

DIGITAL ADVOCACY

# SOCIAL MEDIA HEALTH INFLUENCERS AT THE FEDERAL LEVEL

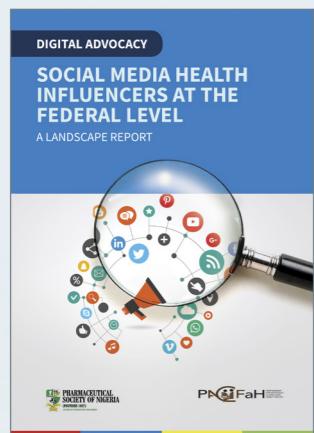
A LANDSCAPE REPORT



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Digital Advocacy  
A Landscape Report | Social Media  
Health Influencers at The Federal level

## Glossary



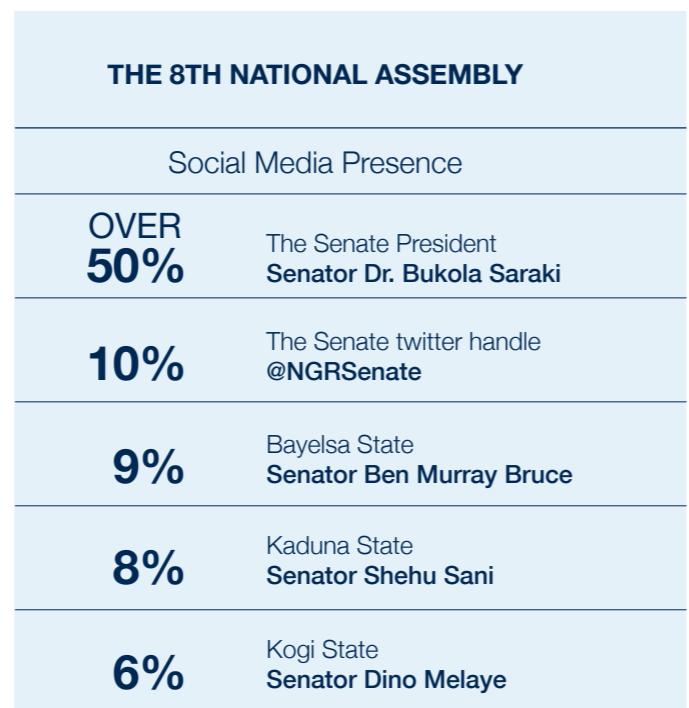
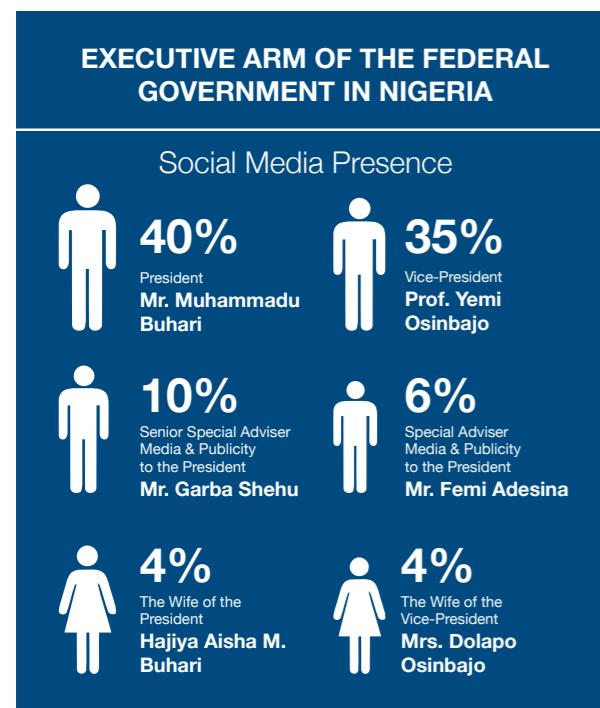
### Social media

The term social media used throughout this report refers to social media in its broadest sense, going beyond well-known networks such as Twitter and Facebook to include forums, comment sections on mainstream media sites, and so on. Specifically, it refers to any interaction where people create, share, and exchange information and ideas in virtual communities or networks.

# Executive Summary



In the Executive arm of the Federal Government of Nigeria, the President Mr. Muhammadu Buhari has the highest social media presence of 40%. The President is closely followed by the Vice-President Prof. Yemi Osinbajo 35%, Senior Special Adviser Media & Publicity to the President Mr. Garba Shehu 10% and the Special Adviser Media & Publicity to the President Mr. Femi Adesina with 6%. The Wife of the President Hajiya Aisha M. Buhari and the Wife of the Vice-President Mrs. Dolapo Osinbajo have 4% social media presence each.



This report observed that the Vice President twitter handle [@ProfOsinbajo](#) is much more participatory and engaging with the public (responds to questions and often clarifies rumours/miscommunication about the government's work as well as expresses personal opinions of the Bureaucrat on National issues) than any of the Executive. The President's twitter handle [@MBuhari](#) on the other hand is more structured to convey timely information of the government activities, policies and happenings to the general public. It is however less interactive but it's always up to date.

Many Senators from this landscape study were found to be less active on social media compared to traditional media (e.g. print, radio & television), although the Senators awareness and knowledge of the importance of social media is growing by the day.

Similar to the Nigerian Senate, it was observed that most Honourable Members of the 8th House of Representatives (HoR) have no social media presence. This report reveals that 61% of the HoR activities on social media are attributed to the Speaker Rt. Hon. Yakubu Dogara [@YakubDogara](#), while Hon. Femi Gbajabiamila (Lagos State) [@Femigbaja](#) 19% and Hon. Abdulmunin Jibrin (Kano State) [@AbdulAbmj](#) 16%.

## DIGITAL ADVOCACY

Among the Federal Ministries considered for this report, the Federal Ministry of Health (FMoH) is the most active on social media, with the Honourable Minister of Health, Prof. Isaac Adewole [@IsaacFadewole](#) being very active and engaging on Twitter but not on Facebook and Instagram. The Federal Ministry of Budget and National Planning follows the FMoH with the Director General of the Budget Office of the Federation Mr. Ben Akabueze [@BenAkabueze](#) being the most active on social media.

On the Nigerian blogging space, it was observed that most bloggers blog about entertainment, news, politics, music, technology and lifestyle. There are very few blogs that are streamlined to one subject matter. Health bloggers are less influential than generalist bloggers in Nigeria. With the current Internet penetration in Nigeria, blogging has become an increasing profitable business with large numbers of active readers.



The most popular bloggers have a daily audience of over 100,000 readers. Many bloggers have a 'cult' like following and readers not only view them as a credible source of information, but their go to source of information for all news.

The following were some findings from the Social Media literature review conducted during this landscape survey.

Social media is an enabler of the vision of real-time socio-economic insights. It helps amplify advocacy efforts by potentially reaching more people, in more places, faster than ever before<sup>1</sup>.

Digital Advocacy is the new frontier of galvanizing the global community to speak up for change. #BringBackOurGirls hash tag, originated from Oby Ezekwesili<sup>1</sup>, former Minister of Education and Vice President of the World Bank for Africa, when she gave a speech in Nigeria in which she urged the government to intervene and "bring back our girls." Soon after, twitter users in Nigeria and other countries began to repeat her call, adopting the hash tag: #BringBackOurGirls. Social media's ever-evolving nature and ability to re-define how we communicate, makes it a powerful tool to rapidly pass on messages and find support for causes all over the world.

The Nigerian government has recently begun to harness the power of social media. The presence of the government is felt on social media from the executive, to legislative, judiciary, even ministries, departments and agencies.

## #bringbackourgirls

Originated from [Oby Ezekwesili](#) April 2014

**3.3 million**

**27%** Of BBAG tweets were from Nigeria

**56% Female**

**44% Male**

**57,000** [@michelleobama](#) had the most retweets



# @MBuhari

## Official account of Muhammadu Buhari, President of Nigeria



The office of the President has a growing influence on social media, with followership increasing on daily basis. @MBuhari, the official Twitter handle of the President, has almost 1 million followers, while his Facebook page has almost 350,000 followers. The President is the most active of the executive arm of government, followed closely by the Vice President and Special Advisers on Media. These platforms are used basically to communicate the efforts of The Presidency in improving the lives of Nigerians.

Traditional advocacy with policy makers in an increasing age of social media use, must reposition itself in the digital space where digital communities and commentators across the world can lend their voices to any cause. The limitations of time and space no longer pose a challenge. Engaging with thought and opinion leaders as well as the government has become easier through the advent of social media. The level of activity of the arms of government is not as high as expected as only the leaders of each arm of government are prominent on social media. The President is most active in the

executive; the Senate President and the Speaker of the House are most active in the legislative.

Nigerians are not only active on various social media platforms, but they are also increasingly vocal. The digital advocacy space in Nigeria is at best ad hoc driven by issues that happen and are shared on various platforms, which in turn become viral and lead to 'forced' action.

There is a need for deliberate and planned digital advocacy that is targeted, sustained and strategic that ensures a change in policy, and this must become the collective responsibility of all Nigerians

## Background



According to Leavy (2013), the business case for the use of social media to influence public policy are:

- Social media presents a growing body of evidence that can inform social and economic policy
- It has value for government, the policy community and public service delivery organisations
- It offers a nascent but rapidly growing opportunity to overhaul and significantly enhance the process by which government understands society and the impact of its policies
- The methodology, tools and processes required to generate evidence from social media that is robust enough for policymaking are not currently available, but are realisable in the near-term
- Evidence drawn from social media becomes useful and far more powerful when matched with other data sources. Other data sources also enable the corroboration and verification of social media data
- Many of the techniques required to develop new socio-economic metrics drawing on social data are being pioneered by international development agencies, with citizen-led initiatives playing a pivotal role

Digital advocacy<sup>2</sup> is the use of digital technology to contact, inform, and mobilize a group of concerned people around an issue or cause. The purpose of digital advocacy is to galvanize supporters to take action. Digital tools have become a central component of almost any movement.

Some of the most used digital advocacy tools include websites, blogs, Facebook, Twitter, email marketing, and Short Messaging Service (SMS). Literally hundreds of social media applications exist that could be used for digital advocacy.

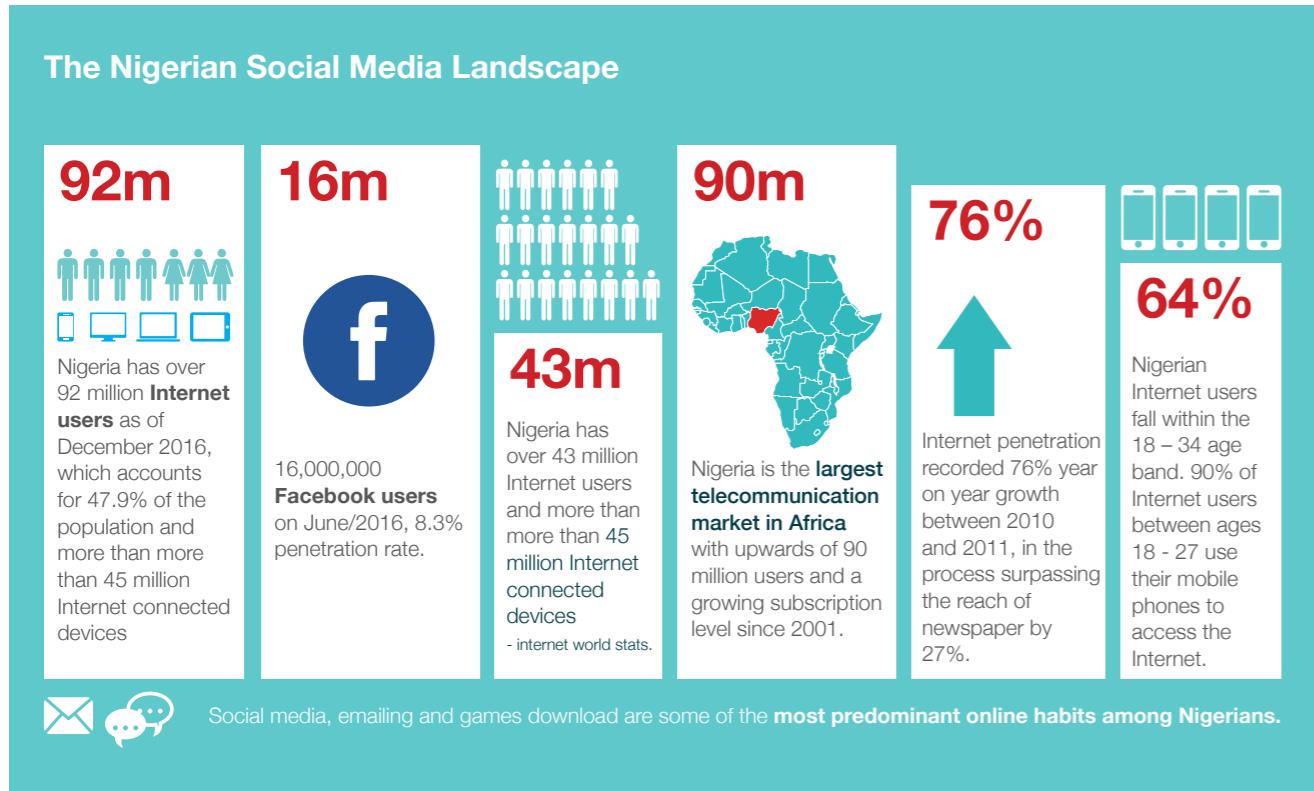
### The advantages of using social media include:

- Low (or no) hard costs for set-up
- Potentially wide reach
- Quick/instantaneous sharing of messages
- New opportunities to listen, engage, and monitor your progress.

Almost every advocacy campaign can benefit from some form of social media. The perception is that social media reaches young people primarily, but its growth is explosive and far-reaching. People of all ages around the world are increasingly using social media, including Nigeria.



## The Objectives of the Study



### Internet Usage and Population Growth in Nigeria<sup>3</sup>

YEAR	USER	POPULATION	% PEN.
2000	200,000	142,895,600	0.1 %
2006	5,000,000	159,404,137	3.1 %
2009	23,982,200	149,229,090	16.1 %
2011	45,039,711	155,215,573	26.5 %
2015	92,699,924	181,562,056	51.1 %

The focus of the study is the Federal and National health policy makers and influencer; as well as health social media influencers in Nigeria, specifically how to reach this stakeholder group via social media to support policy around specific health initiatives such as advocacy in order to increase the health budget and improve the country's health indicators.



### The study's objectives are:

- To obtain a database of the relevant health social media influencers at the national and federal levels for the purpose of PACFaH's Digital Advocacy Campaign using social media. The over-arching objective of this report is to bring about policy change in public health interventions and increasing the budget for health across board in the country.
- To determine the most relevant social media platforms to support the campaign and target messages to the country's influential policy makers and identify influential health bloggers in Nigeria.



### The study's broad content areas

- Description of social media as an advocacy tool for health policy and budgetary change
- Quantitative and qualitative assessment of the social media presence of the national and federal key health influencers, health policy makers as well as influential health bloggers in Nigeria

### Technical Approach

- Through an in-depth digital literature review, a context for the study will be established.
- Online due diligence on the social media presence of the mapped key stakeholders as well as an analysis of their social media platform preferences and their activity level as well as their following.
- Development of an in-depth database of all mapped stakeholders current social media profiles.



#Health4All campaign

Aces too high

Midwivesforall

'Unorganised'  
Health Sector  
Players |  
Reversing the  
tariff on imported  
medicines



# Case Studies

The cases studies discussed below are **public health related and involve winning strategies that resulted in a policy change**. The innovation of digital advocacy for health-related campaigns is underused in the Sub-Saharan region; however, the first case studies from Nigeria and Uganda are a model with useful lessons.

# 'Unorganised' Health Sector Players Reversing the tariff on imported medicines

In a series of tweets, the minister said he discussed the matter with the Minister of Finance, Kemi Adeosun, who said the Buhari administration had not taken such a step. "I discussed with Finance Minister, Mrs. Kemi Adeosun, on the issue of 'tariff hike' on antimalarial & antibacterial drugs at FEC today. She said that there is nothing like that and Mr. President @MBuhari has not approved any new tariff whatsoever. "I appreciate Nigerians for their feedback and concern. We should also hold conveyors of fake news to account. God bless the Federal Republic (of Nigeria)," he stated.

## Issue:

In January 2017, rumours surfaced that the Federal Government was going to hike tariffs on essentials as well as luxury goods in a bid to increase revenue and support local manufacturing. Included in the list of goods were anti-malarial and anti-biotic drugs.



## Strategy:

Given that there was no coordinated plan to engage the Minister of Health, the strategy employed was to circulate the news via social media with direct messages being sent to the Minister via Twitter by all concerned parties, akin to a social media mass mob action, to stop the proposed tariff hikes on the drugs<sup>4</sup>.

## Who:

All concerned health sector players and concerned Nigerians..

## How Much:

Given that this came about through social media interaction on Twitter, the cost is undefined. However, the social media users time as well as data/internet use are factors to be considered..



## **Biggest Result:**

The Minister of Health and Finance publicly announced on Twitter that the tariff hike would not be implemented on medicines. The reactions and direct messaging to the Minister happened over the course of a few days and the positive result from this ad hoc movement was immediate. Online news outlets also played a part in consistently sharing the news<sup>5</sup>.

**@IsaacFAdewole**

**Nigeria's Minister of Health. I am dedicated to achieving Universal Health Coverage by fixing the PHC system**

TWEETS **290** FOLLOWING **63** FOLLOWERS **3,385**



- Prof. Isaac Adewole** @IsaacFAdewole · Mar 24  
We are mobilising resources to scale-up GX Alert system (for real time info on diagnosis of drug resistant TB cases across #worldtbday /9
- Prof. Isaac Adewole** @IsaacFAdewole · Mar 24  
We have increased e-TB managers to 19 states (March 2017). Our desire is to cover #worldtbday /8
- Prof. Isaac Adewole** @IsaacFAdewole · Mar 24  
We have embarked on the use of electronic platform (e-TB Mgr) to capture info on Drug Susceptible TB in addition to DR-TB #worldtbday /7

5 Tougher Days Ahead For Nigerians As FG Hikes Tariffs On Foods, Medicines  
<https://thewhistler.ng/story/tougher-days-ahead-for-nigerians-as-fg-hikes-tariffs-on-foods-medicines>  
<https://www.bellanaija.com/2017/01/bn-fam-what-are-your-thoughts-on-gfs-increase-in-import-duties-of-vehicles-alcohol-foodstuff-other-goods/>  
<http://shipsandports.com.ng/nigeria-denies-tariff-hike-anti-malaria-drugs/>  
<https://qz.com/877766/nigeria-is-raising-tariffs-on-malaria-drugs-and-antibiotics/>  
<https://www.thecable.ng/help-drugs-prices-rise>  
<http://kff.org/news-summary/nigerias-tariff-increase-on-antimalarial-drug-imports-could-inadvertently-widen-market-for-fake-drugs/>  
<https://www.businessdayonline.com/dont-focus-import-taxes-focus-local-local-production/>  
<https://dailymail.ng/news/no-tariff-increase-anti-malaria-drugs-says-adewole/>

## #midwives4all

**Midwivesforall | Engaging policy makers through social media<sup>6</sup>**

TWEETS **1,841** FOLLOWING **2,180** FOLLOWERS **1,631** LIKES **580**



#Midwives4all is an initiative of the Swedish MFA to spread knowledge about the benefits of midwives and evidence-based midwifery.

Uganda's maternal and health indicators are amongst the poorest in the world. High maternal mortality is fuelled by a lack of trained midwives and low staff retention. As a response to this, the Embassy of Sweden in Uganda joined the midwives4all campaign to influence policy makers, mobilise communities and attract young people to train as midwives.

Social Media played a large part in the campaign. To reach out to a younger segment and to create a social media storm, a half-day seminar for 38 young bloggers was organised. The bloggers not only created a social media storm (as a warm up to one of our campaign events), they also helped the Embassy establish a small pool of advocates/ambassadors for the campaign cause.

The seminar attracted a lot of attention and reached **631,512** Twitter users. It was an innovative and cost effective way to reach a new audience as well as building capacity. In addition to the blogging event a total of 46 campaigns related updates were posted on the Embassy's Facebook page with a total of **1,059** likes and a reach of **71,494**. Twitter was also used actively with a total of 263 tweets from the Embassy's and the Ambassador's official Twitter accounts

# ACES Too High



## Issue:

Millions of Americans are struggling with a lifetime of mental and physical health problems that have their roots in childhood trauma, such as violence, physical and sexual abuse, and growing up in dysfunctional homes. Despite a growing body of research on the impact of Adverse Childhood Experiences (ACEs), this issue is largely unrecognized by policymakers and the public.

## Strategy:

An issue-based news website for the public, legislators and other stakeholders, combined with a new social network of community practitioners that showcases successful place-based interventions.

## Who:

The California Endowment and Robert Wood Johnson Foundation (RWJF).

## How Much:

\$104,000 from TCE for a journalistic series; \$395,000 from RWJF for creation of a national summit on the topic of ACEs and a second convening of the National Collaborative on Adversity and Resilience.

## Biggest Result:

ACEs are beginning to appear on local and national agendas. A new social movement has been created around building resiliency in young people and creating trauma-informed environments in communities.

# #Health4All campaign<sup>7</sup>



## Issue:

The campaign, though the Affordable Care Act (ACA) has helped millions of Californians gain health insurance; over 1.4 million undocumented Californians remained uninsured. Given the combination of two controversial issues – immigration and healthcare – a shift in public perception is prerequisite for policy change.

## Strategy:

A foundation-branded advertising campaign demonstrating the contributions undocumented Californians make to their communities and the economy – #Health4All – supported by local organizing and media relations.

## Who:

The California Endowment

## How Much:

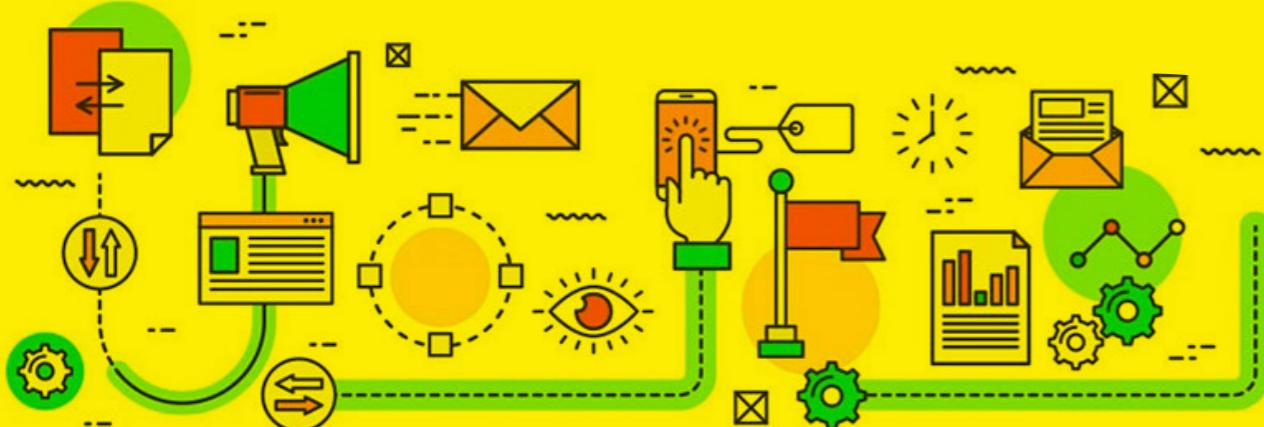
\$35 million over four years including targeted local advertising spending of \$5 million in year one.

## Biggest Result:

Preserved county healthcare safety net in state budget and paved the way for namesake “Health for All” legislation that fills the gaps between immigration status and ACA eligibility in California.

# THE PEOPLE IN THE ‘KNOW’

## National Influencers

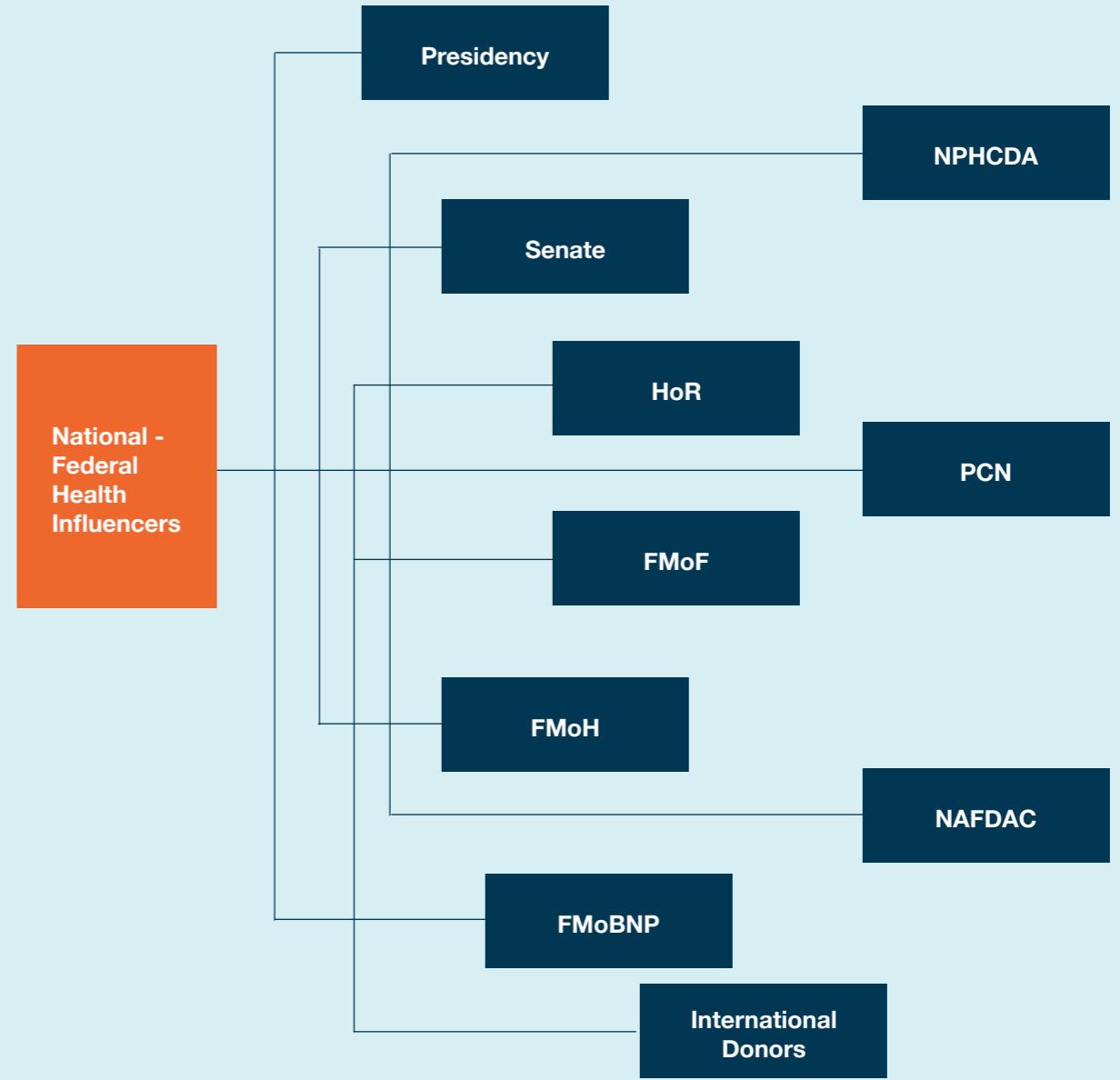


Stakeholder Mapping | National-Federal Health Influencers 

CATEGORY	FUNCTION	INFLUENCER
Executive	Presidency	<ul style="list-style-type: none"> <li>President</li> <li>Vice-President</li> <li>Wife of the President</li> <li>Wife of the Vice-President</li> <li>Senior Special Assistant on SDGs</li> <li>Senior Special Assistant on Media &amp; Publicity to President Muhammadu Buhari (Mr. Garba Shehu @ GarShehu)</li> <li>Special Adviser on Media &amp; Publicity to President Muhammadu Buhari (Mr. Femi Adesina @ FemiAdesina)</li> </ul>

CATEGORY	FUNCTION	INFLUENCER
Legislature	Senate <a href="http://www.nassnig.org/">http://www.nassnig.org/</a> @nassnigeria @NGRSenate	<ul style="list-style-type: none"> <li>Senate President + wife</li> <li>Senate Deputy President + wife</li> <li>Health Committee (all members)</li> <li>Budget Committee</li> <li>Appropriation Committee</li> <li>Primary Health Care &amp; Communicable Diseases Committee</li> <li>Media &amp; Public Affairs Committee</li> <li>Women Affairs Committee</li> </ul>
Ministry		<ul style="list-style-type: none"> <li>Speaker of the House of Representatives + wife</li> <li>Deputy Speaker of the House of Representatives+ wife</li> <li>Majority Leader+ wife</li> <li>Minority Leader + wife</li> <li>Deputy Minority Whip (only female in leadership)</li> <li>Health Institutions Committee;</li> <li>Budget Committee;</li> <li>Appropriation Committee</li> <li>Finance</li> <li>Healthcare Services</li> <li>HIV, AIDS, Tuberculosis and Malaria Control</li> <li>Women Affairs and Social Development</li> <li>Technical Adviser to the Hon. Minister of Health;</li> <li>Senior Special Adviser to the Hon. Minister of Health;</li> <li>Director Media and Publicity</li> </ul>
Ministry	Federal Ministry of Finance <a href="http://www.finance.gov.ng/">http://www.finance.gov.ng/</a>	<ul style="list-style-type: none"> <li>Minister of Finance</li> <li>Permanent Secretary Finance;</li> <li>Technical Adviser to the Hon. Minister of Finance;</li> <li>Senior Special Adviser to the Hon. Minister of Finance;</li> <li>Director Media and Publicity</li> </ul>
Ministry	Federal Ministry of Budget and National Planning <a href="http://www.nationalplanning.gov.ng/">http://www.nationalplanning.gov.ng/</a> and <a href="http://www.budgetoffice.gov.ng/">http://www.budgetoffice.gov.ng/</a>	<ul style="list-style-type: none"> <li>Minister of Budget &amp; National Planning;</li> <li>Minister of State for Budget &amp; National Planning;</li> <li>Permanent Secretary Budget &amp; National Planning;</li> <li>Director General, Budget office of the Federation;</li> <li>Director of Macroeconomic Analysis;</li> <li>Director of Planning, Research and Statistics;</li> <li>Director Finance and Accounts;</li> <li>Director Special Duties.</li> <li>Technical Adviser to the Hon. Minister of Budget &amp; National Planning;</li> <li>Director Media and Publicity</li> </ul>

CATEGORY	FUNCTION	INFLUENCER
	Pharmacists Council of Nigeria (PCN) <a href="http://www.pcn.gov.ng/index.php">http://www.pcn.gov.ng/index.php</a>	<ul style="list-style-type: none"> <li>• Registrar;</li> <li>• Director Planning, Research and Statistics;</li> <li>• Director Pharmacy Practice;</li> <li>• Director Media and Publicity;</li> </ul>
Federal Health Agency	National Primary Health Care Development Agency (NPHCDA) <a href="http://www.nphcda.gov.ng/">http://www.nphcda.gov.ng/</a>	<ul style="list-style-type: none"> <li>• Executive Director and Chief Executive Officer;</li> <li>• Director Planning, Research and Statistics;</li> <li>• Director Primary Health Care System Development;</li> <li>• Director Finance and Accounts;</li> <li>• Director Advocacy and Communication;</li> <li>• Director Logistics and Health Care Commodities;</li> <li>• Director Procurement Unit;</li> <li>• Director Media and Publicity;</li> <li>• Technical Adviser to the ED/CEO;</li> <li>• Senior Special Adviser to the ED/CEO</li> </ul>
Federal Health Agency	National Agency for Food and Drugs Administration and Control (NAFDAC) <a href="http://www.nafdac.gov.ng/">http://www.nafdac.gov.ng/</a>	<ul style="list-style-type: none"> <li>• Director General;</li> <li>• Director Registration and Regulatory Affairs;</li> <li>• Director Planning, Research and Statistics;</li> <li>• Director Special Duties;</li> <li>• Technical Adviser to the DG;</li> <li>• Senior Special Adviser to the DG;</li> <li>• Director Media and Publicity</li> </ul>
International Donors		<ul style="list-style-type: none"> <li>• WHO</li> <li>• USAID</li> <li>• DFID</li> <li>• The Bill &amp; Melinda Gates Foundation</li> <li>• MacArthur Foundation</li> <li>• Ford Foundation</li> </ul>



**@shehusani**

TWEETS  
10.2K
FOLLOWING  
1,609
FOLLOWERS  
126K



Senator Shehu Sani @shehusani · 16h  
Troubles of a nation define its path and it's wisdom determines its fate.  
5 18 33

Senator Shehu Sani @shehusani · 17h  
Each time humanity fails in history lessons, it carries it over to the future with consequences.  
3 52 64



#### KEY:

- HoR** - House of Representatives
- PCN** – Pharmacists Council of Nigeria
- FMoF** – Federal Ministry of Finance
- FMoH** - Federal Ministry of Health
- NPHCDA** - National Primary Health Care Development Agency
- NAFDAC** - National Agency for Food and Drugs Administration and Control
- FMoBNP** - Federal Ministry of Budget and National Planning

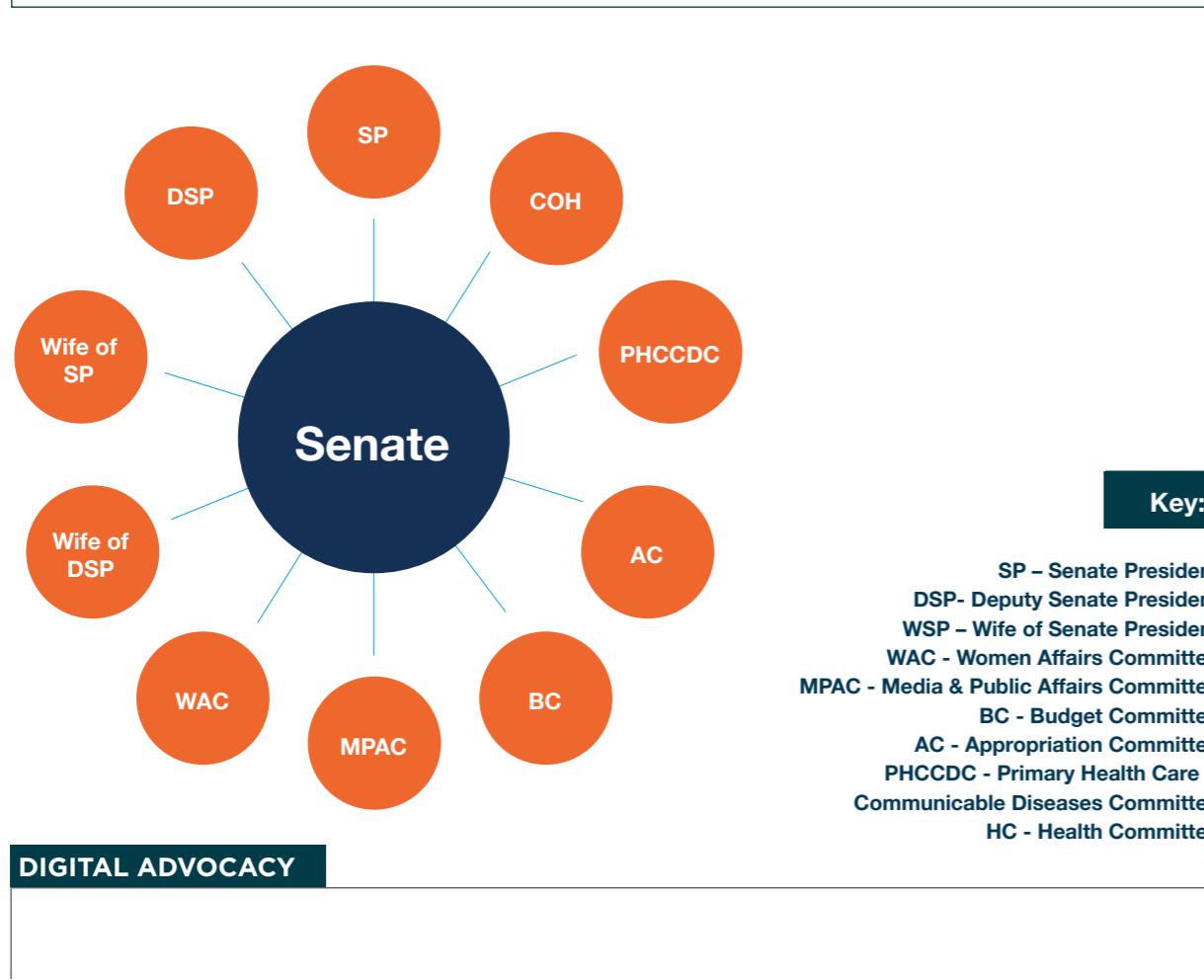
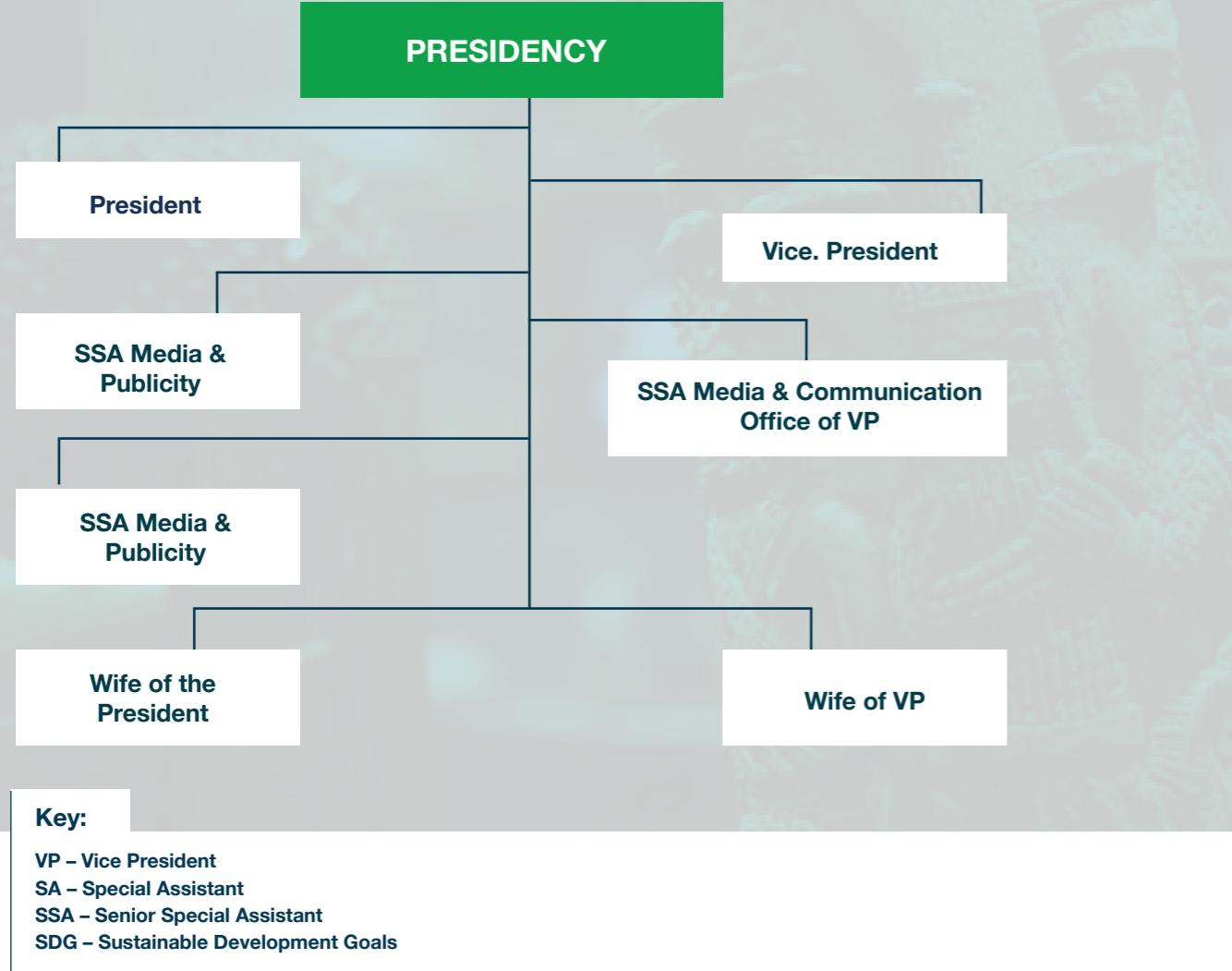


Fig 4: House of Representatives

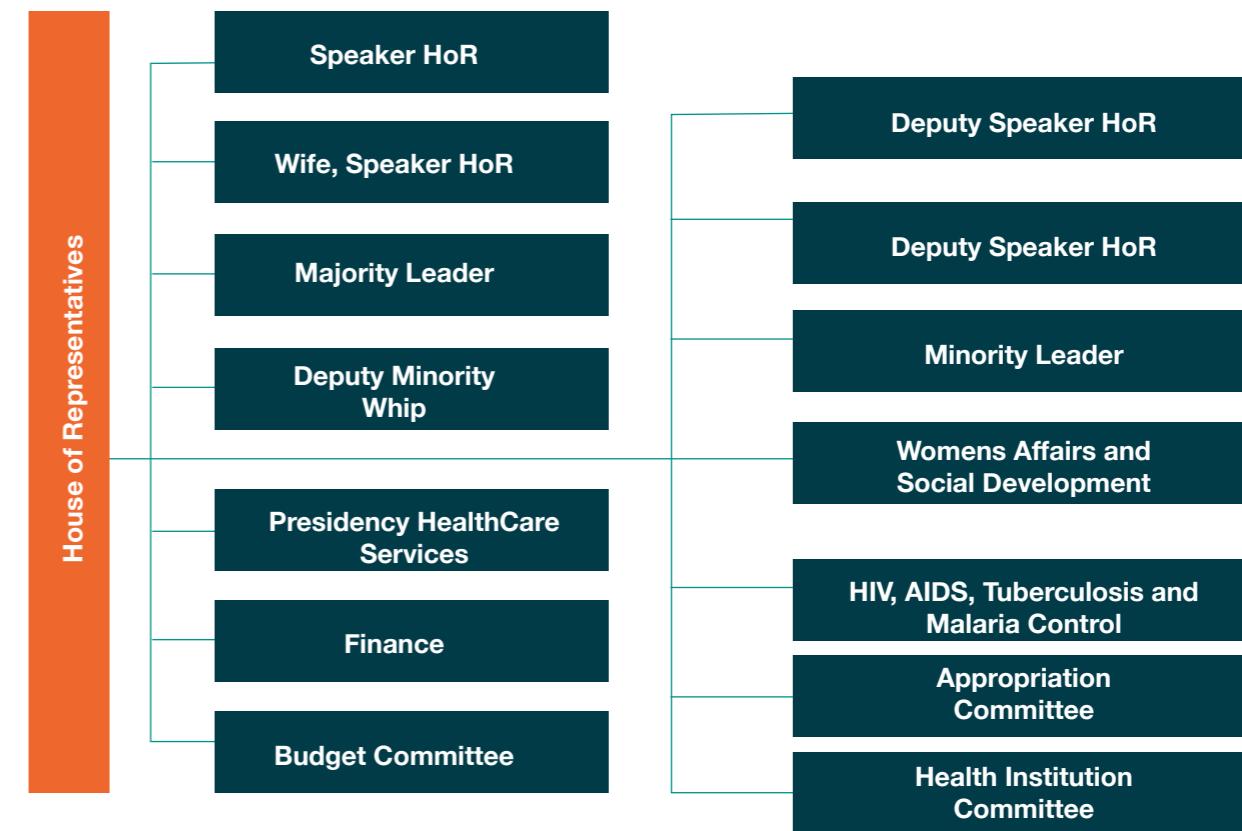


Fig 5: Ministry of Health

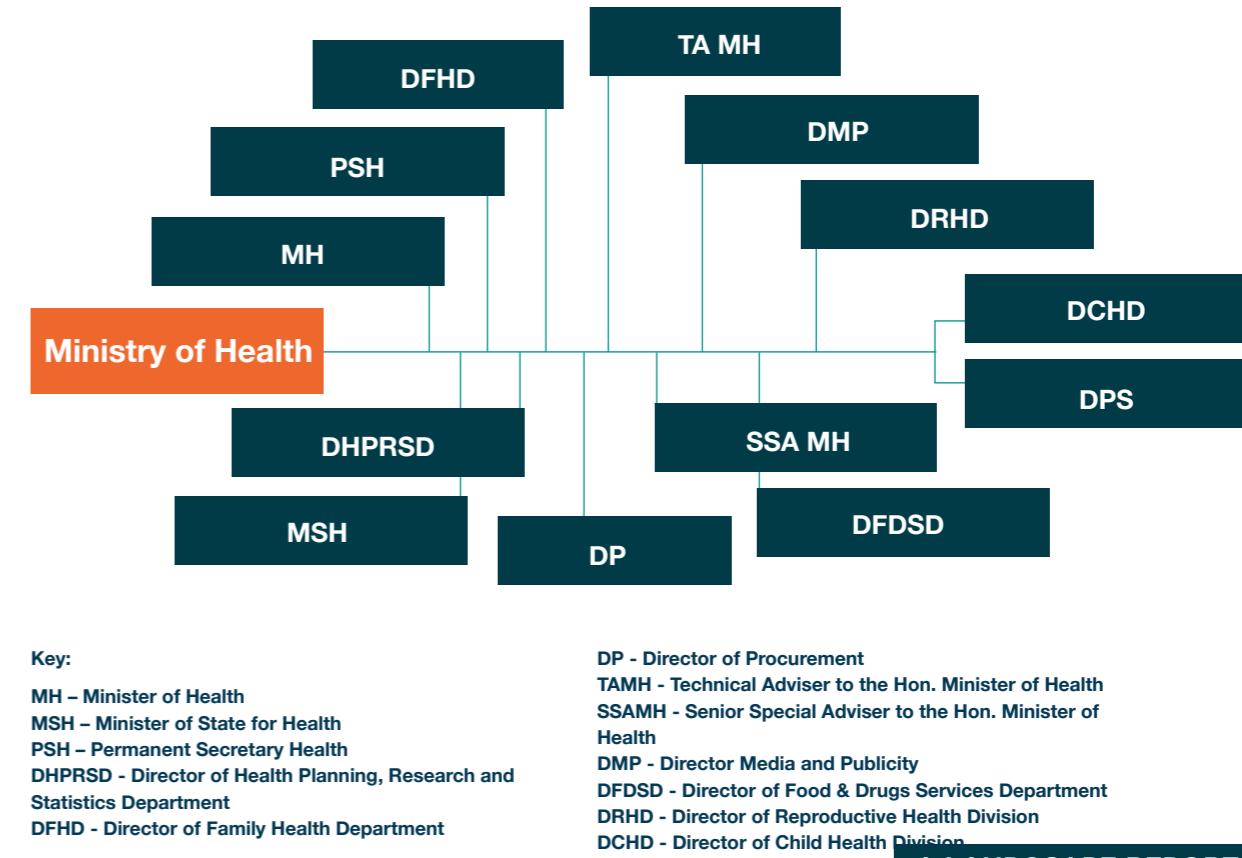


Fig 6: Ministry of Finance

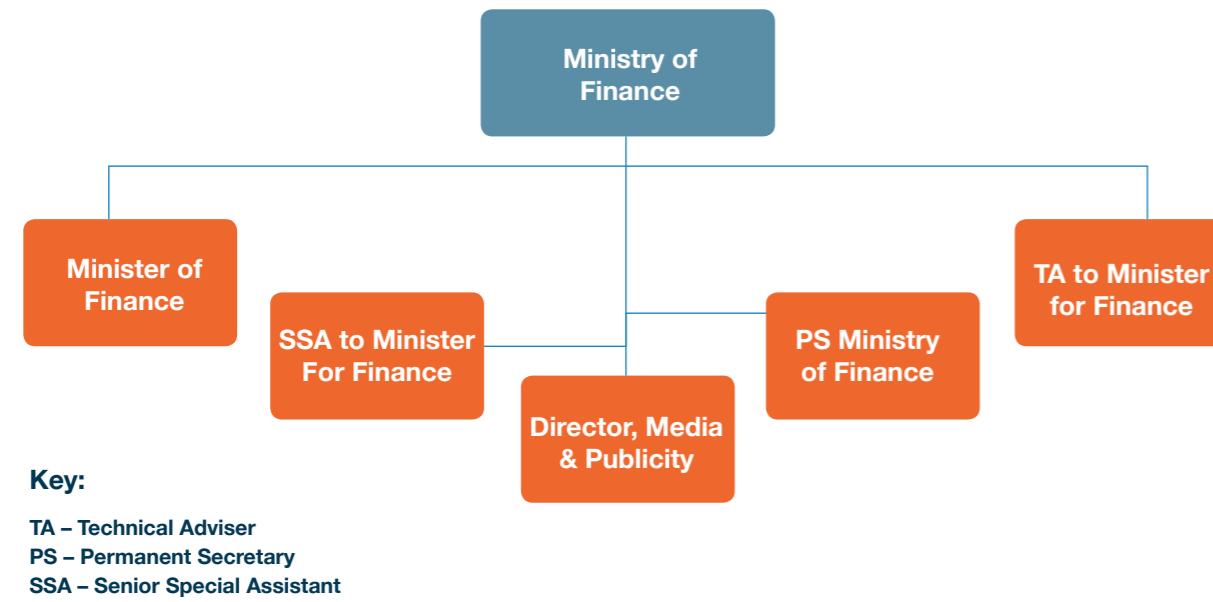


Fig 7: Ministry of Budget and National Planning

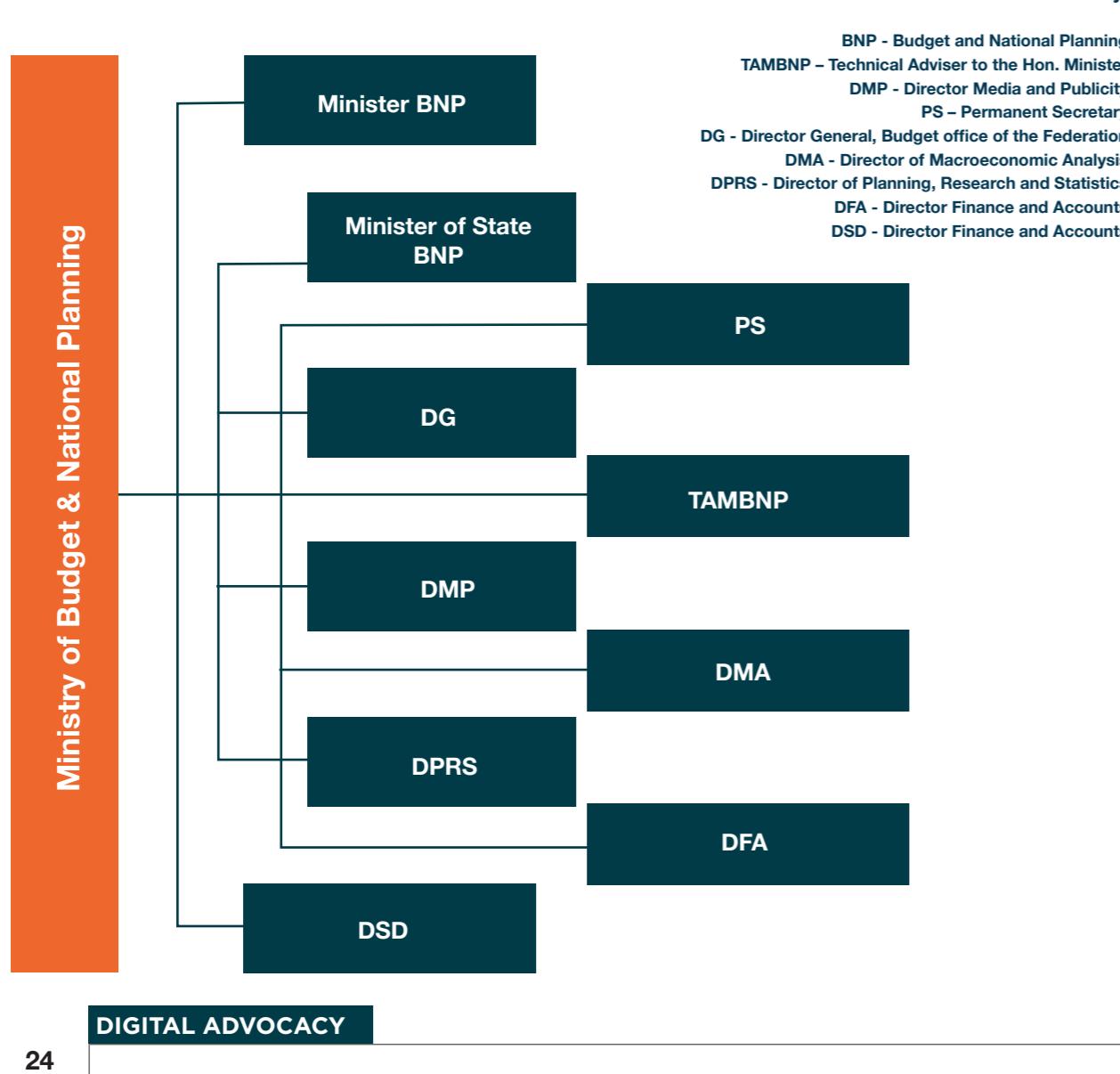


Fig 8: Pharmacists Council of Nigeria (PCN)

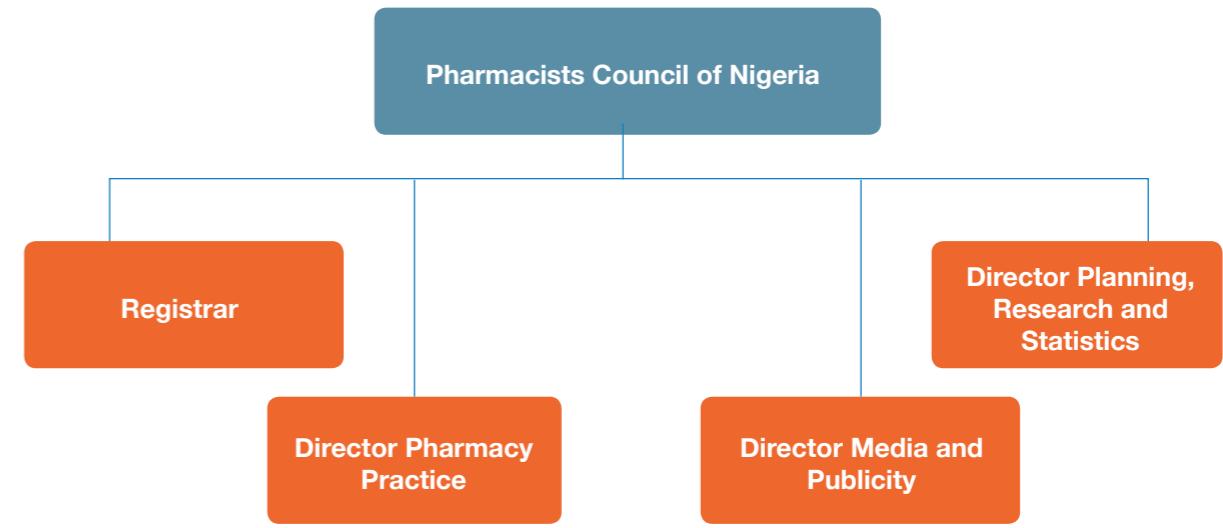


Fig 9: National Primary Health Care Development Agency

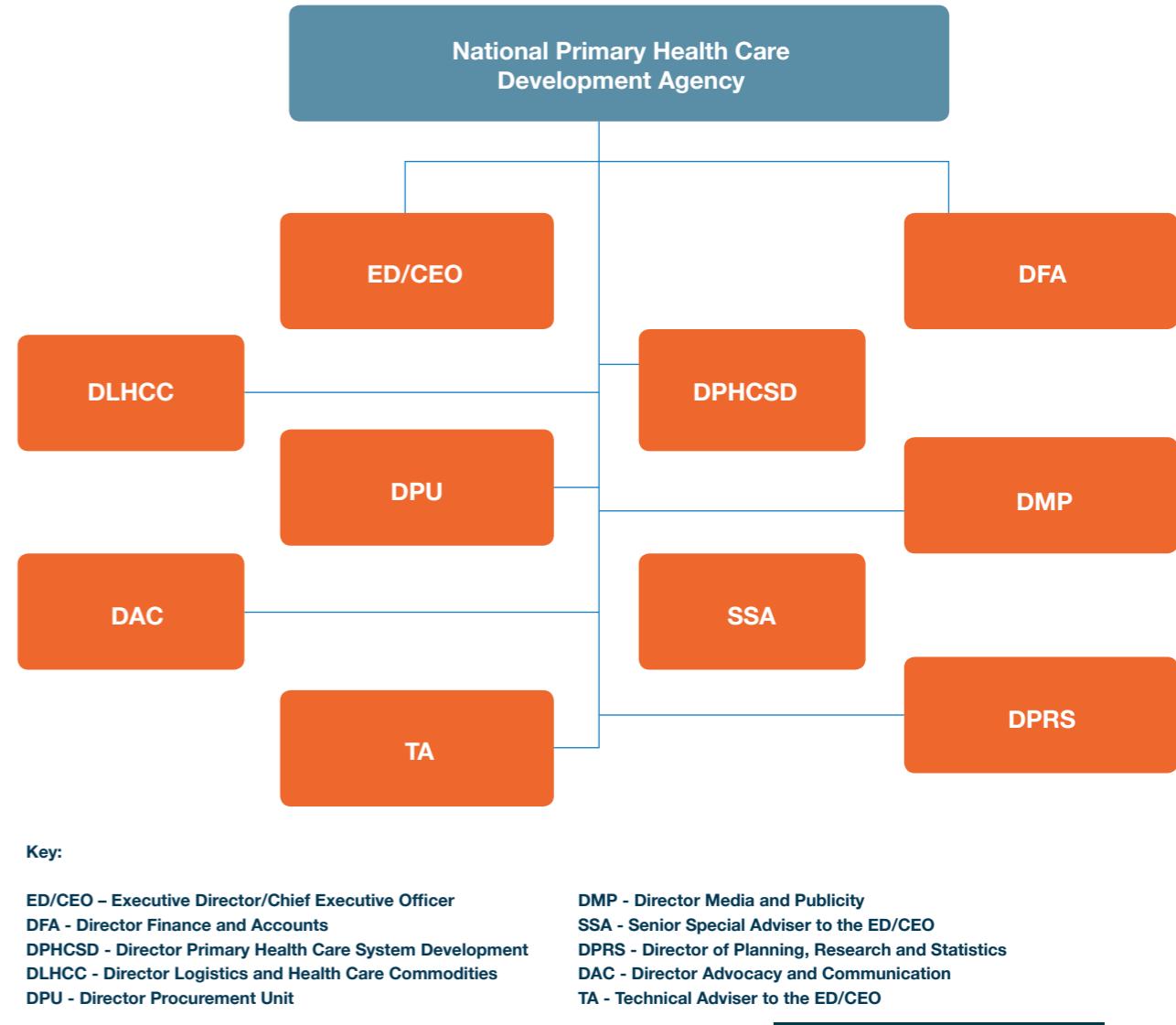


Fig 10: National Agency for Food and Drugs Administration and Control (NAFDAC)

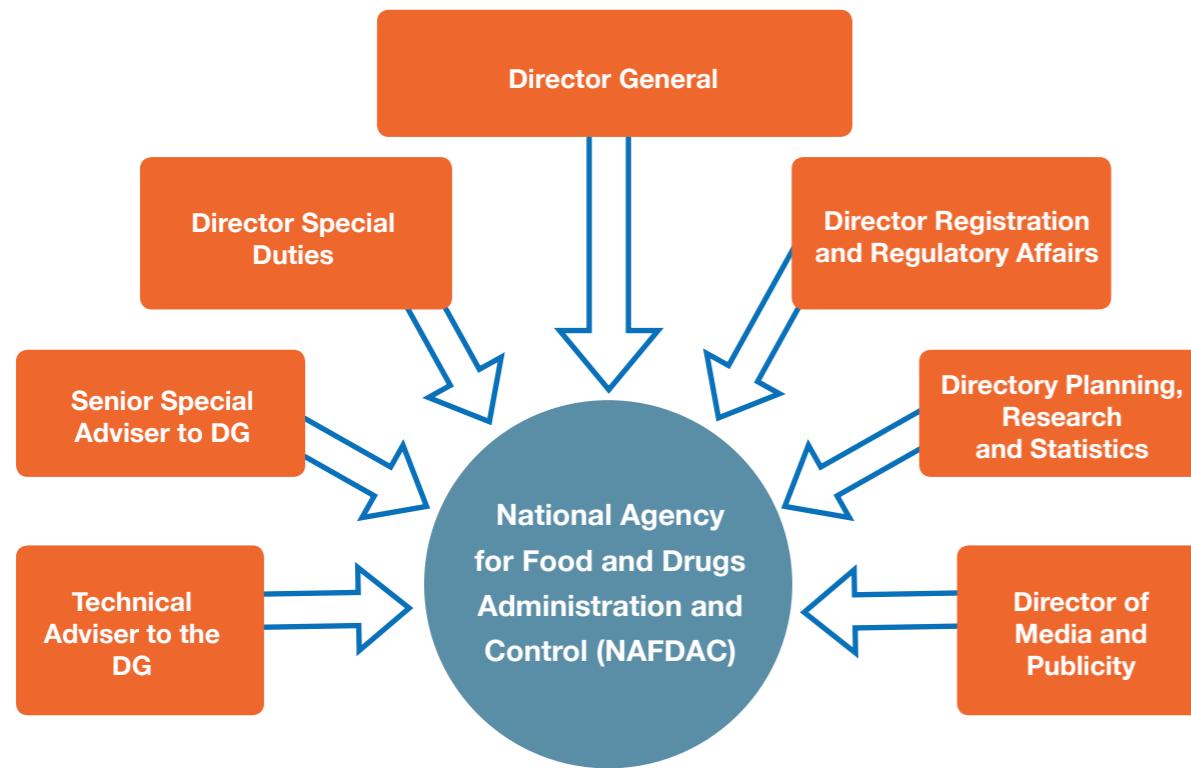
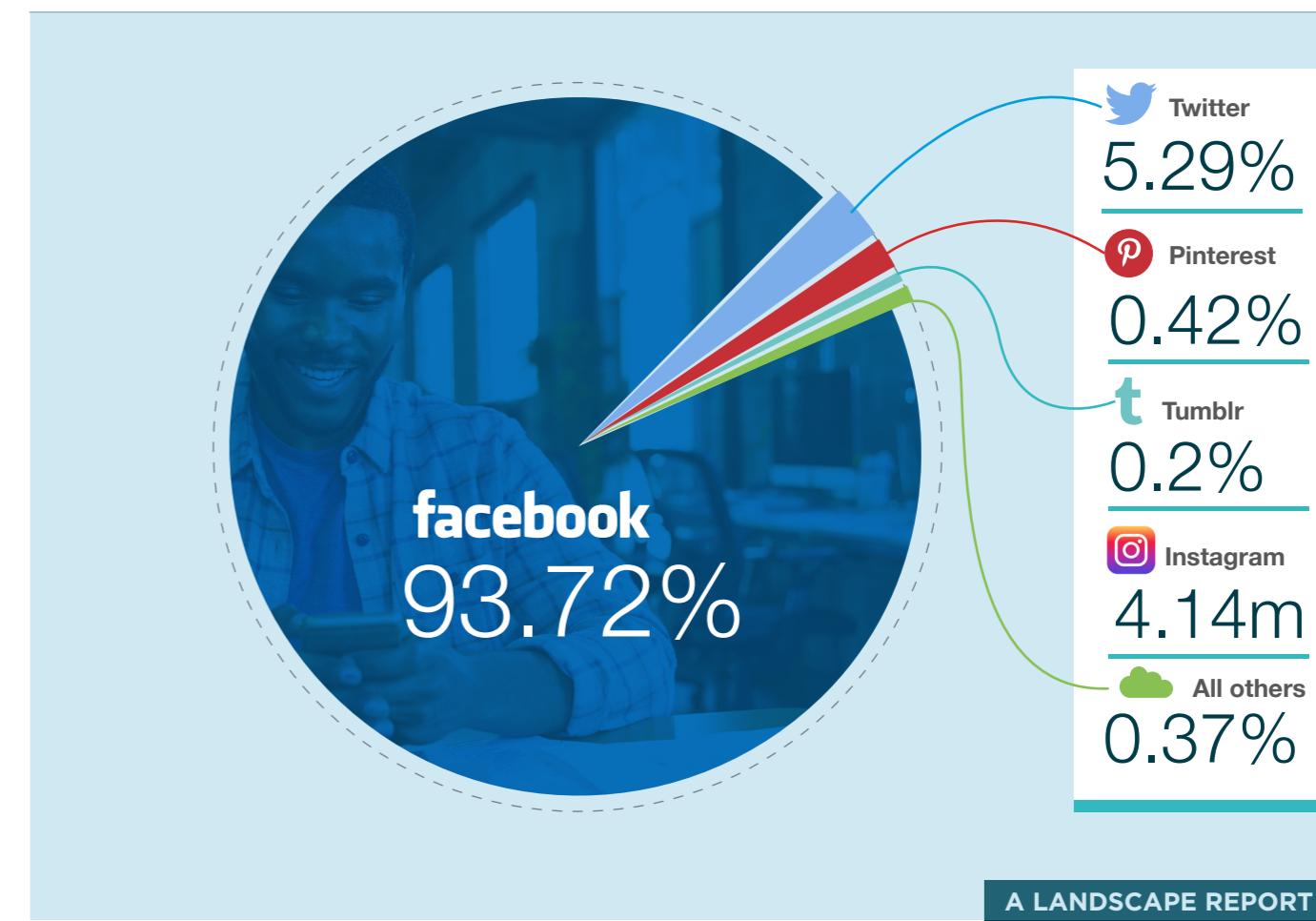


Fig11: International Donors



# Key Findings

The most widely used social platform in Nigeria is Facebook with the usage of about 93.72%. Twitter ranks second with 5.29%, Pinterest ranks third with 0.42%, Tumblr ranks fourth with 0.2% and the remaining social networks holds 0.37% using mobile Internet<sup>8</sup>. There are 4 142 600 Instagram users in Nigeria with the number growing daily.



# National and Federal Health Policy Influencers

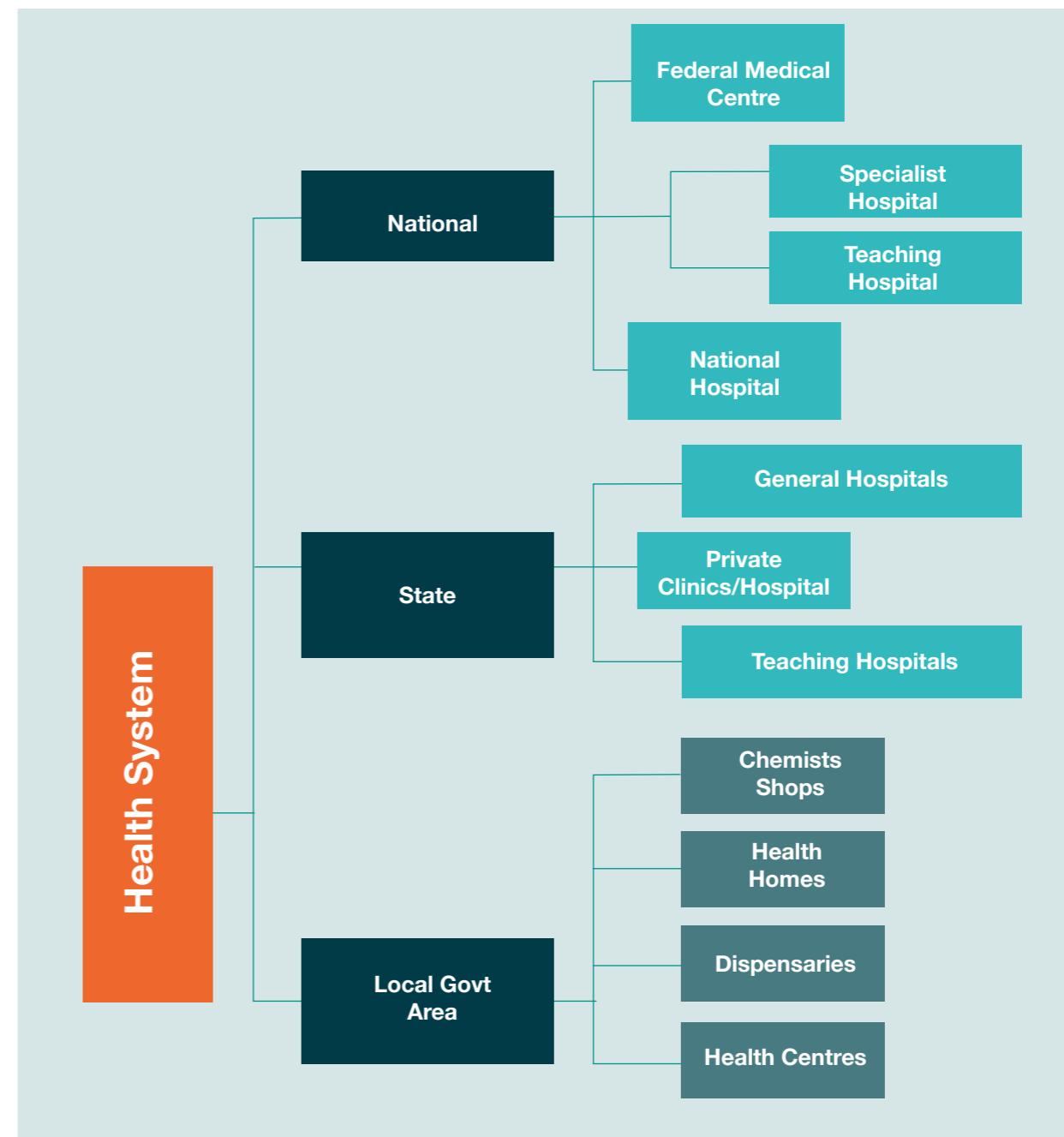
## Nigeria Health Systems

All three tiers of government - Federal, State and Local - share responsibilities for providing health services and programmes in Nigeria. The Federal Government is largely responsible for providing policy guidance, planning and technical assistance, coordinating state-level implementation of the National Health Policy and establishing health management information systems. In addition, the Federal government is responsible for disease surveillance, drug regulation, vaccine management and training health professionals. The Federal Government is also responsible for the management of teaching, psychiatric and orthopaedic hospitals and also runs some medical centres.

Nigeria's public health care system is weak and fragmented. It is divided into three tiers, each associated with one of the administrative levels of government: Federal, State, and Local government. The Federal budget covers tertiary care and disease control programmes, the States' budgets pay for secondary care; and the Local governments' budgets cover primary care. In addition to the Federal Ministry of Health, another centrally funded agency, the National Primary Health Care Development Agency, has the mandate to support the promotion and implementation of primary health care.

Given the interconnectedness of the three tiers of government as well as the strategic direction and policy setting being driven from the Federal level, it is important to understand the key stakeholders and their level of influence on improving health outcomes in Nigeria.

## The Nigerian Health System Structure<sup>9</sup>



### KEY:

#### NATIONAL:

**FMC** – An average of 5,000 staff serve over 10M patients

#### Specialist Hospitals –

An average of 3,000 staff serve over 20M patients

#### Teaching Hospital –

An average of 3,000 staff serve over 10M

#### National Hospital –

An average of 500 staff serve over 1M patients

#### STATE:

#### General Hospitals –

An average of 10,000 staff serve over 50M

#### Clinics/Hospitals –

Serve over 25M patients

#### LOCAL GOVERNMENT AREA:

**Chemist Shops** – serve over 70M people

**Health Homes** – serve over 10M patients. Most health homes are not registered

**Dispensaries** – An average of 400 staff serve over 10M patients nationwide

**Health Centers** – serve over 50M patients

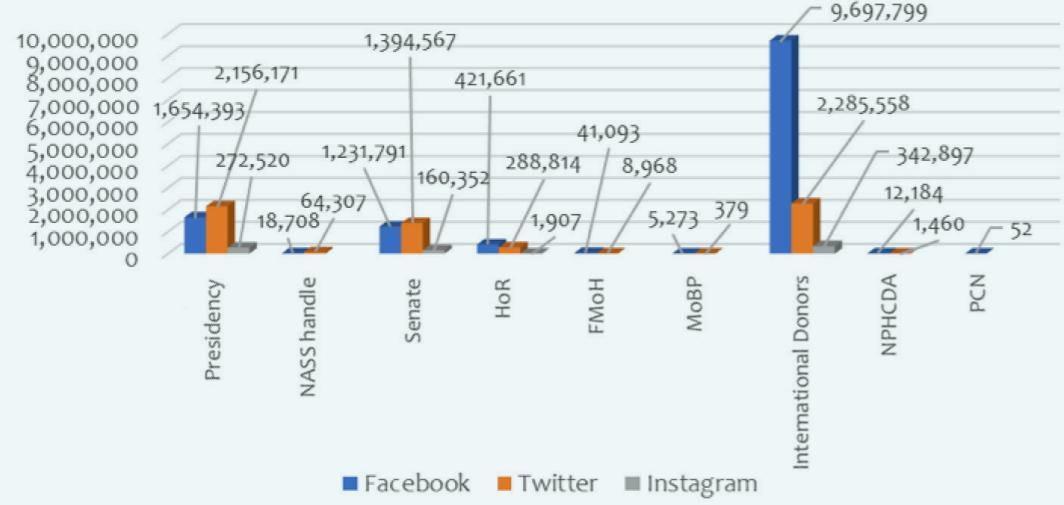
# SOCIAL MEDIA

## National and Federal Influencers

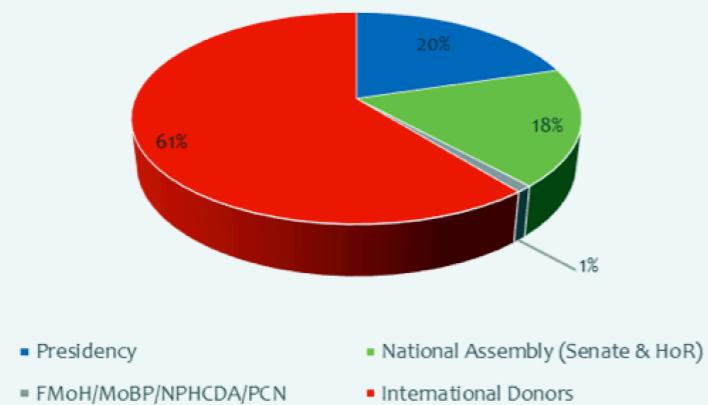


### Overview

#### Social media presence | An overview



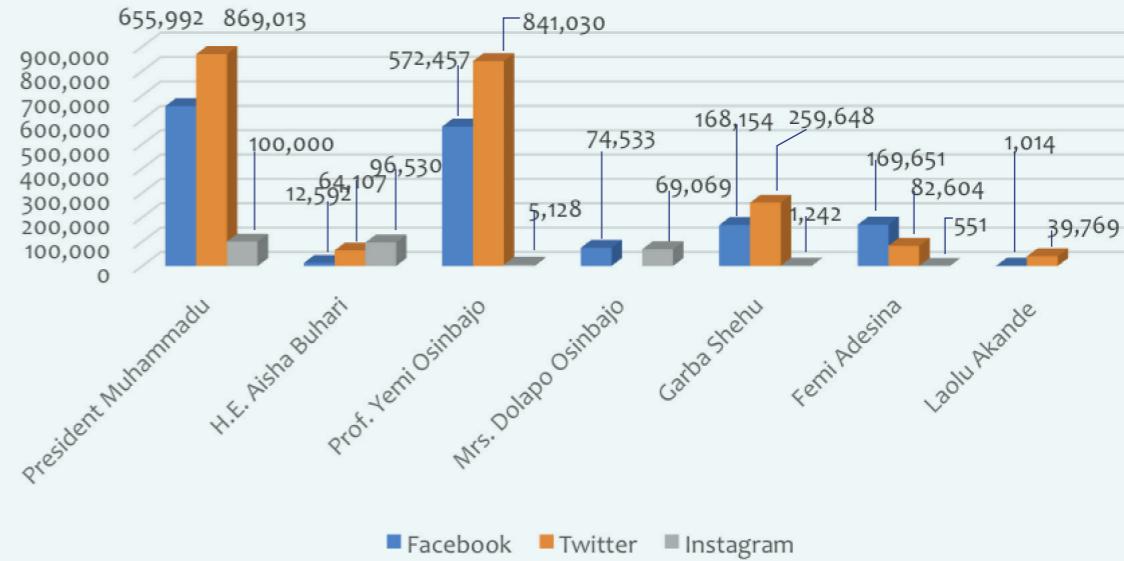
#### Social media presence | An overview



The findings from the research indicates that international agencies working in Nigeria's public health space are more active on social media compared to all the government agencies in Nigeria. Although, the reason for the surge in the activity of the international agencies is tied to their international presence, their individual social media handles as well as coverage of all their activities across the world, hence they have more followers compared to the government agencies whose followership is limited to Nigeria.

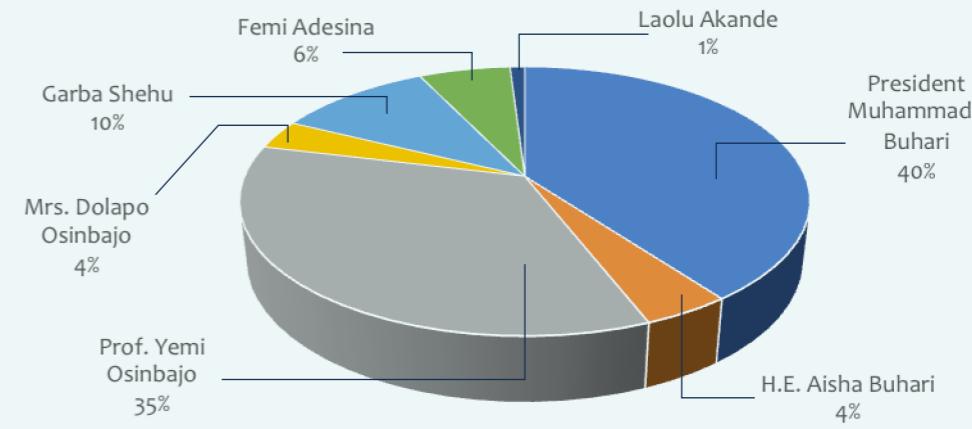
## THE PRESIDENCY

#### Social media presence | The Presidency



- The President of the Federal Republic of Nigeria, President Buhari, has a very structured social media presence which is properly managed and up to date, he is the most active on social media (40%) in the executive arm of the government.
- The key messaging on the President's social media handles is focused on presidential functions in the country and the international community, there are no signs of direct engagement with the handles as it concerns social campaigns or policy dialogue.
- The Vice President is equally active (35%), with a much more participatory presence on social media, he engages with the public, responds to questions and often clarifies rumours as well as miscommunication about the government's work. His social media handles also express his opinion and not just the government's work.
- The Senior Special Assistant to the President on media, Mr. Garba Shehu, also has a significant followership on social media, as he conveys most of the information from the President to the public.
- Facebook is ranked at the top of most used social media tool by the executive arm of the government.

#### Social media presence | The Presidency



<b>President Muhammadu Buhari</b> @MBuhari	President
<b>H.E. Aisha Buhari</b> @AishaMBuhari	Wife of the President
<b>Professor Yemi Osinbajo</b> @ProfOsinbajo	Vice President
<b>Mrs. Dolapo Osinbajo</b>	Wife of the Vice President
<b>Garba Shehu</b> @GarbaShehu	Senior Special Assistant on Media & Publicity to President Muhammadu Buhari
<b>Femi Adesina</b> @FemAdesina	Special Adviser on Media & Publicity to President
<b>Laolu Akande</b> @akandeoj	Senior Special Assistant on Media & Communication to the office of Vice President Yemi Osinbajo

## @ProfOsinbajo

Official handle for Professor Yemi Osinbajo, SAN, Nigeria's Vice President.  
Tweets by him are signed YO

TWEETS **1,121** FOLLOWING **60** FOLLOWERS **895K**

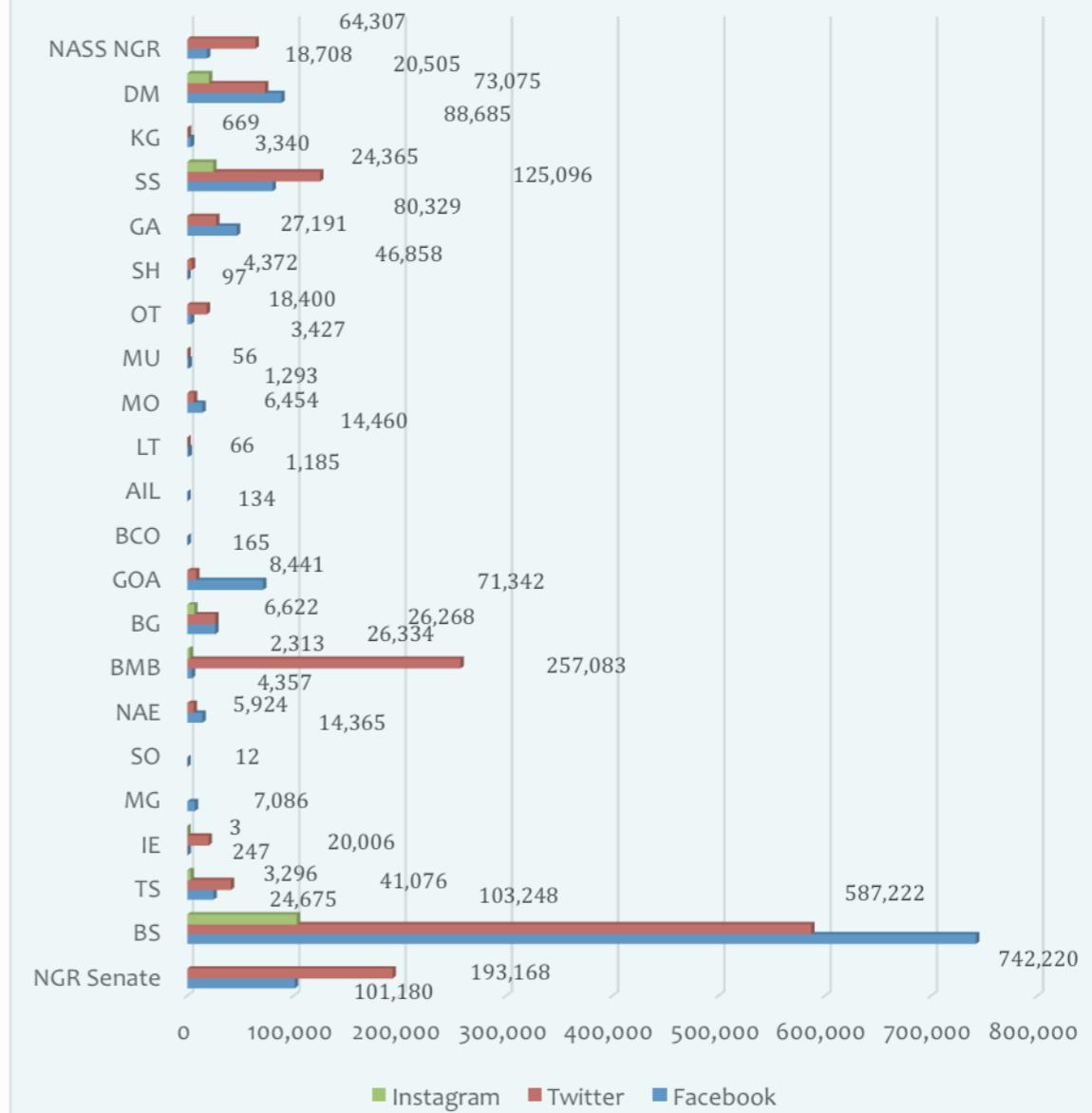
**Prof Yemi Osinbajo** @ProfOsinbajo · Mar 21  
Education must rigorously encourage curiosity. The young mind must be trained to question social phenomena and interrogate issues.  
204 1.5K 1.6K

**Prof Yemi Osinbajo** @ProfOsinbajo · Mar 21  
Today, I had the pleasure of representing President @MBuhari at the opening ceremony of the 65th Annual Council Meeting of WAEC.  
46 171 321

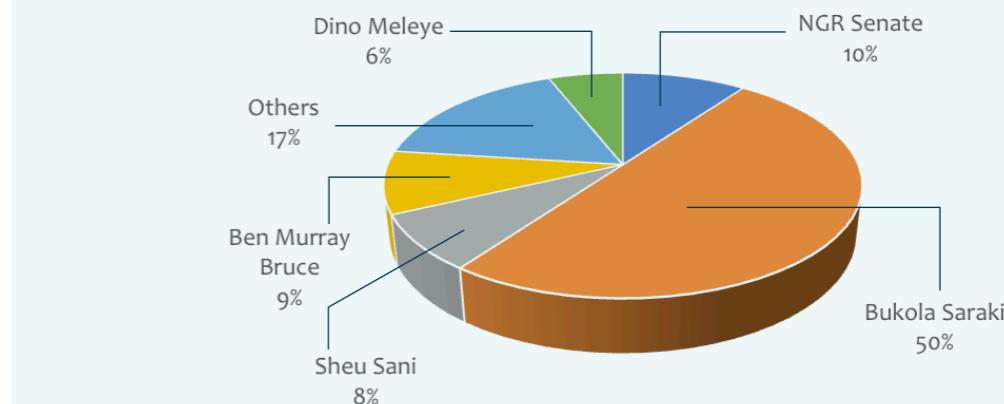
**Prof Yemi Osinbajo** @ProfOsinbajo · Mar 21  
Yesterday, I received the delegation from the West African Examination Council led by its chairperson, Dr. Evelyn Kandakai.  
 EDUCATION

## The Legislators | The Senate

### Social media presence | Legislatures (Senate)



### Social media presence | Senate

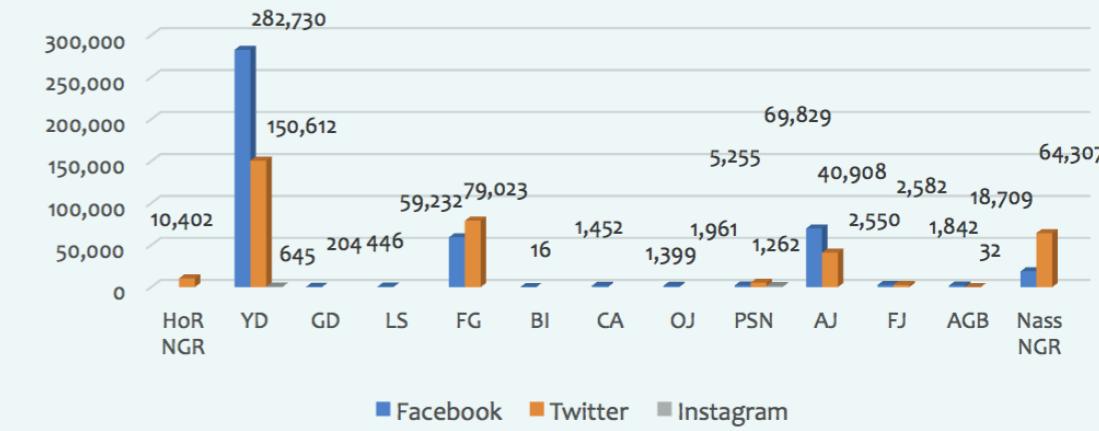


	Name	Function
BS	Bukola Saraki - @Bukolasaraki	Senate President
TS	Toyin Saraki - @ToyinSaraki	Wife of Senate President
IE	Ike Ekweremadu - @ike_ekweremadu	Deputy Senate President
OT	Sen. Dr. Olanrewaju Tejuosho - @dr_tej	Chairman, Senate Committee on Health
AU	Sen. Aisagbonriodion Urhoghide @SenUrhoghide	Vice Chairman, Senate Committee on Health
MG	Sen. Mohammed Goje - @SenDanjumaGoje	Chairman, Senate Committee on Appropriation
SO	Sen. Sunday Ogbuoji	Vice Chairman, Senate Committee on Appropriation
SAO	Sen. Salau Ahmed Ogembé - @AhmedOgembé	Member, Senate Committee on Appropriation
NAE	Sen. Nelson Asuquo Effiong - @SenOhuabunwa	Vice Chairman, Senate Committee on PHC and Communicable Diseases
AA	Sen. Aliyu Sabi Abdulahi	Chairman, Senate Committee on Media and Public Affairs Committee
BMB	Sen. Ben Murray Bruce - @BenMurrayBruce	Vice Chairman, Senate Committee on Media and Public Affairs
BG	Sen. Binta Garba @GarbaBinta	Chairman, Senate Committee on Women Affairs
GOA	Sen. Godswill Obot Akpabio @SenAkpabio	Minority Leader
BCO	Sen. Biodun Christine Olujimi	Deputy Minority Whip
AIL	Sen Ahmed Ibrahim Lawani	Majority Leader
MO	Sen. Mao Ohuabunwa @SenOluabunwa	Chairman Committee on Primary Health Care & Communicable diseases
MU	Sen. Pharm. Mattrew Urhoghide @SenUrhoghide	Vice Chairman Health Committee
OT	Sen. Oluremi Tinubu @oluremitinubu	Chairman Environment Committee
SH	Sen. Suleiman Hunkuyi @HunkuyiSuleiman	Vice Chairman Federal Character & Inter Governmental Affairs Committee
GA	Sen. Gbenga Ashafa @SenGbengaAshafa	Vice-Chairman, Senate Committee on Lands, Housing and Urban Development
SS	Sen. Shehu Sani @Shehusani	Chairman Local & Foreign Debts Committee, Vice Chairman Foreign Affairs Committee
KG	Sen. Kabiru Gaya @SenatorKGaya	Chairman Works Committee
DM	Sen. Dino Melaye@dino_melaye	Chairman Federal Capital Territory Committee

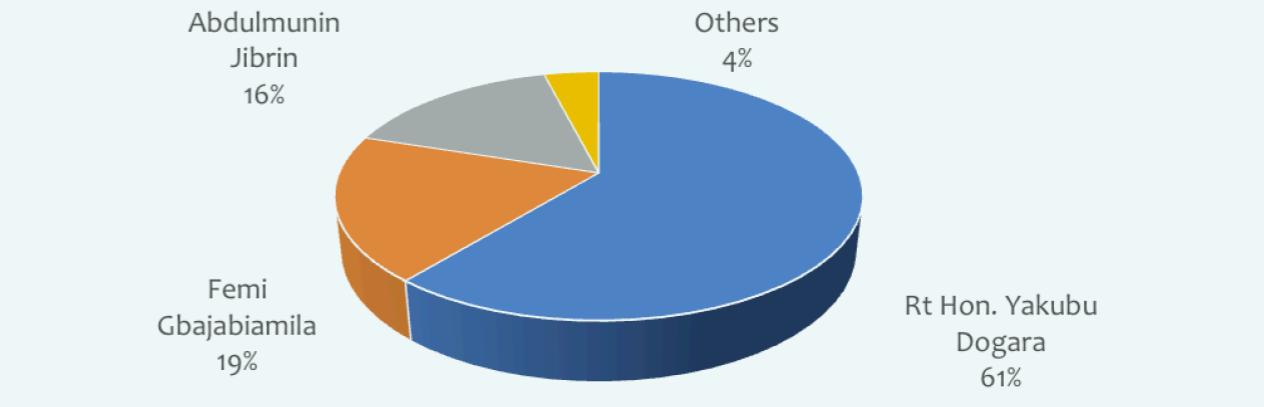
- Senator Bukola Saraki is the most active on social media in the Nigerian Senate (50%); however, the Nigerian Senate also has an organizational handle on Twitter: @NGRSenate
- Many senators are not active on social media or have any presence
- Other prominent senators on social media next are Senators Ben Bruce and Godswill Akpabio

## The Legislators | The House of Assembly

### Social media presence | Legislators (HoR)



### Social media presence | Legislators (HoR)



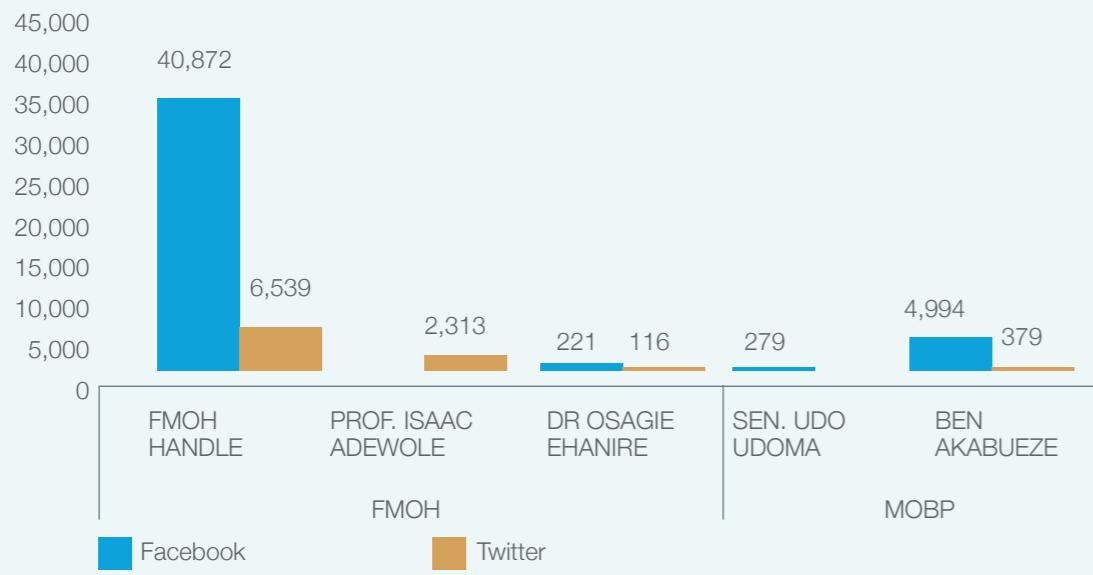
	Name	Position
YD	Rt. Hon. Yakubu Dogara @YakubDogara	Speaker
GD	Hon. Gimbiya Dogara	Wife of the speaker
LS	Hon. Yusuf Suleiman Lasun	Deputy Speaker
FG	Hon. Femi Gbajabiamila @femigbaja	Majority Leader
BI	Hon. Babangida Ibrahim	Chairman, House Committee on Finance
CA	Hon. Chukwere Austin	Vice Chairman, House Committee on Finance
OJ	Hon. Okafor John	Chairman, House Committee on Healthcare Services
PSN	Hon. Princess Stella Ngwu @HonStellaNgwu	Chairman, House Committee on Women Affairs and Social Development
AJ	Hon. Abdulmunin Jibrin @abdulabmj	Member, Appropriations Committee
FJ	Hon. Faleke James @Jafeleke	Chairman, Customs and Excise Committee
AGB	Hon. Ahmed Garba Bichi @AhmadGarbaBich1	Vice Chairman, Information Technology Committee

- The House of Assembly's presence on social media is largely linked to the Speaker of the House. Honourable Yakubu Dogara covers over 61% of the House's presence on social media
- The majority of the members of the house are not active on social media, Honourable Femi Gbajabiamila and Abdulmunin Jibrin's activity level on social media is fairly low

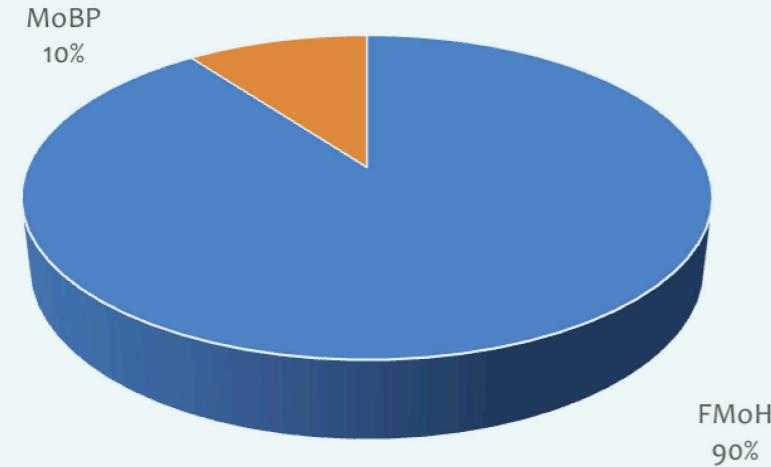
## Federal Ministries



### Social media presence | Ministries



### Social media presence | Ministries



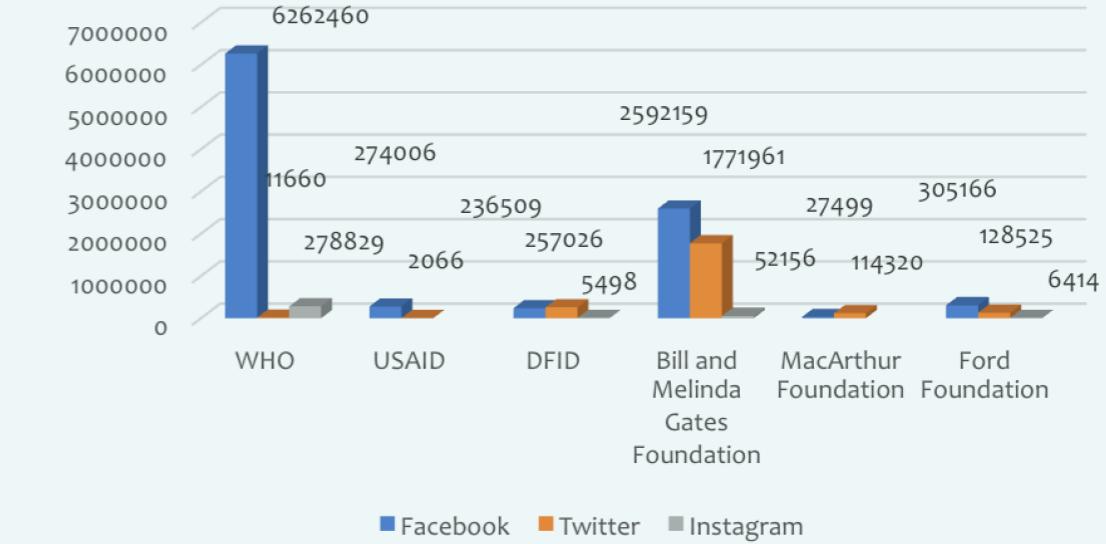
<b>Prof. Isaac Adewole</b> @IsaacFAdewole	Minister for Health
<b>Dr. Osagie Ehanire</b> @DoctorEOE	Minister of State for Health
<b>Sen. Udo Udoma</b>	Minister of Budget and National Planning
<b>Ben Akabueze</b> - @BenAkabueze	Director General, Budget office of the Federation
<b>FMoH</b> - @FmohNigeria	Federal Ministry of Housing
<b>MoBNP</b>	Ministry of Budget and National Planning

- Among the ministries considered for this report, The Ministry of Health is the most active on social media.
- The Ministry of Budget and National Planning are not very active on social media
- The Minister for Health, Professor Isaac Adewole, is very active on Twitter but not on Facebook and Instagram. Other members of the ministry are non-existent on social media, the few ones that are have dormant accounts
- The Minister of State for Health is not active on both Facebook or Twitter
- In the Ministry of Budget and National Planning, the Director General of the Budget office is the most active on social media. The minister has a Facebook page but it's only partially active.

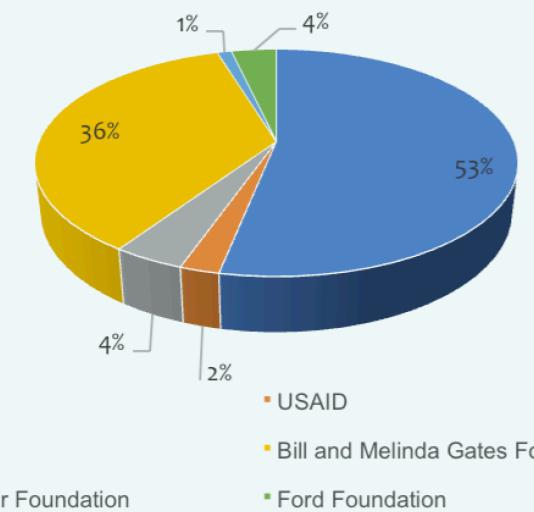
## International Donors



### Social media presence | International Donors



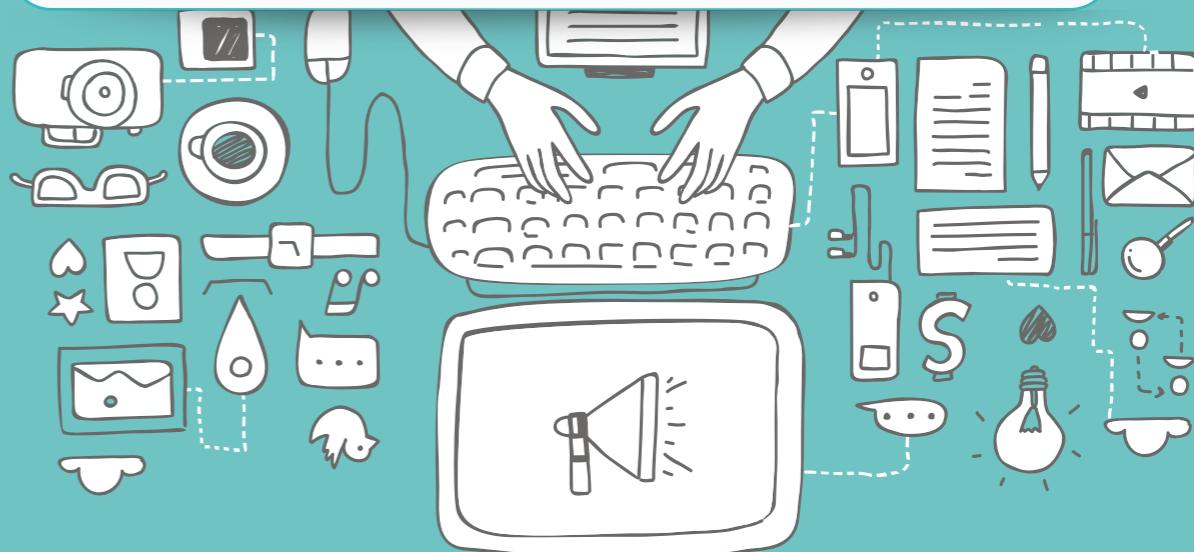
## Social media presence | International Donours



WHO @WHOAfro	World Health Organization
USAID - @USAIDNigeria	United States Agency for International Development
DFID - @DFID_UK	UK Department for International Development
BMGF - @GatesFoundation	Bill and Melinda Gates Foundation
MacArthur Foundation - @MacFound	
Ford Foundation - @FordFoundation	

- The World Health Organization plays a huge role in all matters relating to health worldwide, and their social media presence cuts across the world.
- The World Health Organization advocates via social media, communicates health discoveries, creates advocacy campaigns and communicates solutions to health challenges and problems.
- The Bill and Melinda Gates foundation is also a significant player in the social media space of the international organizations working in the health space.
- Bill and Melinda gates has consistently supported and funded diverse health research with a goal to reducing the challenges of health problems particularly malaria in Africa and communicated about them through its social media platforms

## Social Media and The Nigerian Blog



Blogging is a more ‘traditional digital medium’. Its accessibility for both audience and blogger is why amidst the homogenization and mass production of content, blogging is still one of the most effective ways to engage and share traditional journalism within a new age platform.

Most Nigerian blogs and bloggers blog about entertainment, news, politics, music, technology and lifestyle. There are very few blogs that are streamlined to one subject matter. In recent times blogging, has become an increasing profitable business with large numbers of active readers. The most popular bloggers have a daily audience of over 100,000 readers. Many bloggers have a ‘cult’ like following and readers not only view them as a credible source of information, but their go to source of information for all news.

Health bloggers are less influencer than generalist bloggers in Nigeria. However, the active health blogs listed below are perhaps the most credible and consistent.

### Active Health Blogs in Nigeria

- |   |   |
|---|---|
| 1. <a href="http://www.healthable.org">www.healthable.org</a>         | 6. <a href="http://www.health-pantry.com.ng">www.health-pantry.com.ng</a>     |
| 2. <a href="http://www.healthsaveblog.com">www.healthsaveblog.com</a> | 7. <a href="http://www.diettherapy247.com">www.diettherapy247.com</a>         |
| 3. <a href="http://www.healthliveblog.org">www.healthliveblog.org</a> | 8. <a href="http://www.swankpharm.com">www.swankpharm.com</a>                 |
| 4. <a href="http://www.healthnewsng.com">www.healthnewsng.com</a>     | 9. <a href="http://www.nigeriahealthwatch.com">www.nigeriahealthwatch.com</a> |
| 5. <a href="http://www.healthylife.com.ng">www.healthylife.com.ng</a> |   |

The bloggers who have a large audience base and are able to support health related campaigners write about various topics and have created profitable businesses from supporting ‘paid posts’ on their blogs from everything from political campaigns to the launch of new products. It is therefore crucial to be strategic in engaging to support a health related campaign.

## Top 10 Most Influential Bloggers in Nigeria<sup>10</sup>



### 1. Linda Ikeji

Linda Ikeji is a former model. She left modelling less than a decade ago and later started her blog, [lindaikeji.blogspot.com](http://lindaikeji.blogspot.com), which would later become one of the most popular blogs in Nigeria. Linda blogs about entertainment gist and gossip, and her posts could be controversial sometimes. Her blog attracts several thousands of hits on a daily basis.



### 2. Omoyele Sowore

A Nigerian political activist, Omoyele Sowore, is the founder of the popular [Saharareporters.com](http://saharareporters.com), a news site that has been named “the WikiLeaks of Africa” by The Daily Beast. Based in New York City, Sahara Reporters is supported by grants donated by the Ford Foundation and the Omidyar foundation. The news website is notorious for first-hand insider information and conspiracy reports without fear of government action. Sahara Reporters has received several threats from individuals whose illegal activities have been exposed on the website as well as from the Nigerian government.



### 3. Uche Pedro-Eze

Another woman who has made her mark by blogging in Nigeria, Uche Eze owns [Bellanaija.com](http://bellanaija.com), one of the leading entertainment blogs in Nigeria covering music, style, TV, and beauty, among many others. The blog has a huge subscriber base and attracts several thousands of daily page views. Uche Eze founded her blog in 2006. The blog, which has grown tremendously since then, is now fast becoming a household name in Nigeria.



### 4. Chude Jideonwo

Chude Jideonwo is the CEO of RED media group. He owns [YNaija.com](http://YNaija.com) (culled from “Young and Nigerian”), a blog has been nicknamed the “high priest of Nigerian culture.” The blog is culture driven, and it features content that highlights the rich culture of Nigeria. Through its job aggregation section, YNaija displays job vacancies and has helped many Nigerians find meaningful employment. The youth-oriented blog has segments for daily news, politics, opinion, enterprise, TV, teen, and lots more.



### 5. Loy Okezie

Despite being a graduate of Business Administration, Loy Okezie chose to carve a niche for himself in the technology world. His blog, [Techloy.com](http://Techloy.com) is the best tech-related blog in Nigeria. The blog features authentic breaking news in the tech world, tech product reviews, and tech market trends, among many more. Loy Okezie started blogging in 2008, with [startupsnigeria.com](http://startupsnigeria.com), but as the blog saw exponential development, Loy changed the name to “Techloy.”



### 6. Mola Ogundele

Mola Ogundele is the founder of [Notjustok.com](http://Notjustok.com), Nigeria’s best-known online music brand. The blog features the hottest gist about the Nigerian music scene. One factor that has helped the blog grow in popularity in recent times is its partnership with top musicians and music producers. Nigerians love music and anything related to music. And since Mola Ogundele is giving it to them just as they want it, his blog keeps growing by leaps and bounds.



### 7. Bamidele Onibalusi

This “wonderkid” started blogging in 2009 at the prime age of 16. Since then, he has been a successful freelance writer, producing content for high profile clients, and making thousands of dollars every month from freelance writing alone. On his blog, Bamidele Onibalusi shares proven success tips for freelance writers. He started with [Youngprepro.com](http://Youngprepro.com) but recently changed the blog’s name to one that more closely reflects the scope of the blog, [Writersincharge.com](http://Writersincharge.com).



### 8. Jide Ogunsanya

A graduate of Microbiology, Jide Ogunsanya owns [Obongeblog.com](http://Obongeblog.com), a blog popular for its helpful tutorials on how newbies can start their online businesses and make money. On his blog, Jide offers blogging tips, online business ideas, technology tips, and lots more.



### 9. Don Caprio

Don Caprio is a seasoned blogger and web designer. He owns one of the top ten most popular blogs in Nigeria, [Doncaprio.com](http://Doncaprio.com), which has become a brand on its own. Don offers helpful tips on blogging, coding, and tech. His blog has over 10,000 newsletter subscribers and records several thousands of page views daily.



### 10. Oladunni Liadi

Oladunni “Ladun” Liadi is the founder and author of [ladunliadi.blogspot.com](http://ladunliadi.blogspot.com). Like Linda Ikeji, she blogs majorly on entertainment and celebrity gist. She also talks about fashion and the latest gist in the Nigerian movie industry. Ladun’s blogging success can be attributed to her accuracy and writing style as well as her blog’s visual display quality. Her blog attracts millions of page views monthly.

## General Active Blogs in Nigeria

1. [www.bellanaija.com](http://www.bellanaija.com)
2. [www.lindaikeji.com](http://www.lindaikeji.com)
3. [www.informationnigeria.com](http://www.informationnigeria.com)
4. [www.ynaija.com](http://www.ynaija.com)
5. [www.obongeblog.com](http://www.obongeblog.com)
6. [www.stelladimokokorus.com](http://stelladimokokorus.com)
7. [www.ladunliadinews.com](http://ladunliadinews.com)
8. [www.kemifilani.com](http://kemifilani.com)
9. [www.olorisupergal.com](http://olorisupergal.com)
10. [www.saharareporters.com](http://www.saharareporters.com)

# The Social Landscape in Nigeria, The Who, What and the Know: Africa Practice Report (2014)

\*Followers as of 20/3/2014

Profile	Followers	The What (FOR)
 <b>Tolu Ogunlesi</b> @toluogunlesi	+/- 57,600	Freelance Journalist with an unflinching capacity to say it like it is. Also partner at @wowemedia
 <b>Abang Mercy-Asu</b> @abangmercy	+/- 16,700	Journalist that shares daily news with a dose of opinion.
 <b>Yvonne Ndege</b> @yvonnendege	+/- 11,800	Al-Jazeera correspondent on West Africa based in Abuja
 <b>Tomi Oladipo</b> @tomi_oladipo	+/- 9,330	BBC Africa investigative journalist
 <b>Funmi Iyanda</b> @funmilola	+/- 59,200	Forefront of Nigerian women in the media, Television Host, World Economic Forum (WEF) Young Global Leader and self-acclaimed Chief Witch
 <b>Chude Jideonwo</b> @chude	+/- 16,500	Journalist, unafraid to tell it like it is. Founder of 'Ynaija , co-founder; Future Projects and Red Media'
 <b>Teju Cole</b> @tejucole	+/- 130,000	Journalist that shares daily news with a dose of opinion.
 <b>Japheth J. Omojuwa</b> @omojuwa	+/- 105,000	Great debater and social media commentator. Champion of lost iPads items on airlines.
 <b>Femi Fani Kayode</b> @realFFK	+/- 45,600	Outspoken poet, politician, and with very strong (tribal) views
 <b>Simon Kolawole</b> @simonkolawole	+/- 2,054	Former This Day newspaper Editor with an inside scoop on political affairs

\*Followers as of 20/3/2014

Profile	Followers	The What (FOR)
 <b>Femi Oke</b> @femioke	+/- 19,800	Former CNN International Anchorwoman. Now with Al Jazeera
 <b>Dele Olojede</b> @deleolojede	+/- 6,034	Founder of now defunct newspaper 234 Next. First Nigerian winner of the Pulitzer Prize. Good sense of humour
 <b>Elnathan John</b> @elnathan	+/- 7,536	Satirical commentator and award winning fiction writer
 <b>Will Ross</b> @willintune	+/- 5,689	BBC Nigeria correspondent
 <b>Chika Oduah</b> @chikaodua	+/- 3,622	Feminist writer with critical insight to daily news
 <b>Feyi Fawehinmi</b> @DoubleEph	+/- 10,970	Accountant, with a fierce passion for Nigeria. Budding detective who blogs about policy issues in Nigeria
 <b>Jeremy Weate</b> @jeremyweate	+/- 6,643	Philosopher with critical yet informed opinions on Nigerian politics and social issues
 <b>Oby Ezekwesili</b> @obyezek	+/- 104,468	Former Vice President of the World Bank, Africa division. Former Minister of Solid Minerals . Former Minister of Education
 <b>Fola Adeola</b> @folaadeola	+/- 22,587	Founder of Guaranty Trust Bank Plc. Contested as Mallam Nuhu Ribadu's running mate in the 2011 Presidential elections
 <b>Andrew Alli</b> @afallli	+/- 75	President, Chief Executive Officer, and Director, Africa Finance Corporation (AFC)

## Recommendations | Way Forward | Wining Strategies

To use social media effectively, it is important to have a clear plan in mind of who your audience is, which social media platforms are most suited to that audience, and what results you hope to gain from your efforts. Below are some recommendations of how to engage stakeholders through digital advocacy.

- A forum to present the findings of the report and the benefits of having a social media presence
- Social media training sessions for the ‘handlers’ of the key influencers. Many influencers have a dedicated staff or team of people who manage their social media platforms
- Recruit ‘ordinary’ Nigerians on social media to join advocacy campaigns and form pressure groups that directly engage key influencers
- Develop a robust social media tool kit to support any campaign going forward
- The modern digital era means that social media will no longer be a stand-alone aspect of an advocacy plan, but rather something that should be integrated at the most basic level
- Rather than creating custom hash tags, which have low penetration, better strategies for building a presence online occur through conversations and ongoing social media events, such as Twitter conversations
- Recognition through Digital Advocacy Awards
- Engagement with identified influencers through a round table discussion and social media training
- All campaigns must be deliberate to a cause, and with personalized hashtags for evidence based reporting

@bukolasaraki

TWEETS 17.3K FOLLOWING 789 FOLLOWERS 632K

Pinned Tweet  
Bukola Saraki @bukolasaraki • 12 Feb 2016

Every Nigerian regardless of political divide, should support #BuyNaijaToGrowTheNaira @NGRSenate will provide legislation to back it.

779 1.4K 849

## Conclusions



**The almost instantaneous transmission of ideas through strong-networked communities that share interests has been enabled by social media. As a medium, it can produce valid and valuable social insights. It is challenging to do so but not insurmountable.**

Our ability to do it rigorously is still in its infancy. Using social media to inform policy and enhance public services will also create problems, particularly in relation to privacy. Social media is ‘living’ in its ability to be constantly in a flux, changing and growing, it will be a case of playing ‘catch-up’ with it. It is no longer in question whether or not to move from traditional advocacy to digital. The dilemma is how to do so for result driven digital advocacy campaigns.

Key influencers at the national and Federal levels must be engaged through social media and more importantly, held accountable for their inaction to develop, change and implement policy that will ensure Nigeria’s health indicators and score cards are improved and on track to ensure mortality rates are reduced year on year.

Given that many of the policy makers belong to an older generation – pre computers, smart phones and wide spread Intent use – the challenge of how to get them ‘plugged in’ and being sociable online arises.

## Appendix



### Database of Legislators in Lagos Social Media Presence

MINISTRY OF HEALTH												
Name		Function	Facebook			Twitter			Instagram			
			Handle	Followers	Likes	Handle	Followers	Likes	Handle	Followers	Likes	
1	Federal Ministry of Health		Federal Ministry of Health, Nigeria	20,432	20,440	FmohNigeria	6,496	43	NON	NON	NON	
2	Prof. Isaac Adewole	Minister for Health	Isaac F. Adewole			IsaacFAdewole	2,305	8	Non	NON	NON	
2	Dr. Osagie Ehanire	Minister of State for Health	Ehanire Osagies	221		DoctorEOE	116		NON	NON	NON	
3	Mrs. Adamu Bello	Permanent Secretary, Ministry of Health	NON	NON	NON	NON	NON	NON	NON	NON	NON	
4	Dr. Akin Oyemakinde	Director of Health Planning, Research and Statistics Department	NON	NON	NON	NON	NON	NON	NON	NON	NON	
5	Pharmacist (Mrs) Gloria Modupe Omatic Chukwumah	Director of Food & Drugs Services Department	NON	NON	NON	NON	NON	NON	NON	NON	NON	
6	Mr. Mohammed Buni Adams	□ Director of Finance & Accounts Department	NON	NON	NON	NON	NON	NON	NON	NON	NON	
7		Director, Reproductive Health Division										
8		Director, Child Health Division										
9	Mrs. Edna Ifeanyi Chukwu	Director, Procurement	NON	NON	NON	NON	NON	NON	NON	NON	NON	
10		"Technical Adviser to the Hon. Minister of Finance										
11		Senior Special Adviser to the Hon. Minister of Finance										
12		Director Media and Publicity										

## Appendix



### Social Media Data Base - National Influencers

MINISTRY OF BUDGET AND PLANNING											
	Name	Function	Facebook			Twitter			Instagram		
			Handle	Followers	Likes	Handle	Followers	Likes	Handle	Followers	Likes
1	Sen. Udo Udoma	Minister of Budget and National Planning	Sen. Udo Udoma	279		NON	NON	NON	NON	NON	NON
2	Mrs. Zainab Ahmed	Minister of State for Budget and National Planning	Multiple personal profiles, unclear which is legit			NON	NON	NON	NON	NON	NON
3	Mrs. Fatima Mede	Permanent Secretary Budget & National Planning	NON	NON	NON	NON	NON	NON	NON	NON	NON
4	Ben Akabueze	Director General, Budget office of the Federation	Ben Akabueze	4,994		BenAkabueze	376	3	NON	NON	NON
5	Mr. Tunde Lawal	Director, Macroeconomics	NON	NON	NON	NON	NON	NON	NON	NON	NON
6											
7	Mr. S. O. S. Odewole	Director Finance and Accounts	NON	NON	NON	NON	NON	NON	NON	NON	NON
8	Mr Abdulkadir Saadu	Director Special Duties	NON	NON	NON	NON	NON	NON	NON	NON	NON
9	Mr. Tijani Abdullahi	Technical Adviser to the Hon. Minister of Budget & National Planning	NON	NON	NON	NON	NON	NON	NON	NON	NON
INTERNATIONAL DONOURS											
1	WHO	World Health Organization	World Health Organization	3,116,518	3,145,942	WHOAfro, followers, likes	11,400	260	WHO, followers, posts	278,000	829
2	Dr Wondimagegnehu Alemu	WHO, Country Director	NON	NON	NON	NON	NON	NON	NON	NON	NON
3	USAID		USAIDNigeria	136,988	137,018	USAID/NIGERIAfollowers, likes	2,049	17	NON	NON	NON
4	Michael T Harvey	Country Director USAID	NON	NON	NON	NON	NON	NON	NON	NON	NON
5	DFID		DFID - UK department for international development	117,424	119,085	DFID_UK	255,000	2,026	DFID_UK	5,203	295
6	Ben Mellor	Country Director DFID	Unclear	Unclear	Unclear	BJMellor	2,119	14	NON	NON	NON

Name		Function	Facebook			Twitter			Instagram		
			Handle	Followers	Likes	Handle	Followers	Likes	Handle	Followers	Likes
7	Bill and Melinda Gates Foundation		Bill and Melinda Gates Foundation	1,281,275	1,310,884	Gates Foundation	1.77million	1961	Gates Foundation	51,900	256
8	MacArthur Foundation		MacArthur Foundation	13,699	13,800	MacFound	110,000	4,320	NON	NON	NON
9	Ford Foundation		Ford Foundation	152,535	152,631	Ford Foundation	126,000	2525	Ford Foundation	6218	196

#### FMoH Agency

	Pharmacist Council of Nigeria		Pharmacist Council of Nigeria	26	26	NON	NON		NON	NON	
1	Pharm NAE Mohammed	Registrar	NON	NON	NON	NON	NON		NON	NON	
2		Director Planning, Research and Statistics;	NON	NON	NON	non	NON				
3		Director Pharmacy Practice;	NON	NON	NON	NON	NON				
4		Director Media and Publicity	NON	NON	NON	NON	NON				

#### National Primary Health Care Development Agency (NPHCDA)

	National Primary Health Care Development Agency		National Primary Health Care Development Agency	6,096	6,088	NPHCDA	1,438	22	NON		
	Dr. Faisal Shuaib	Executive Director and Chief Executive Officer	NON	NON	NON	NON	Non	NON	NON	NON	
	Dr. MJ Abdulahi	Director Planning, Research and Statistics	NON	NON	NON	mhealth4all	Non	NON	NON	NON	
	Dr. Nnena Ihebuzor	Director Primary Health Care System Development	NON	NON	NON	NON	NON	NON	NON	NON	
	Mr. Billy Asogbon	Director Finance and Accounts	NON	NON	NON	NON	Non	NON	NON	NON	
	Mr. Adamu Nuhu	Director Advocacy and Communication	NON	NON	NON	NON	Non	NON	NON	NON	
	Dr. M.Z. Mahmud	Director Logistics and Health Care Commodities	NON	NON	NON	NON	Non	NON	NON	NON	

#### NAFDAC

	Dr. Umar A. Ibrahim	Director Procurement Unit	NON								
	NAFDAC										
	Mrs. Yetunde Oluremi Oni										

Name		Function	Facebook			Twitter			Instagram		
			Handle	Followers	Likes	Handle	Followers	Likes	Handle	Followers	Likes
		Director Registration and Regulatory Affairs;									
		Director Planning, Research and Statistics;									
		Director Special Duties;									
		Technical Adviser to the DG;									
		Senior Special Adviser to the DG;									
		Director Media and Publicity									

### The House of Assembly

						HouseNGR	10,400	2			
	National Assembly		National Assembly, Nigeria	9,358	9,351	NassNigeria	64,300	7	Non		
1	Yakubu Dogara	Speaker	Rt. Hon. Yakubu Dogara	141,351	141,379	YakubDogara	150,000	612	SpeakerDogara	604	41
2	Gimbiya Dogara	Wife of the speaker	Gimbiya Yakubu Dogara	204		NON	NON	NON	NON	NON	NON
3	Lasun Sulaimon	Deputy Speaker	Yusuf Sulaimon Lasun	446		NON	NON	NON	NON	NON	NON
4	Femi Gbajabiamila	Majority Leader	Femi Gbajabiamila	59,232		femigbaja	79,000	23	NON	NON	NON
5	Hon. Betty Jocelyn Apiafi	Chairman, Health Institutions Committee	NON	NON	NON	NON	NON	NON	NON	NON	NON
6	Hon. Muhammad Jegu	Vice Chairman, Health Institutions Committee	NON	NON	NON	NON	NON	NON	NON	NON	NON
7	Hon. Mustapha Bala	Chairman, House committee on Appropriations	NON	NON	NON	NON	NON	NON	NON	NON	NON
8	Hon. Azubago Ifeanyi	Vice Chairman, House committee on Appropriations	NON	NON	NON	NON	NON	NON	NON	NON	NON
9	Hon. Babangida Ibrahim	Chairman, House committee on Finance	Hon Babangida Ibrahim for House	8	8	NON	NON	NON	NON	NON	NON
10	Hon. Chukwere Austin	Vice Chairman, House committee on Finance	ChukwereAustin	725	727	NON	NON	NON	NON	NON	NON
11	Hon. Okafor John	Chairman, House Committee on Healthcare Services	Chike John Okafor	699	700	NON	NON	NON	NON	NON	NON

Name		Function	Facebook			Twitter			Instagram		
			Handle	Followers	Likes	Handle	Followers	Likes	Handle	Followers	Likes
12	Hon. Muhammad Usman	Vice chairman, House committee on Health Care services	NON	NON	NON	NON	NON	NON	NON	NON	NON
13	Hon. David Emmanuel Ombugadu	Chairman, House committee on HIV,AIDS, Tuberculosis and Malaria Control	NON	NON	NON	NON	NON	NON	NON	NON	NON
14	Hon. Yusuf Saidu	Vice Chairman, House House committee on HIV,AIDS, Tuberculosis and Malaria Control	NON	NON	NON	NON	NON	NON	NON	NON	NON
15	Hon. Princess Stella Ngwu	Chairman, house committee on Women Affairs and Social Development	Hon. Princess Stella Ngwu	1,961		Hon. Princess Stella Ngwu	5,242	13	hon_stella_ngwu	1,253	9
16	Hon. Owoidighie Ekpoatai	Vice Chairman, House committee on Women Affairs and Social Development	NON	NON	NON	NON	NON	NON	NON	NON	NON
17	Hon. Abdulmunin Jibrin	Member Appropriations committee	69,829 Likes		69,829	abdulabmj, 2,722 tweets, 40.8k followers, 149 following	40,800	108	NON	NON	NON
18	Hon. Faleke James	Chairman Customs and Excise Committee	HonFalekeJames	1,274	1,276	Jafeleke	2,582		NON	NON	NON
19	Hon. Ahmed Garba Bichi	Vice Chairman Information Technology Committee	Hon. Ahmed Garba Bichi	920	922	AhmadGarbaBich1	32		NON	NON	NON

## The SENATE

	Nigeria Senate		NgrSenate		101,180	NGRSenate	193,000	168			
1	Bukola Saraki	Senate President	Abubakar Bukola Saraki	370,779	371,441	BukolaSaraki	586,000	1,222	bukolaaraki	103,000	248
2	Toyin Saraki	Wife of Senate President	Toyin Saraki,	12,319	12,356	ToyinSaraki	38,800	2,276	toyinsaraki	3,030	266
3	Ike Ekweremadu	Deputy Senate President	Ike Ekweremadu	124	123	ike_ekweremadu	20,000	6	ikeekweremadu	3	
4	Sen. Olanrewaju Tejuosho	Chairman, Senate committee on Health	NON	NON	NON	NON	NON	NON	NON	NON	NON

Name		Function	Facebook			Twitter			Instagram		
			Handle	Followers	Likes	Handle	Followers	Likes	Handle	Followers	Likes
5	Sen.AISAGBONRIODION URHOGHIDE	Vice Chairman, Senate committee on Health	NON	NON	NON	NON	NON	NON	NON	NON	NON
6	Sen. Mohammed Goje	Chairman, Senate committee on Appropriation	Senator Mohammed Danjuma Goje	3,548	3,538	NON	NON	NON	NON	NON	NON
7	Sen. Sunday Ogbuji	Vice Chairman, Senate committee on Appropriation	Sen Sunday Oji Ogbuji,	6	6	NON	NON	NON	NON	NON	NON
8	Sen. Salau Ahmed Ogembe	Member, Senate committee on Appropriation	NON	NON	NON	NON	NON	NON	NON	NON	NON
10	Sen. Nelson Asuquo Effiong	Vice Chairman, Senate committee on PHC and Communicable Diseases	Senator Mao Ohuabunwa,	7,178	7,187	SenOhuabunwa	5,913	11	NON	NON	NON
11	Sen. Aliyu Abdulahi	Chairman, Senate Committee on Media and Public Affairs Committee	NON	NON	NON	NON	NON	NON	NON	NON	NON
12	Sen. Ben Murray Bruce	Vice Chairman, Senate committee on Media and Public Affairs	Senator Ben Murray Bruce,	2,180	2,177	BenMurrayBruce	257,000	83	BenMurrayBruce	2,289	24
13	Sen. Binta Garba	Chairman, Senate Committee on Women Affairs	Senator Binta Masi Garba	13,152	13,182	GarbaBinta	25,600	668	SenatorBinta	6,602	20
14	Sen. Godswill Obot Akpabio	Minority Leader	Godswill Obot Akpabio	35,753	35,589	SenAkpabio	8,172	269	NON	NON	NON
15	Sen. Biodun Christine Olujimi	Deputy Minority Whip	Sen. Biodun Christine Olujimi	165		NON	NON	NON	NON	NON	NON
16	Sen Ahmed Ibrahim Lawani	Majority Leader	Ahmed Ibrahim Lawan,	134		NON	NON	NON	NON	NON	NON
17	Sen. Dr. Lanre Tejuosho	Chairman Health Committee	Eni A Fe De Movement	594	591	dr_tej	61	5	NON	NON	NON
18	Sen. Mao Ohuabunwa	Chairman Committee on Primary Health Care & Communicable diseases	7,225	7,235		SenOhuabunwa	6,441	13	NON	NON	NON
19	Sen. Pharm. Mattrew Urhoghide	Vice Chairman Health Committee	Sen Matthew Urhoghide	647	646	SenUrhoghide	56		NON	NON	NON
20	Sen. Oluremi Tinubu	Chairman Environment Committee	Sen OluremiTinubu	1713	1714	oluremitinubu	18,400		NON	NON	NON

Name		Function	Facebook			Twitter			Instagram		
			Handle	Followers	Likes	Handle	Followers	Likes	Handle	Followers	Likes
21	Sen. Suleiman Hunkuyi	Vice Chairman Federal Character & Inter Governmental Affairs Committe	Sen Hunkuyi	97		HunkuyiSuleiman	4,372		NON	NON	NON
22	Sen. Gbenga Ashafa	Vice-Chairman, Senate Committee on Lands, Housing and Urban Development	Gbengaashafa	23,400	23,458	SenGbengaAshafa	27,100	91	NON	NON	NON
23	Sen. Shehu Sani	Chairman Local & Foreign Debts Committee, Vice Chairman Foreign Affairs Committee	Shehu Sani	80,329		Shehusani	123,000	2,096	1,262 posts, 23k followers, 207 following	23,100	1,265
24	Sen. Kabiru Gaya	Chairman Works Committee	Kabiru Gaya	1,669	1,671	SenatorKGaya	669		NON	NON	NON
25	SEN. DINO MELAYE	Chairman Federal Capital Territory Committee	Sen Dino Melaye	43,514	45,171	dino_melaye	73,000	75	diinomelaye	19,300	1,205
<b>The EXECUTIVE</b>											
1	President Muhammad Buhari	President	Muhammadu Buhari	322,761	333,231	Mbuhari.	869,000	13	Muhammadu Buhari	100,000	174
2	H.E. Aisha Buhari	Wife of the President	Aisha Buhari.	12,592		aishambuhari.	64,100	7	aishambuhari	96,400	130
3	Professor Yemi Osinbajo	Vice President	Professor Yemi Osinbajo.	286,271	286,186	Prof Osinbajo,	841,000	30	profosinbajo	5,093	35
4	Mrs. Dolapo Osinbajo	Wife of the Vice President	Let us Pray,	37,264		NON	NON	NON	dolapoosinbajo	68,900	169
5	Garba Shehu	Senior Special Assistant on Media & Publicity to President Muhammadu Buhari	Garba Shehu,	84,153	84,001	GarShehu,	259,000	648	Garshehu	1,203	39
6	Femi Adesina	Special Adviser on Media & Publicity to President	Femi Adesina,	84,854	84,797	FemAdesina,	82,600	4	FemAdesina	551	
7	Laolu Akande	Senior Special Assistant on Media & Communication to the office of Vice President Yemi Osinbajo	Laolu Akande, 1014 friends			akandeoj	39.6k	169	NON	NON	NON



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**PHARMACEUTICAL  
SOCIETY OF NIGERIA**  
**(FOUNDED 1927)**  
*AS MEN OF HONOUR WE JOIN HANDS*

**PACiFaH** PARTNERSHIP  
FOR ADVOCACY  
IN CHILD AND  
FAMILY HEALTH