

DIGITAL ADVOCACY

SOCIAL MEDIA HEALTH INFLUENCERS IN LAGOS STATE, NIGERIA

A LANDSCAPE REPORT



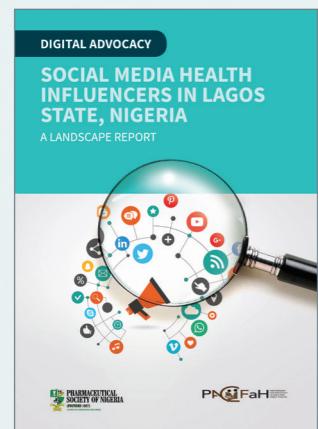
**PHARMACEUTICAL
SOCIETY OF NIGERIA**
(FOUNDED 1927)
AS MEN OF HONOUR WE JOIN HANDS



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Digital Advocacy
A Landscape Report | Social Media
Health Influencers in Lagos State,
Nigeria

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 interactions where people create, share, and exchange information and ideas in virtual communities or networks.

Executive Summary

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 before¹.

Digital Advocacy is the new frontier of galvanizing the global community to speak up for change. [#BringBackOurGirls hash tag](#), originated from Oby Ezekwesili, 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.

Traditional advocacy with policy makers in an increasing age of social media use must re-position 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.

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.

#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 

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

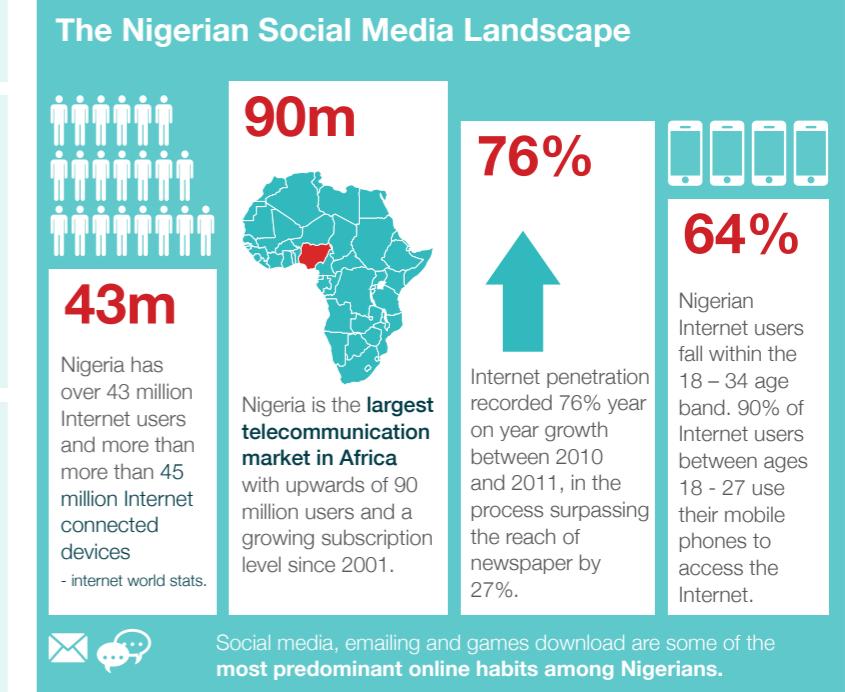
Digital advocacy⁴ is the use of digital technology to contact, inform, and mobilize a group of concerned people around an issue or cause. The purpose of digital advocacy is to galvanize supporters to take action. Digital tools have become a central component of almost any movement.

Some of the most-used digital advocacy tools include websites, blogs, Facebook, Twitter, email, and texts. 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.





● **Midwivesforall:**
page 7



Case Studies

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

● **#Health4All campaign:**
page 9

#midwives4all

Midwivesforall | Engaging policy makers through social media³

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

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A LANDSCAPE REPORT



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 campaign⁴



UNDOCUMENTED
CHILDREN
NOW QUALIFY
FOR FULL-SCOPE
MEDI-CAL!

#HEALTH4ALL KIDS



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 Objectives of the Study



The focus of the study is the Lagos State Health Policy Makers and the Lagos State House of Assembly as well as Health Social Media Influencers in the State, specifically how to reach the members of the House and the Health Policy Makers via social media to support policy around specific health initiatives such as advocacy for increase in the total Health Budget.

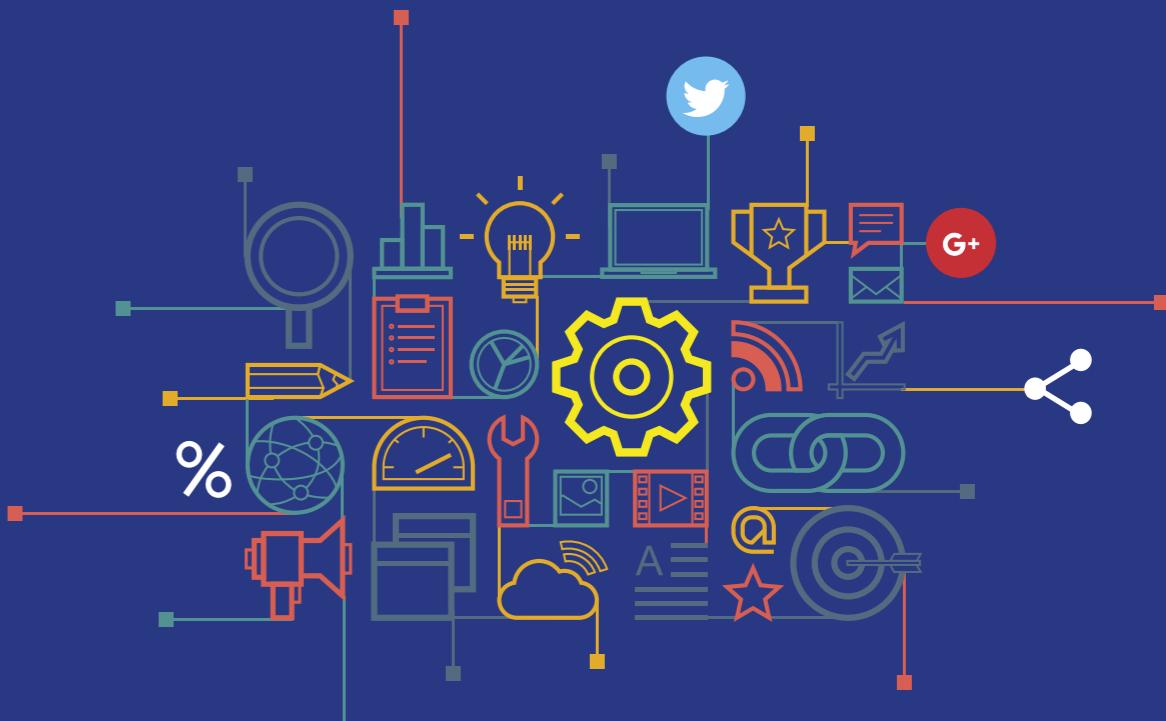


The study's objectives are:



- **To obtain a database of the relevant health social media influencers** in Lagos State for the purpose of PACFaH's Digital Advocacy Campaign using social media. The campaign is targeted at the legislative arm of the State Government and Health Policy Makers (Government Bureaucrats) with the over-arching objective of policy change in public health intervention and increasing the budget for health across board in the state.
- **To determine the most relevant social media platforms** to support the campaign and target messages to the State's House of Assembly and influential policy makers. Identify influential health bloggers in Lagos State.

Methodology



The study's broad content areas

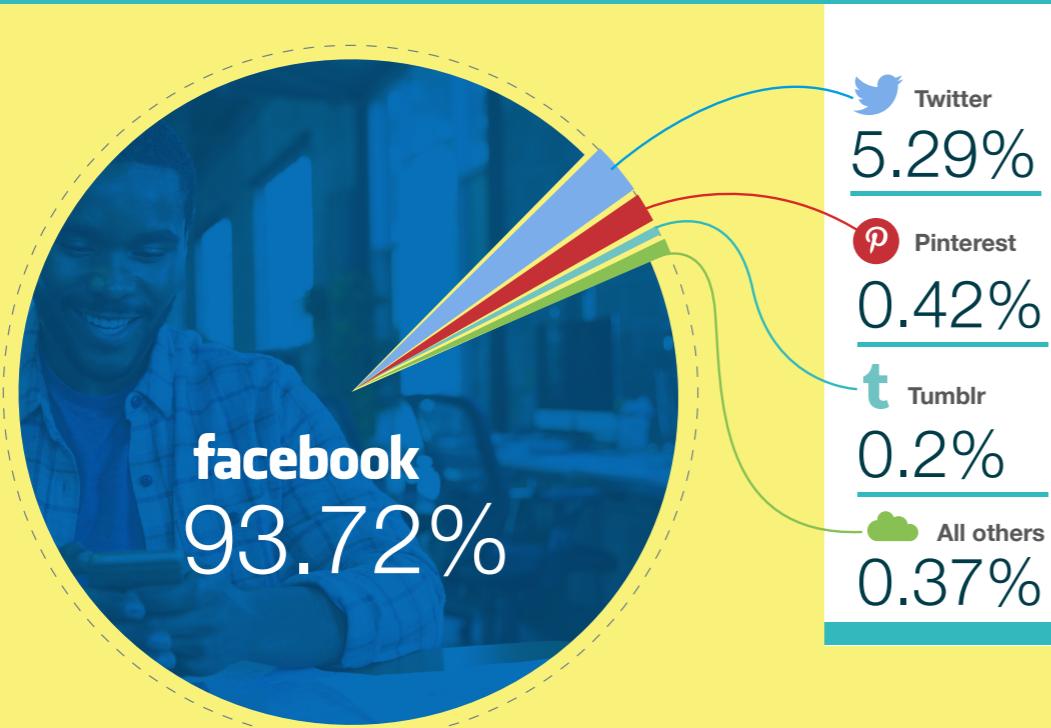
- Description of the social media as an advocacy tool for health policy and budgetary change
- Quantitative and qualitative assessment of the social media presence of the Lagos State Legislators, Health Policy Makers as well as influential Health bloggers in Lagos State

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 forty members of their legislature as well as an analysis of their social media platform preferences and their activity level as well as their following.
- Map the Social Media presence of key Bureaucrats in the Lagos State Ministry of Health beginning with the Honourable Commissioner for Health who heads the State Council on Health (the highest Health Policy Making body of the State).
- Development of an in-depth database of all members' current social media profiles.

Key Findings

Most used social network 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 internet⁵. There are 3,376,739 Instagram users in Nigeria with the number growing daily.



LAGOS STATE HEALTH POLICY MAKERS

Health Policies in Lagos State are made and implemented by Bureaucrats in the State Ministry of Health in collaboration with other Stakeholders such as opinion Leaders, Civil Society, Health influencers, Community Leaders among others. The highest Health Policy Making Organ in the State is the State Council on Health (SCH) which is headed by the Honourable Commissioner for Health.

The SCH ratifies for roll-out/implementation of all Health Policies enacted in the State. Health Policies in the State are made in line with the State Development Plan; the Government Campaign Promises, Global, Regional, National, State Agreements

Supporting the HCH is the Special Adviser on Health to the Governor and the Permanent Secretary Health. These are followed by Heads/Directors of the nine Directorates in the SMoH. The State Ministry of Health has the following Agencies/Boards which are more or less the operational arms of the Health Ministry:

- The Health Services Commission;
- The Primary Health Care Board and
- The Central Medical Store (which is equivalent to the Drug Management Agency-obtainable in other States).

Apart from the CMS (which is headed by a Director from the SMoH), the others are led by Permanent Secretaries appointed by the Governor.

The nine Directorates in the Lagos State Ministry of Health are;

1. Health Care Planning, Research and Statistics;
2. Primary Health Care: Disease Control and Family Health/Nutrition;
3. Hospital Services;
4. Occupational Health and Staff Clinic;
5. Pharmaceutical Services;
6. Medical Administrative and Training;
7. Nursing Services;
8. Accounts and
9. Finance and Administration

There is also a Public Affairs Unit, Internal Auditor and Legal Officer which serve the whole of the Ministry. These units reports directly to the Permanent Secretary Health.

The Social Media Tracking of the aforementioned Health Sector Policy Makers is presented in the Annex

@lshaofficial

Lagos State Legislature

TWEETS
1,017

FOLLOWING
114

FOLLOWERS
955

LIKES
478



The Lagos State House of Assembly is the state legislature of Lagos State.



20 LGAs

40 Constituencies

40 Honourable Members

37 LCDAs

A Legislator MUST be:

- A Nigerian
- No less than 30 years old
- Must have acquired secondary school certificate level or its equivalent
- A member of a political party and is sponsored by it
- Not have any criminal record
- Elected for the House of Assembly.

It is one of the State Houses of Assembly that was established by Section 90 of the Constitution of Federal Republic of Nigeria as amended and given powers to legislate as well as privileges and immunities to enable it exercise these powers without hindrance. There have been seven different Houses of Assembly since 2 October 1979.

In The Lagos State House of Assembly, majority of the members are from the ruling political party in the state - the All Progressives Congress. The House of Assembly is made up of forty Honorable Members elected to represent their constituencies for a period of four years.

The purpose of the House of Assembly is to “**provide information on the scope of responsibilities, services and commitment for the entire people of Lagos State**”.

The vision of the Lagos State House of Assembly is to be “**the leading light and pathfinder for Nigerian legislatures**”, and the mission is “to make laws that will ensure good governance, representing the will of “Lagosians” and in the process ensuring judicious use of the resources of the state in order for “Lagosians” to receive maximum benefit”

In Lagos State, there are forty constituencies which cut across the twenty Local Governments and thirty-seven Local Council Development Areas.

Social Media and The Legislature



The legislatures' activity on social media is low and ad hoc, with a few expectations

19 members are on Facebook; **Honourable Desmond Elliot (Surulere 1 constituency)** has 2.2 million likes on his Facebook page. **Honourable Mudashiru Eshilokun Sanni (Lagos 1 constituency)** has the most followers on Facebook 4,565, he hold a strategic position as the Deputy Speaker

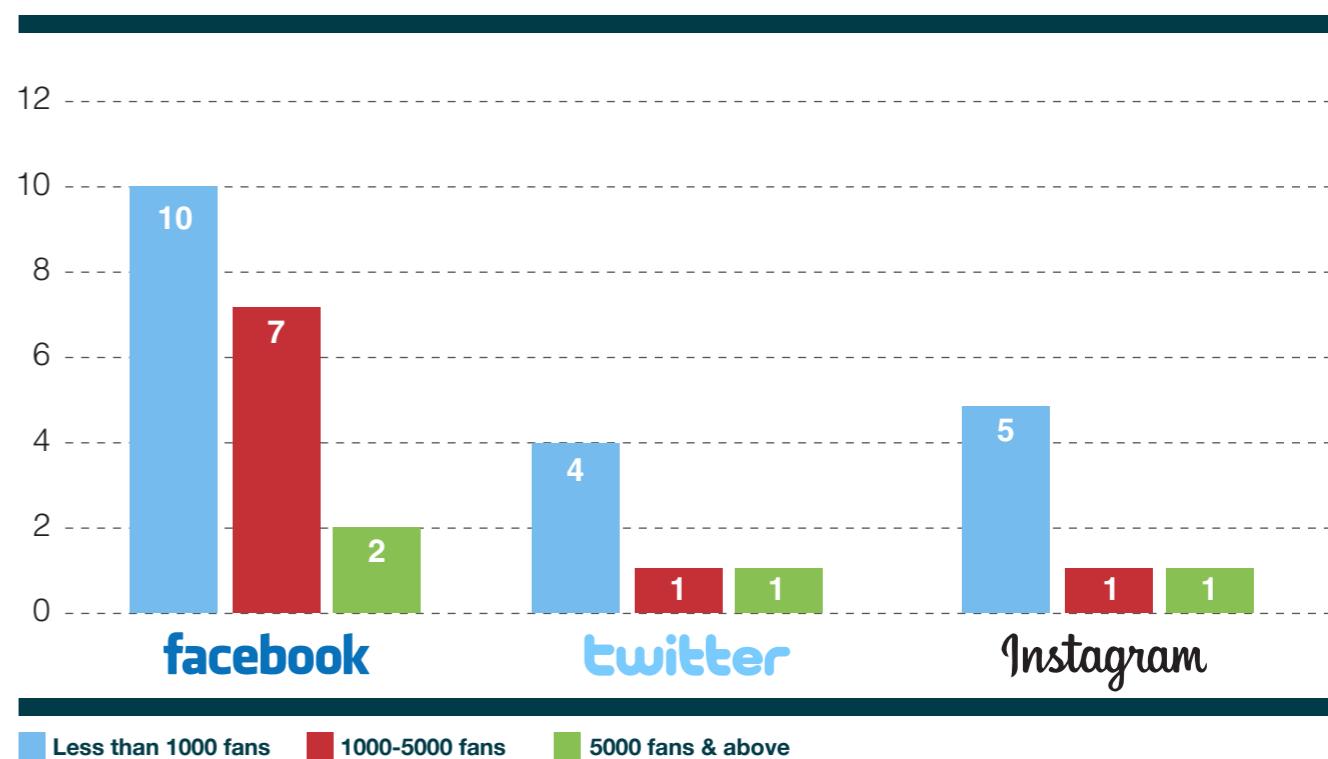
Instagram is the 2nd most used social media platform with 8 members having an account. **Honourable Nurudeen Solaja-Saka (Kosofe 2) in the Science and Technology Committee** has 462 followers, a close second in terms of followers to Honourable Desmond Elliot, bother surpassing The State Governor with only 153 followers

6 members of the house have Twitter accounts with following ranging from **21 to 895 followers**. **Honourable Sikiru Osinowo (kosofe 1)** has the most followers and in the Lands Committee, however as one of the few female members of the House- she can identify with child and maternal health issues

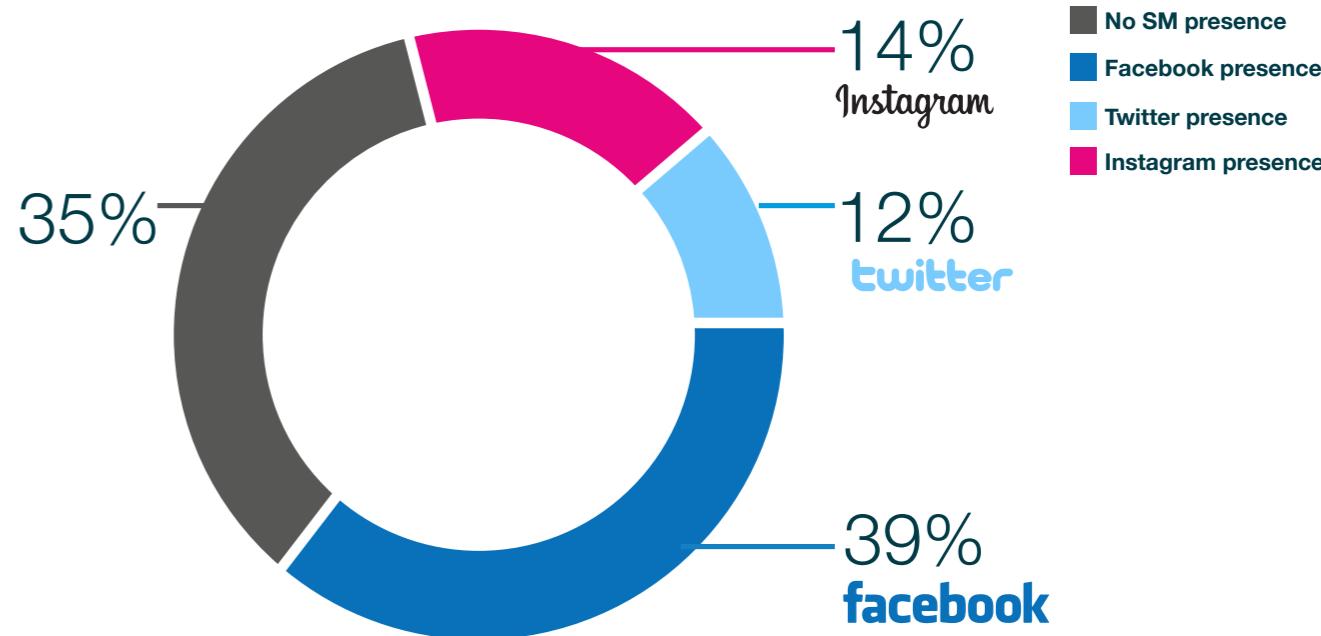
Facebook is the most popular social media platform among the house of assembly members in Lagos State with 39% of members present on the platform. Instagram follows closely with 14% and then Twitter with 12%. However, **39% of the legislature do not have any form of presence on social media**.

Honourable Desmond Elliot is by far the most social media savvy and influential given he transitioned from being a popular Nollywood actor to a politician

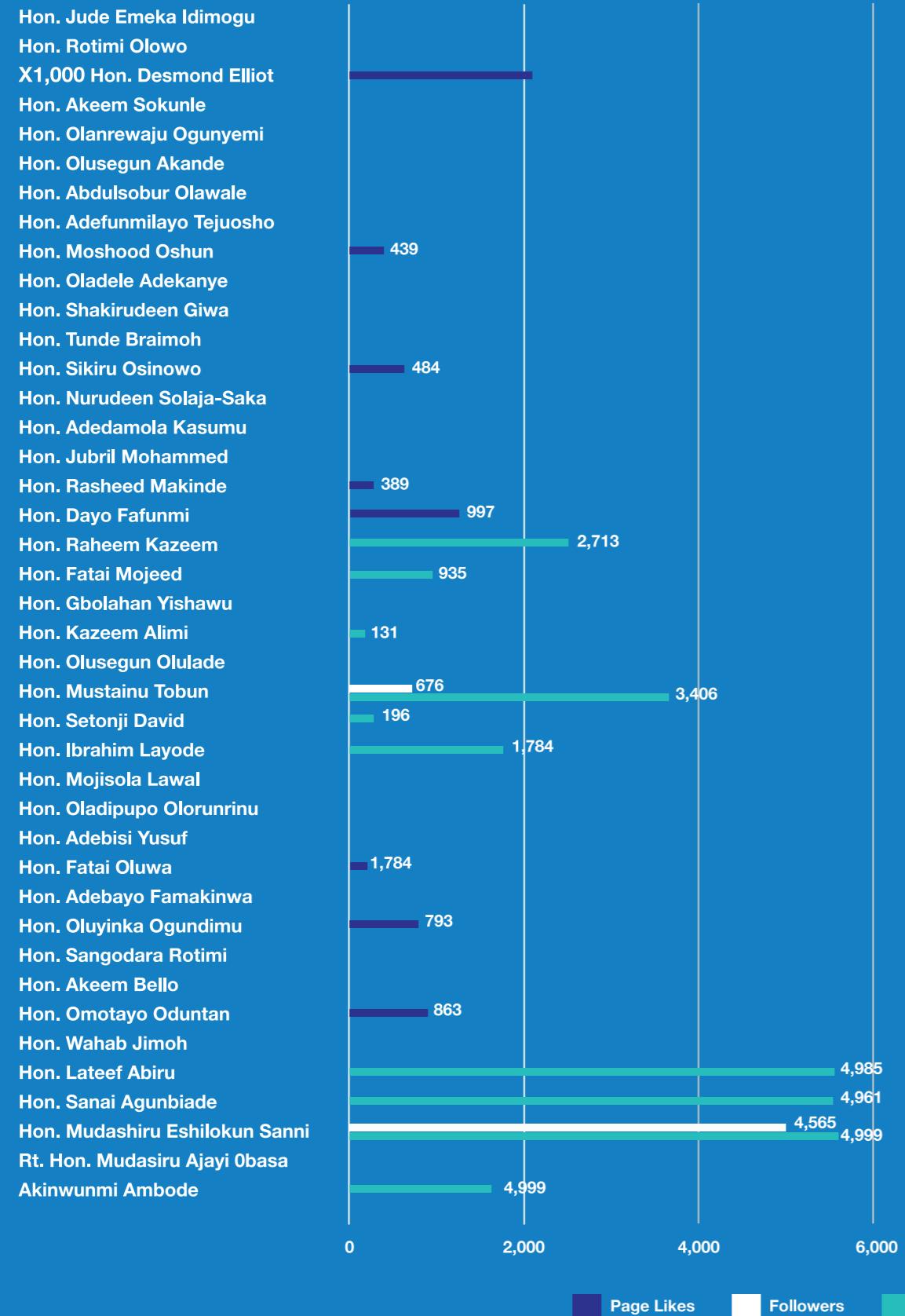
Number of legislatures vs SM fans distribution



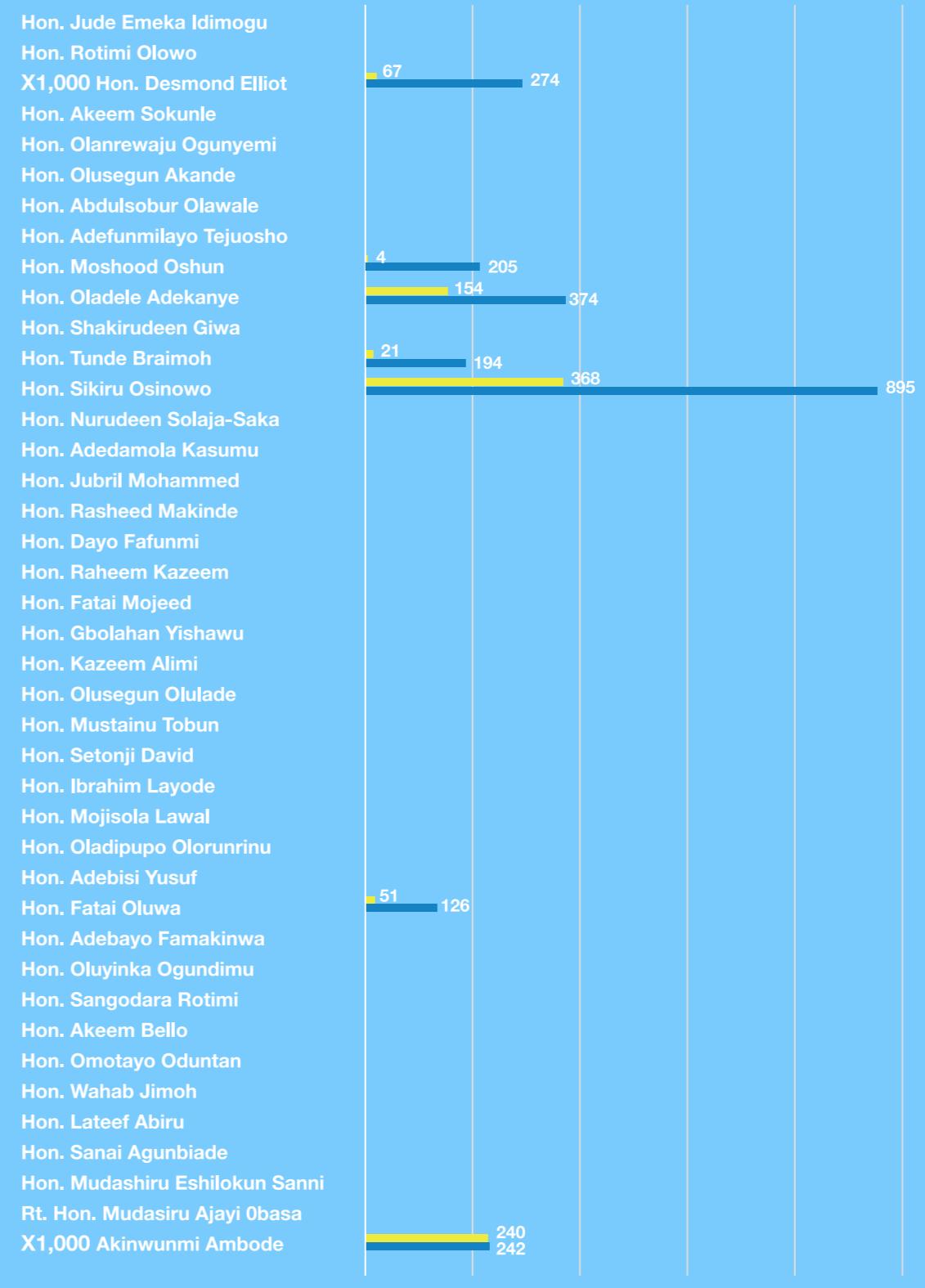
House of Assembly Members Media presence



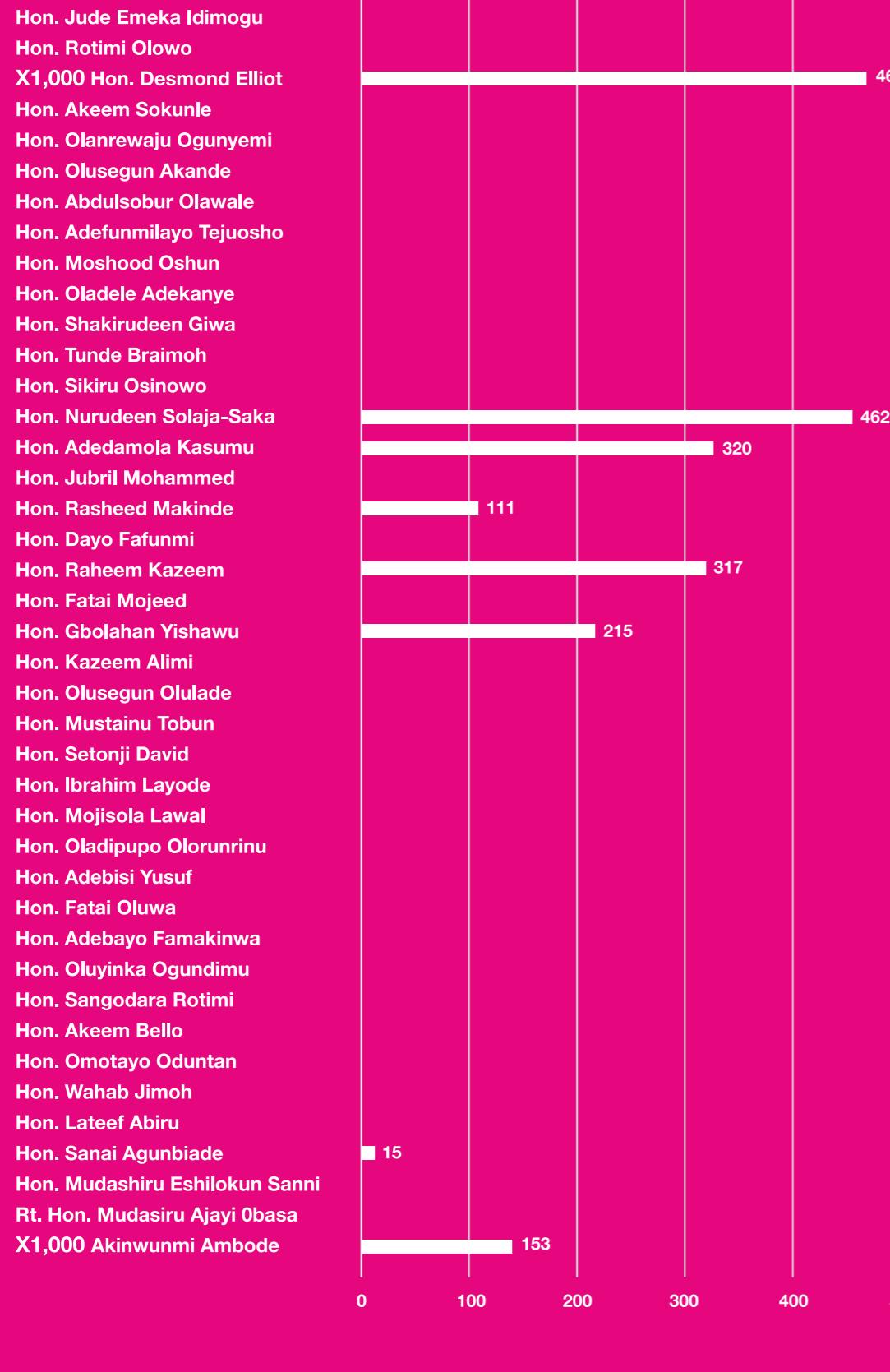
facebook



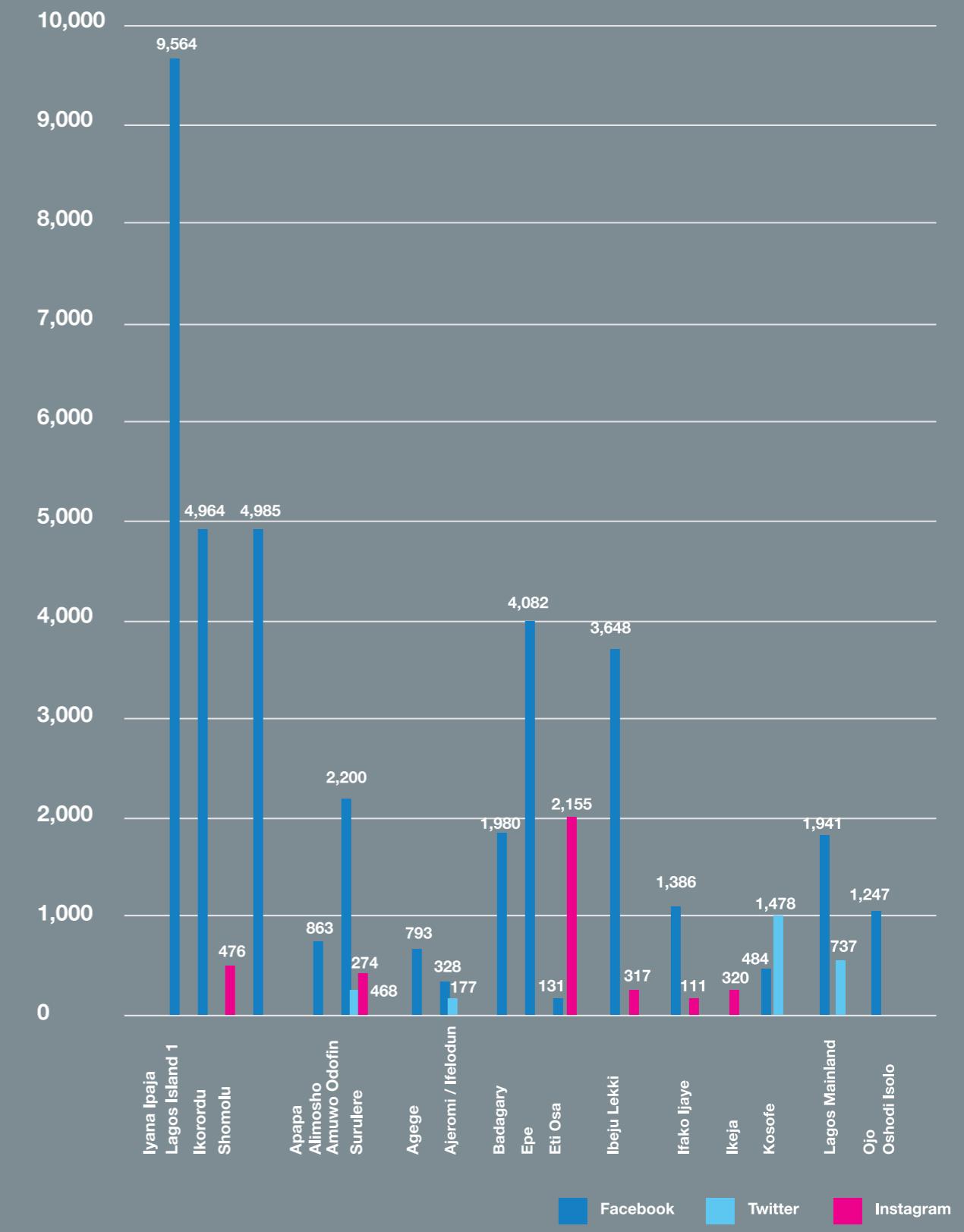
twitter



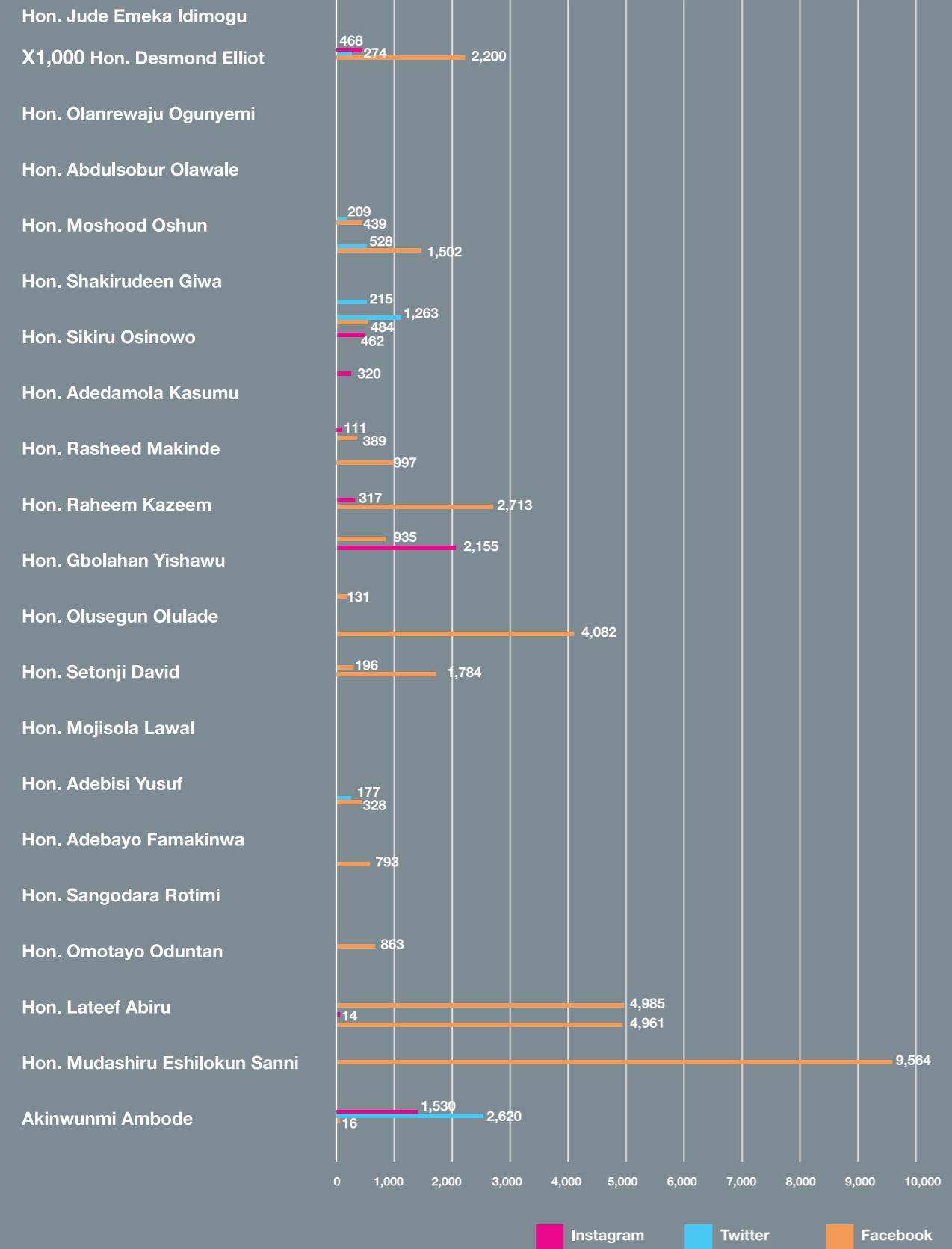
Instagram



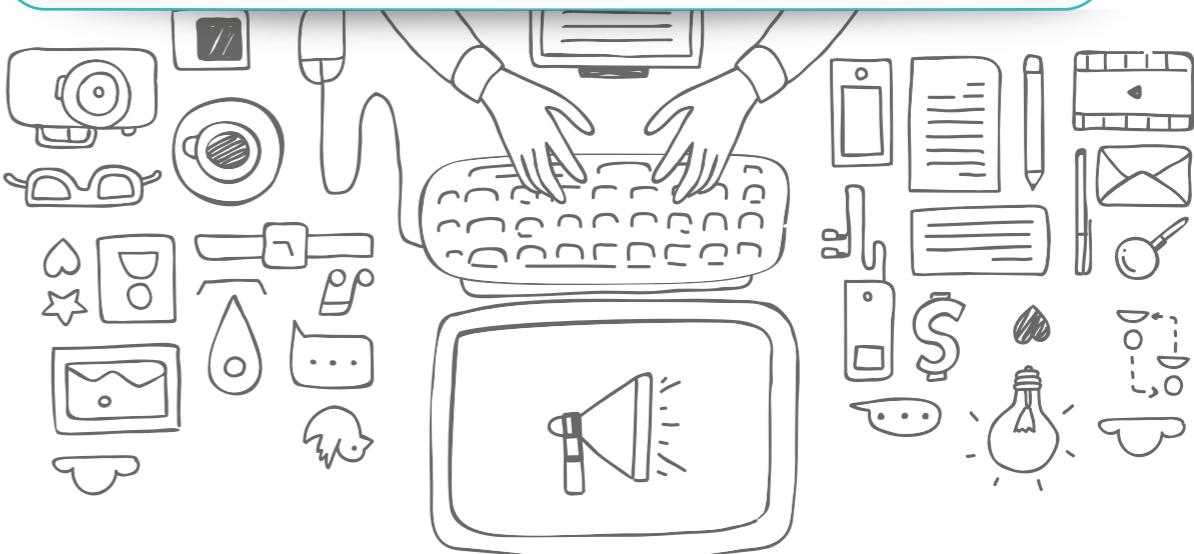
Constituencies



Social Media Presence



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. www.healthable.org
2. www.healthsaveblog.com
3. www.healthliveblog.org
4. www.healthnewsng.com
5. www.healthylife.com.ng
6. www.health-pantry.com.ng
7. www.diettherapy247.com
8. www.swankpharm.com
9. www.nigeriahealthwatch.com

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 Nigeria⁶



1. Linda Ikeji

Linda Ikeji is a former model. She left modeling less than a decade ago and later started her blog, 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 (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 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, but as the blog saw exponential development, Loy changed the name to “Techloy.”



6. Mola Ogundele

Mola Ogundele is the founder of 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 but recently changed the blog’s name to one that more closely reflects the scope of the blog, Writersincharge.com. What makes Bamidele an inspiration is the fact that he’s still less than 20, and he’s already making giant strides.



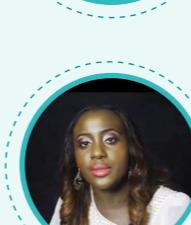
8. Jide Ogunsanya

A graduate of Microbiology, Jide Ogunsanya owns Ogbongeblog.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, 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. 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
2. www.lindaikeji.com
3. www.informationnigeria.com
4. www.ynaija.com
5. 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

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)
 Tolu Ogunlesi @toluogunlesi	+/- 57,600	Freelance Journalist with an unflinching capacity to say it like it is. Also partner at @wowemedia
 Abang Mercy-Asu @abangmercy	+/- 16,700	Journalist that shares daily news with a dose of opinion.
 Yvonne Ndege @yvonnendege	+/- 11,800	Al-Jazeera correspondent on West Africa based in Abuja
 Tomi Oladipo @tomi_oladipo	+/- 9,330	BBC Africa investigative journalist
 Funmi Iyanda @funmilola	+/- 59,200	Forefront of Nigerian women in the media, Television Host, World Economic Forum (WEF) Young Global Leader and self-acclaimed Chief Witch
 Chude Jideonwo @chude	+/- 16,500	Journalist, unafraid to tell it like it is. Founder of 'Ynaija , co-founder; Future Projects and Red Media'
 Teju Cole @tejucole	+/- 130,000	Journalist that shares daily news with a dose of opinion.
 Japheth J. Omojuwa @omojuwa	+/- 105,000	Great debater and social media commentator. Champion of lost iPads items on airlines.
 Femi Fani Kayode @realFFK	+/- 45,600	Outspoken poet, politician, and with very strong (tribal) views
 Simon Kolawole @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)
 Femi Oke @femioke	+/- 19,800	Former CNN International Anchorwoman. Now with Al Jazeera
 Dele Olojede @deleolojede	+/- 6,034	Founder of now defunct newspaper 234 Next. First Nigerian winner of the Pulitzer Prize. Good sense of humour
 Elnathan John @elnathan	+/- 7,536	Satirical commentator and award winning fiction writer
 Will Ross @willintune	+/- 5,689	BBC Nigeria correspondent
 Chika Oduah @chikaodua	+/- 3,622	Feminist writer with critical insight to daily news
 Feyi Fawehinmi @DoubleEph	+/- 10,970	Accountant, with a fierce passion for Nigeria. Budding detective who blogs about policy issues in Nigeria
 Jeremy Weate @jeremyweate	+/- 6,643	Philosopher with critical yet informed opinions on Nigerian politics and social issues
 Oby Ezekwesili @obyezek	+/- 104,468	Former Vice President of the World Bank, Africa division. Former Minister of Solid Minerals . Former Minister of Education
 Fola Adeola @folaadeola	+/- 22,587	Founder of Guaranty Trust Bank Plc. Contested as Mallam Nuhu Ribadu's running mate in the 2011 Presidential elections
 Andrew Alli @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.

- To this end a robust social media tool kit must be developed 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 hashtags, which have low penetration, better Strategies for building a presence online occur through conversations and on going events
- Recognition through Digital Advocacy Awards
- Engagement with identified influencers through a round table discussion and social media training
- Quarterly debrief with House committee on health to identify and bridge gaps
- Social media sessions (Twitter interviews) with selected legislators
- All campaigns must be deliberate to a cause, and with personalized hashtags for evidence based reporting

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 resulted driven digital advocacy campaigns.

The Lagos state health policy makers, Lagos state House of Assembly and other health influencers in Lagos state should hence be engaged and sensitized on the importance of maximizing social media tools in the quest to develop Lagos state. The policy makers are especially to be encouraged to embrace the new media and connect with their constituency members using these platforms, which has proven effective across the world. Influencers in the social media space should further organized strategic campaigns targeted at improving health service delivery in Lagos State.

Appendix



Database of Legislators in Lagos Social Media Presence

	Name	Role	Committee	Constituency	FB	Followers	Likes	Friends	Twitter	Followers	Likes	Instagram	Followers
	Akinwunmi Ambode	Executive Governor, Lagos State			Akinwunmi Ambode			1,600	Akinwunmi Ambode	242,000	240	Akinwunmi Ambode	153,000
1	Rt. Hon. Mudasiru Ajayi Obasa	Speaker	Selection	Iyana Ipaja	NON				N/A			N/A	
2	Hon. Mudashiru Eshilokun Sanni	Dep. Speaker		Lagos Island 1	Wasiu Eshinlokun Sanni,	4,565		4,999	N/A			N/A	
3	Hon. Sanai Agunbiade	House Leader	Business rules and Standing Order	Ikorodu 1	Sanai Agunbiade			4,961	N/A			Sanai Agunbiade	14
4	Hon. Lateef Abiru	Chief Whip	Protocols and Privileges	Somolu 2	Hon. Abiru rotimi Lateef			4,985	N/A			N/A	
5	Hon. Wahab Jimoh	Deputy Leader		Apapa 1	Non				N/A			N/A	
6	Hon. Omotayo Oduntan	Dep. Chief Whip		Alimosho 2	Hon. Omotayo Aramide Oduntan		863		N/A			N/A	
7	Hon. Akeem Bello	Minority Leader		Amuwo Odofin 2	Non				N/A			N/A	
8	Hon. Sangodara Rotimi	Minority Whip		Surulere 2	Non				N/A			N/A	
9	Hon. Oluyinka Ogundimu	Member	Finance	Agege 2	Honourable Oluyinka Ogundimu Olugbala		793		N/A			N/A	
10	Hon. Adebayo Famakinwa	Member	Establishment, Training and Pension	Ajeromi/Ifelodun1	Non				N/A			N/A	
11	Hon. Fatai Oluwa	Member		Ajeromi/Ifelodun2	Hon. Fatai Olatunji Oluwa		328		honfatai oluwa	126	51	N/A	
12	Hon. Adebisi Yusuf	Member	Public Accounts (Local)	Alimosho 1	Non				Non			N/A	
13	Hon. Oladipupo Olorunniru	Member		Amuwo Odofin 1	Non				Non			N/A	
14	Hon. Mojisolawal Lawal	Member	Women Affairs and Poverty Alleviation	Apapa 1	Non				Non			N/A	
15	Hon. Ibrahim Layode	Member	Housing	Badagry 1	Hon Olanrewaju Ibrahim Layode			1,784	Non			N/A	
16	Hon. Setonji David	Member		Badagry 2	Engr. Setonji David			196	Non			N/A	
17	Hon. Mustainu Tobun	Member	Works and Infrastructure	Epe 1	Honourable Tobun	676		3,406	Non			N/A	
18	Hon. Olusegun Olulade	Member	Health	Epe 2	Non				Non			N/A	
19	Hon. Kazeem Alimi	Member	Local Government and Community Affairs	Eti Osa 1	Hon Alimi Kazeem Ademola			131	Non			N/A	
20	Hon. Gbolahan Yishawu	Member	Waterfront Infrastructure Development	Eti Osa 2	Gbolahan Yishawu				Non			goyishawu	2155
21	Hon. Fatai Mojeed	Member	Transportation	Ibeju Lekki 1	Hon. Mojeed Fatai			935	Non			N/A	
22	Hon. Raheem Kazeem	Member	Agriculture	Ibeju Lekki 2	Hon. Raheem Adewale Kazeem			2,713	Non			hon_kazeem_raheem_adewale	317

Appendix



Database of Legislators in Lagos Social Media Presence

	Name	Role	Committee	Constituency	FB	Followers	Likes	Friends	Twitter	Followers	Likes	Instagram	Followers
23	Hon. Dayo Fafunmi	Member		Ifako Ijaiye 1	Hon. Dayo Saka Fafunmi		997		Non			N/A	
24	Hon. Rasheed Makinde	Member	House Service	Ifako Ijaiye 2	Hon. Tpl. Makinde Rasheed Lanre		389		Non			MakindeLanre	111
25	Hon. Jubril Mohammed	Member	Energy and Mineral Resources	Ikeja 1	Non				Non			N/A	
26	Hon. Adedamola Kasumu	Member	Youth and Social Development	Ikeja 2	Hon Adedamola Richard Kasunmu, 388 Likes				Non			honadedamola kasunmu	320
27	Hon. Nurudeen Solaja-Saka	Member	Science and Technology	Ikorodu 2	Hon. Nurudeen Solaja-Saka	Non	Non	Non	non			honsolajasaka	462
28	Hon. Sikiru Osinowo	Member	Lands	Kosofe 1	Hon. Adebayo Sikiru Osinowo		484		HonOsinowo,	895	368	N/A	
29	Hon. Tunde Braimoh	Member	Information and Strategy	Kosofe 2	Non				TundeBraimoh1,	194	21	N/A	
30	Hon. Shakirudeen Giwa	Member	Wealth Creation and Employment	Lagos Island 2	Non				Non			N/A	
31	Hon. Oladele Adekanye	Member	Commerce, industry and cooperatives	Lagos Mainland 1	HON. Oladele Adekanye - LADO		1, 502		OladeleAdekanye	374	154	N/A	
32	Hon. Moshood Oshun	Member	Public Accounts (State)	Lagos Mainland 2	Hon. Olarenwaju Moshood Oshun		439		MoshoodOshun,	205	4	N/A	
33	Hon. Adefunmilayo Tejuosho	Member	Judiciary, Human Rights, Public Petitions, LASIEC	Mushin 1	Non				Non			N/A	
34	Hon. Abdulsobur Olawale	Member	Home Affairs	Mushin 2	Non				Non			N/A	
35	Hon. Olusegun Akande	Member	Central Business District	Ojo 1	Hon.Barr. Victor Olusegun Akande Ojo Constituency		1, 247		Non			N/A	
36	Hon. Olanrewaju Ogunyemi	Member	Education	Ojo 2	Non				Non			N/A	
37	Hon. Akeem Sokunle	Member	Special Duties and inter-governmental duties	Oshodi Isolo 1	Non				Non			N/A	
38	Hon. Jude Emeka Idimogu	Member		Oshodi Isolo 2	Non				Non			N/A	
39	Hon. Rotimi Olowo	Member	Economic Planning and Budget	Somolu 1	Non				Non			N/A	
40	Hon. Desmond Elliot	Member	Tourism Arts and Culture	Surulere 1	Desmond Elliot		2.2 Million		Deselliot	274,000	67	Desmondelliott	468,000



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