

# Twitter User Segmentation

**Analysing Africa Twitter Influentials**

**Patrick Ojunde**

# Introduction

Nike Inc is planning a new digital campaign in African and wants to understand who the social media influencers are in Africa.

And in which area they fall into (e.g. politics, fashion, art, etc.). This is key to Nike as they don't want to be associated with the wrong influencers (ethnic and religious polarisation figures for example)

- This analysis is aimed at identifying top africa influencers and most influential government official accounts on Twitter.
- What Conversation is common to them
- Among the Top Twitter Influencers, what domain of activity is common to them. (spatial setting)

# Research Question 1

Who are the Top Influencers & what is unique about them?

Among the top influencers, is there a correlation between:

- reach and relevance
- reach and popularity
- popularity and relevance

*Reach = #followers - #following*

*Popularity Score = #retweets + #likes*

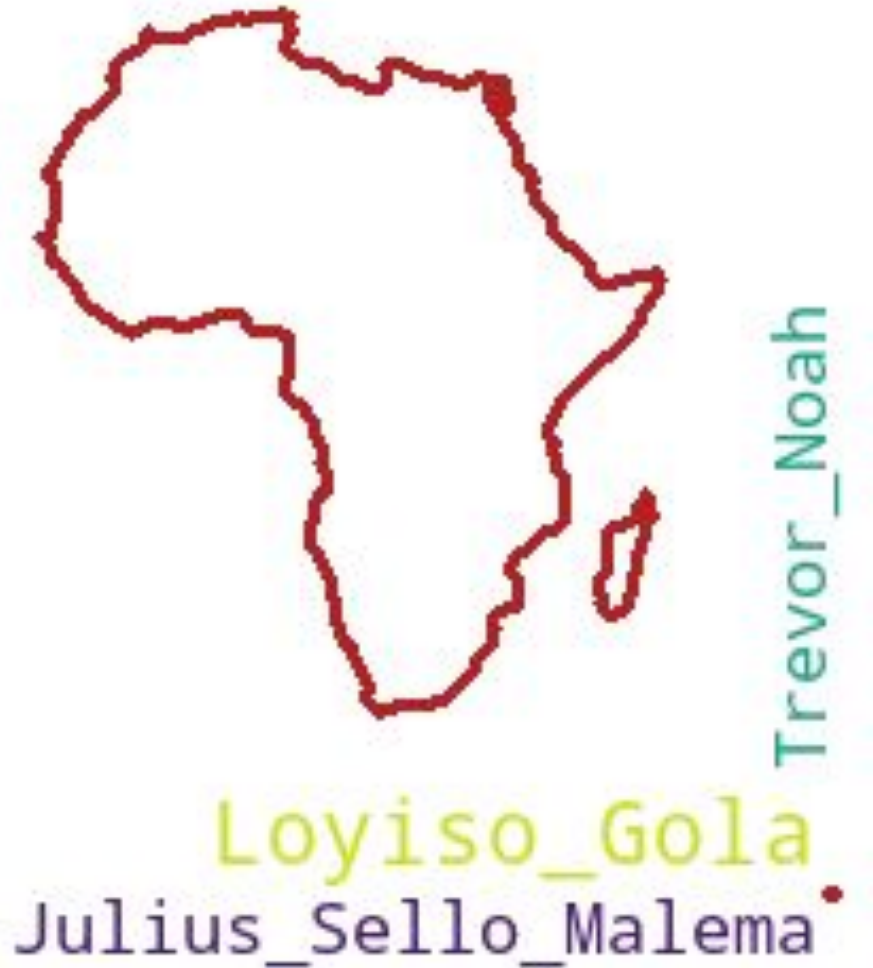
*Relevance Score = #comments + #mentions in other tweet*



Most Influential Government  
Officials on Twitter

Metrics:

- Followers
- Retweets/Mentions
- Tweet Likes



Most Influential  
Brand/Personalities  
on Twitter

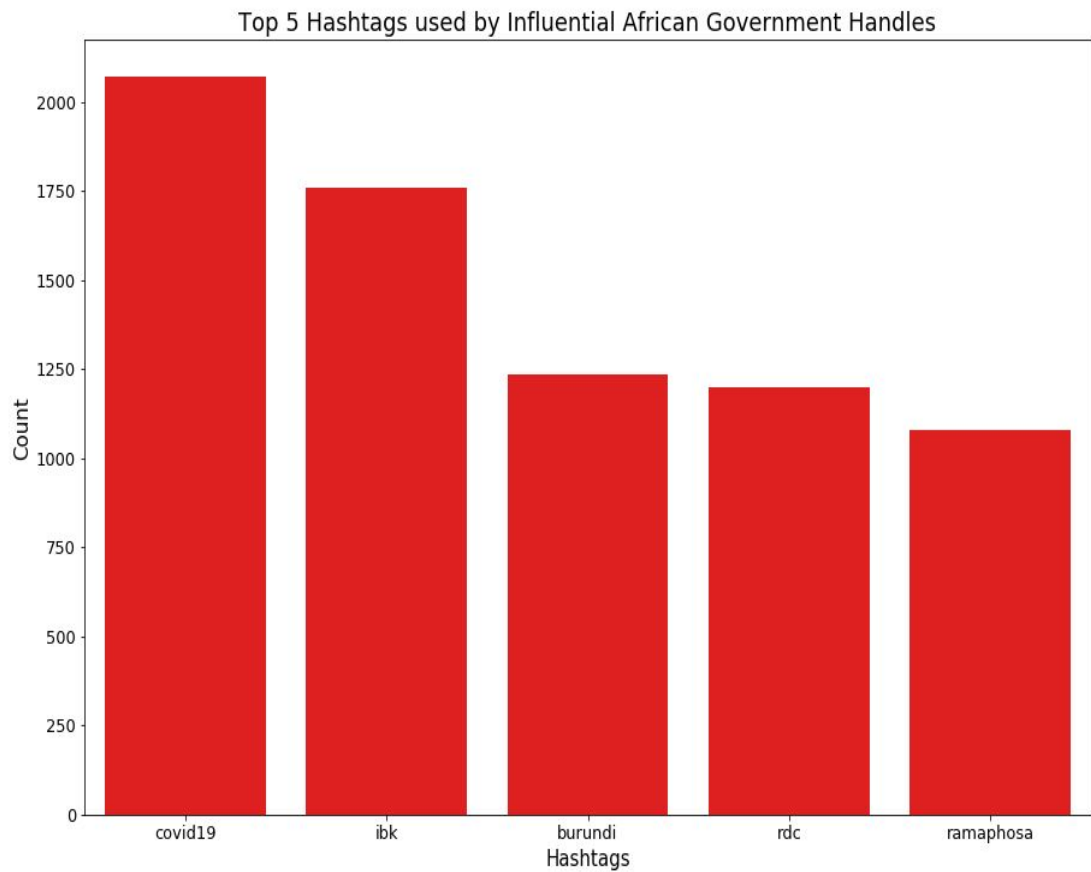
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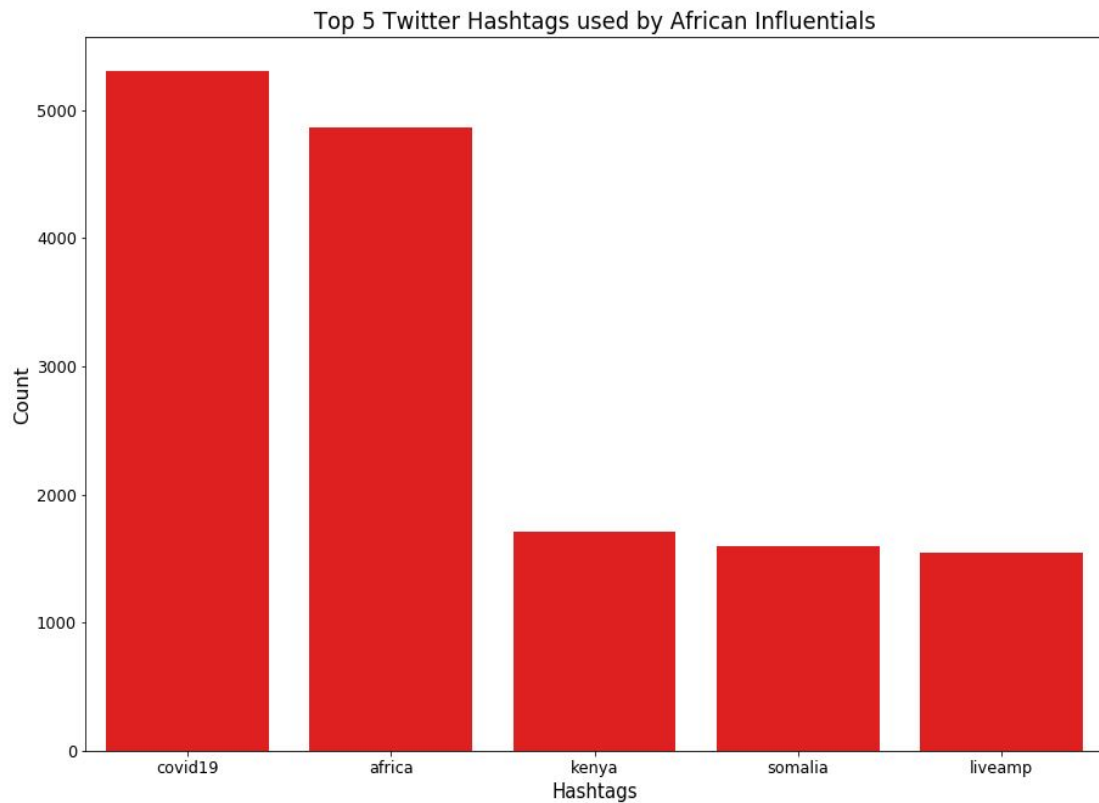
## Research Question 2

What are the Popular narratives among these influencers  
(governmental & non-governmental) :

- What are the top 5 (most used) hashtags among the influencers

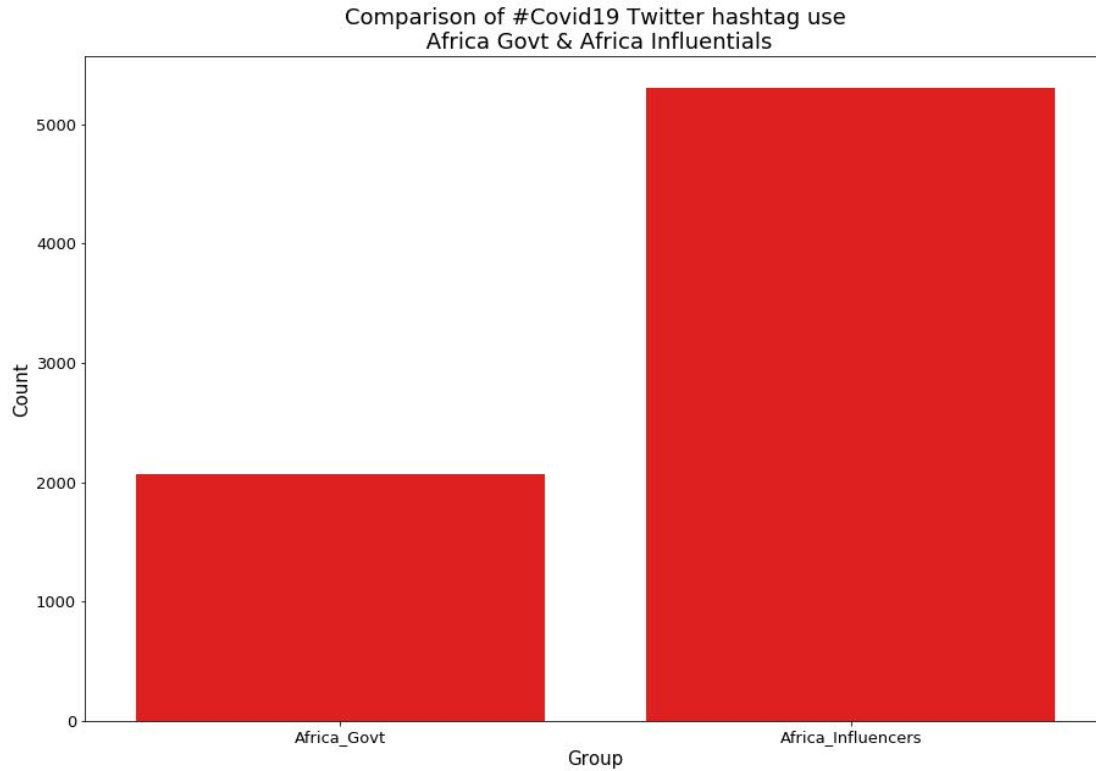


Top 5 Hashtags  
By  
Influential African  
Government



Top 5 Hashtags  
By  
African Influencers





Comparison of  
#Covid19 Twitter  
hashtag use.  
Africa Govt vs. Africa  
Influentials

# Recommendations

The following is recommended to Nike Inc in its proposed social media marketing campaign and expansion in Africa

1. Nike Inc should consider partnership with the following influencers (who have no political affiliation):
  - a. Loyiso Gola
  - b. 2. Trevor Noah
2. Nike Inc Should consider framing their marketing campaign & CSR programmes around covid19 - the most popular hashtag