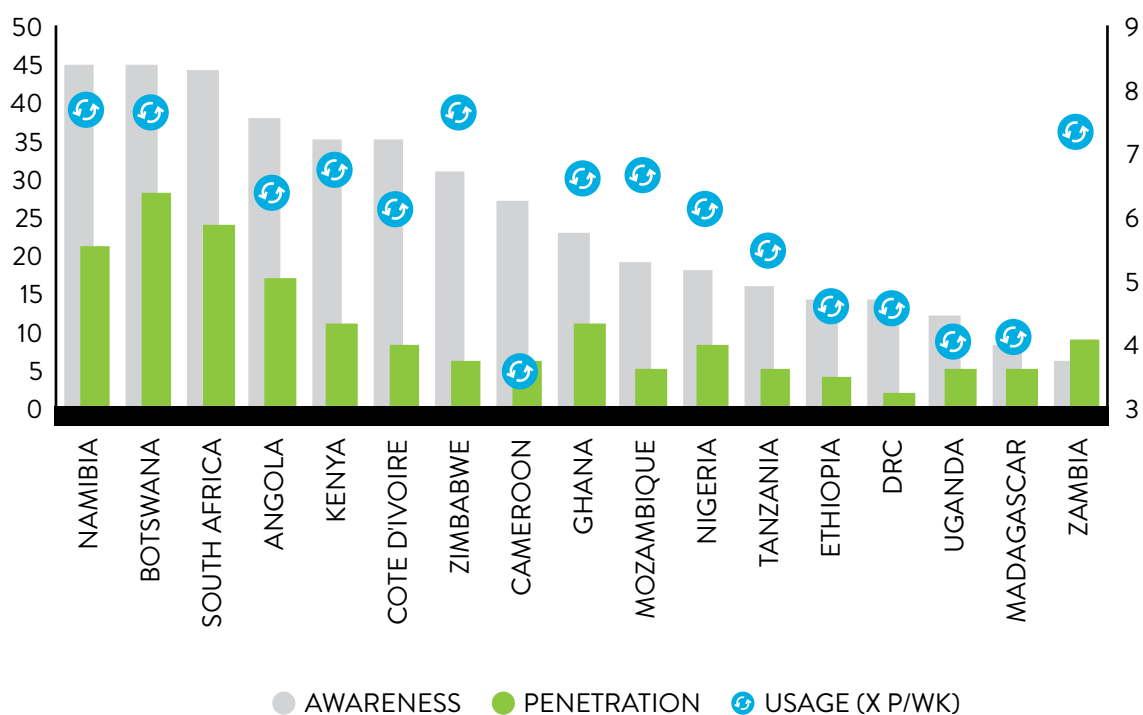


# HIGHLY SOCIAL SOCIETY

The escalation in internet accessibility has laid the path for rapid uptake of social networking and media. Social platform interaction across SSA features highly, and will outstrip growth around the globe for the next couple of years. Over the last five years Facebook has grown to become the most widely used social media platform with nearly 20-million users in Nigeria and Kenya alone. Twitter usage is also on the increase, with frequency of use as intensive as Facebook, despite the lower penetration rates.

## FACEBOOK PROFILE



Source: Nielsen EMI I (2012), South Africa Urban (2014/15)

The most popular activities on social networks include: maintaining individual profiles, updating status, reading blogs, commenting on blogs and publishing blogs. Digital and social media has caused a fundamental change in the African media landscape over the past few years, with the origin and uptake of news and reviews now determined by audiences and consumers.