NTV tops social media use in Uganda

By Walter Wafula

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Nation Television (NTV) is the savviest user of global social media networks in Uganda according to Top Corporate Brand on Social Media 2012, an online survey by HiPio.com, a social entertainment website in the country.

NTV was ranked number one after gathering a total of 98/100 points in the survey and is closely followed by mobile telecommunications company MTN Uganda with 88/100 points. The survey was conducted by HiPipo 5Star, a business, tech and lifestyle division of HiPipo.com, the most popular entertainment website in Uganda.

It considered 73 Uganda brands including the Top 50 Brands of Private Sector Foundation Uganda (PSFU) 2012 and selected brands from The Monitor Top 100 SMEs 2011.

"We allocated 70 per cent points for total following on Facebook, Twitter and YouTube, 20 per cent points for Facebook and Twitter Engagement plus 10 per cent points for YouTube Activity," says HiPipo.

Impact on social media users

According to the results, NTV was chosen number one for its viral impact on Uganda's social media users.

"NTV Uganda has really made a great effort to this cause. This brand has the majority social media follow of 95 615 among all considered three social networks."

The television brand has a following of 54 516 likes on its Facebook page, the second most popular Ugandan brand page on the social network. It also doubles as the social media giant on Twitter and YouTube with at least 32 851 followers and 9 248 subscribers respectively, hence a total 95 615 followers as of 1 October 2012.

Competition

MTN, NTV's closet competitor has 1 223 like on Facebook, 4 618 followers on Twitter, 11 subscribers on YouTube.

"NTV's most popular post on Facebook for the last 30 days as of 1st October 2012 gathered at least 328 comments, shares and likes."

The post was a poll question; "What is your prediction for Tonight's World Super Middle Weight Title Fight between Uganda's Ronald Mugula and Andras Nagy from Hungary?" The station runs a daily public survey branded NTV Poll based

on each day's most newsworthy story.

Other leading brands among the Top Corporate Brand on Social Media 2012 include *The New Vision*, *Daily Monitor*, Club Beer, Radio City, Orange Uganda, 104.1 Power FM, XFM and KFM. The Top 20 list is dominated by media, telecoms, foods and beverage brands while financial institutions and airlines are not represented.

The survey notes that "While a few companies mainly media houses, telecoms, breweries and beverages have embraced social media, many of their campaigns are lacking, with limited innovation and creativity involved if any."

The research sought to find out, compare and rate corporate brands' social media following, user activity/engagement and social impact for the different active corporate brands.

The researchers analyzed user actions such as comments, shares, likes on Facebook, favorites, replies and retweets on Twitter, plus views, likes, dislikes and comments for YouTube.

"These together informed this ranking. A summation of scores for each company from these three platforms was done when coming up with the top twenty."

The researchers have urged Ugandan brands to embrace the use of YouTube because it's a very important social media platform. The results indicate that less than two brands have at least 1 million views, 5 are within the 1 000 - 9 000 views rage, while 2 had less than 500 views on the network.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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