Social Media and The African Millennial

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2012 – Social Media Seminar
Ghana-Korea Information Access Centre
University of Ghana

1. Smile
2. New world of the African
3. Age of Millennials
4. Strategies to Leverage Social Media

The New World of the African

Large and but within reach

Information, *especially gossip and rumour* travels faster

The New World of the African

The old way

Information, *especially gossip and rumour* travels faster

The New World of the African

The new way

Information,
especially gossip
and rumour
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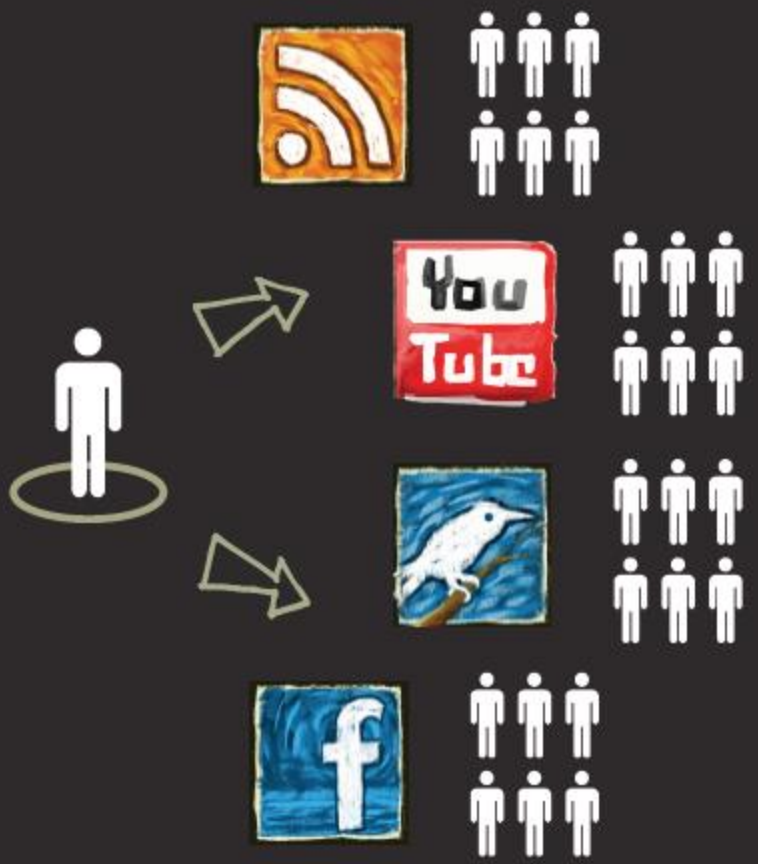
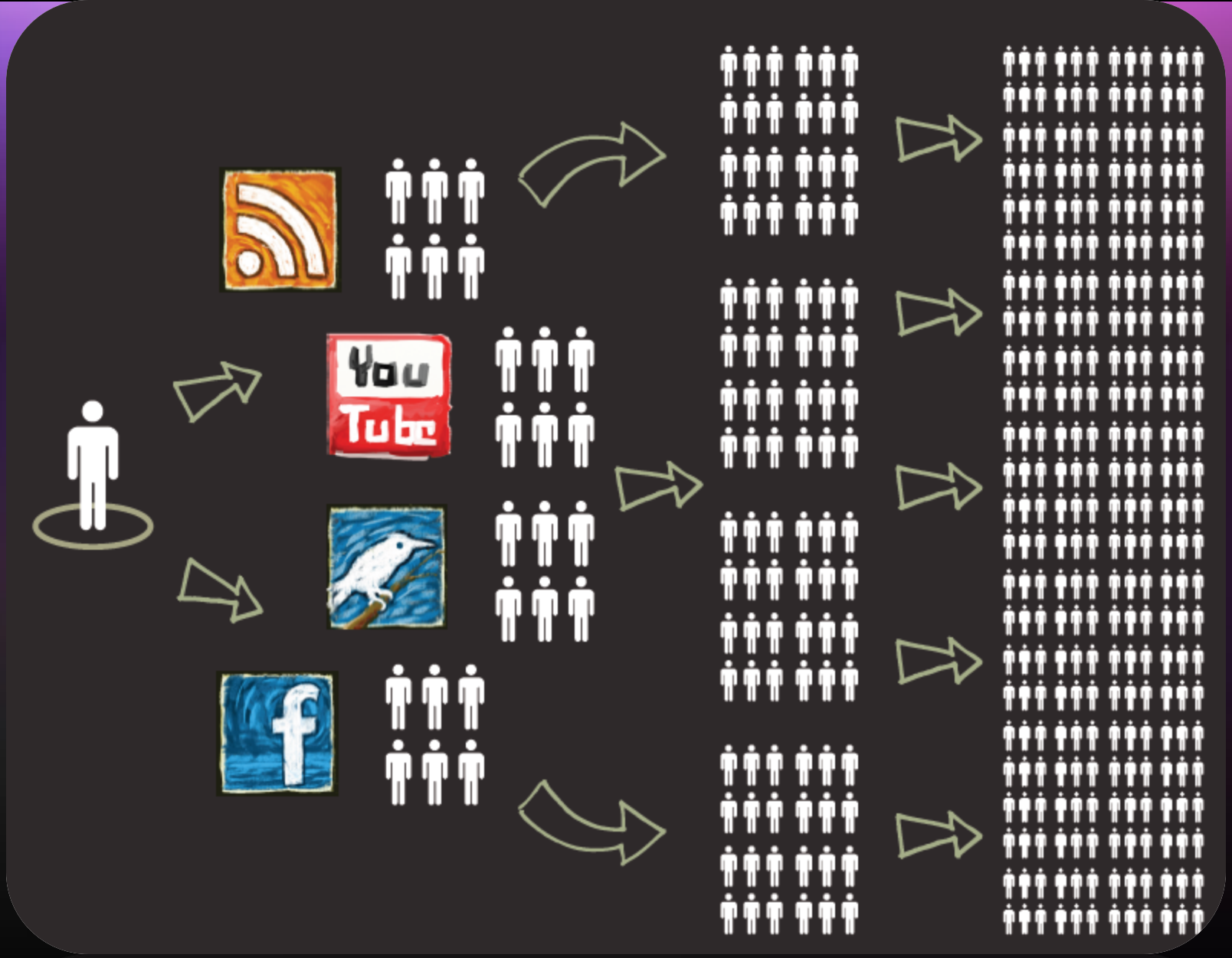


The message is distributed across Social Media channels...

Source: Social Media for business - blog.presentationadvisors.com | Linkedin.com/in/JonMThomas



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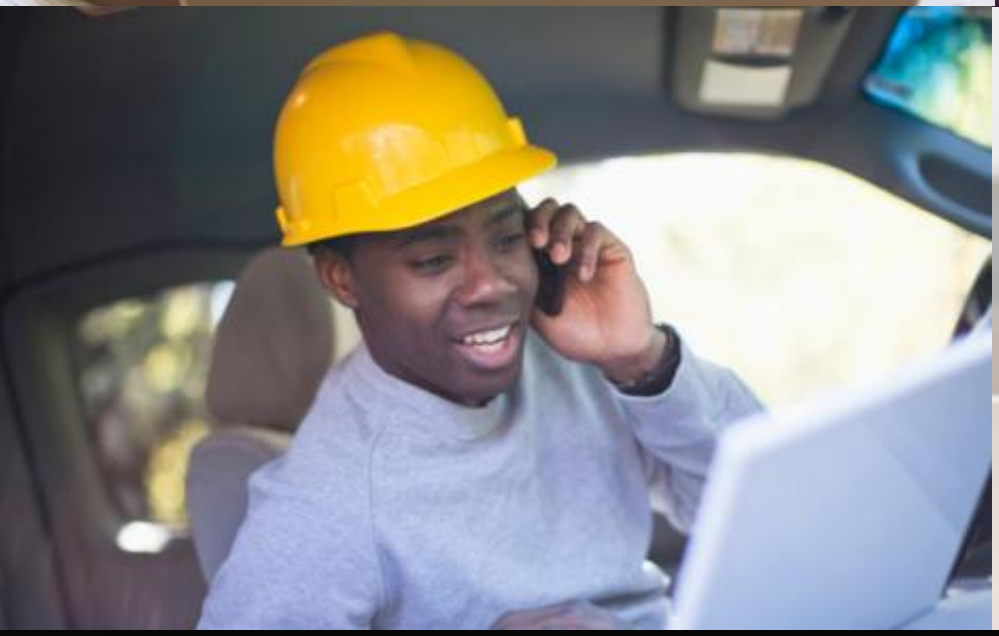
The New World of the African

Richer experience

Both Emotional and Fulfilling

Richer experience

Both Emotional and Fulfilling



The New World of the African

Increasing sophistication

The New World of the African

Increasing sophistication

global

Increasing need to be connected

"insatiable"

everywhere and anywhere

"ubiquity"

The Age of the Millennials

- Of those born between 1979 and 1994, over 90% use the internet.
- They grew up with the internet.
- As of 2009, 80% had cell phones and 36% use text messaging.
- Most have broadband for downloading music and watching videos online.
- This group is a proving ground for the future.

Millennials are
Confident.
Connected.
Open To Change.

Technologically Immersed

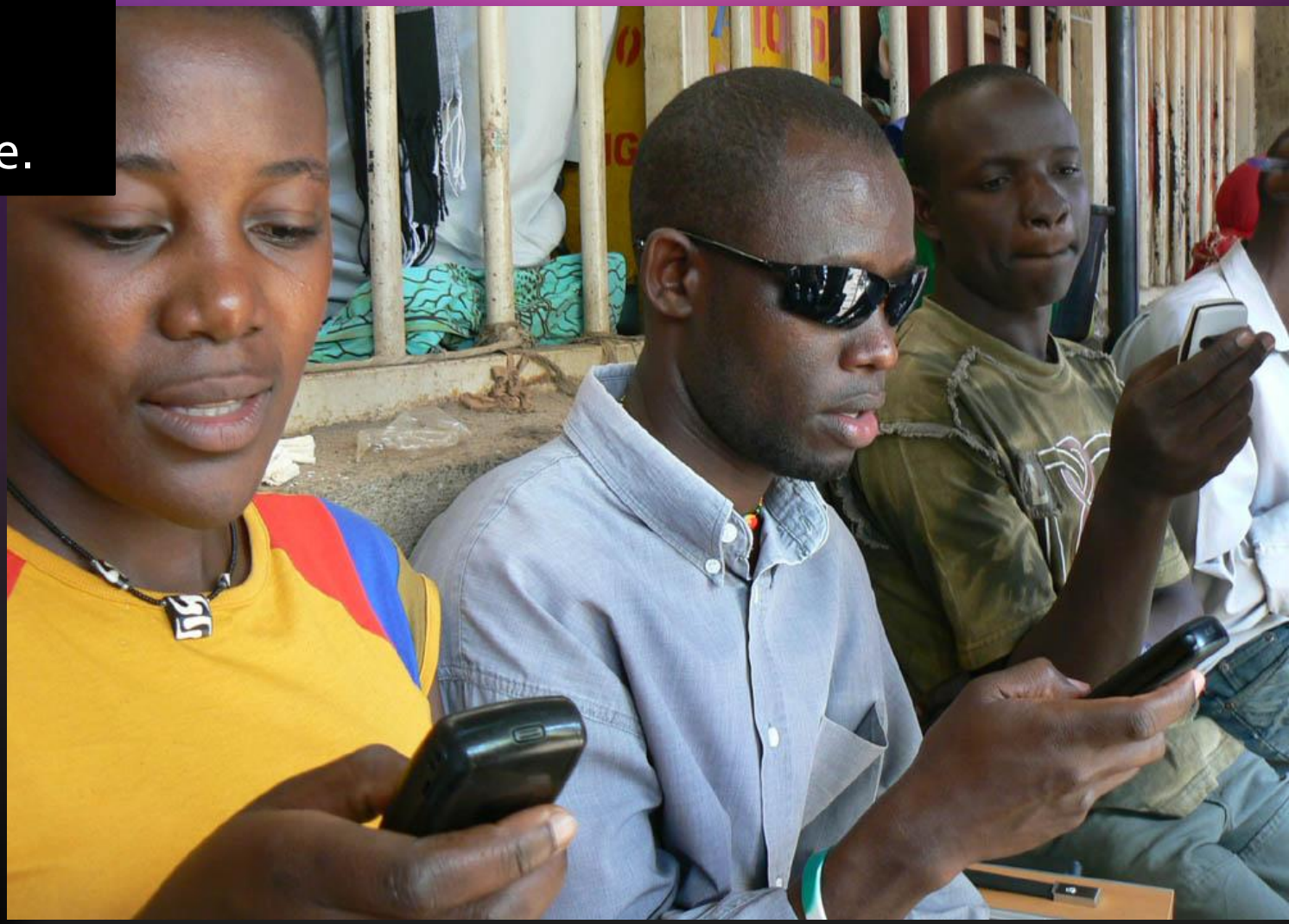
Millennial Culture

Diverse in Thought

High Expectations

80 Percent of Millennials texted in the last 24 hours

Millennials are
Confident.
Connected.
Open To Change.



83 percent of Millennials sleep with their cell phone on or right next to their bed, making it the first and last thing they often reach for each day.

How Should African Businesses Respond to such a marget segment?

Is it even relevant in Africa?

Revelance - High

- Increasing accessibility to new and emerging technologies
  - Technologies becoming cheaper and simple
  - Internet access becoming affordable (relatively) to the consumer
  - Convergence of technological platforms to enhance
- Birth of the proactive consumer
  - Social Media is empowering the millennials
  - Millennials are proactive consumers - PROSUMERS

Revelance - High

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Technological Context

	Internet Users Online	source
Ghana	14.11 per cent	ITU (2011)
Nigeria	28.43 per cent	ITU (2011)
Uganda	13.01 per cent	ITU (2011)
UK	82 per cent	ITU (2011)
USA	77.86 per cent	ITU (2011)

1. International Telecommunications Union (ITU) (20011). Percentage of individuals using the Internet, ICT Statistics Database, Geneva: ITU, Retrieved 12 September 2011 from: http://www.itu.int/ITU-D/icteye/Indicators/Indicators.aspx

Top websites on 17 September 2012

Ghana	Nigeria
1. Facebook	1. Facebook
2. Google.com.gh	2. Google.com
3. Google.com	3. Google.com.ng
4. Yahoo	4. Yahoo
5. Youtube	5. Youtube
6. Myjoyonline.com	6. Twitter
7. Mywebsearch.com	7. Blogspot
8. Twitter	8. Mywebsearch.com
9. Ghanaweb.com	**9. Vanguard News**
10. WindowsLive	10. LinkedIn
11. Wikipedia	11.Wikipedia
12. PeaceFM	**12.Nairaland**
13. Goal.com	13.Babylon
14. Blogspot	14. **GTBank.com**

www.alexa.com

Social Media and Millennials

- Social media characterize a set of interrelated internet applications which enable users to communicate easily , create, share, enjoy and interact with content - information, ideas, personal messages, and other users

Web 2.0 and Social Media

Web 2.0 as a combination of new and old trends of accessing and using the Internet which originate from tools and applications that deliver richer user experiences and harness collective content creation.

Social media are Web 2.0 tools and applications which enable interaction, content syndication, inter-networking and other means of social collaboration.

Functions are the roles that Web 2.0 tools perform, and these tools are themselves classifications of the **web software applications or which are normally called websites.**

For example, Blogger is an application utilizing the concept of Blogs (tool) and performing the "communicative" function.

Classification of Web 2.0

Table I Classification of Web 2.0 applications

Type	*Function*	*Tools*	*Web applications*
Communicative	To share ideas, information, and creations	Social networking, Blogs, Audio blogs, Video blogs, IM tools, Podcasts and Web-conferencing	Facebook, Blogger, YouTube, MySpace, Twitter, BumpIn, Vidipedia etc.
Collaborative publishing	To work with others for a specific purpose in a shared work area	Authoring, Editing tools, Virtual communities of practice (VCOPs), Wikis	Wikipedia, Vidipedia, Netcipia, Wordpress
Documentative (content management)	To collect and/or present evidence of experiences, thinking over time, etc.	Blogs, Videoblogs, E-portfolios, Open Journalism	SeeNReport, Calameo, Drupal, Joomla
Generative	To create something new that can be seen and/or used by others	Mashups, VCOPs, Virtual Learning Worlds (VLWs)	Amazon (customer comments), Second Life, Flickr, YouTube
Interactive	To exchange information, ideas, resources, materials	Social bookmarking, RSS, VCOPs, VLWs	StumbleUpon, Delicious, Facebook, MySpace

Sources: Adapted from McGee and Diaz (2007); Richardson (2007)

Boateng, R., Mbarika, V. and Thomas, C. (2010). When Web 2.0 Becomes A Learning Tool - Evaluating Web 2.0 Tools, Development and Learning in Organizations, 24(3), 17-20.

Social Media and Millennials

- Social media has turned users into proactive consumers
- - look for information
- - comment
- - share
- - interact

ESTABLISH GOALS

1. Define SMART Goals and Objectives

Some companies aim to accomplish objectives such as the following:

- Increase market share
- Increase the number of comments on a blog
- Increase sales revenue
- Reduce operational costs in managing customers
- Achieve branding goals
- Increase database size
- Improve customer service and retention

Goals can contribute… to existing goals

- **Social Media can support existing goals**
  - cost reduction in customer service
- **Social Media can help define new goals**
  - Build and maintain an online audience
  - Extend the brand loyalty

ESTABLISH GOALS

Strategies for African Businesses

RESEARCH

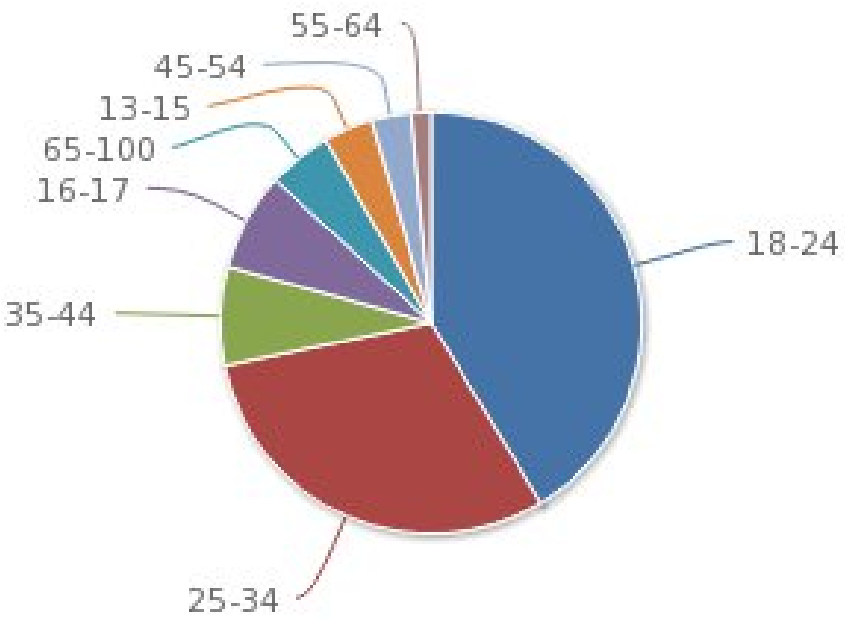
2. **Understand the market segments on the social media platform you want to use**
    2. Age Groups
    3. Gender
    4. Interests

Facebook Users

Ghana – 1,541,100
Nigeria – 5,865,740
USA – 166,201,020

socialbakers
The Recipe for Social Marketing Success

Age groups of Ghana Facebook Users



Ghana: 68% male facebook users and 32% female
Nigeria: 68% male users and 32% female users

South Africa: 49% male and 51% female in South Africa;
USA: 46% male users and 54% female users in United States

socialbakers
The Recipe for Social Marketing Success

Strategies for African Businesses

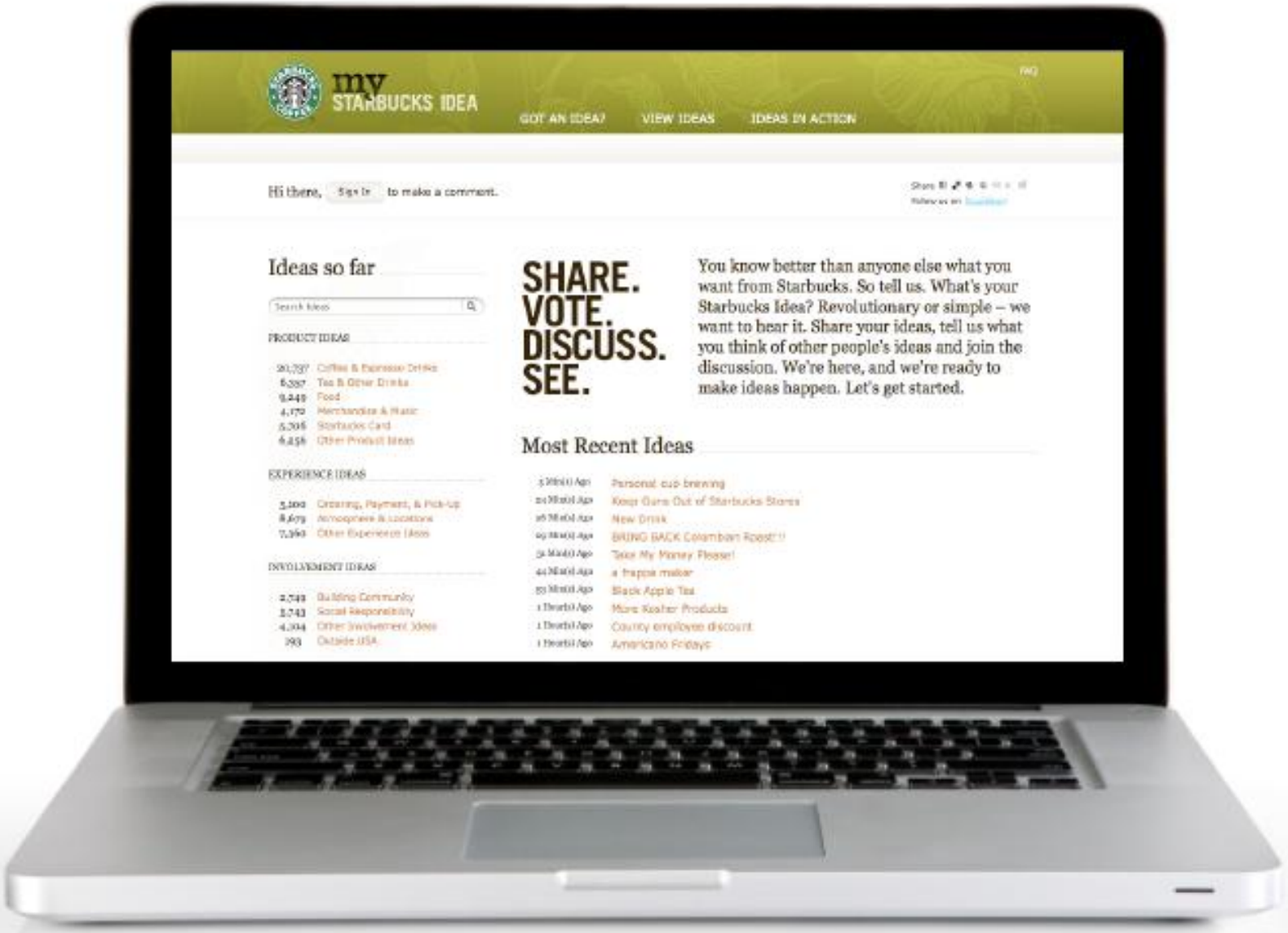
LISTEN AND UNDERSTAND

3. **Social Media is about ANTROPOLOGY and not just Technology**
   - Understand your consumers
   - Understand what and how they want to interact
   - Understand how to involve them with the creation of products and services

To Develop STRATEGY

Jonathan Crossfield (26th August 2009) The Social Web for Business, Netregistry

Starbucks gave their consumers a **voice**



Strategies for African Businesses

Tools - Tactics

Strategy

MOVE To

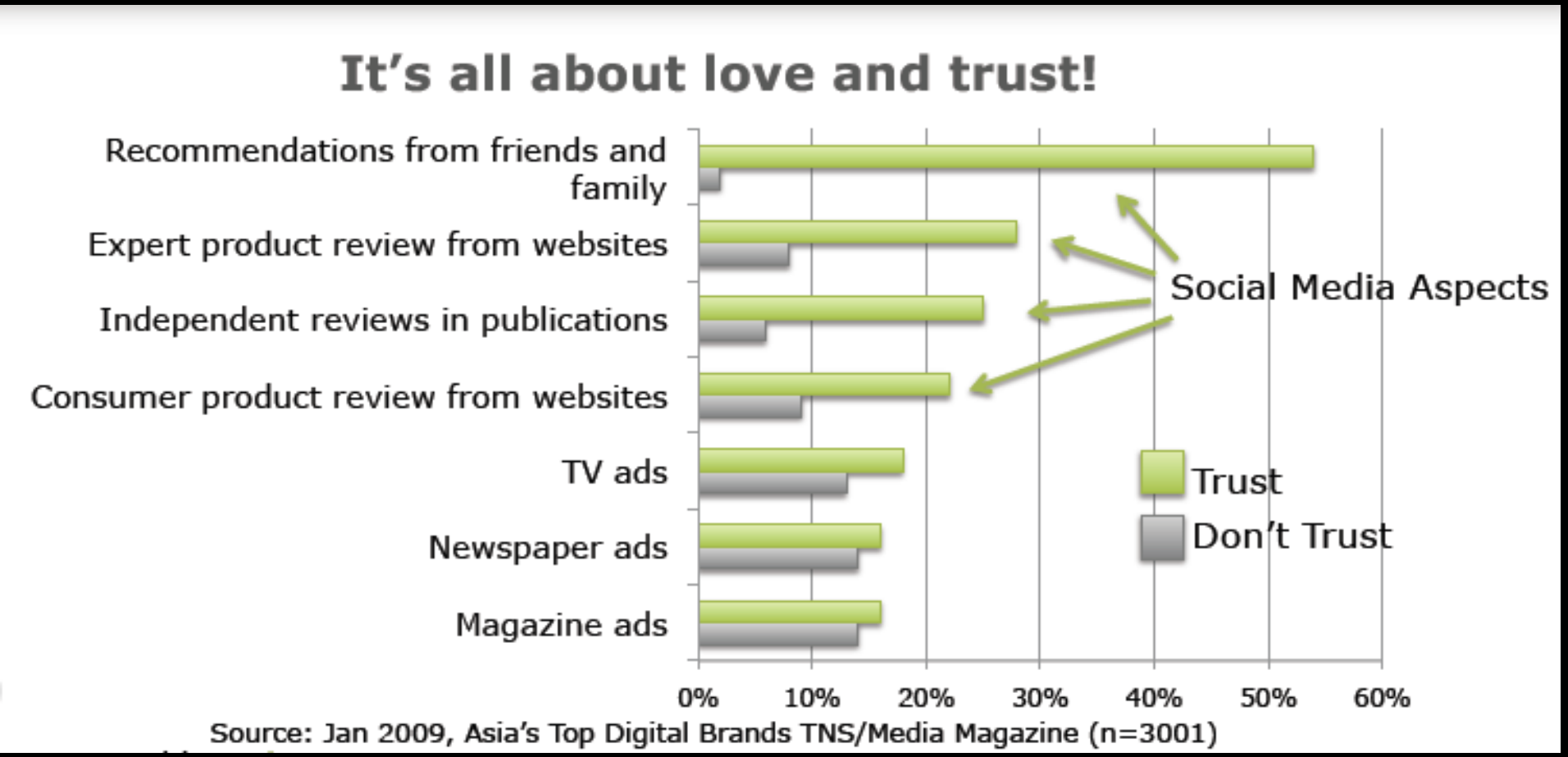
Strategies for African Businesses

Strategy

"know the customer's goal".

Know why the customer is with you and you will understand what to do.

UNDERSTAND



Source: Jan 2009, Asia's Top Digital Brands TNS/Media Magazine (n=3001)
Source: Tim Ho http://tim-ho.com/

Implement Strategy: Build

4. **You need to select appropriate social media tools**
   - There are many of them and new ones are coming up each day
   - Some are more appropriate for professional discussions as compared to social discussions
   - Some have already been adopted by your CONSUMER

Facebook visitors are "maturing"

In June of 2007, nearly over 35% of Facebook traffic came the 18-24 year old segment, compared to around 22% in June 2008.

With the bulk of this traffic shifting towards the 25-35 year old group, this movement could be a result of the site's original base of college students.

Max Freiert (2008) http://blog.compete.com/2008/07/22/facebook-vs-linkedin-traffic-demographics/

Implement Strategy: Build

- **Set Your Home Base**
  - Corporate Blogs
  - Corporate Websites
  - Facebook/Twitter Page

- **Link all of the other social tools to the home base**

Example: User-driven Fashion Designs

Users comment on upcoming designs or give their views on sketches or even submit sketches

innovation,
visibility
&
Collaboration

Strategies for African Businesses

ENGAGE & INTERACT

5. Engage with users

- Interact and comment
- Share relevant information
- Involve them
- Evaluate
- **Tangibles**

Source: Social Media for business - blog.presentationadvisors.com | Linkedin.com/in/JonMThomas

You Need A Passionate Team

ENGAGE & INTERACT

Every Social Media Manager Should Be Under 25

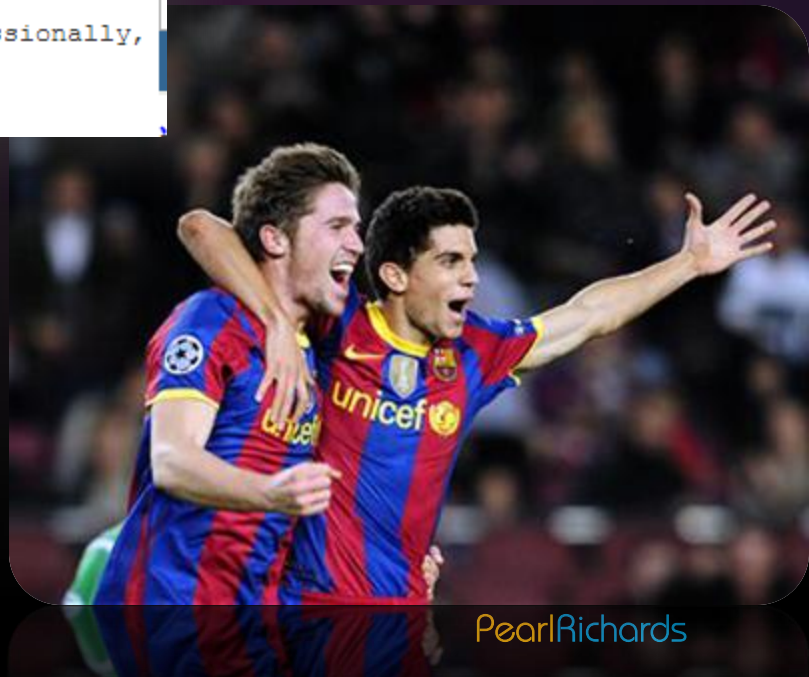
Published by VIVA Africa Editor on October 3, 2012 | 0 Comment

Why Every Social Media Manager Should Be Under 25 by Cathryn Sloane | University of Iowa

In an interesting article written by Cathryn Sloane of University of Iowa, Cathryn discusses why every social media manager should be a millennial. On key argument she puts across is:

`The key is that we learned to use social media socially before professionally,`

Read this article and share your views here on what you think about Cathryn suggestions…



Social Media needs a team or an ecosystem that is dedicated and have passion to share and connect….

Tangibles

1. Special Events
2. Prizes/Awards
3. Ambassadors
4. Use all opportunities – sorry is not a bad thing in social media
5. Be REAL – don't lie and don't spam
6. Be Transparent

reward the consumer
with
variety and choice

Monitor and Analyze - Goal focused

Monitor and Evaluate

Monitor and Analyze - Goal focused

Monitor and Evaluate

1. Wordpress Statistics
2. Facebook Insights/Statistics
3. SocialBakers
4. Alexa.com

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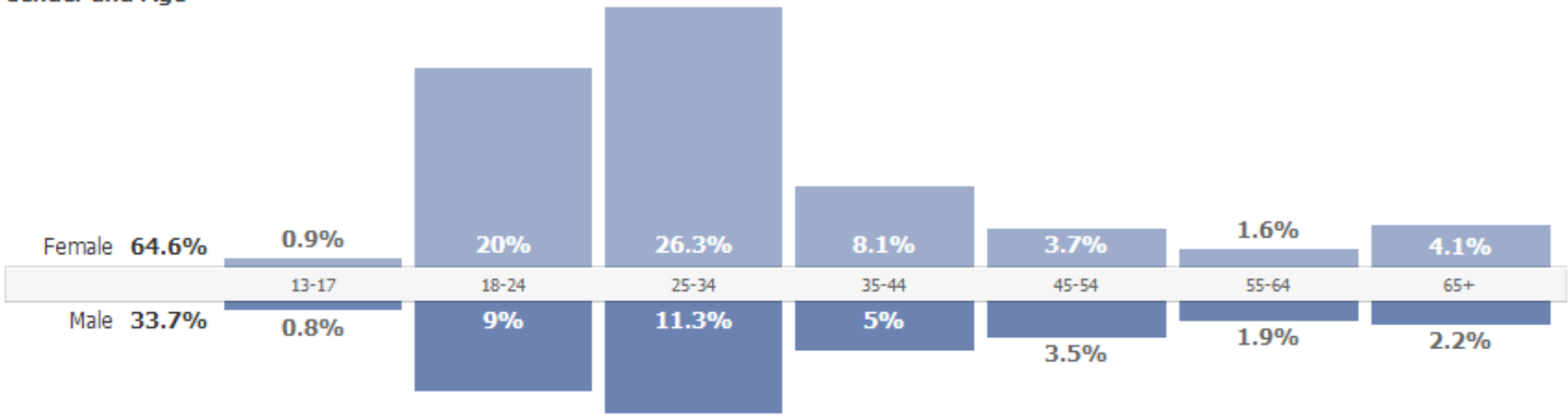
B'ExotiQ by BEE Arthur | Timeline

✔ Liked

People Who Like Your Page (Demographics and Location)

See Likes

Gender and Age



Countries

842	Ghana
166	United States of America
138	United Kingdom
91	France
53	Nigeria

Cities

695	Accra, Greater Accra, Ghana
111	London, England, United Kingdom
63	Kumasi, Ashanti, Ghana
61	Paris, Ile-de-France, France
35	Tema, Volta, Ghana

Languages

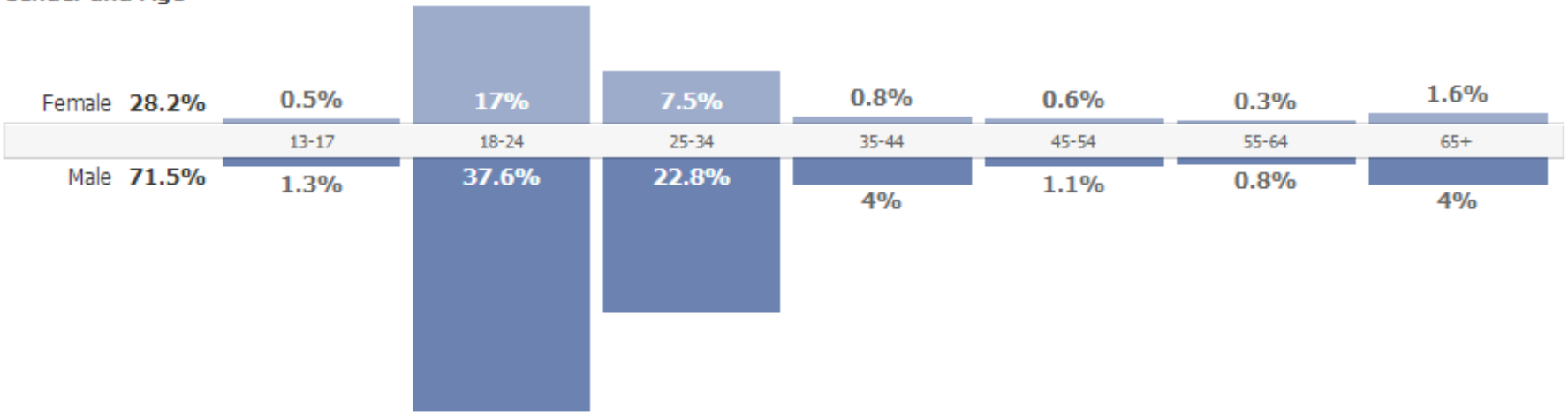
1,098	English (US)
306	English (UK)
209	French (France)
24	Italian
14	Spanish

VIVA Africa Multimedia | Timeline ▾ ✓ Liked

People Who Like Your Page (Demographics and Location)

See Likes

Gender and Age



Countries

4,238	Ghana
893	Nigeria
145	United States of America
86	United Kingdom
58	Congo, Democratic Republic
28	Uganda

Cities

3,354	Accra, Greater Accra, Ghana
478	Lagos, Nigeria
336	Kumasi, Ashanti, Ghana
170	Tema, Volta, Ghana
107	Abuja, Abuja Capital Territory, Nigeria
55	Tema, Democratic Republic of the

Languages

4,625	English (US)
1,016	English (UK)
24	French (France)
5	German
5	English (Pirate)
4	Spanish

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Video Lecture: Doing Research Ep. 4: Research Proposal

Published by VIVA Africa Editor on September 14, 2012 | 0 Comment | Edit

This session provides the guidelines for writing a research proposal. It also discusses the relationship between research proposal and the Chapter one of a long essay or dissertation.

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Social Media Tools and Applications

Social Media Tools and Applications

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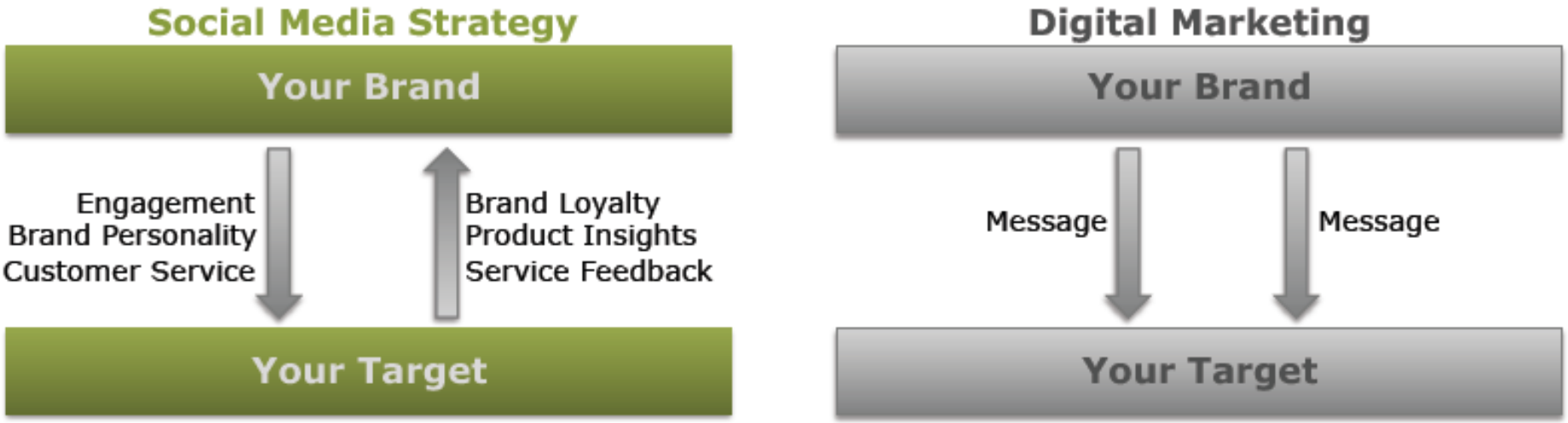
Facebook.com – www.facebook.com/vivaafrica
Wordpress.com – Create a new blog using wordpress (any user)
Wordpress.org – Download the wordpress application and develop the website and host it all by yourself
Twitter.com – www.twitter.com/vivaafricatv
Flickr – www.flickr.com

Technorati – Blogs meter or metrics
Tweetmeter – Tweets meter and get to know what is being tweeted
Alexa.com – Website meter or metrics

Social Media Strategy is NOT the same as Digital Marketing!



Correct Social Media Strategy Model

Source: Tim Ho http://tim-ho.com/

Targeting Online Customers

- Select a targeting strategy.
  - Which targets to serve online
  - Which locations
  - Other factors
- Two targeting strategies are well-suited for the internet.
  - Niche marketing
  - Micromarketing
- The internet's big promise is individualized targeting.

THANK YOU

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Millennial Quiz

- Visit the website

  www.tinyurl.com/mquiz303