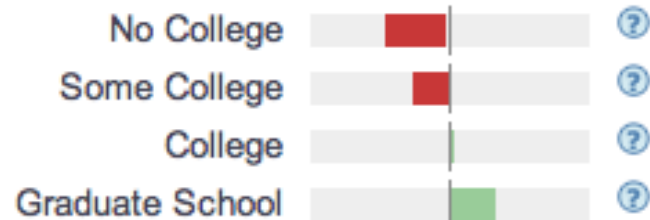
Gender



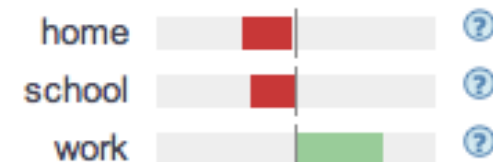
Has Children



Education



Browsing Location



Facebook 'Hunting'

Estimated reach

280 people

- who live in **Cameroon**
- age **18** and older
- who are **female**
- who **have graduated from university**
- who are **single**

Estimated reach

440 people

- who live in one of the countries: **Cameroon, Nigeria, Ghana** or **Senegal**
- age **18** and older
- who like **ubuntu**

Estimated reach

800 people

- who live in one of the countries: **Morocco, Tanzania, Niger** or **Kenya**
- age **18** and older
- who like **volunteering**

Estimated reach

47,020 people

- who live in **South Africa**
- age **18** and older
- who like **technology, information technology** or **science**

Estimated reach

63,200 people

- who live in **Egypt**
- age **18** and older
- who like **technology, information technology** or **science**

Estimated reach

105,380 people

- who live in one of the countries: **Egypt, South Africa, Kenya, Nigeria** or **Cameroon**
- age **18** and older
- who like **technology** or **information technology**

Conclusions

- 👤 Social networking sites are a tool, their effect depends on how the user leverages them.
- 👤 So ... when are we getting the AAF Facebook page?