

## African influencers: Twitter users segmentation

Influencer marketing has matured as an industry, it has attracted support companies and apps to simplify the process for both brands and influencers. Organic influencer marketing can be a slow and tedious process, particularly when it comes to finding and wooing influencers who are not bias towards ethnic and religious issues to promote your company's products or services.

This report seeks to address this issues. The methodology adopted here in measuring the influence of this brand is based on that proposed by Meeyoung Levy and Windhal (1985).

The key index used in the study are listed below

popularity\_score = #retweets + #likes

reach\_score = #followers - #they follow

relevance\_score = #comments + #mentions in other tweets

Table 1 below shows a sample of the data to estimate the metrics for Africa on Influencers in African region

date_created	user	retweet_count	retweeted	location	followers	following	verified	hashtag	likes
Thu Feb 06 17:13:10 +0000 2020	Trevornoah	175	FALSE	New York, NY	10807999	325	TRUE	MatchInAfrica	1701

Table 1: Data of African Twitter Influencers

Table 2 is a cross section of the score of selected influencers based on the parameters listed above. The reach of influencers can be significantly affected if they contribute on the same issue Government are interested in or Government official are interested in trend set by this influencer. This relationship cannot be fully understood with this study. Figure 1 shows the common trend that has seen contributions from both Influencers and Government officials

From the data gathered, it will be highly profitable to patronize the COVID 19 thread, this has more influence and contributor as shown in figure 1

Influencer	reach	Popularity
gettleman	25666	1336
a24media	28227	48
andiMakinana	98420	2550
AfricaCheck	63479	929
JamesCopnall	16913	61
oafrica	28417	321
PatrickNgowi	22619	543
StateAfrica	8	0
Moadow	49256	70
BrendanSAfrica	28101	223
CityTshwane	436468	1147
VISI_Mag	51076	210
andBeyondSafari	0	0
ThisIsAfricaTIA	44637	623
sarzss	11033	299
TheEIU_Africa	24572	105
InvestInAfrica	49525	584
malonebarry	25440	417
artsouthafrica	-15	4
KahnMorbee	17018	124
JamalMOsman	93299	1027
iamsuede	15982	120
mikestopforth	20552	95
equal_education	61547	765
t_mcconnell	17559	1058
forbeesta	16392	229
hurricanevaness	0	0
BBCKarenAllen	0	0
jaxpanik	7474	19
thisisafrica	0	0
audisouthafrica	214205	1751
ONEinAfrica	143215	1641
Hamza_Africa	98497	1269
drewfhinshaw	0	0
africatechie	104514	1157
cx73	21063	144
ayithey	16965	818
MercedesBenz_SA	247528	390
africagathering	48312	102
okayafrica	103313	2552
mary_harper	56251	349
savetherhino	79364	1514
africamedia_CPJ	487	1
TechCentral	79736	217

Table 2: Matric score for selected African Influencers

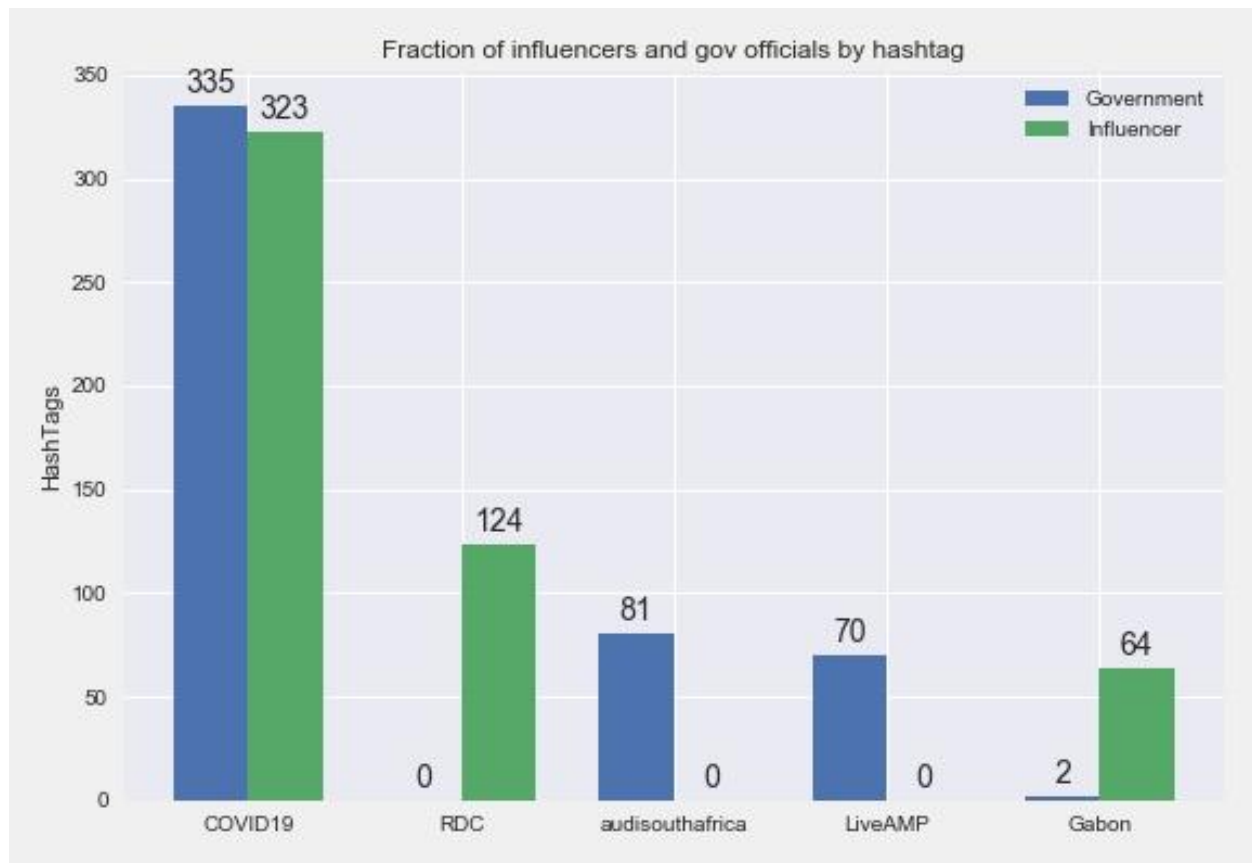


Figure 1: Hashtags contributed to by African Influencers and Government