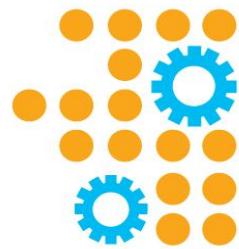


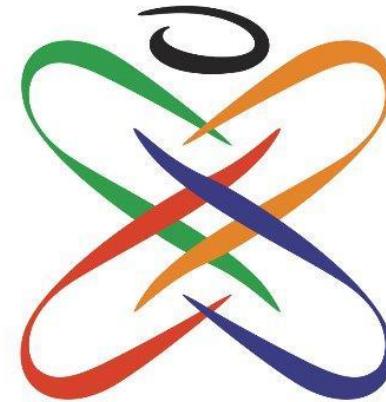
CITIZEN  
RESEARCH  
CENTRE

Blessers & Blessees on South African Social Media

Shout It Now



CITIZEN  
RESEARCH  
CENTRE



**SHOUT-IT-NOW**

---

*Blessers & Blessees*

*Overview*

# Blessers & Blessees on South African Social Media



The objective of this report is to investigate the likelihood for success of an advocacy and intervention program - informed by, and focussed on social media conversation. The focus of this research is blesser/blessee relationships and the role they play as they pertain to HIV infection rates.

It is important to note that there is very little about these types of relationships that is in any way new to our societal reality. Transactional sex, loveless relationships, intergenerational relationships, financial compensation in relationships (mavuso, girlfriend allowance etc.), paedophilia, power imbalances, desperation and manipulation - these elements are not unique to blesser/blessee relationships.

The terminology, which identifies the specific trend of “blessers”, started appearing on South African social media in 2015. As a means of containing the data collection within the scope of the project, we have only analysed data from 1 January 2015 to 30 April 2017. To ensure we are able to effectively interpret a data pool of that size, we have analysed the entire conversation regarding blessers and blessee and we have reported on a quadrimestre timeline.

This data set collected is therefore broader than the role of blessers in the spread of HIV, but does not include data on any of the associated elements (as mentioned above) unless they have direct reference to the topic of blessers. This broader conversation is invaluable when creating a strategy for intervention as well as in assessing the possibilities for success and understanding what success looks like.

During the categorisation process, we will segment the data into focus areas which have been identified as factors which impact the spread of HIV and other sexually transmitted infections and diseases in blesser/blessee relationships.

LUTHANDO  
@liraydu

"Blessers are the cause of HIV in teens" but elders have been allowing grown ass men to marry 12 year olds, hehe this #antiblessers thing

RETWEETS 3    LIKES 1

10:04 AM - 16 May 2016

bougie mrs  
@AfroFiend

Rape culture. Still refusing to call things what they are. Blesser is not a synonym for paedophile, child molester, rapist.

2:37 PM - 17 May 2016

# Blessers & Blessees on South African Social Media



Year	2015			2016			2017
Volume	4,300			203,442			(71,412*)
Quadrimestre	1st	2nd	3rd	1st	2nd	3rd	1st
Volume	75	270	3,955	58,982	112,701	31,759	23,804
% of Annual Volume	1.75%	6.28%	91.97%	28.91%	55.4%	15.69%	*projected

This report contains several Analytic Units which have been chosen in line with the project objectives. These are:

**Volume Timeline** - An overview of daily conversation volumes, a summary of monthly volumes as well as high and low marker dates.

**Geography** - A total volume by province as well as a per capita breakdown by city/urban centre. The percentage of total posts which have an identified location will be declared.

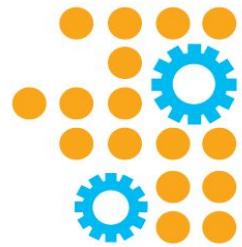
**Content Sources** - Pie chart graphic and example posts of different social media platforms used to contribute to this conversation.

**Demographics** - Age and Gender split of the contributing authors to the conversation. The percentage of total posts which have an identifiable cis gender will be declared.

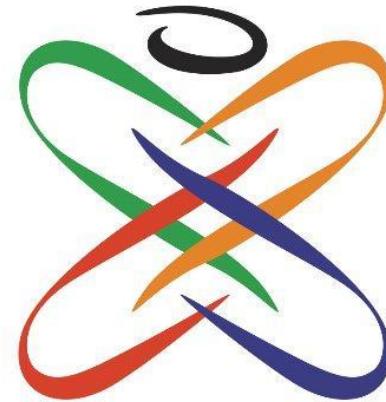
**Topic Trends** - A Topic Wave and Word Cloud summary of the organic topics identified in the isolated data.

**Authors** - Identification of the most prolific as well as the most influential contributors to the conversation, as well as a graphic representation of Authors per Day and Posts per Author.

**Low Influence Authors** - A snapshot of the most prolific authors in the conversation who have a General Influencer Score of below 50. A Influencer Score is a number between 1-100 that represents the influence of an individual, corporation, group etc. across their social platforms.



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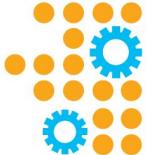
**SHOUT-IT-NOW**

*Blessers & Blessees*

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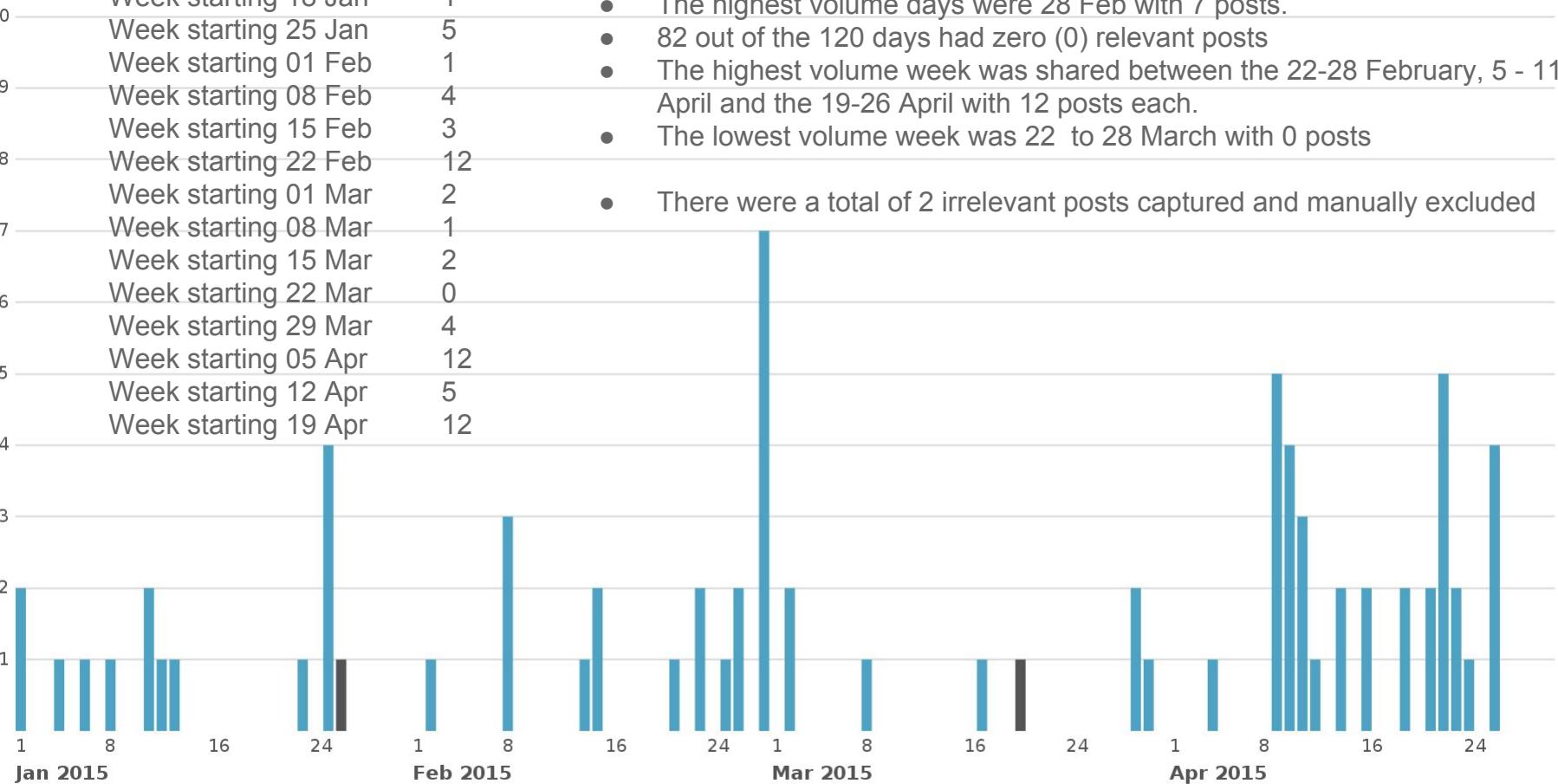
*SA Social Media: 2015 - 1st quadrimestre*

# Volume Timeline



## WEEKLY POSTS

Week starting 04 Jan	2
Week starting 11 Jan	4
Week starting 18 Jan	1
Week starting 25 Jan	5
Week starting 01 Feb	1
Week starting 08 Feb	4
Week starting 15 Feb	3
Week starting 22 Feb	12
Week starting 01 Mar	2
Week starting 08 Mar	1
Week starting 15 Mar	2
Week starting 22 Mar	0
Week starting 29 Mar	4
Week starting 05 Apr	12
Week starting 12 Apr	5
Week starting 19 Apr	12

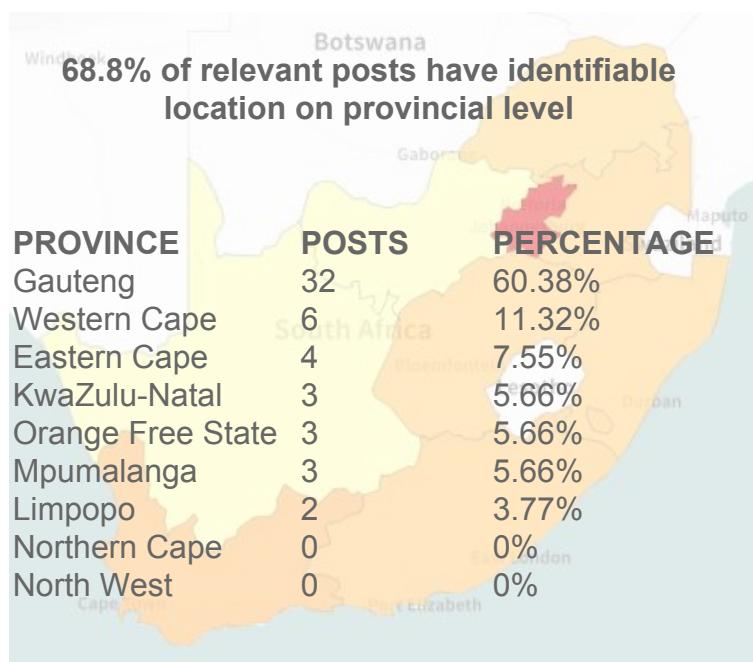


## Blessers & Blessees - 2015 - 1st quadrimestre

- A total of 75 relevant posts were identified in the first 4 months of 2015
- The highest volume days were 28 Feb with 7 posts.
- 82 out of the 120 days had zero (0) relevant posts
- The highest volume week was shared between the 22-28 February, 5 - 11 April and the 19-26 April with 12 posts each.
- The lowest volume week was 22 to 28 March with 0 posts
- There were a total of 2 irrelevant posts captured and manually excluded



# Geography



- Of the posts with identifiable location on city level, 46.81% originated from Johannesburg.
- Pretoria(8.51%) was the only other city above 5%.
- Bethal and Knysna had the highest relevant posts per capita, of any South African city, at 19 and 15 post per million respectively.

## Blessers & Blessees - 2015 - 1st quadrimestre



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Bethal	19.62	4.26%
Knysna	15.85	2.13%
Grahamstown	10.92	2.13%
Kroonstad	9.62	2.13%
Polokwane	9.09	4.26%
Johannesburg	6.4	46.81%
Bloemfontein	4.32	4.26%
Pretoria	2.99	8.51%
East London	2.95	2.13%
Pietermaritzburg	1.33	2.13%

# Content Sources



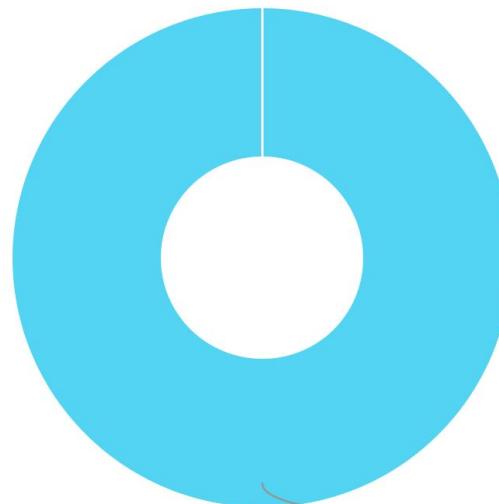
## Blessers & Blessees - 2015 - 1st quadrimestre

- 100% of relevant posts identified were posted on Twitter.



 ♥ Matlhogonolo♥  
@Iam\_MissPrO

Ladies be posting "I am Blessed" but forgets to  
"The Blessing". we want to see a complete stor  
5:27 PM - 21 Apr 2015



 T  
@klevacooper



I always want my blessings to be problem free..but the  
"Blessing" always includes a problem to keep me  
dependent..

7:57 AM - 14 Feb 2015



 Fidel Plugstro  
@aphelionaire

#MoralsMustFall

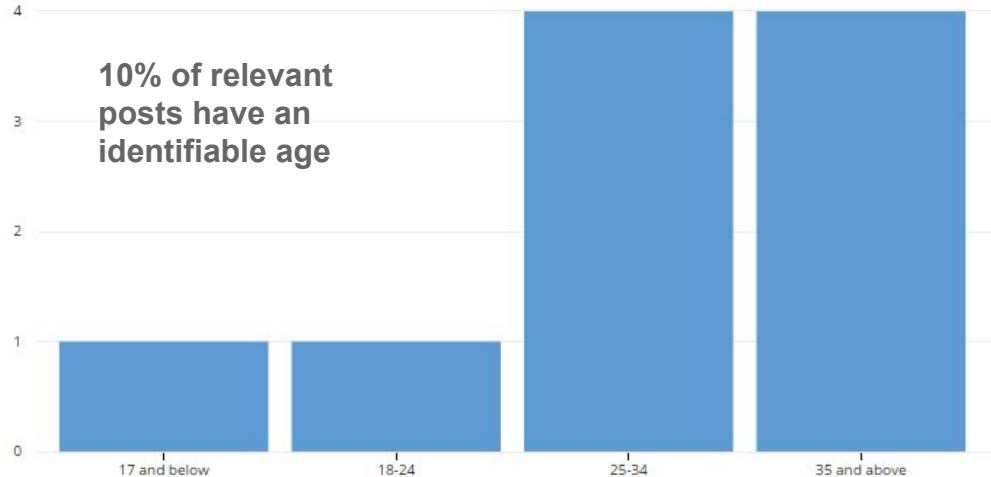
10:49 AM - 16 Apr 2015

- The day with the highest number of Twitter contributions was the 28th of February with 7 tweets.



# Demographics

## Blessers & Blessees - 2015 - 1st quadrimestre

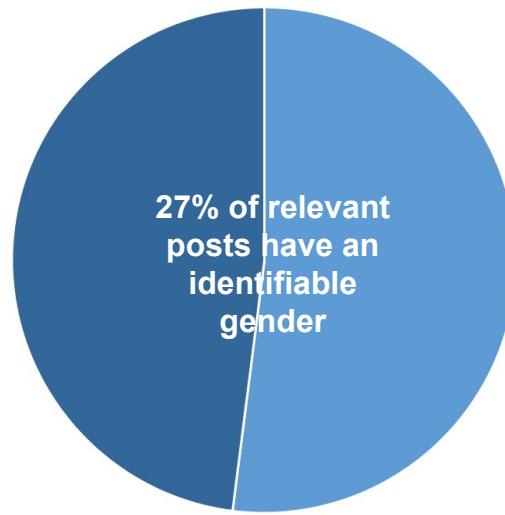


Of the relevant posts with where the age of the author can be determined:

- 10% were 17 and under
- 10% were between 18 and 24
- 40% were between 25 and 25
- 40% were 35 and above

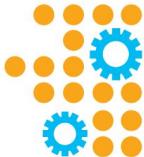


Female  
48%

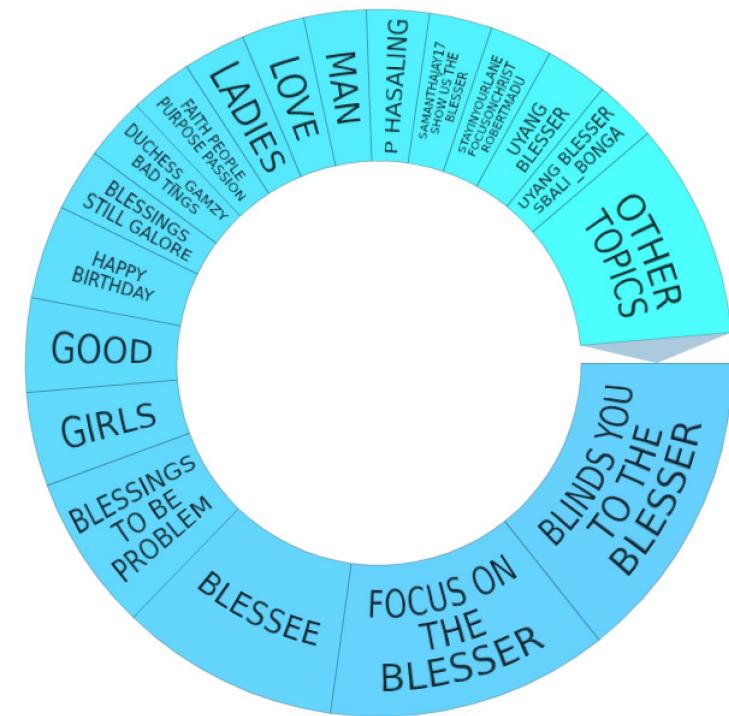


Male  
52%

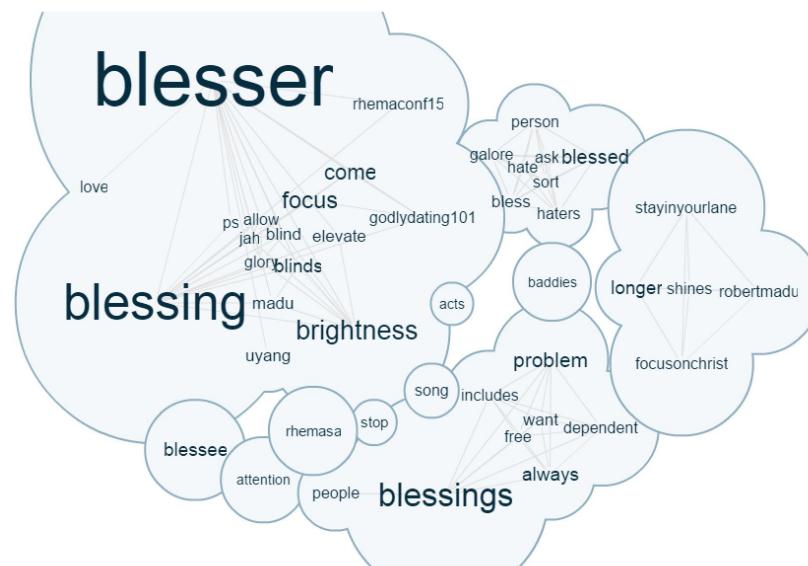




# Topic Trends



## Blessers & Blessees - 2015 - 1st quadrimestre



Dudu  
@M\_RappaCEO

[Follow](#)

Acts of love n kindness get stored in a very special place where they gain interest until the blesser becomes...

[fb.me/43j1pmx5E](http://fb.me/43j1pmx5E)

1:45 PM - 26 Apr 2015

nomore mbombera  
@nomoremombokera

[Follow](#)

What good is a blessing without the Bless'er, a provision without the Provider?

11:37 AM - 8 Mar 2015



Kingsley Kunchima  
@Khzoman80

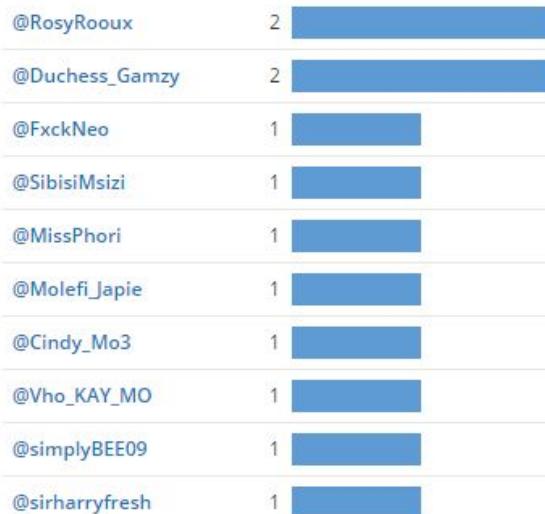
[Follow](#)

I always want my blessings to be problem free..but the "Blesser" always includes a problem to keep me dependent...

8:04 AM - 8 Jan 2015



## MOST PROLIFIC



TWEETS  
**106K**

FOLLOWING  
**1,870**

FOLLOWERS  
**3,655**

LIKES  
**293**

 THE KING OF WESTRAND  
@Vho\_KAY\_MO

 Follow

BLESSER WE ARE

11:34 PM - 28 Mar 2015 from Rable Ridge, South Africa



**THE KING OF  
WESTRAND**

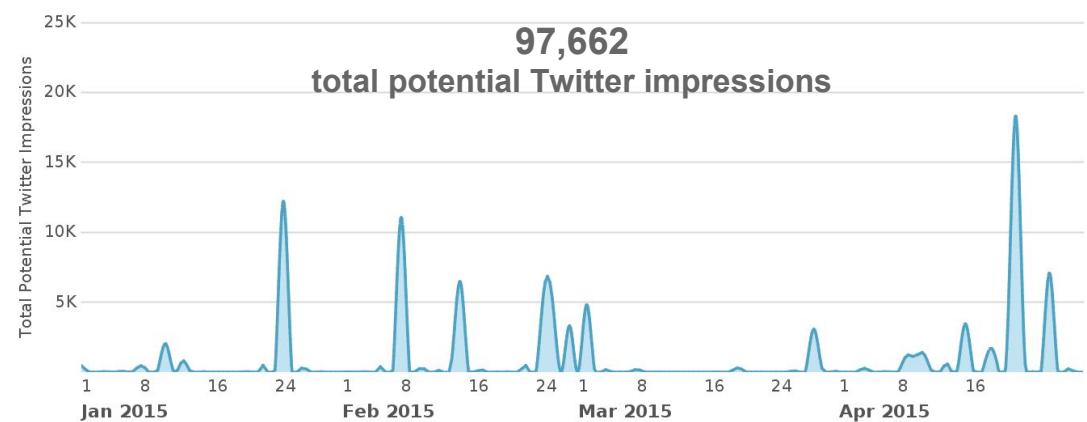
@Vho\_KAY\_MO

Thanks For Visiting My TimeLine..... now  
Voetsek

 Johannesburg, South Africa

 Joined February 2012

## Blessers & Blessees - 2015 - 1st quadrimestre



TWEETS  
**14.4K**

FOLLOWING  
**509**

FOLLOWERS  
**30.3K**

LIKES  
**2,634**

 Samantha  
@SamanthaJay17

Show us the Blessing 😂😂😂



**Samantha**

@SamanthaJay17

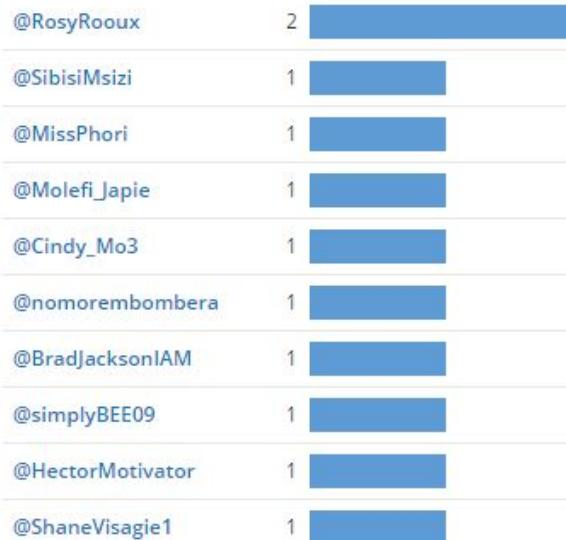
 UT: -26.073848,27.96787

 Joined July 2009



# Authors - Low Influencer Score

## MOST PROLIFIC



@TheNameIsAnswer  
- Fucken awesome  
📍 Durban   
Joined March 2011

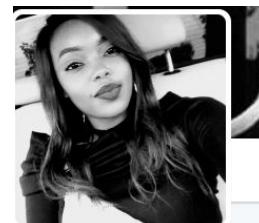
TWEETS **105K** FOLLOWING **762** FOLLOWERS **3,180** LIKES **4,125** LISTS **1**

@TheNameIsAnswer

Reveal your Blessing

2:32 PM - 21 Apr 2015

## Blessers & Blessees - 2015 - 1st quadrimestre



TWEETS **6,507** FOLLOWING **659** FOLLOWERS **879** LIKES **517**

**30/06/17**  
@Ann\_Dee\_Lee

Follow

Those who don't know they Blessed,they don't know their Blessing!

10:16 PM - 19 Mar 2015

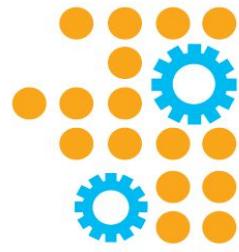


TWEETS **14.4K** FOLLOWING **509** FOLLOWERS **30.3K** LIKES **2,634**

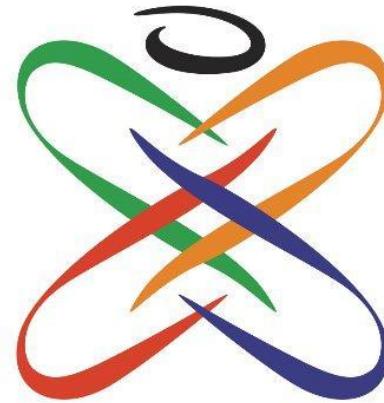
Samantha  
@SamanthaJay17

Show us the Blessing 😂😂😂





CITIZEN  
RESEARCH  
CENTRE

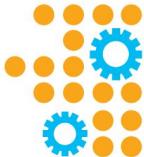


**SHOUT-IT-NOW**

*Blessers & Blessees*

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*SA Social Media: 2015 - 2nd quadrimestre*



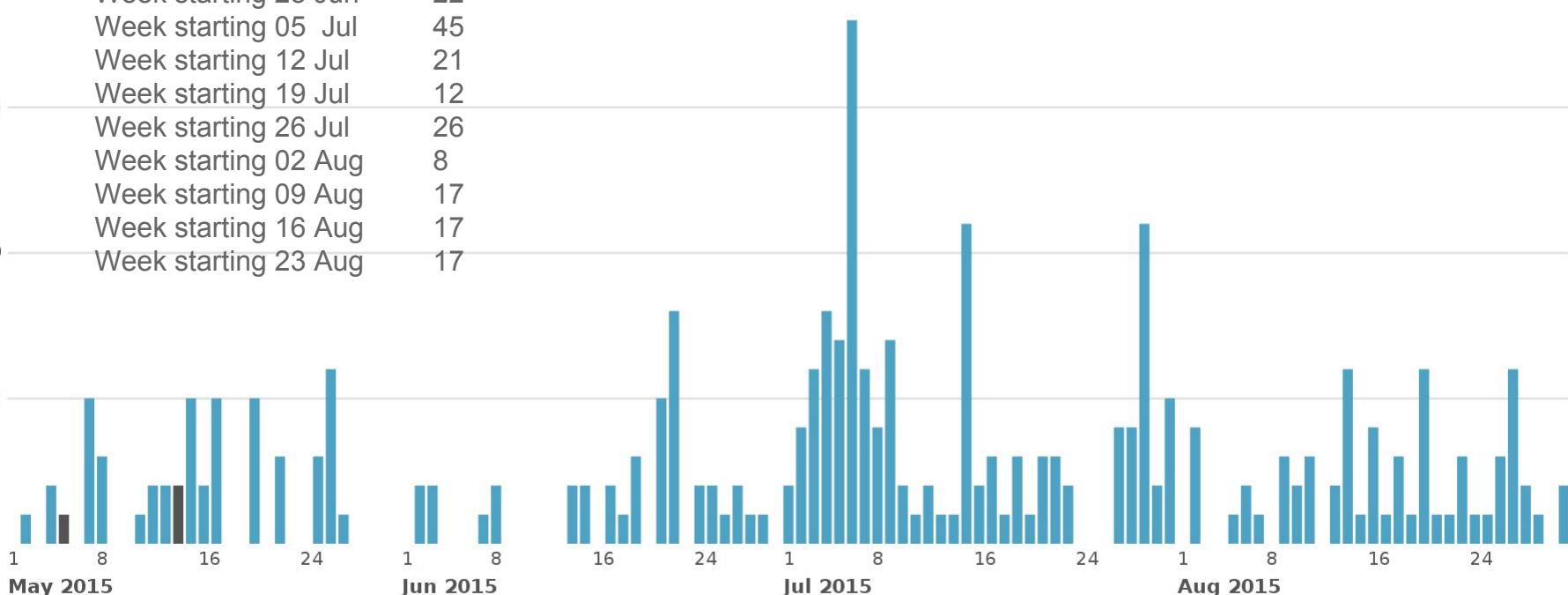
# Volume Timeline

## WEEKLY POSTS

Week starting 03 May	11
Week starting 10 May	14
Week starting 17 May	13
Week starting 24 May	10
Week starting 31 May	4
Week starting 07 Jun	3
Week starting 14 Jun	10
Week starting 21 Jun	20
Week starting 28 Jun	22
Week starting 05 Jul	45
Week starting 12 Jul	21
Week starting 19 Jul	12
Week starting 26 Jul	26
Week starting 02 Aug	8
Week starting 09 Aug	17
Week starting 16 Aug	17
Week starting 23 Aug	17

## Blessers & Blessees - 2015 - 2nd quadrimestre

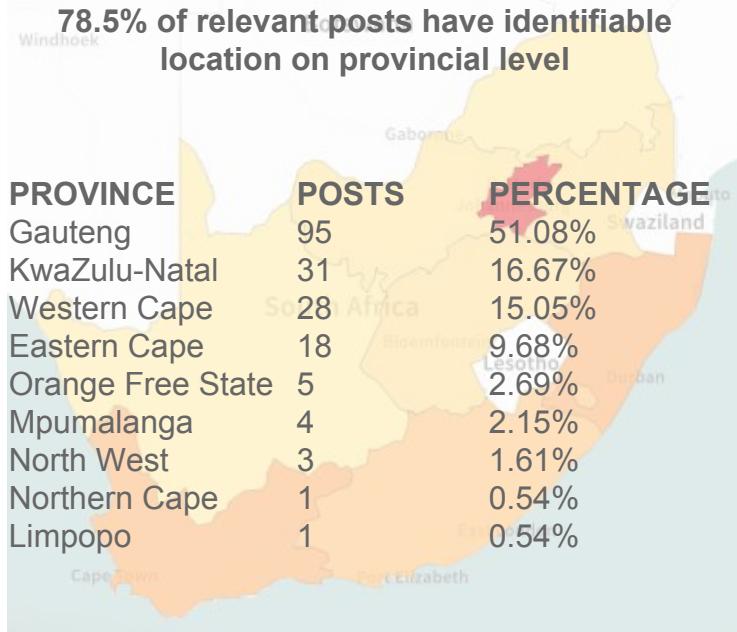
- A total of 270 relevant posts were identified in the second 4 months of 2015
- The highest volume days were 6th of July with 18 posts
- 36 out of the 120 days had zero (0) relevant posts
- The highest volume week was 5-11 July with 45 posts
- The lowest volume week was 7 to 13 June with 3 posts
- There were a total of 3 irrelevant posts captured and manually excluded





# Geography

## Blessers & Blessees - 2015 - 2nd quadrimestre



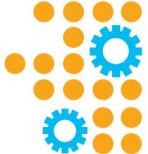
- Of the posts with identifiable location on city level, 31.98% originated from Johannesburg.
- Durban (14.53%) and Pretoria (11.63) were the only other cities to contribute over 10% of the conversation each.
- Ulundi and East London had the highest relevant posts per capita, of any South African city, at 48 and 32 post per million respectively.



**72.6% of relevant posts have identifiable location on city level**

CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ulundi	48.19	0.58%
East London	32.48	6.40%
Umtata	29.03	2.33%
Kroonstad	19.23	1.16%
Johannesburg	16.01	31.98%
Pretoria	14.95	11.63%
Mmabatho	9.58	0.58%
Durban	9.16	14.53%
Mbombela	8.62	1.74%
Potchefstroom	8.09	0.58%

# Content Sources



## Blessers & Blessees - 2015 - 2nd quadrimestre

 **Mecca**  
@Sinakho\_Qoma

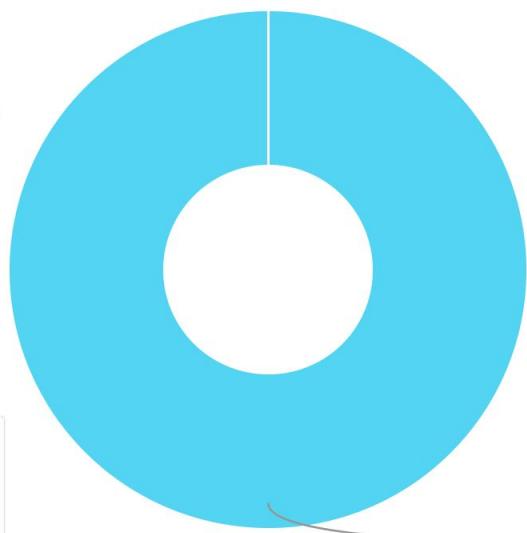


I'm going to twitpic my Blessing next Monday ❤️ .  
6:35 PM - 6 Jul 2015  
  

 **Bullet**  
@23\_Bullets



Gosh andina mpahlia :( I really need a blesser engok..clothing is a necessity kaloku  
3:36 PM - 20 Aug 2015 · East London, South Africa  
  1 



 **Kevin Jonas za**  
@duke\_kdj



I wanna be a blesser 😅😅😅😅  
3:38 PM - 15 Jul 2015 · Durban, South Africa  
  1 

Girls getting 50k offers aren't big on tweeting.  
Blessers don't care for your thoughts, go post selfies on insta for that invite.  
— Mbuzi ka Gogo (@MaddGOAT) Jul 29, 2015

- 100% of relevant posts were identified on Twitter.

 **Naledi**   
@Iam\_Naledi



And how much am I gonna be blessed with  
"@LUTWOLII: Ngadla mina   
"@Iam\_Naledi: Be mine "@LUTWOLII: I want to be your blesser girl.   
1:34 AM - 7 Jul 2015  
 1   

 Tweet your reply

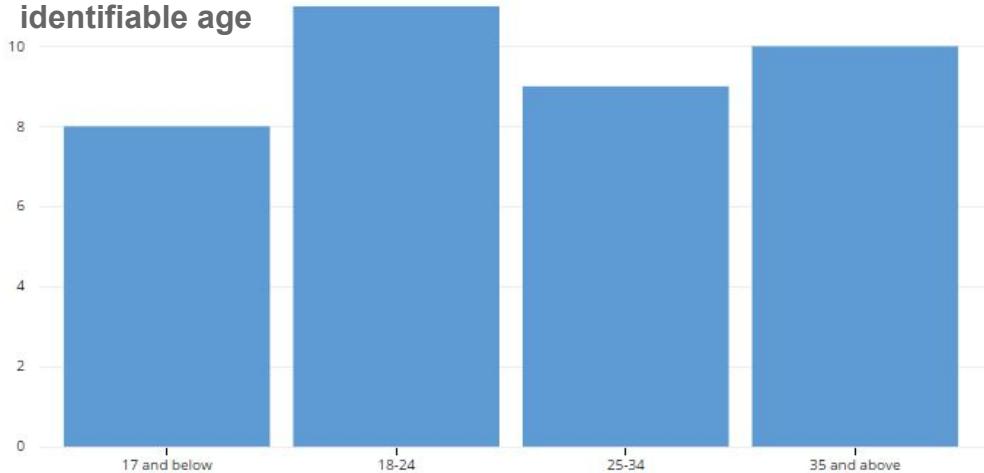
 **woodyinho** @Siyaluthuli1 - 7 Jul 2015  
Replying to @Iam\_Naledi  
@Iam\_Naledi lets discuss this in the DMs 😊  
   

- The day with the highest number of Twitter contributions was the 6th of July with 18 tweets.

# Demographics



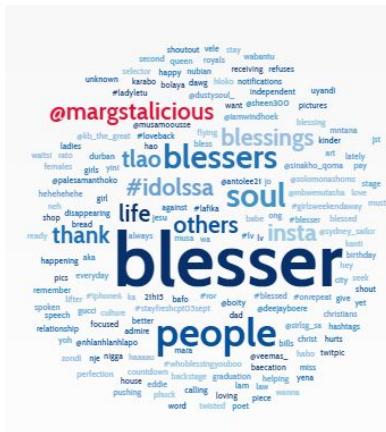
14% of relevant posts have an identifiable age



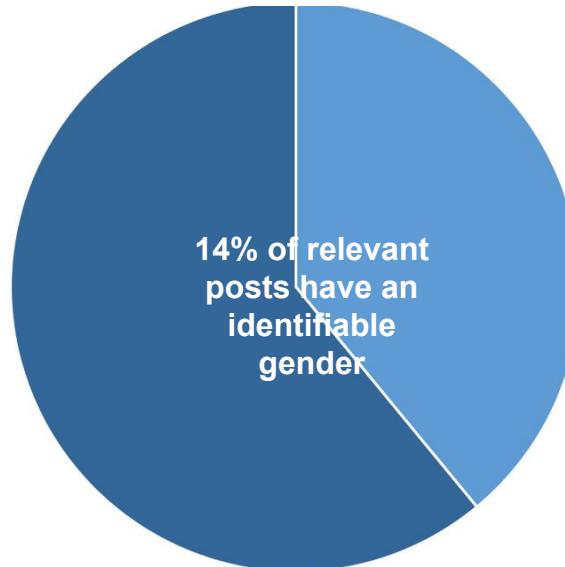
## Blessers & Blessees - 2015 - 2nd quadrimestre

Of the relevant posts with where the age of the author can be determined:

- 21% were 17 and under
- 29% were between 18 and 24
- 24% were between 25 and 25
- 26% were 35 and above



Female  
61%

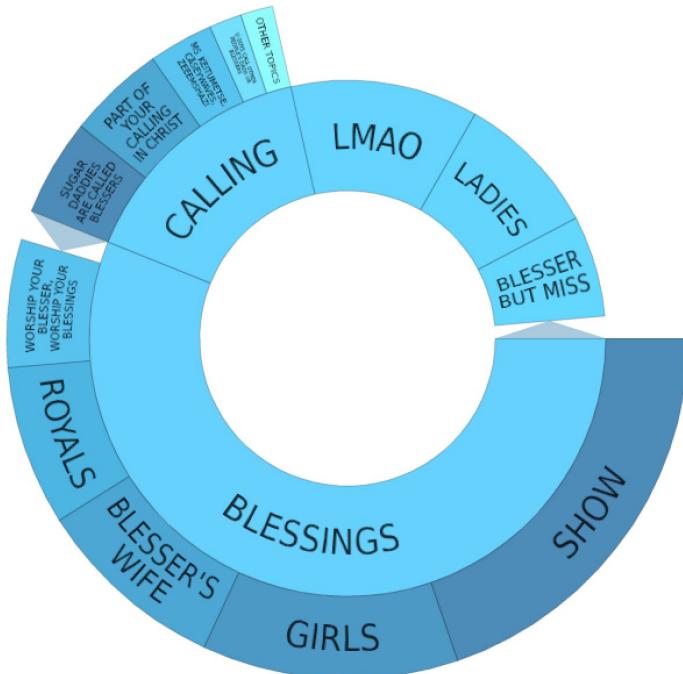


Male  
39%

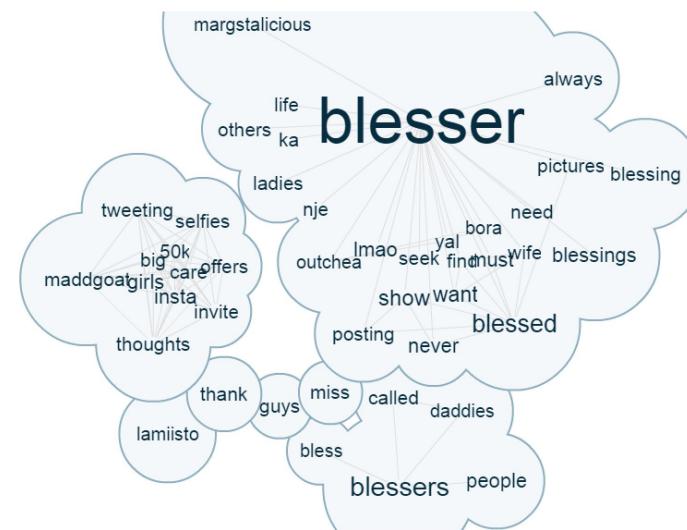




## Topic Trends



## Blessers & Blessees - 2015 - 2nd quadrimestre



Ice Block  
@casp3r10

Hoes be like iam blessed but will never show the blesser lol  
8:35 PM - 25 Jun 2015

Follow

Khanyisa Mabindla  
@KAYMABZ

Follow

I need a blesser just for this data...!  
3:31 PM - 13 May 2015 · Mitchell's Plain, South Africa

Bullet  
@23\_Bullets

I need eza Blesser zoo10 K+ allowance for ez'boobs  
12:22 AM - 27 Aug 2015 · East London, South Africa

Nonowam ♥  
@Nonz24

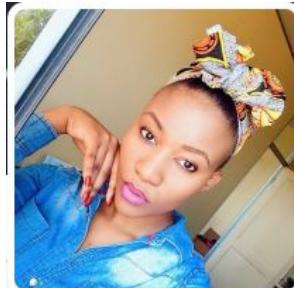
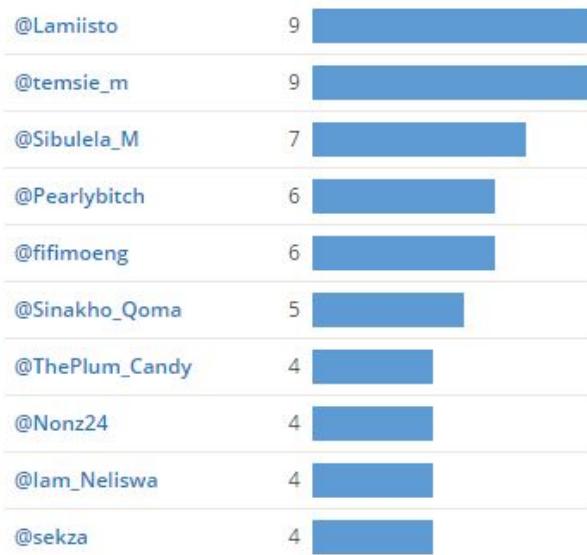
Follow

Not all of us will have 50k vaginas. Some will never get "Blessers". Many won't even own a passport let alone use it. Just remember. 😁  
6:41 AM - 30 Jul 2015

Tembela  
@temsie\_m

The blessers "@JackDevero: Some of you have been with 50 year olds but are too embarrassed to say :)"  
2:16 PM - 6 Jul 2015

## MOST PROLIFIC



**Lame**

@Lamiisto

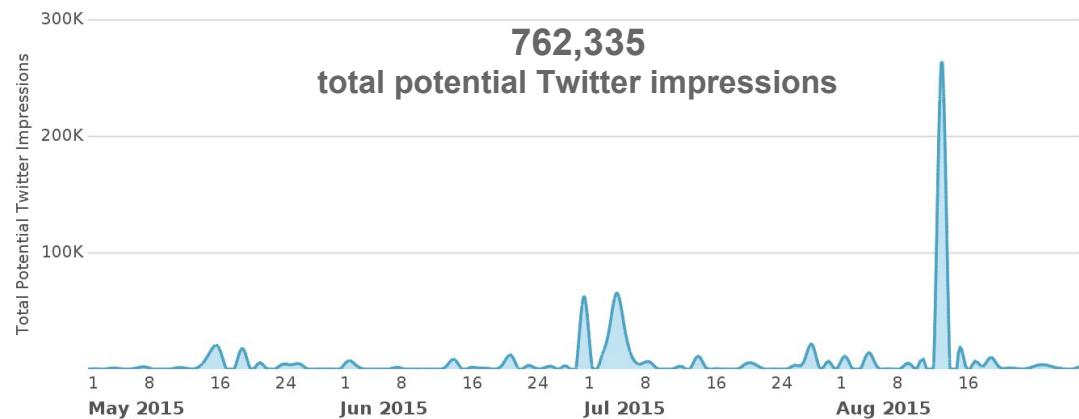
Joined July 2009

TWEETS **104K** FOLLOWING **1,781** FOLLOWERS **3,178** LIKES **412**

 **Lame** @Lamiisto   
I can't beliv y'all jo'burg gals sometimes ,This one says her blesser got diabetes n she likes it coz he can't get it up .. lyhoo wee 😂😂  
9:04 PM - 18 Aug 2015 - Kempton Park, South Africa  
  1 

 **Lame** @Lamiisto   
Your blesser 😂 @Pearlybitch: "@News24: Zuma discharged from hospital news24.com/SouthAfrica/Ne..." Nxamalala wami 🤪  
10:30 AM - 19 Jul 2015 - Kempton Park, South Africa  
  

## Blessers & Blessees - 2015 - 2nd quadrimestre



**Tembela**

@temsie\_m

Daughter of Otis Bushiri | I love food so much ❤️

📍 Cape Town, South Africa

Joined November 2009

TWEETS **114K** FOLLOWING **586** FOLLOWERS **1,773** LIKES **436**

 **Tembela** @temsie\_m   
She must tag the blesser "@JackDevero: This girl takes a picture with a glass of champagne then the caption is 'blessed' 😂😂"  
10:47 AM - 9 Jul 2015  
  1 

 **Tembela** @temsie\_m   
Doing my hair, thanx to the blesser @temsie\_m I'm gonna be sooooo pretty 😍  
11:38 AM - 27 Jun 2015  
  1 



# Authors - Low Influencer Score

## MOST PROLIFIC



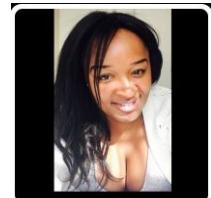
**Mecca**

@Sinakho\_Qoma  
owner of Sibugoldstraps Lingerie I.G.  
SibuGoldStraps email -  
Sibusileqoma@gmail.com woman  
empowerment / I breathe Business /  
Hustle Baby 🙌☒.

📍 Johannesburg.

🔗 suiteddiamonds.tumblr.com

## Blessers & Blessees - 2015 - 2nd quadrimestre



**Nonowam** ❤

@Nonz24

The definition of mellow. Lover of life.  
Photos lie. Wine is love. Future Mrs.  
Zban-ban. I live in the clouds. Sdudla esi  
flexil ❤

📍 Pretoria, SA

Joined July 2010

TWEETS	FOLLOWING	FOLLOWERS	LIKES
35.4K	578	1,087	244

 **Nonowam** ❤  
@Nonz24

Transfer costs + 10% deposit. Heeeeeyi man, I need a  
"Blesser" ayikho le!!! Moerskodtl GPS someone? Anyone?  
Assombrief.

12:07 PM - 27 Aug 2015

🔗 ↪ ❤

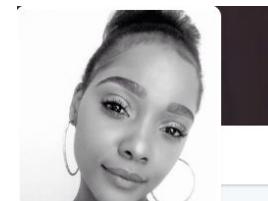
 **Nonowam** ❤  
@Nonz24

Hal! All these girls busy with #blessed on Instagram must  
show their blessers! I dare them! 😂😂😂😂

8:49 AM - 29 Jul 2015

🔗 ↪ ❤

TWEETS	FOLLOWING	FOLLOWERS	LIKES
6,640	299	663	507



**Abongile Ngcebetscha**

@JusPlum\_SA

Sometimes you are all you have - And  
Sometimes that's all you need... JusPlum  
on IG and Snapchat 🎶

📍 South Africa

Joined September 2012

 **Abongile Ngcebetscha**  
@JusPlum\_SA

U guys call other people's dads ur BLESSERS, mmmh must  
be nice...

8:10 PM - 27 Aug 2015

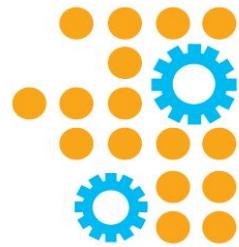
🔗 ↪ ❤

 **Abongile Ngcebetscha**  
@JusPlum\_SA

Yhoooo flights to Mthatha are so expensive, zippi ezi  
#Blesser zenu ladies that are always doing things for yall?

12:57 PM - 27 Aug 2015

🔗 ↪ ❤



CITIZEN  
RESEARCH  
CENTRE



**SHOUT-IT-NOW**

*Blessers & Blessees*

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*SA Social Media: 2015 - 3rd quadrimestre*



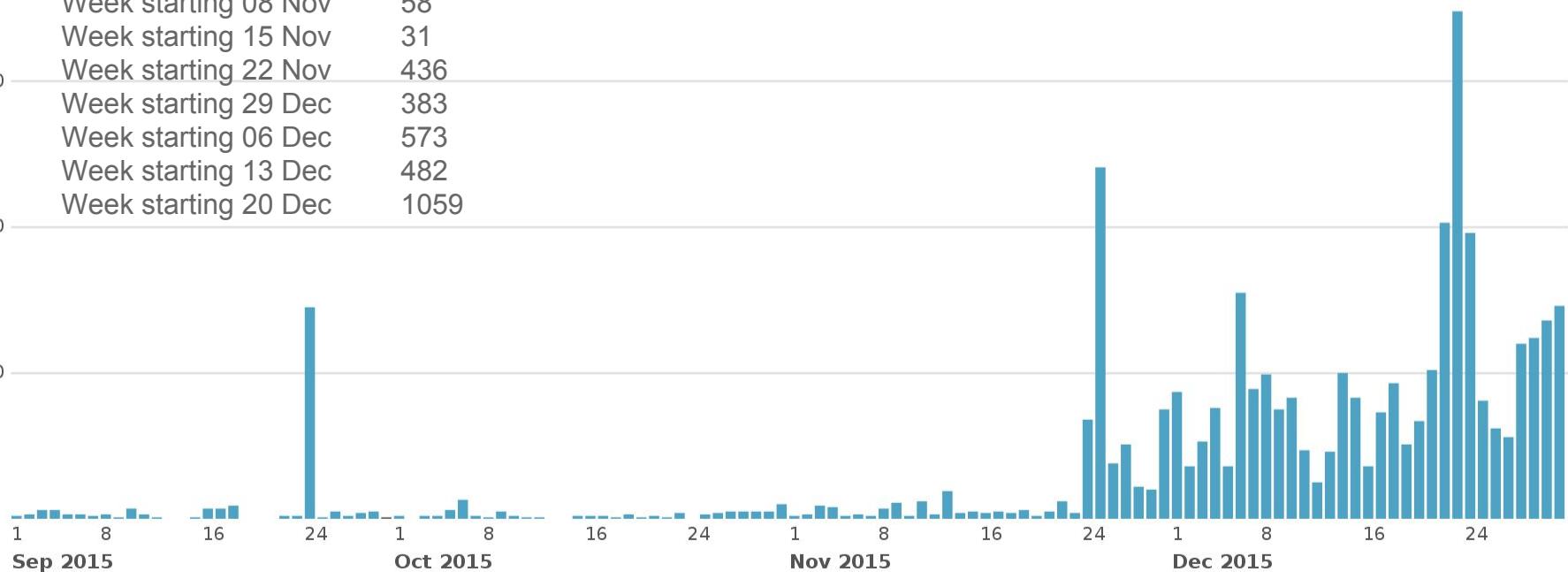
# Volume Timeline

## WEEKLY POSTS

Week starting 06 Sep	20
Week starting 13 Sep	24
Week starting 20 Sep	155
Week starting 27 Sep	16
Week starting 04 Oct	31
Week starting 11 Oct	8
Week starting 18 Oct	12
Week starting 25 Oct	37
Week starting 01 Nov	29
Week starting 08 Nov	58
Week starting 15 Nov	31
Week starting 22 Nov	436
Week starting 29 Dec	383
Week starting 06 Dec	573
Week starting 13 Dec	482
Week starting 20 Dec	1059

## Blessers & Blessees - 2015 - 3rd quadrimestre

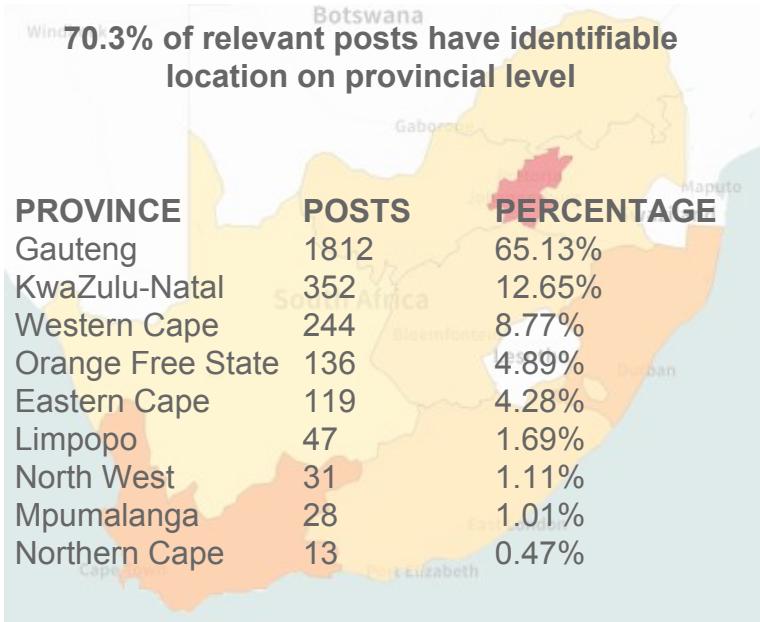
- A total of 3,955 relevant posts were identified in the last 4 months of 2015
- The highest volume days were 23 December with 348 posts
- 9 out of the 122 days had zero (0) relevant posts
- The highest volume week was 20 - 26 December with 1059 posts
- The lowest volume week was 11 to 17 October with 8 posts
- There was 1 irrelevant post captured and manually excluded





# Geography

## Blessers & Blessees - 2015 - 3rd quadrimestre

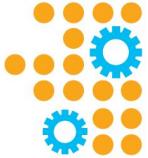


- Of the posts with identifiable location on city level, 49.41% originated from Johannesburg.
- Pretoria (13.76%) and Durban (11.32%) were the only other cities to contribute over 10% of the conversation each.
- Ubomba and Johannesburg had the highest relevant posts per capita, of any South African city, at 1773 and 364 post per million respectively.



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ubomba	1773.05	0.04%
Johannesburg	364.77	49.41%
Pretoria	260.84	13.76%
Bloemfontein	239.71	4.38%
Polokwane	177.24	1.54%
Grahamstown	152.93	0.55%
East London	141.75	1.89%
Durban	105.17	11.32%
Umtata	101.62	0.55%
Mmabatho	86.18	0.35%

# Content Sources



 Elbow Princess  
@P\_Stunner\_

 Follow

Please direct me to Blessers Twitter. I can't be this broke 😊

5:48 PM - 22 Dec 2015

Instagram  
<1%

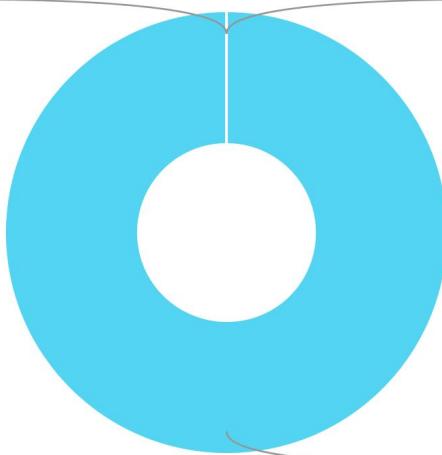
 ChiChi  
@2ffl2

 Follow

I've never been so hurt over not going to an event. Guys, please direct me to a sponsor/blesser/abatata/happiness manager

11:38 AM - 11 Dec 2015 · Centurion, South Africa

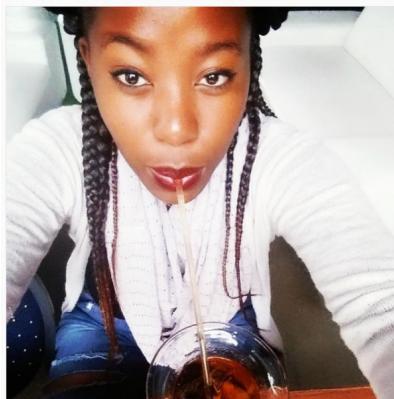


Comments  
<1%

By: MaTeboho

[...] those apartments. Some give you money for a deposit and a monthly allowance then you'll sort yourself out. Some of these girls are not even in a relationship with the blesser. Some even have multiple men funding their lifestyle. You'll go on overseas trips, you'll get an allowance but not a R2mil apartment Ask Black Beauty to do a deed check [...]

Read post on [justcurious.co.za](#)



 miss\_mapz  
Hashtag

 Follow

miss\_mapz Sipping cocktails like ... #Selfie  
#PhozaThursday #EarlyVac  
#SpendingTheBlessersMoney #Ngiyadlala the  
Blesser is my mom

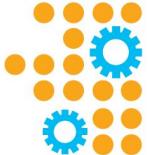
32 likes  
SEPTEMBER 17, 2015

Add a comment... 

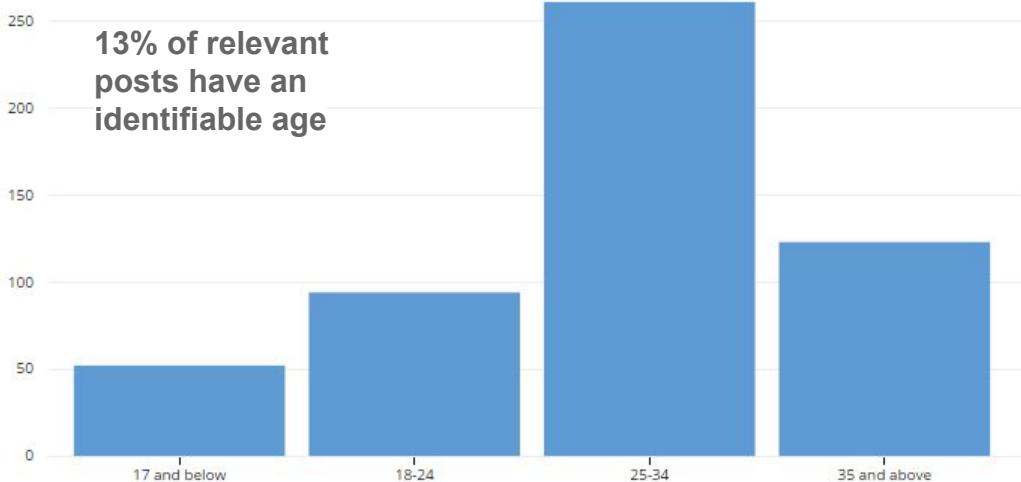
Twitter  
100%

- The was 1 comment and 1 instagram post in this time period.
- The day with the highest number of Twitter contributions was the 23rd of December with 348 tweets.

# Demographics

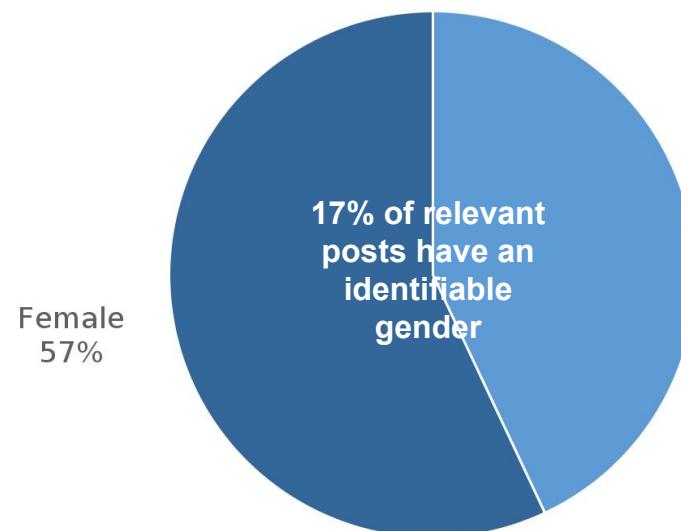


## Blessers & Blessees - 2015 - 3rd quadrimestre



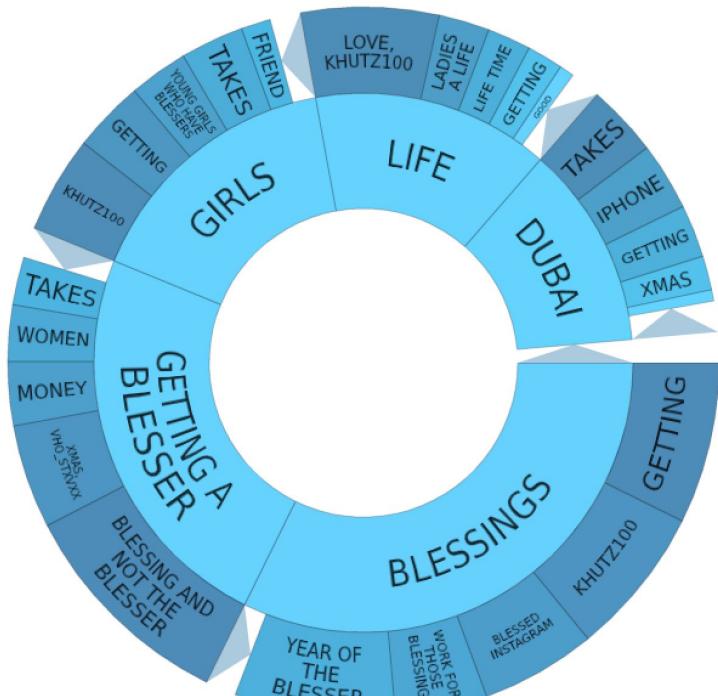
Of the relevant posts with where the age of the author can be determined:

- 10% were 17 and under
- 18% were between 18 and 24
- 49% were between 25 and 25
- 23% were 35 and above

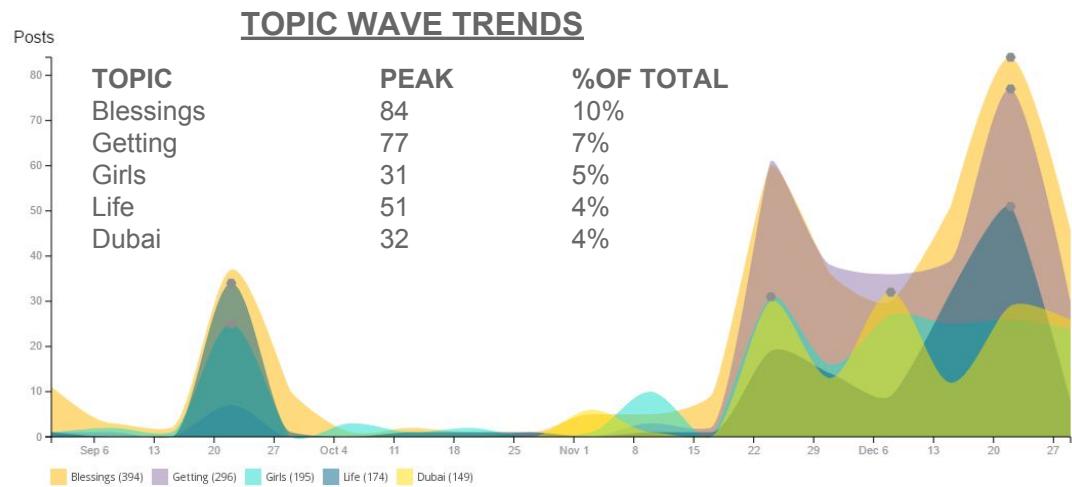




# Topic Trends



## Blessers & Blessees - 2015 - 3rd quadrimestre



 **Chakra Zulu**   
@\_Nomalungelo\_M

While those huns are posting that crap, their husbands are being Blessers to the same girls they're insulting!

7:24 PM - 6 Dec 2015

I need to be blessed with a "Bresser". I have so many plans for ezi big days kodwa dololo imali :(... Bawo ndive torho

— Pumeza (@Pumezampetshwa) Dec 5, 2015

 **Keitumetse**   
@KeituSeaketsso

😂 I told you to get a bresser. RT @PulyBeast: My bank account is on life support 😭💔

7:32 AM - 19 Dec 2015

 **Krayzi Modisane**   
@krayzik

Get yourself a Bresser Hun.. I've already got a number and waiting in the line.. [twitter.com/vanillablaq/st...](http://twitter.com/vanillablaq/st...)

11:47 PM - 27 Dec 2015 · Johannesburg, South Africa

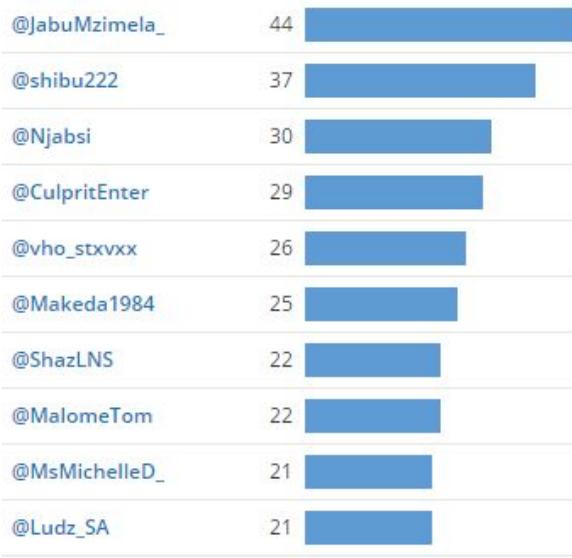
   
 @\_Mpumelelo

Woah this bresser life is an actual thing beyond the keyboard guys 😊

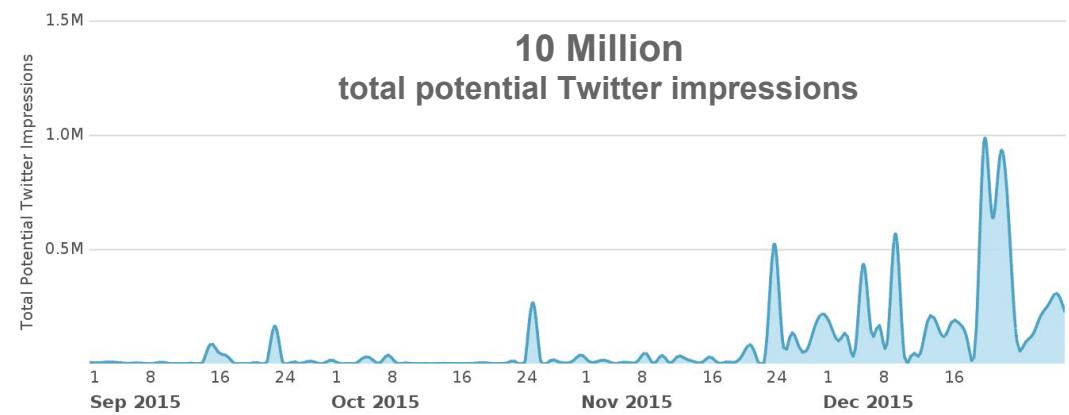
8:34 AM - 26 Dec 2015

  1 

## MOST PROLIFIC



## Blessers & Blessees - 2015 - 3rd quadrimestre





TWEETS 88.1K FOLLOWING 166 FOLLOWERS 1,026 LIKES 123 LISTS 2

 @shibu222 

You're sleeping with an 80 year old blesser just so you can go to Dubai

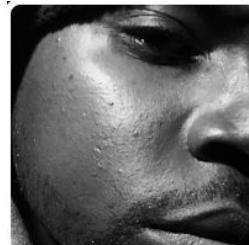
 @shibu222 

I've never had 😢 RT @Miss\_M06: One Blessing is alright in one's lifetime. The next one will be your hubby 😊

5:36 AM - 23 Dec 2015

 @shibu222 Makoti...but remember #innercook

 Joined April 2010



TWEETS 273K FOLLOWING 795 FOLLOWERS 24.1K LIKES 341

 Culprit 

That standard bank we-chat send money app is impressively quick.

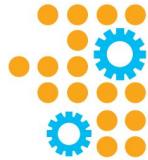
Undoubtedly created for blessers and blessees (made up that last word)

9:56 AM - 27 Dec 2015

 @CulpritEnter I'm only here to lie and throw jokes

 South Africa

 Joined May 2009



# Authors - Low Influencer Score

## MOST PROLIFIC



### Lady Luck .. Noni

@NoniMkwanazi

The Peculiar One

Johannesburg, South Africa

Joined May 2013

TWEETS **40.4K** FOLLOWING **149** FOLLOWERS **579** LIKES **26**

Lady Luck .. Noni  
@NoniMkwanazi

Are there any blessers Kwa Mash? Asking for a mmgani ane.

5:21 AM - 13 Dec 2015

Lady Luck .. Noni  
@NoniMkwanazi

Iya! Do you want to be my blesser?

Axelrod @AudioTheBrand  
Do you need a blesser to get you new ones? [twitter.com/nonimkwanzai/s...](http://twitter.com/nonimkwanzai/s...)

11:08 AM - 4 Dec 2015

## Blessers & Blessees - 2015 - 3rd quadrimestre



TWEETS **63.3K** FOLLOWING **367** FOLLOWERS **1,082** LIKES **565**

sweetcakes  
@michellebaby\_

@OTO\_COSTANTINI do you think I could find a Blesser on Tinder?

3:28 AM - 9 Dec 2015

### sweetcakes

@michellebaby\_

I am a tall golden ribbon. Chosen. Blessed :)

Pretoria, South Africa

Joined July 2012

Born on May 08

sweetcakes  
@michellebaby\_

I don't think there's Blessers around my current location.

THE\_HOUND @BILE\_TWEETZ

LMAOI Use the app from anywhere and it will find "Blessers" with the app near your current location [twitter.com/MsMichelleD/\\_s...](http://twitter.com/MsMichelleD/_s...)

3:42 AM - 9 Dec 2015



TWEETS **143K** FOLLOWING **594** FOLLOWERS **2,752** LIKES **762**

Don Mabheleni 2.5  
@Lord\_Stax\_

Lemme get this work done so I can be a blesser one day :)

11:25 PM - 1 Dec 2015

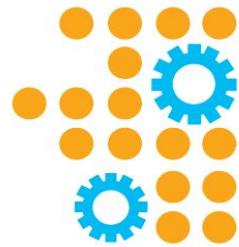
Don Mabheleni 2.5  
@Lord\_Stax\_

Rise of blessers on the TL

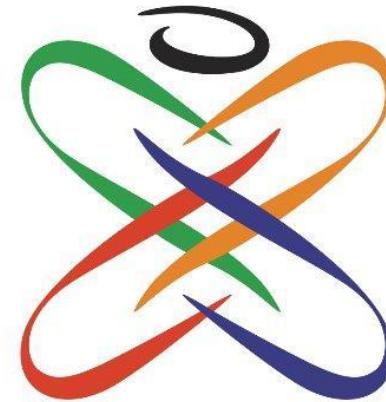
Phumlani Kango @BeastyZA

Wonder what trend will take over Twitter next year.  
2011: Roasts & Rise of Twelebs  
2012: ....  
2013: .....

7:33 AM - 4 Dec 2015



CITIZEN  
RESEARCH  
CENTRE



**SHOUT-IT-NOW**

*Blessers & Blessees*

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*SA Social Media: 2016 - 1st quadrimestre*



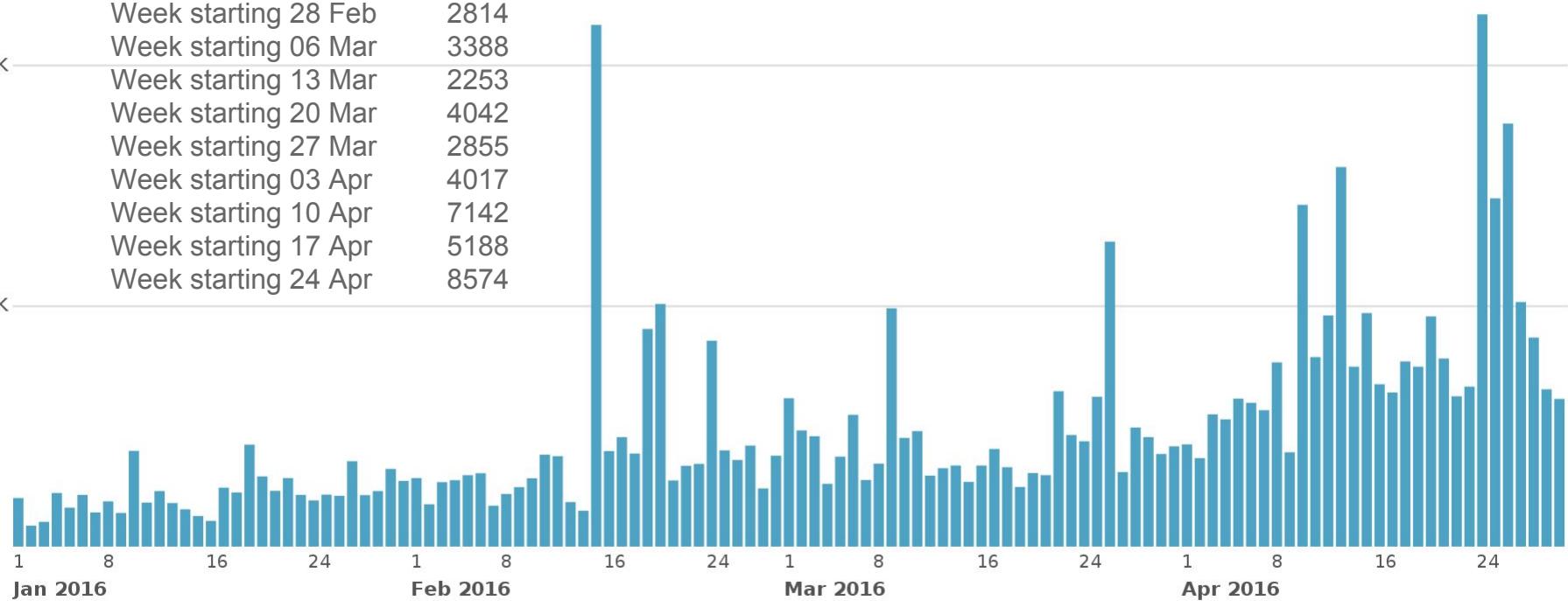
# Volume Timeline

## WEEKLY POSTS

Week starting 03 Jan	1173
Week starting 10 Jan	1382
Week starting 17 Jan	1918
Week starting 24 Jan	1742
Week starting 31 Jan	1880
Week starting 07 Feb	1863
Week starting 14 Feb	5471
Week starting 21 Feb	2991
Week starting 28 Feb	2814
Week starting 06 Mar	3388
Week starting 13 Mar	2253
Week starting 20 Mar	4042
Week starting 27 Mar	2855
Week starting 03 Apr	4017
Week starting 10 Apr	7142
Week starting 17 Apr	5188
Week starting 24 Apr	8574

## Blessers & Blessees - 2016 - 1st quadrimestre

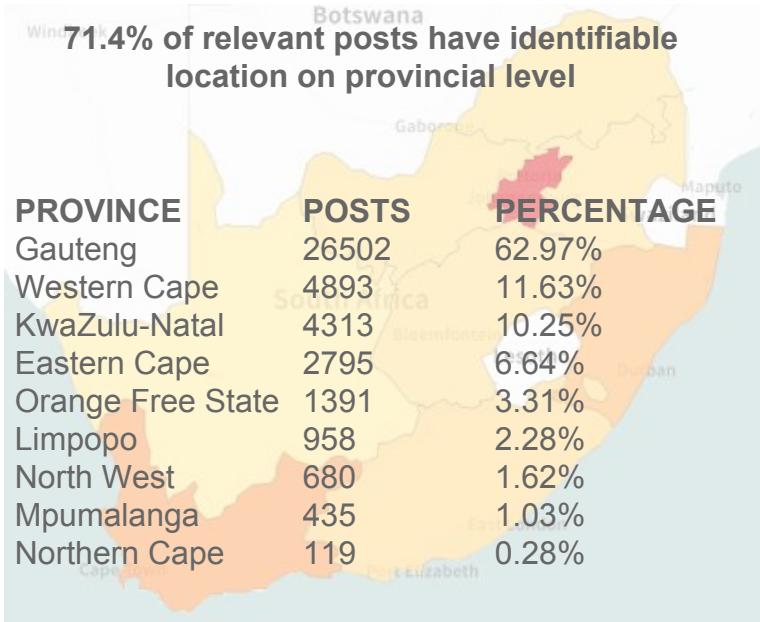
- A total of 58,982 relevant posts were identified in the first 4 months of 2016
- The highest volume day was the 24 of April with 2213 posts.
- The Lowest volume day was the 2nd of January with 87 posts
- The highest volume week was 24-30 April with 8574 posts
- The lowest volume week was 03 to 09 January with 1173 posts





# Geography

## Blessers & Blessees - 2016 - 1st quadrimestre

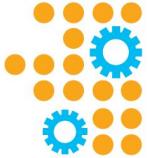


- Of the posts with identifiable location on city level, 43.07% originated from Johannesburg.
- Pretoria (16.78%) was the only other city to contribute more than 4% of the conversation.
- Ubomba and Pretoria had the highest relevant posts per capita, of any South African city, at 10,638 and 4,760 post per million respectively.



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ubomba	10638.3	0.02%
Pretoria	4760.84	16.78%
Johannesburg	4760.41	43.07%
Grahamstown	3342.51	0.81%
Polokwane	2794.88	1.62%
Bloemfontein	2587.12	3.16%
Kuruman	2398.56	0.06%
Brandfort	1984.95	0.06%
East London	1748.24	1.56%
Rustenburg	1548.42	0.68%

# Content Sources



Metro FM Awards Round-Up

[...] Manana. Yazi I never get Glen Lewis. The way I would cringe if I had a boss like ntathe Hlaudi... he looks like he could be those strict yet flexible bosses. Umuhle u-girl. Cici you look like a younger version of our boss lady u-Lelo. Congratulations to you too girl. This quard was boring to me on stage like really boring. [...]

[Read post on justcurious.co.za](#)

Sunday Times ZA  
April 17, 2016

Blesserfinder insists it is not an online pimp site and says blessers seek companionship.



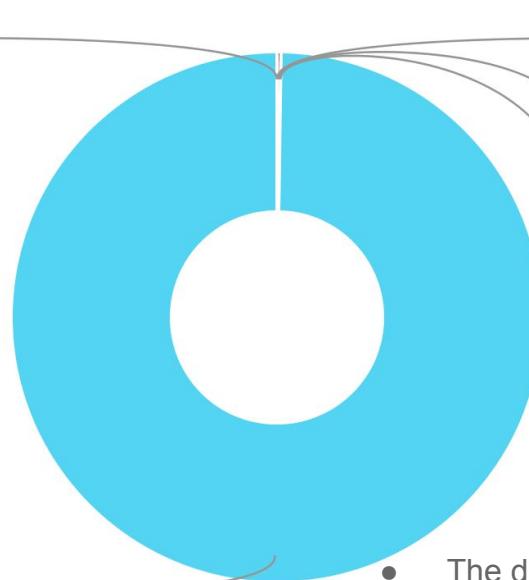
Women counting on their blessers

What do you do if you want overseas trips, shopping sprees and a luxury car, but can't afford them? Find a blesser.

TIMESLIVE.CO.ZA

Facebook  
<1%

Twitter  
100%



## Blessers & Blessees - 2016 - 1st quadrimestre

- >99% of relevant posts were identified on Twitter.
- Posts on Facebook, Forums, Blogs and Comments accounted for less than 1% each.

Blogs  
<1%  
Comments  
<1%  
Forums  
<1%

 Thabiso  
@Tabsole

[Follow](#)

Your Dream job can be sitting with ur blesser, just that u only go to him to open ur legs and u don't have meaningful conversation With Him

4:17 PM - 5 Jan 2016 · Pretoria, South Africa

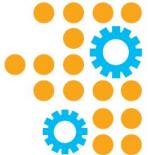


- The day with the highest number of Forum posts was the 29th of April with 18 contributions.
- There were 4 blog posts in this period
- There was only 1 Facebook post in this period.
- The day with the highest number of Twitter contributions was the 24th of April with 2,213 tweets.

By: Mmadikgang

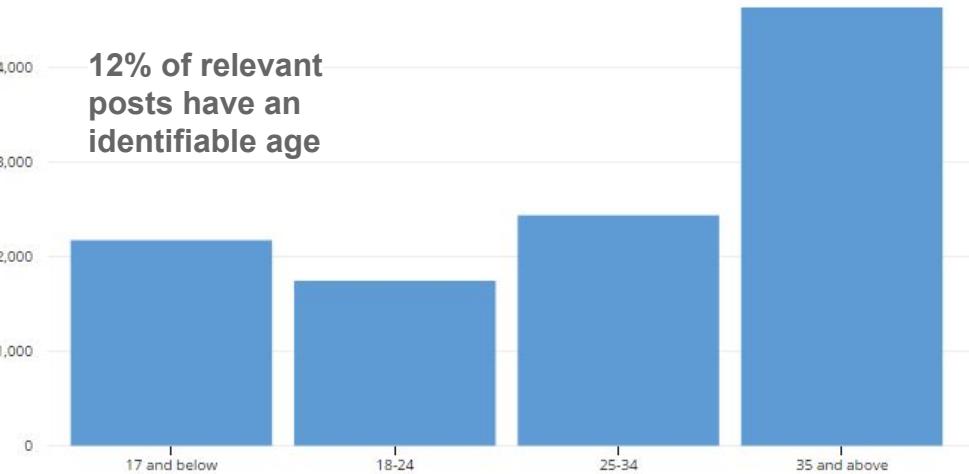
@mahle, most rich blessers iknw go 4 yellowbone or the bleaching kind, skinny or almost thick & ofcourse your style & weave game has to be on point (thats hw u attract them phela)

# Demographics



## Blessers & Blessees - 2016 - 1st quadrimestre

**12% of relevant posts have an identifiable age**



Of the relevant posts with where the age of the author can be determined:

- 15% were 17 and under
- 17% were between 18 and 24
- 34% were between 25 and 25
- 34% were 35 and above

Female  
50%

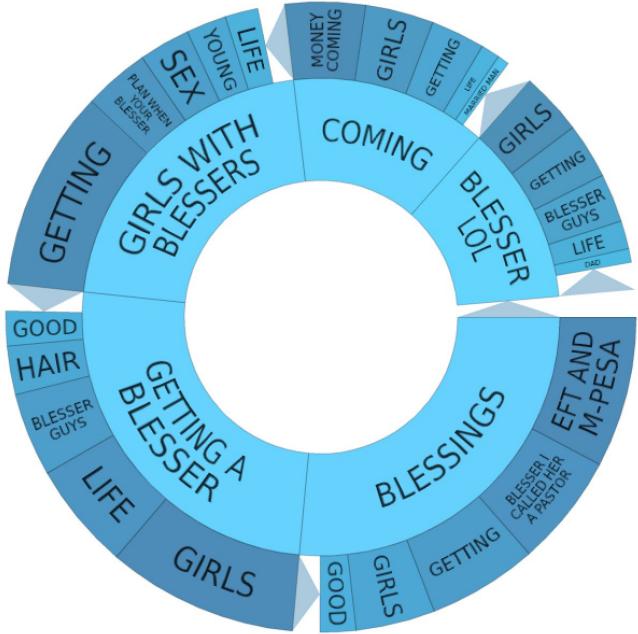
**17% of relevant posts have an identifiable gender**

Male  
50%





# Topic Trends



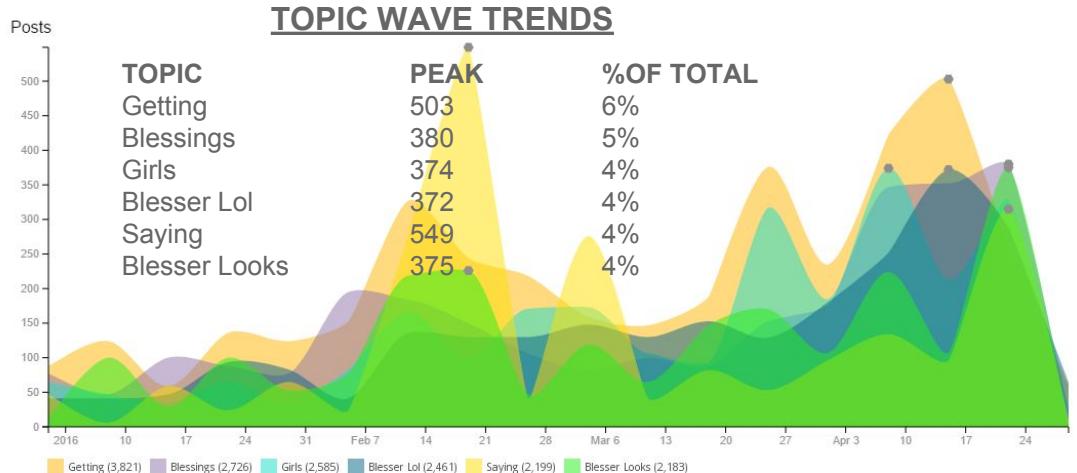
 **Blessfinder**  
@Blessfinder

We understand the pressure is real, that's why we say GET A BLESSER

11:17 PM - 30 Mar 2016

  26  7

## Blessers & Blessees - 2016 - 1st quadrimestre



 **Queen Mamie**  
@Brownie\_Muffinz 

These days it's hard to tell whether a Girl is walking with her father or her Bae #Blesser

9:57 PM - 28 Apr 2016 · Roodepoort, South Africa

   1 

 **Kim Jong-un**  
@BigNhlaika 

I want a girlfriend who has a blesser, so she'd share those blessings with me.

6:44 PM - 19 Apr 2016

 **Nomphelo Mfukeli**  
@phesh\_078 

Aww Blessers are in town lol. #ANCmanifesto #PE

7:13 PM - 13 Apr 2016

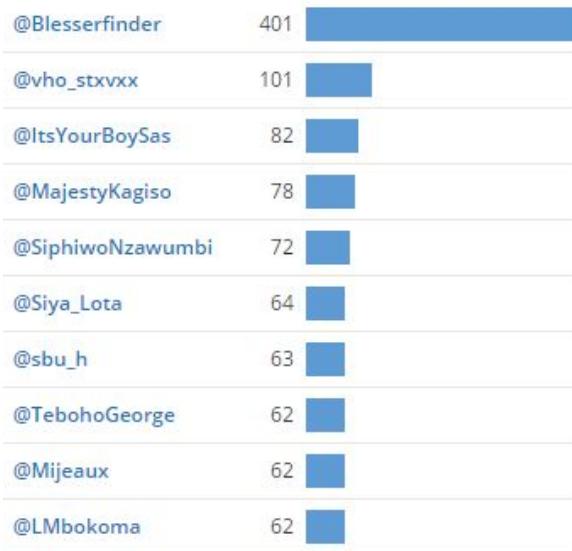
 **Senate**  
@Mosh\_Badu 

I don't get why you can get mad at how someone uses their money. Don't blessers, like pastors just bless whoever comes forth?

4:36 PM - 15 Feb 2016

## MOST PROLIFIC





TWEETS **3,029** FOLLOWING **331** FOLLOWERS **7,848** LIKES **51**

**Blesserfinder** @Blesserfinder

"Money is always a factor in relationships. This is just an upfront & honest way of dating for our modern times." media@blesserfind.com 0631847289

📍 Silicon Valley USA  
🔗 blesserfind.com  
🕒 Joined March 2016

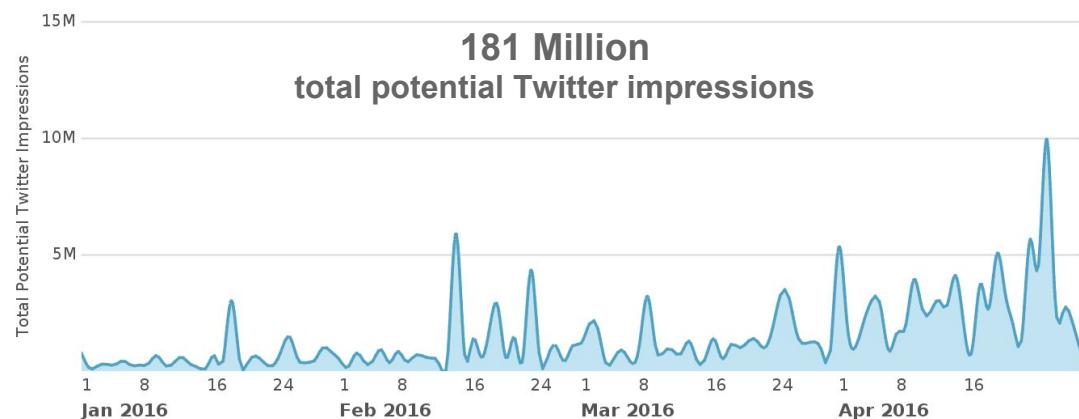
**Blesserfinder** @Blesserfinder

From you we require your expectations from the blessers. We then match those expectations to that of the blessers. So they are no surprises

**Blesserfinder** @Blesserfinder

The "blessed" must also be screened. So that way we don't disappoint our blessers. We have a reputation to upload. e.g you must be 18 yrs+

## Blessers & Blessees - 2016 - 1st quadrimestre





TWEETS **89.8K** FOLLOWING **31K** FOLLOWERS **44.7K** LIKES **198** LISTS **2**

**Modern Black Dreams** @SasTheScientist

always be open with your loved ones of your planned missions with a blesser . its easier to track you down should they try traffic you

RETWEETS LIKES 11 2

1:53 AM - 2 Apr 2016

**Modern Black Dreams** @SasTheScientist

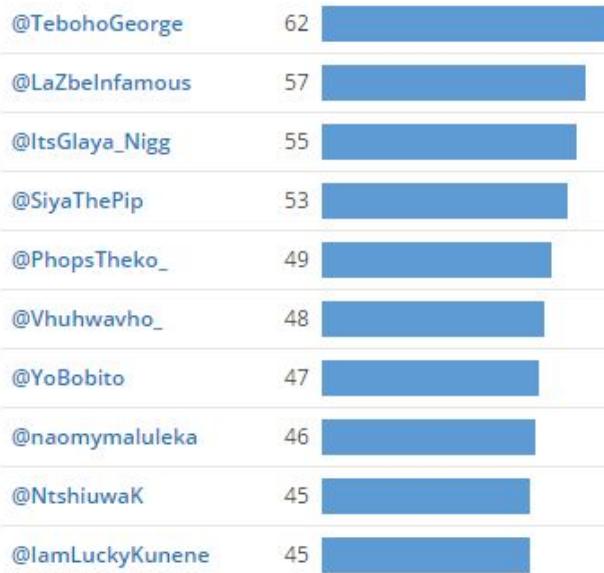
easy money is used as bait to trap these gals , once they are hooked thots when the blesser changes his tone

RETWEETS LIKES 10 2



# Authors - Low Influencer Score

## MOST PROLIFIC



**TebohoGEORGE™**

@TebohoGeorge

\*\*\*Waves Don't Die\*\*\* \*\*\*MyAccount\*\*\*  
"MyTweets"\*\*\*"MyRules"\*\*\*

📍 Johannesburg, South Africa

🔗 [instagram.com/TebohoGeorge](https://instagram.com/TebohoGeorge)

Joined September 2009

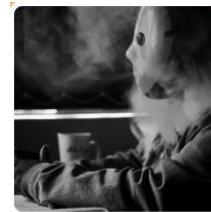
TWEETS **156K** FOLLOWING **656** FOLLOWERS **3,665** LIKES **1,432**



TebohoGEORGE™

@TebohoGeorge

## Blessers & Blessees - 2016 - 1st quadrimestre



**Somebody.**

@ItsGlaya\_Nigg

Graphic Design student | Photographer | creative | created to create | still writing my story...

📍 B'East Rand/Pretoria

🔗 [thatniggaglaya.tumblr.com](http://thatniggaglaya.tumblr.com)

📅 Joined November 2009

📍 Born on February 07

TWEETS **124K** FOLLOWING **691** FOLLOWERS **1,255** LIKES **3,446**



**Somebody.**

@ItsGlaya\_Nigg

[Follow](#)



**Somebody.**

@ItsGlaya\_Nigg

[Follow](#)

TWEETS **254K** FOLLOWING **369** FOLLOWERS **3,827** LIKES **18K** LISTS **1** MOMENTS **5**



**LaZ Yedwa Lungisa™**

@LaZbelnfamous

[Follow](#)



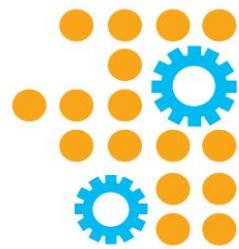
**LaZ Yedwa Lungisa™**

@LaZbelnfamous

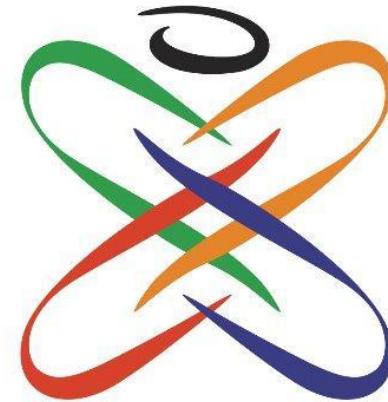
I wanna become a Blessing but I need to find fine girl to bless



9:25 AM - 26 Mar 2016



CITIZEN  
RESEARCH  
CENTRE



**SHOUT-IT-NOW**

*Blessers & Blessees*

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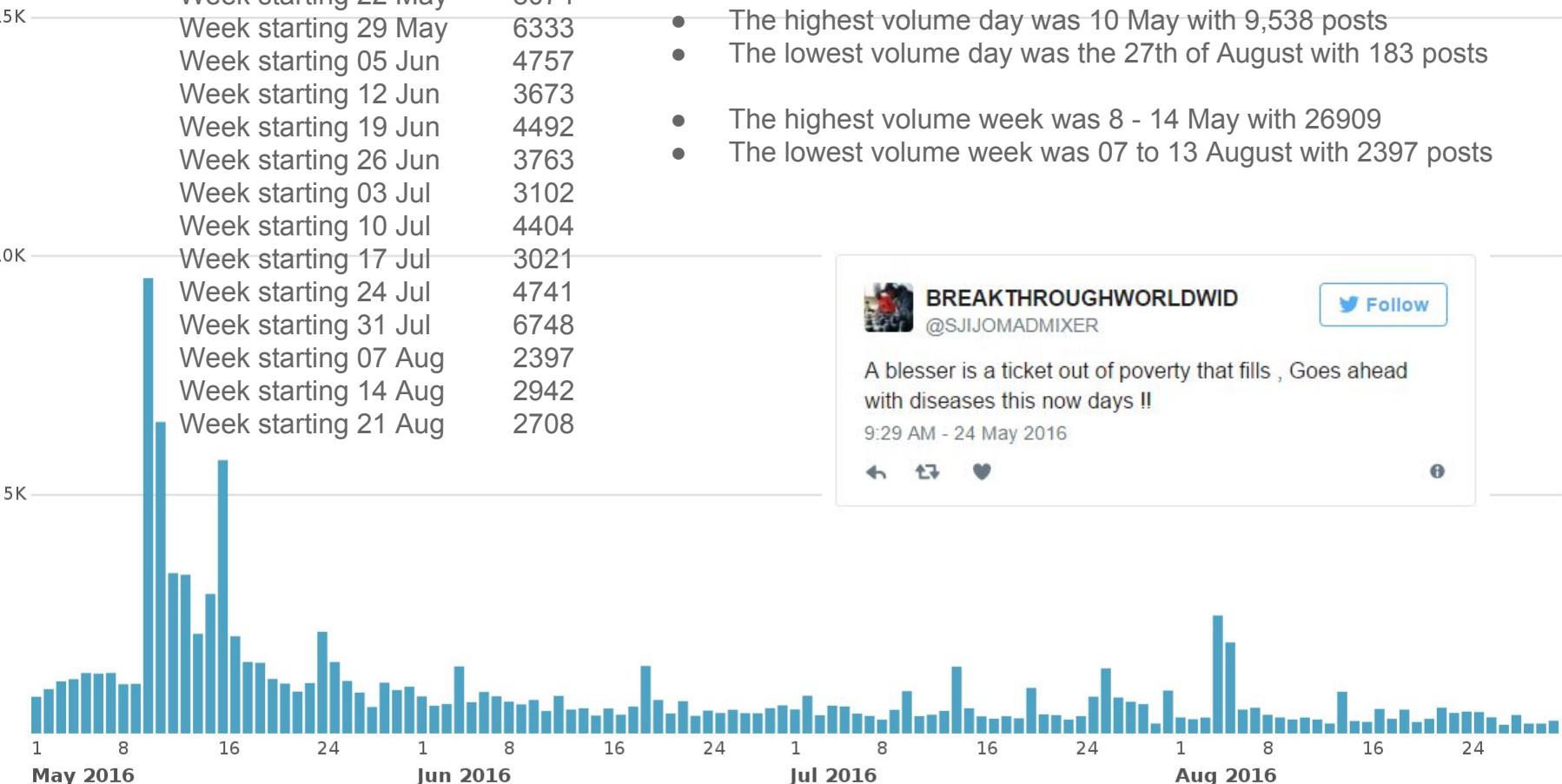
*SA Social Media: 2016 - 2nd quadrimestre*



# Volume Timeline

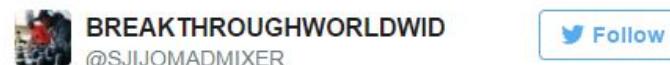
## WEEKLY POSTS

Week starting 01 May	7715
Week starting 08 May	26909
Week starting 15 May	15853
Week starting 22 May	8074
Week starting 29 May	6333
Week starting 05 Jun	4757
Week starting 12 Jun	3673
Week starting 19 Jun	4492
Week starting 26 Jun	3763
Week starting 03 Jul	3102
Week starting 10 Jul	4404
Week starting 17 Jul	3021
Week starting 24 Jul	4741
Week starting 31 Jul	6748
Week starting 07 Aug	2397
Week starting 14 Aug	2942
Week starting 21 Aug	2708



## Blessers & Blessees - 2016 - 2nd quadrimestre

- A total of 112,701 relevant posts were identified in the second 4 months of 2016
- The highest volume day was 10 May with 9,538 posts
- The lowest volume day was the 27th of August with 183 posts
- The highest volume week was 8 - 14 May with 26909
- The lowest volume week was 07 to 13 August with 2397 posts



Follow

A blesser is a ticket out of poverty that fills , Goes ahead with diseases this now days !!

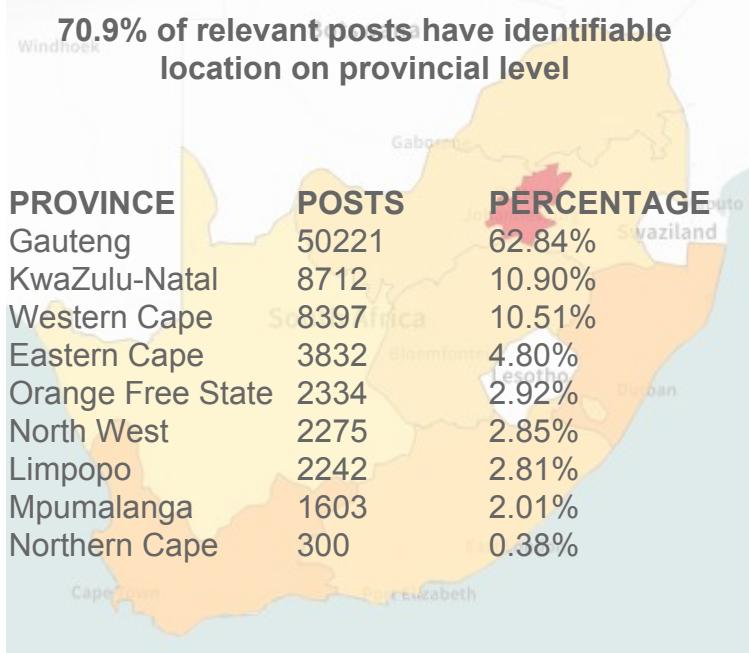
9:29 AM - 24 May 2016





# Geography

## Blessers & Blessees - 2016 - 2nd quadrimestre



- Of the posts with identifiable location on city level, 42.71% originated from Johannesburg.
- Pretoria (18.14%) and Durban (9.60%) contributed over 25% of the conversation.
- Ubomba and Pretoria had the highest relevant posts per capita, of any South African city, at 78,014 and 9,755 post per million respectively.



**63.8% of relevant posts have identifiable location on city level**

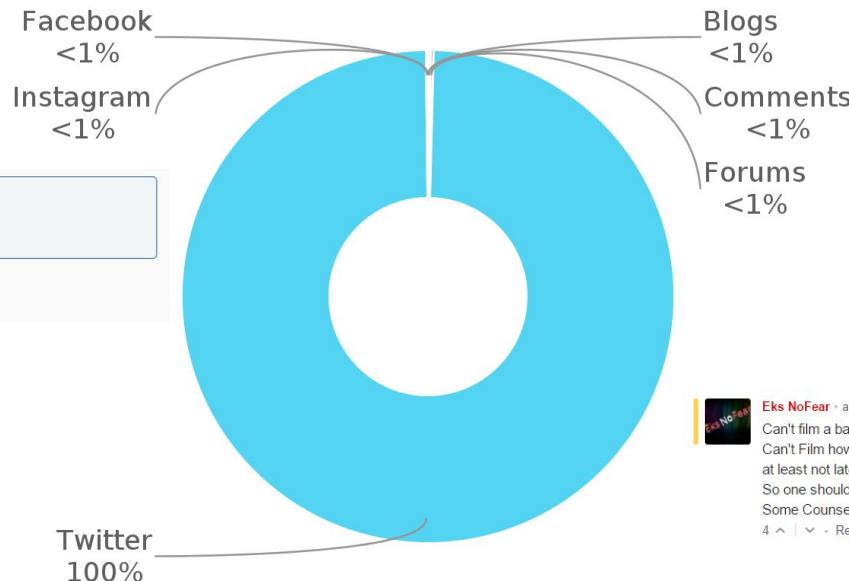
CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Ubomba	78014.18	0.06%
Pretoria	9755.61	18.14%
Johannesburg	8947.02	42.71%
Mmabatho	7105.37	1.03%
Polokwane	5916.97	1.81%
Grahamstown	5002.84	0.64%
Kuruman	4397.36	0.06%
Bloemfontein	4258.59	2.74%
Rustenburg	3910.2	0.90%
Durban	2532.43	9.60%



# Content Sources

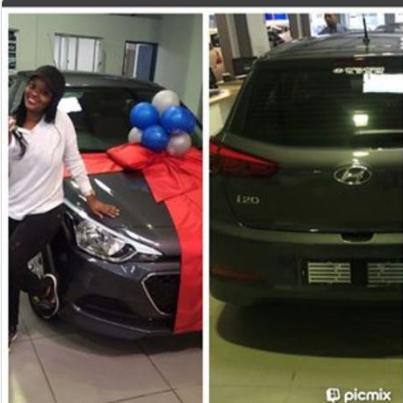
## Blessers & Blessees - 2016 - 2nd quadrimestre

- >99% of relevant posts were identified on Twitter.
- Posts on Facebook, Forums, Comments, Blogs, Instagram accounted for less than 1% in total.



Originally Posted by **Necropolis**   
A blesser = old dude giving young chick money + gifts in exchange for sex.  
As far as I understand.

We got this info from a FB post on an account that no longer exists?



**tee\_nyawo**  
So this happened yesterday! 23:06:16 😊 When my blesser decides to  
bles me with a brand new car! NO FILTER  
NEEDED#when god decided to bles me#happy#blessed#greatful#brand  
newcar#2016hyundai120#my first adult purchase#happyfriyayyy 😊😊😊

[Read post on Instagram.com](#)

**Lorraine...** @miss\_hove\_   
That poor girl and her anti blesser tweet 😂😂😂😂😂  
12:56 PM - 16 May 2016

**Eks NoFear** a year ago  
Can't film a ballot paper... its got other parties Regalia on it..  
Can't Film how the ANC is always outside every Election House, but they aren't really as active,  
at least not late in the day, as shown in the Ad.  
So one should rather Lie to the people... yes that is is Lie to the people.  
Some Counselors think that they need to lie with the people (Blesser/Blesse).  
4 · Reply · Share

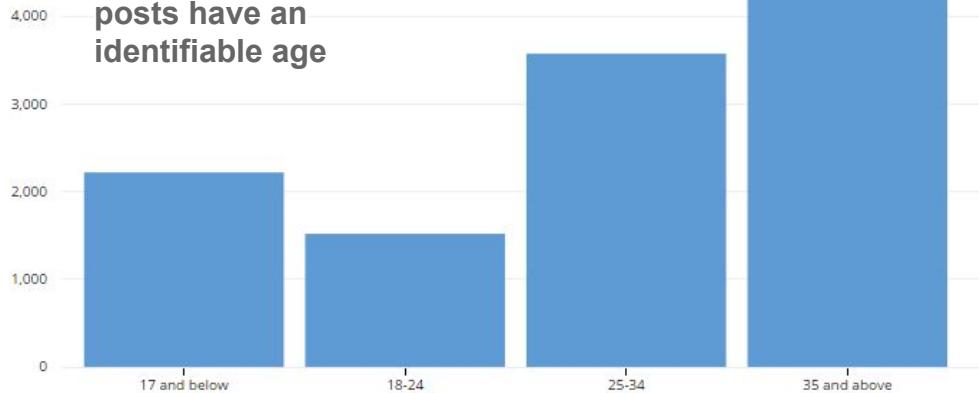
- The day with the highest number of Forum posts was the 14th of July with 32 contributions.
- There were a total of 111 Instagram posts with the highest day receiving 4 posts.
- There were a total of 8 Facebook posts in this period.
- The 29th of July saw the highest number of comments with 10 comments.
- The day with the highest number of Twitter contributions was the 10th of May with 9,528 tweets.

# Demographics



## Blessers & Blessees - 2016 - 2nd quadrimestre

**11% of relevant posts have an identifiable age**



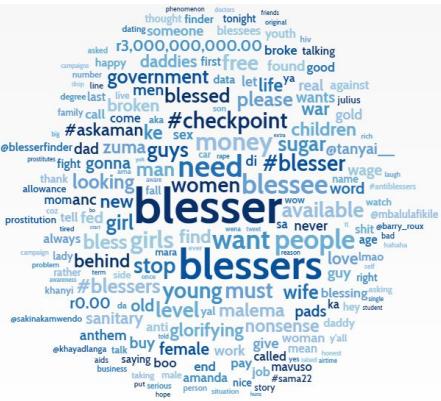
Of the relevant posts with where the age of the author can be determined:

- 18% were 17 and under
- 12% were between 18 and 24
- 29% were between 25 and 25
- 40% were 35 and above

Female  
45%

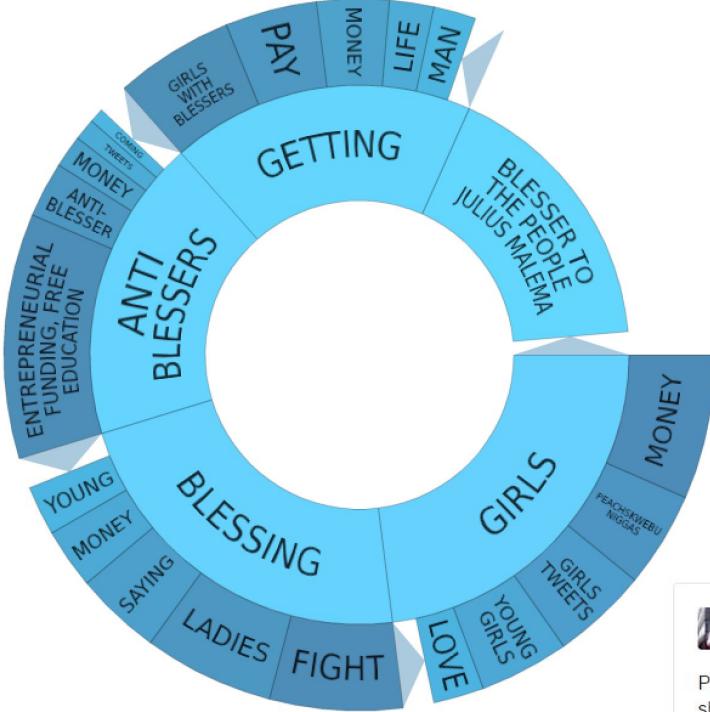
**19% of relevant posts have an identifiable gender**

Male  
55%





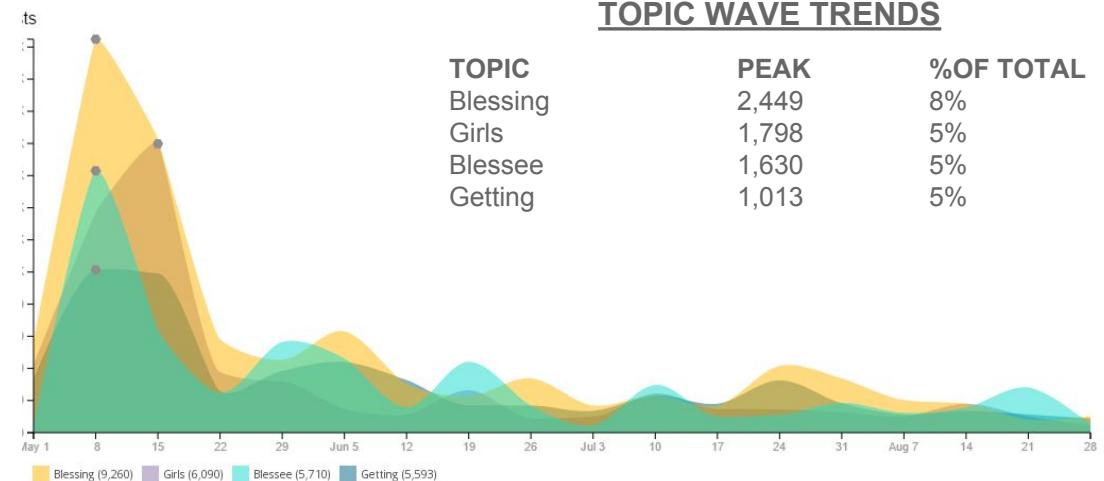
# Topic Trends



## Blessers & Blessees - 2016 - 2nd quadrimestre

### TOPIC WAVE TRENDS

TOPIC	PEAK	% OF TOTAL
Blessing	2,449	8%
Girls	1,798	5%
Blessee	1,630	5%
Getting	1,013	5%



 **BREAKTHROUGHWORLDWID** [@SIJOMADMIXER](#) 

A blesser is a ticket out of poverty that fills , Goes ahead with diseases this now days !!

9:29 AM - 24 May 2016

 **Bonnie Mbuli** [@BonnieMbuli](#) 

Perks of being blessee are sitting out the hard work of showing up to real intimacy, as an equal who is accountable for detrimental behavior

10:03 PM - 16 May 2016

  16 

 **Noncedo Tshazibane** [@splifstarSA](#) 

Mhhh Lerato is gonna get it from black twitter mos for calling people with blessers "prostitutes" 😂😂😂😂😂 \*sips coffee & waits\* 😊

8:25 AM - 11 May 2016

 **Abongile Landu** [@AB\\_LANDU](#) 

Our struggle is Real. God Bless the Blessies and BLESSERS...

5:11 PM - 16 May 2016

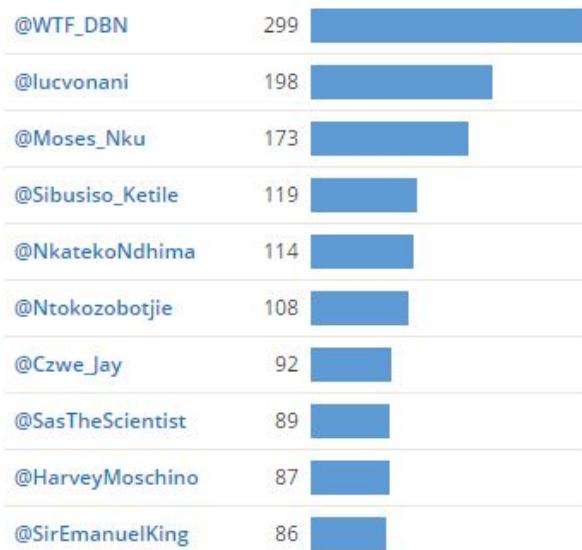
 **strictly top** [@Melusi\\_MD](#) 

I had a tiff with some girl, also a dr, on Facebook about blessers. I cannot stand judgemental people. More so if you're making it about you

2:24 PM - 16 May 2016 · Oslo Beach, South Africa

  3 

## MOST PROLIFIC



**IG: LucVonani**

@lucvonani

|| Sundowns FC | Arsenal | Barcelona |  
AC Milan | LA Lakers | Sport Fanatic |  
Sneaker Addict | Mashville | Born n Bred  
| Giyani || #WayOfCad

Alberton

[Instagram.com/lucvonan/](https://Instagram.com/lucvonan/)

Joined April 2009

TWEETS  
**28K**

FOLLOWING  
**4,355**

FOLLOWERS  
**2,179**

LIKES  
**874**

 **IG: LucVonani**  
@lucvonani

[Follow](#)

#Blessers finder website is going crash  
10:19 PM - 10 May 2016

 **IG: LucVonani**  
@lucvonani

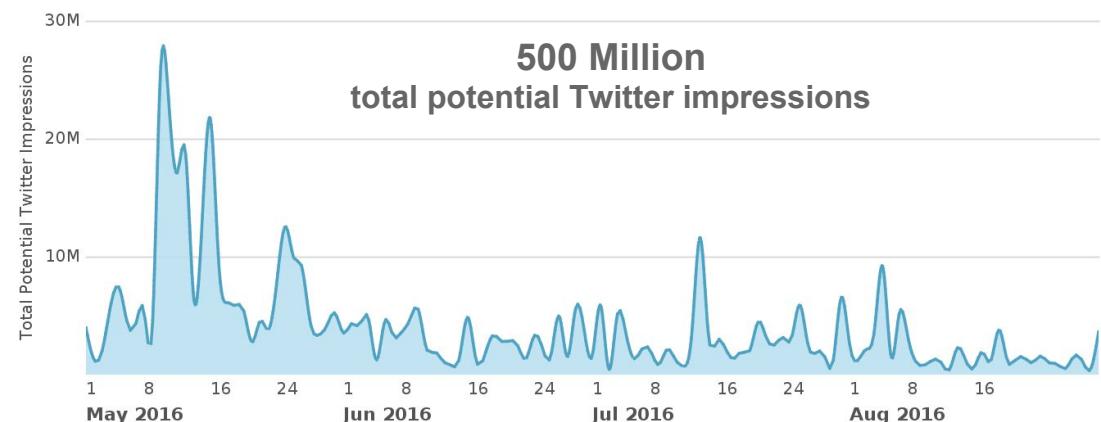
[Follow](#)

Blood pressure is very high for Blessers #ElectionResults  
#Sinovalo

10:11 AM - 4 Aug 2016

[Follow](#)

## Blessers & Blessees - 2016 - 2nd quadrimestre



TWEETS  
**19K**

FOLLOWING  
**515**

FOLLOWERS  
**1,268**

LIKES  
**526**

 **Mr Alien**  
@Sibusiso\_Ketile

[Follow](#)

When we were young. They used to tell us "when you grow up, you must go for big things" that's why girls have Blessers #r\_killahsa #shift  
12:38 PM - 10 May 2016

 **Mr Alien**  
@Sibusiso\_Ketile

[Follow](#)

If am your blesser, does that mean i own your body and i can do everything i want with it, I can demand sex in the street. #checkpoint  
8:26 AM - 11 May 2016

 **Mr Alien**  
@Sibusiso\_Ketile

[Follow](#)

**Mr Alien**

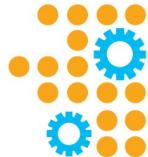
@Sibusiso\_Ketile

No matter how you look, you'll always be good enough!!! Don't judge others based on their appearance!! soundcloud.com/r\_killah for beats  
@r\_killah\_sa

📍 Kattlehong /Johannesburg

🔗 r-killahsa.bandcamp.com

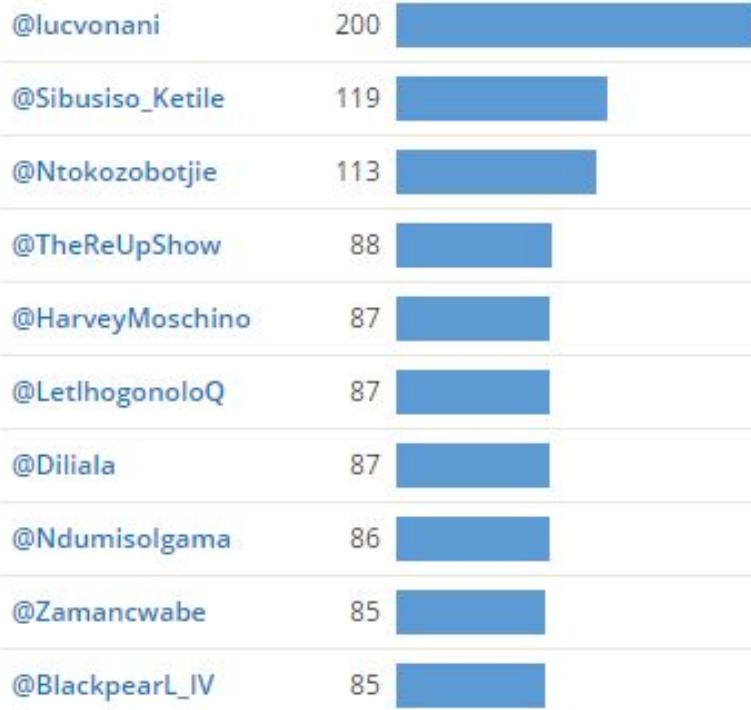
📅 Joined August 2013



# Authors - Low Influencer Score

## Blessers & Blessees - 2016 - 2nd quadrimestre

### MOST PROLIFIC



TWEETS  
**22.9K**

FOLLOWING  
**496**

FOLLOWERS  
**807**

LIKES  
**2,431**

GoldieLocks @Diliala

I'm ready to find a blesser 😂 [twitter.com/ziphelele\\_stan...](https://twitter.com/ziphelele_stan)  
8:43 PM - 25 Jul 2016

GoldieLocks @Diliala

I'm getting a blesser tonight 😂💰💰 #BlessersNight  
#MolokoPTA  
1:28 PM - 29 Jul 2016

29

**GoldieLocks**

@Diliala

Winging it 🍄 // Forbidden fruit grows in my garden 🍎

📍 Pretoria, South Africa

Joined October 2011



TWEETS  
**7,838**

FOLLOWING  
**738**

FOLLOWERS  
**844**

LIKES  
**74**

IG: NdumisoMaphumulo @Ndumisolgama

Lol news have come out that Malema is part of the Mavuso stokvel #Blesser #Blessed

4:09 PM - 11 May 2016

IG: NdumisoMaphumulo @Ndumisolgama

We need women with morals to tell young girls to do away from #Blessers. Women like Bonang, Khanyi Mbau, Boitumelo, Kelly, ... Can stop this

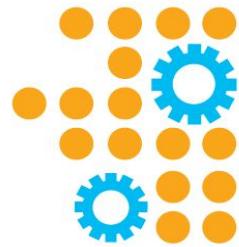
4:14 PM - 11 May 2016

**IG: NdumisoMaphumulo**

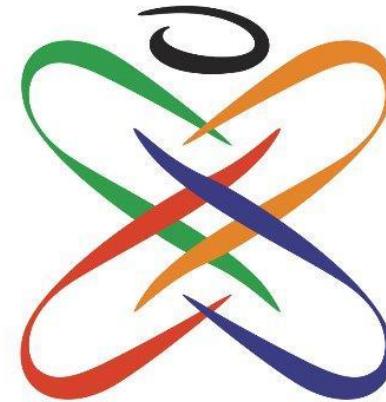
@Ndumisolgama

Aidswize projects | 1 x SATMA Award (Best Poet) | 1 x INK Artists of the year | Mr Ze Ningondle | For bookings : 0847536021, ndumisozikode@gmail.com

📍 Durban, South Africa



CITIZEN  
RESEARCH  
CENTRE

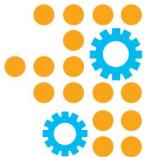


**SHOUT-IT-NOW**

*Blessers & Blessees*

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*SA Social Media: 2016 - 3rd quadrimestre*



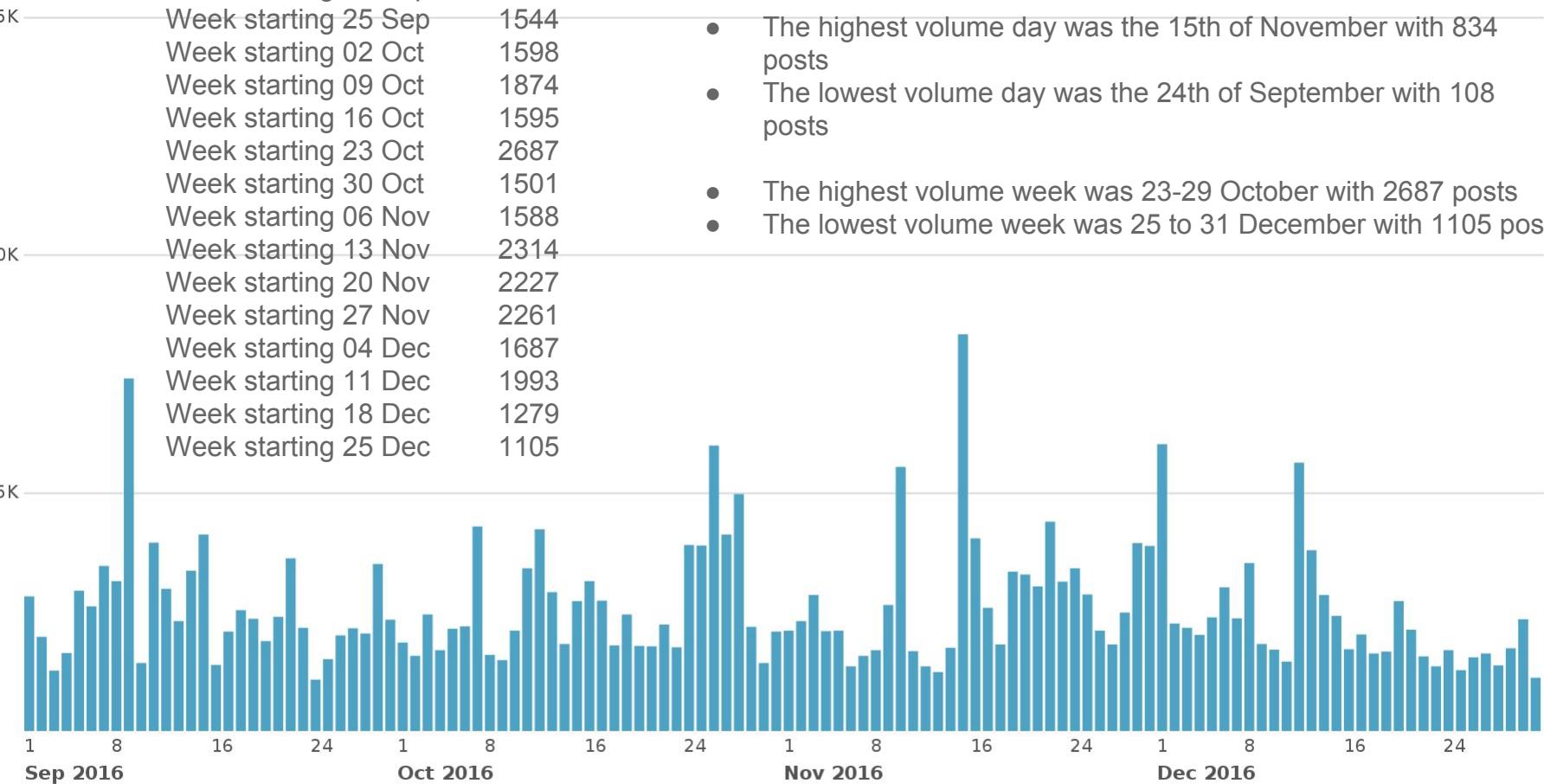
# Volume Timeline

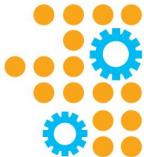
## WEEKLY POSTS

Week starting 04 Sep	2267
Week starting 11 Sep	2024
Week starting 18 Sep	1607
Week starting 25 Sep	1544
Week starting 02 Oct	1598
Week starting 09 Oct	1874
Week starting 16 Oct	1595
Week starting 23 Oct	2687
Week starting 30 Oct	1501
Week starting 06 Nov	1588
Week starting 13 Nov	2314
Week starting 20 Nov	2227
Week starting 27 Nov	2261
Week starting 04 Dec	1687
Week starting 11 Dec	1993
Week starting 18 Dec	1279
Week starting 25 Dec	1105

## Blessers & Blessees - 2016 - 3rd quadrimestre

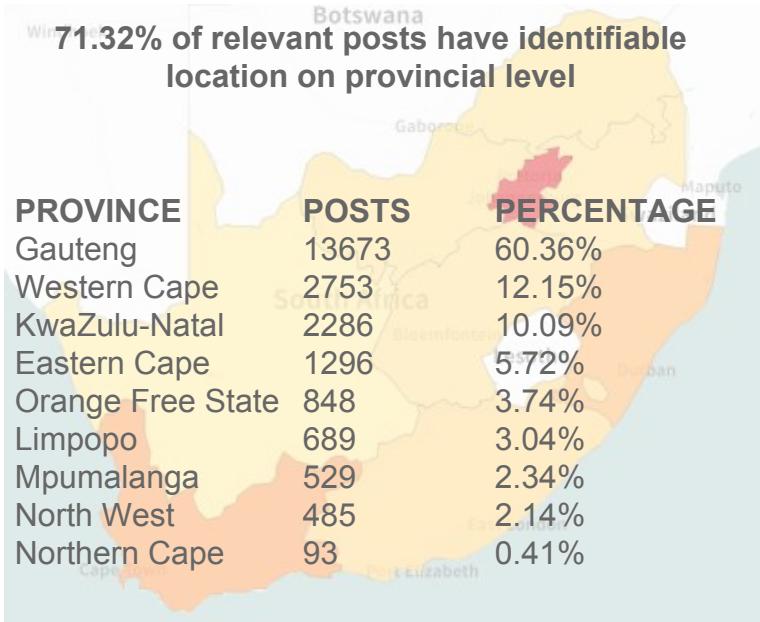
- A total of 31,759 relevant posts were identified in the last 4 months of 2016
- The highest volume day was the 15th of November with 834 posts
- The lowest volume day was the 24th of September with 108 posts
- The highest volume week was 23-29 October with 2687 posts
- The lowest volume week was 25 to 31 December with 1105 posts





# Geography

## Blessers & Blessees - 2016 - 3rd quadrimestre



- Of the posts with identifiable location on city level, 40.54% originated from Johannesburg.
- Pretoria (18.93%) and Cape Town (11.87%) contributed one third of all conversations during this period.
- Kuruman and Pretoria had the highest relevant posts per capita, of any South African city, at 2998 and 2893 post per million respectively.



CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Kuruman	2998.2	0.15%
Pretoria	2893.87	18.93%
Johannesburg	2413.97	40.54%
Polokwane	1772.36	1.91%
Bloemfontein	1451.2	3.29%
Mmabatho	1139.54	0.58%
Grahamstown	961.24	0.43%
Rustenburg	825.42	0.67%
Cape Town	754.9	11.87%
Hermanus	715.62	0.09%



# Content Sources

Originally Posted by SammyD  
Come on Mila. You can't compare blesser/blessee relationships to prostitution. I know lots of such relationships that don't even involve sex.

Then what do they involve?

I want a sugar daddy but I'm not prepared to give him sugar



uijustkidding  
I want a blesser but don't want to do the blessing please just give me that blesser money

uijustkidding Skoonveld Ladies Residence- Unive.. Follow

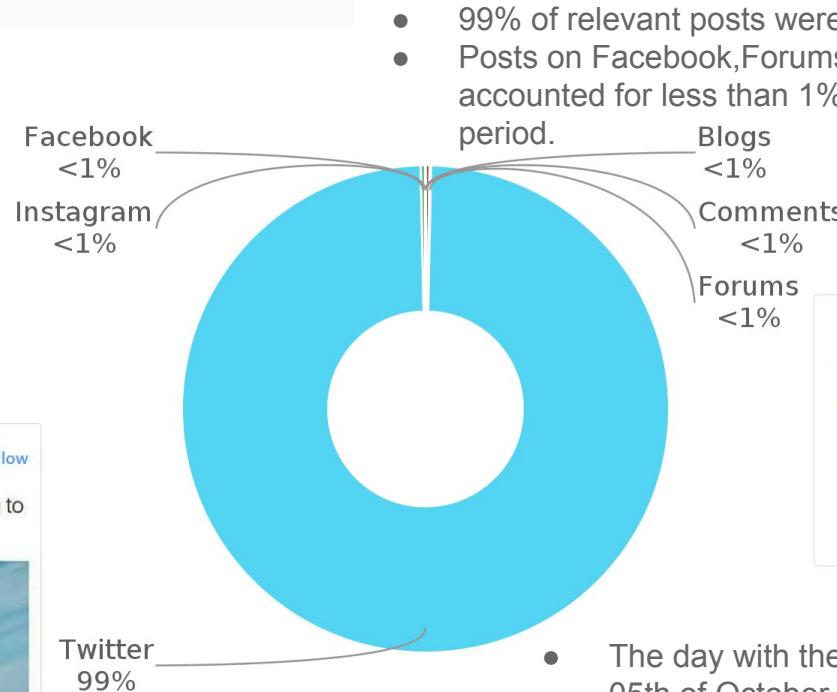
rent and those student loans isn't going to pay itself! 🤪



232 likes 7 comments

We don't encourage the blesser lifestyle but this is funny 😂😂😂😂😂

OCTOBER 17, 2016



## Blessers & Blessees - 2016 - 3rd quadrimestre

- 99% of relevant posts were identified on Twitter.
- Posts on Facebook, Forums, Instagram, Comments and Blogs accounted for less than 1% of the total conversation during this period.

Decolonially Queer  
@nigelpatel



The contradiction that is people who are anti-sex work yet pro-blesser, pro-sugardaddy, pro-sugarmama and pro-glucoseguardian.

6:27 PM - 9 Dec 2016

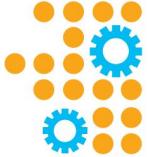
1 1

i

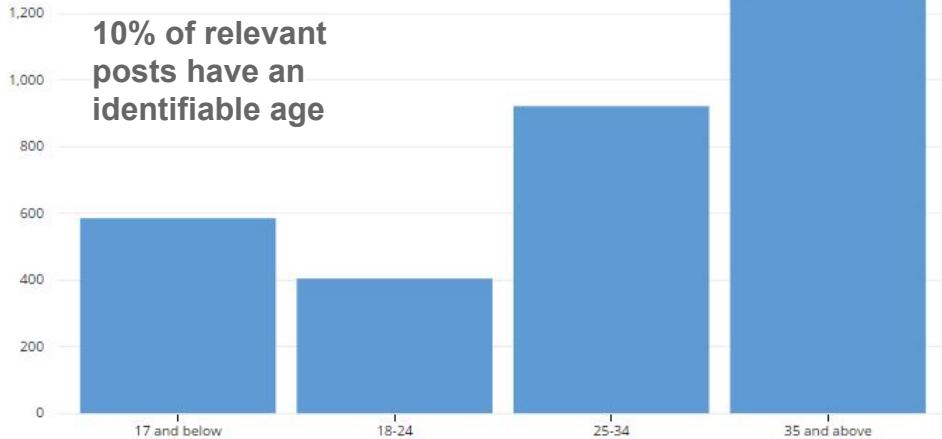
- The day with the highest number of Forum posts was the 05th of October with 30 contributions.
- The day with the highest number of Facebook posts was the 11th of April with 5 contributions.
- The day with the highest number of Twitter contributions was the 04th of May with 2,447 tweets.



# Demographics



## Blessers & Blessees - 2016 - 3rd quadrimestre

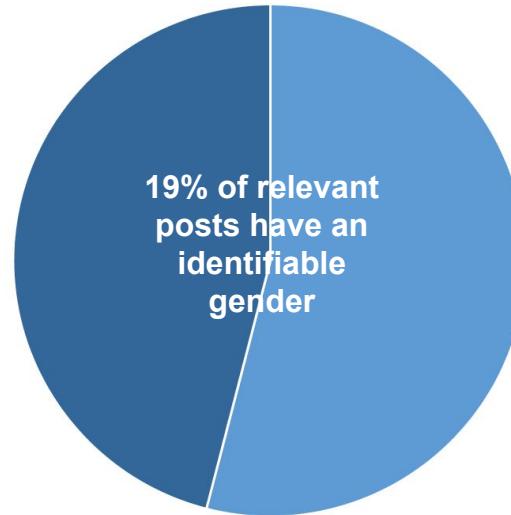


Of the relevant posts with where the age of the author can be determined:

- 18% were 17 and under
- 13% were between 18 and 24
- 29% were between 25 and 25
- 40% were 35 and above



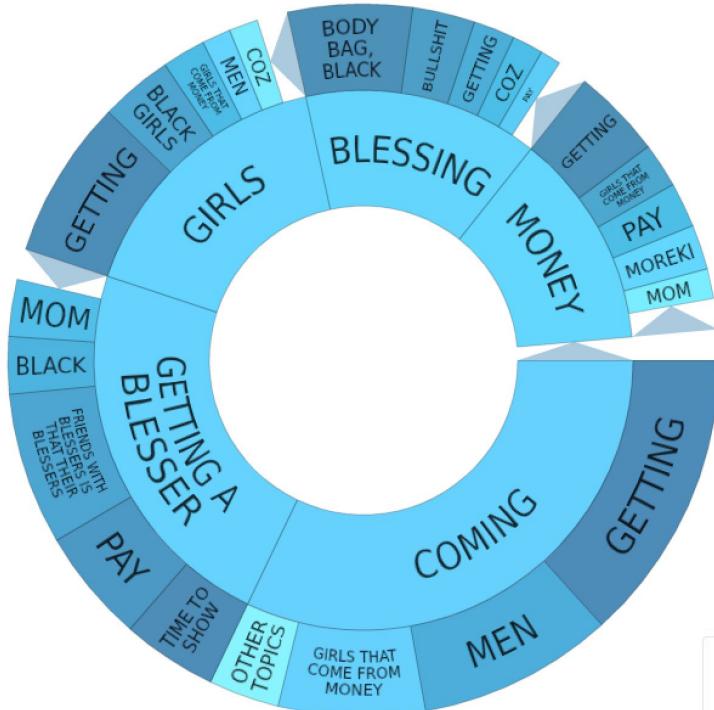
Female  
46%



Male  
54%

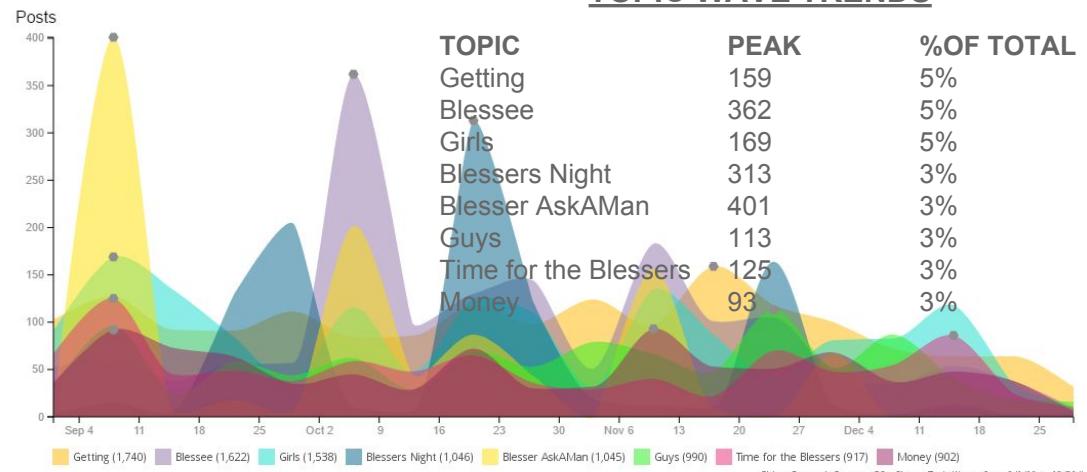


# Topic Trends



## Blessers & Blessees - 2016 - 3rd quadrimestre

### TOPIC WAVE TRENDS



**stick man** @\_vhugala

#askaman he is a blesser. Deal with it. Outsource for love and keep him for money .

10:36 AM - 10 Nov 2016

Follow

**Champ** @ludzman7

I don't know man, but I find nothing wrong with girls having 'blessers' (for lack of a better word)

9:13 AM - 17 Dec 2016 · Queenstown, South Africa

Follow

**Amanda** @Rea\_Mandy

We'll dab for the blessers 😂😂💃 #BlessersNight

twitter.com/ppmolefe96/sta...

8:39 PM - 28 Oct 2016

Follow

Still can't get over yesterday's #AskAMan felt so bad 4 that lady.Having 2 let the man she loves go coz his dad was her blesser

— Bongi (@MissCutiePie21) Oct 8, 2016

**Xikwembu Deezus** @SoSoDDeezy

she single because she wants a blesser, she don't know the consequences of being a blessee, you're not gonna live a free life

9:57 PM - 20 Oct 2016

Follow

## MOST PROLIFIC





TWEETS **129K**

FOLLOWING **30.3K**

FOLLOWERS **69.1K**

LIKES **11.1K**

**Kholisa**  [@JustKhollii\\_](#)

Blogger for @HuffPostSA |Writer| People judge you from the clothes you wear |Radio| BTMNetworkRadio.co.za | [kholisaskhweyi@gmail.com](mailto:kholisaskhweyi@gmail.com)

📍 Johannesburg, South Africa

🔗 [huffingtonpost.co.za/bloggers/kholi...](http://huffingtonpost.co.za/bloggers/kholi...)

Joined October 2012

**Kholisa**  [@JustKhollii\\_](#)

#DecemberIsTheTimeWhen Blessers are most appreciated.

8:40 AM - 1 Dec 2016

4 5

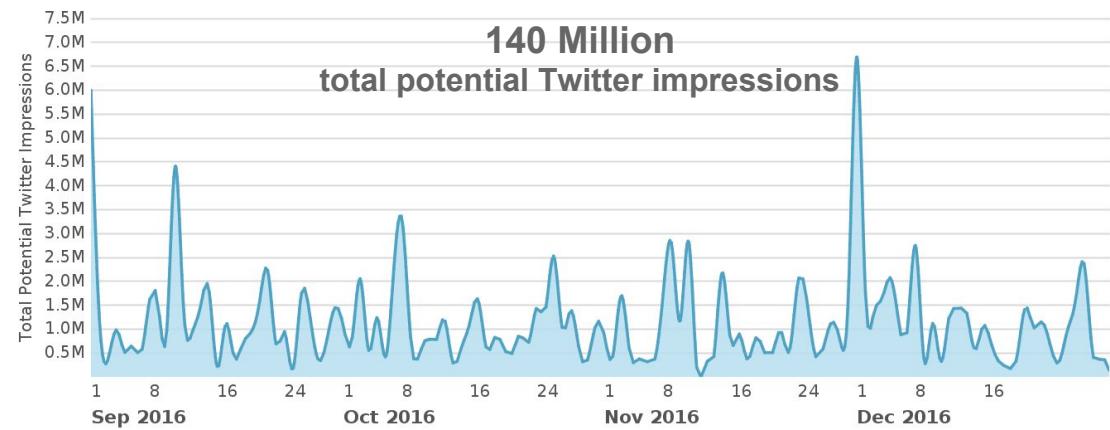
**Kholisa**  [@JustKhollii\\_](#)

I don't think blessers accomodate that category. #WhyNeedABlessing

2:45 PM - 22 Nov 2016

3 3

## Blessers & Blessees - 2016 - 3rd quadrimestre





TWEETS **182K**

FOLLOWING **3,820**

FOLLOWERS **6,039**

LIKES **456**

LISTS **1**

**Xikwembu Deezus**  [@SoSoDeezy](#)

its fucked up that most black girls goals is to have a blesser,

6:08 AM - 27 Sep 2016

1 1

**Xikwembu Deezus**  [@SoSoDeezy](#)

The So So Deezy Show - comedy show thats delaying because of witchcraft | [@RAW\\_X\\_CREATIVE](#) .Photographer, Film-maker, Creative.

📍 Soweto, Johannesburg

🔗 [facebook.com/daniel.magidi1](http://facebook.com/daniel.magidi1)

Joined February 2009

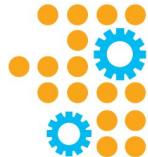
Born on May 25

**Xikwembu Deezus**  [@SoSoDeezy](#)

im not Xenophobic, but Nigerians are popular in the world for running Scams, so your blesser might pimp you out

2:50 PM - 20 Nov 2016

1 1



# Authors - Low Influencer Score

## MOST PROLIFIC

@Djkyos	123	
@LSE_KillsPromo	54	
@iJoburgNews	52	
@dee_melanin	42	
@RealBiggie	41	
@Kajment	40	
@KeitumetseLebal	37	
@Zamancwabe	36	
@Ngwanaborona	36	
@BLESSER_SA_	36	



**flashy life style**

@BLESSER\_SA\_

Blesser\_SA is our old account which was hacked but we back to bless you ladies take trips, allowance pls DM us 3 of your photos & your number.

📍 Johannesburg, South Africa

Joined August 2016

TWEETS  
**628**

FOLLOWING  
**1,145**

FOLLOWERS  
**463**

LIKES  
**28**

**flashy life style**  
@BLESSER\_SA\_

Follow

No every race@BoyceMathebula: I don't mean to be racial or anything but are blessers only black?"  
11:26 AM - 11 Nov 2016



TWEETS  
**12.9K**

FOLLOWING  
**1,004**

FOLLOWERS  
**873**

LIKES  
**676**

**King Dee**

@dee\_melanin

Dimpho Nonyane 🇿🇼 IG:dee\_nonyane //Snapchat :dee\_nonyanz 👍  
eadventureswithkingdee.blogspot.co.za

📍 Nelspruit/Pretoria

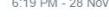
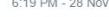
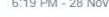
📅 Joined December 2011

📍 Born on November 02

**King Dee**   
@dee\_melanin

Follow

The Blesser movement made people to be comfortable with going out with people's dad it wasn't a problem coz its a thing #MomentsThatMade2016  
6:19 PM - 28 Nov 2016



**King Dee**   
@dee\_melanin

Follow

The biggest blesser party  
Hosted by the tycoon himself  
Serge 🔥🔥🔥 #MolokoShutdown  
8:28 PM - 28 Sep 2016



TWEETS  
**5,859**

FOLLOWING  
**3,859**

FOLLOWERS  
**3,493**

LIKES  
**35**

**KG**

@Kajment

Computer Engineer in the making  
University of Pretoria Instagram:  
kagisomanchu tweets here and now/then

📍 pretoria

📅 Joined July 2010

**KG**  
@Kajment

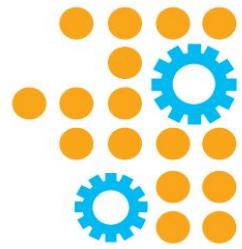
Follow

#BlessersNight

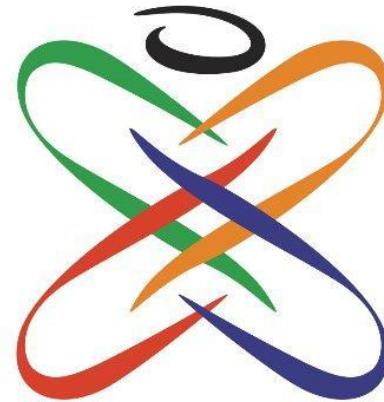
I hope yall are ready for another Blessers Night, bigger and better with even more Blessers 🔥🔥🔥

8:52 PM - 28 Sep 2016





CITIZEN  
RESEARCH  
CENTRE



**SHOUT-IT-NOW**

*Blessers & Blessees*

---

*SA Social Media: 2017 - 1st quadrimestre*



# Volume Timeline

## Blessers & Blessees - 2017 - 1st quadrimestre

### WEEKLY POSTS

Week starting 01 Jan	1792
Week starting 08 Jan	2874
Week starting 15 Jan	2160
Week starting 22 Jan	1565
Week starting 29 Jan	1082
Week starting 05 Feb	1472
Week starting 12 Feb	1055
Week starting 19 Feb	1425
Week starting 26 Feb	906
Week starting 05 Mar	948
Week starting 12 Mar	815
Week starting 19 Mar	739
Week starting 26 Mar	2536
Week starting 02 Apr	1251
Week starting 09 Apr	856
Week starting 16 Apr	1137
Week starting 23 Apr	1085

1.5K

1.0K

0.5K

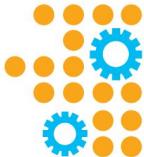
Jan 2017

Feb 2017

Mar 2017

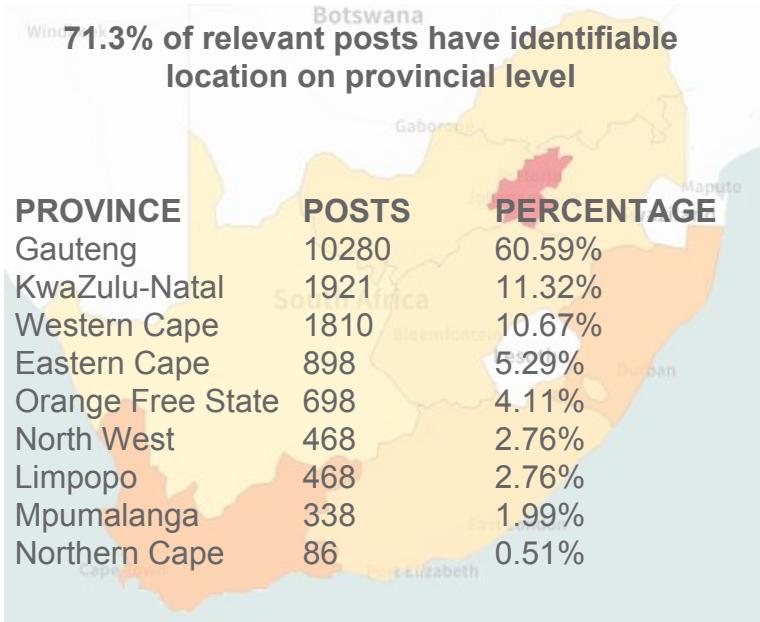
Apr 2017

- A total of 23,804 relevant posts were identified in the first 4 months of 2017
- The highest volume day was the 12th of January with 1,093 posts
- The lowest volume day was the 11th of March with 74 posts
- The highest volume week was 8-14 January with 2874 posts
- The lowest volume week was 19 to 25 March with 739 posts



# Geography

## Blessers & Blessees - 2017 - 1st quadrimestre

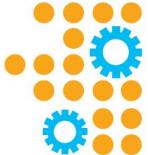


- Of the posts with identifiable location on city level, 41.584% originated from Johannesburg.
- Pretoria(17.46%) was the only other city to provide more than 5% of the posts for this period.
- Kuruman and Pretoria had the highest relevant posts per capita, of any South African city, at 3397 and 1994 post per million respectively.



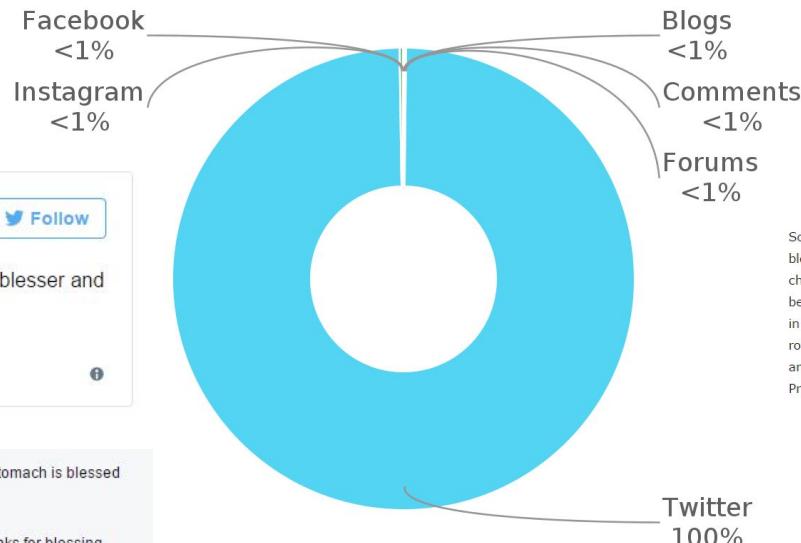
CITY	POSTS PER CAPITA (per million)	% OF TOTAL
Kuruman	3397.96	0.22%
Pretoria	1994.77	17.46%
Johannesburg	1862.01	41.84%
Polokwane	1217.93	1.75%
Bloemfontein	1157.51	3.51%
Mmabatho	1043.78	0.71%
Rustenburg	879.65	0.96%
Grahamstown	797.4	0.48%
Durban	563.94	10.07%
East London	502.03	1.11%

# Content Sources



## Blessers & Blessees - 2017 - 1st quadrimestre

- >99% of relevant posts were identified on Twitter.
- The remaining content sources made up less than 1% of the content for this period.



 I have a snack.  
 @Gcobisa\_D

This other I used to go to high school with has a blesser and he wow, she looks like heaven. I want one.

11:53 AM - 5 Mar 2017

 Khanyi Olwethu Matshezi Masizana Just ate Nandos. my stomach is blessed

Like · Reply · 1 · March 15 at 7:31pm

 Nando's Looks like we have found our blesser. Thanks for blessing us Khanyi 😊.

Like · Reply · 1 · March 16 at 8:47am

james tim ~ 4 months ago

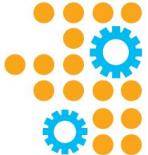
Agree on abuse of children to go out and do their work.What did the heads of schools said,did they allow them to go out and support corruption.Those heads need explaining to do.Give any child a t-shirt,they will take it to them its clothing something to play with.Infact they bought them,ANC you didnt differ like sugar daddys and BLESSERS,you just did it the other way round.You did not care about the education.Go to schools today,lot wont be there tired or scared.

1 ^ | v · Reply · Share ·

So, now that we know that we have a common criminal as the President, a liar, a rapist, a blesser, a man totally devoid of any kind of morals, except the morals of enriching his own children, a man laughing us out in our faces because he is using our own laws against us, because he controls and directs the law enforcers, I am just wondering what role our media in this country played in keeping the full naked truth about our President under wraps and the role certain media played, wittingly and unwittingly, to promote the survival of this President and to cause the downfall of good men who were axed because they wanted to go after the President and his cronies.

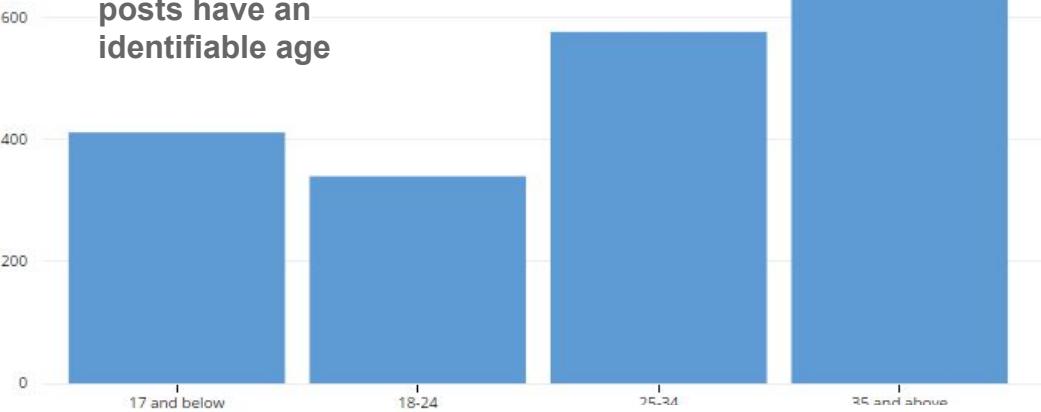
- There were a total of 2 Facebook posts in this period
- There were a total of 2 blog posts in this period
- There were a total of 2 forum contributions in this period
- The 10th of April saw the highest number of comments with 5 contributions
- The day with the highest number of Twitter contributions was the 12th of January with 1,093 tweets.

# Demographics



## Blessers & Blessees - 2017 - 1st quadrimestre

**9% of relevant posts have an identifiable age**



Of the relevant posts with where the age of the author can be determined:

- 20% were 17 and under
- 16% were between 18 and 24
- 28% were between 25 and 25
- 37% were 35 and above

Female  
47%

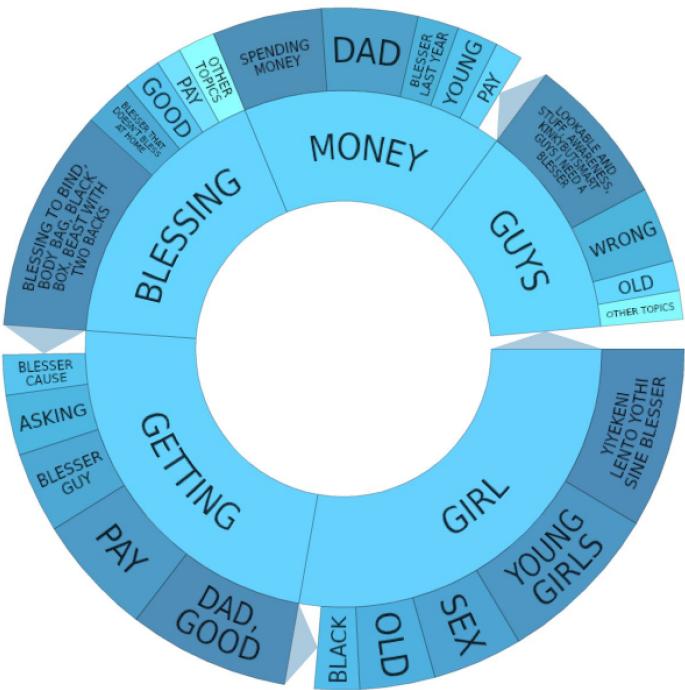
**19% of relevant posts have an identifiable gender**

Male  
53%

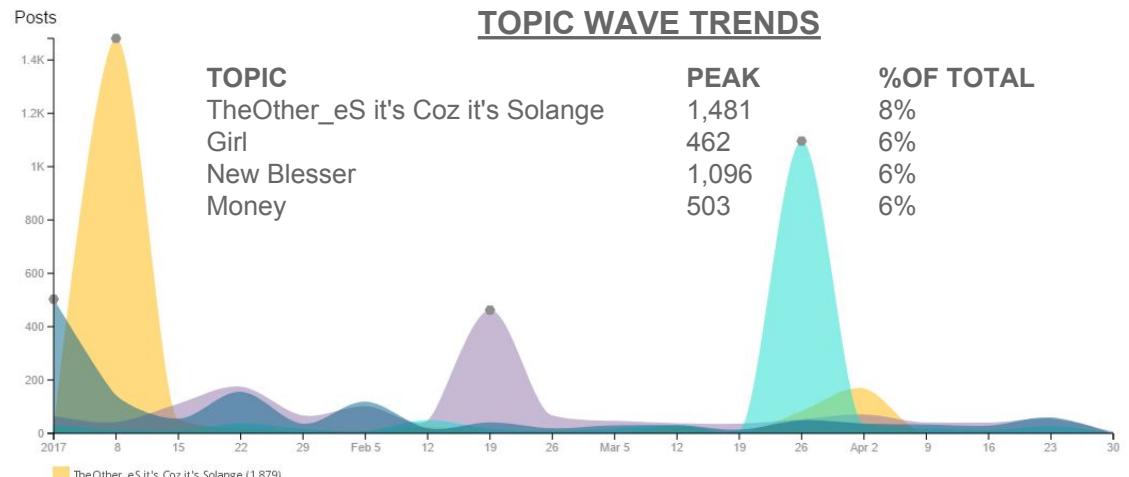




# Topic Trends



## Blessers & Blessees - 2017 - 1st quadrimestre



 **Tsepile**  [@tsepie\\_](#) 

I was actually a blesser, I can't believe I wasted so much time and money on a guy. I mean he wasn't broke at all, nigga was just stingy AF 😢

7:46 PM - 10 Mar 2017

 **GEMINI\_TWENTY** [@TwananoZA](#) 

You do not worry about money coz blessers are there pump money for you [twitter.com/MpumeyLowLow/s...](#)

8:40 AM - 4 Apr 2017

 **Afika(Ah-fee-ka)** [@Fikaflexi](#) 

Now I understand why these girls get blessers. But that doesn't make it right though. Don't get it twisted.

12:01 PM - 24 Apr 2017 · Bloemfontein, South Africa

 **Tebogo** [@tmabaso101](#) 

That's it, blessers are the new bazwalane. [twitter.com/SowetanLIVE/st...](#)

11:57 AM - 19 Jan 2017

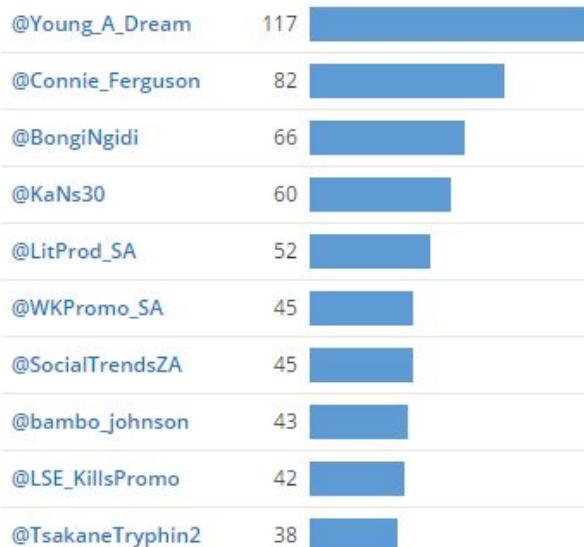
 **Soraya EBB**  [@TheOther\\_eS](#) 

It's Coz it's Solange. If it were Palesa from ko khoneng yal would say she has a blesser [twitter.com/Sthe\\_makubu/st...](#)

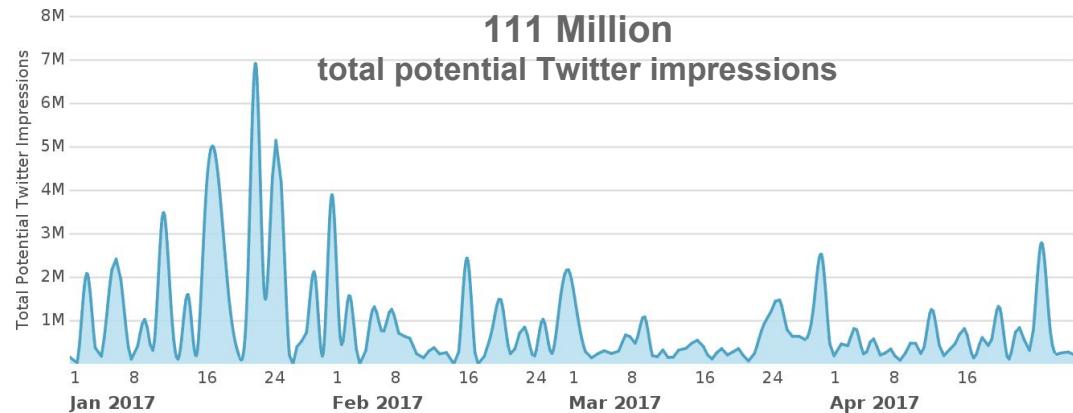
11:48 AM - 12 Jan 2017

## MOST PROLIFIC



## Blessers & Blessees - 2017 - 1st quadrimestre





**N'wa Mabasa**  
@TsakaneTryphin2

No matter how good or bad you think life is, wake up each day and be thankful for Life Someone somewhere else is fighting to survive

Location: South Africa (Limpopo)  
Joined: January 2016

TWEETS **72.5K** FOLLOWING **8,420** FOLLOWERS **9,155** LIKES **45.2K**

**N'wa Mabasa** @TsakaneTryphin2

@imramushu Lol he want to be your Blessing Ishy don't you see that  
8:37 PM - 9 Jan 2017

Follow



**Kriskiddofficial**  
@KrisKidOfficial

If you bought her an iPhone 7 Plus you are definitely a #blessing 😂😂😂😂 #blessers out now link on my bio  
Up Coming Artist | Spanish Trap King | bookings.kriskid@gmail.com | #Blessers  
m.audiomack.com/artist/kriskid...

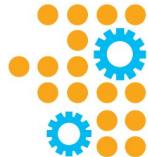
Location: South Africa (Limpopo)  
Joined: November 2013

TWEETS **938** FOLLOWING **298** FOLLOWERS **274** LIKES **225**

**Kriskiddofficial** @KrisKidOfficial

If you bought her an iPhone 7 Plus you are definitely a #blessing 😂😂😂😂 #blessers out now link on my bio  
10:17 PM - 15 Feb 2017

Follow



# Authors - Low Influencer Score

## Blessers & Blessees - 2017 - 1st quadrimestre

### MOST PROLIFIC

@Young_A_Dream	117
@BongiNgidi	66
@KaNs30	60
@LitProd_SA	52
@LSE_KillsPromo	42
@TheStunners_SA	30
@kzasoze	30
@victorchrisboy1	27
@KuraraFM98_9	25
@ThembarifumoS	25

TWEETS 36.9K FOLLOWING 2,034 FOLLOWERS 3,920 LIKES 36.4K

### THEMBA SHIVAMBU.

@ThembarifumoS  
Rifumo Ra Xiyimo (Pty)Ltd. We provide better service around Soweto and the surrounding areas.  
0730553663/2128413 Thank you God.  
📍 SOWETO FROM MUYEXE  
Joined November 2015

THEMBA SHIVAMBU. @ThembarifumoS Follow  
Loko uni Gangisa ute utani #Blessed. 😊 se #Blessed phela. #14 February #Valentines Day. 😊 Aninga swi mean mina, ano ndlela ku Rhandziwa. 😂 ❤️ 😍 9:05 PM - 14 Feb 2017  
1 1 1

THEMBA SHIVAMBU. @ThembarifumoS Follow  
@lonia\_baloyi @RealThembzana # @shinyorij Themba Chauke #Blessed. Mali wani nyika Right? Unga endli onge noku Secha Bote. 😊 🎉 😍 #Blessed phe 😍 11:10 PM - 18 Mar 2017  
1 1 3



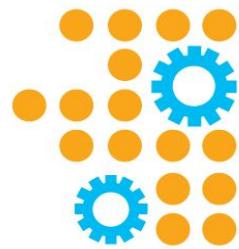
TWEETS 15.2K FOLLOWING 2,629 FOLLOWERS 429 LIKES 93 LISTS 1

### Kza

@kzasoze  
Midrand  
[mcaf.ee/n2w9z3?kzasoze](http://mcaf.ee/n2w9z3?kzasoze)  
Joined October 2009

Kza @kzasoze Follow  
'Blessee' Amanda Cele wants to be Nasty C's sugar mama [riv.ly/5vbCO](http://riv.ly/5vbCO) 1:51 AM - 27 Jan 2017  
1 1 1

Kza @kzasoze Follow  
Horror end for teen lured by 'blessed' [newsivesouthafrica.co.za/news-live/horr...](http://newsivesouthafrica.co.za/news-live/horr...) 8:39 AM - 19 Jan 2017  
1 1 1



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**SHOUT-IT-NOW**

*Blessers & Blessees*

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*Overview*

## Full Reporting Period

- **Volume:**

Across the reporting period, 231,546 engagements were captured in public social media South Africa (representing 0.03% of the general RSA conversation over the same period). The largest increase in volume was the result of a planned R3b investment by the Department of Health to “protect girls from blessers”. This resulted in a protracted (anti) engagement from the broader community base. This resulted in 61 504 engagements in May 2016 - 0.24% of the total volume of conversation in the general RSA conversation for the same month - a 10 fold increase in contribution compared to the full research period average of 0.03%.

- **Geography:**

When comparing the physical location of the conversations taking place on the topic of Blessing, Gauteng drives 63.13% while the Western Cape drives 10.44 (an almost identical contribution as KwaZulu Natal). When comparing this to the general RSA conversation for the same period, Gauteng is also the top contributor but at a far lower proportion (at 54.43% - 8.7% less than in the Blessing conversation). Conversely, the Western Cape contributed significantly less in the Blessing conversation than they contribute to the general RSA conversation (20.8% in the general conversation, a 10.3% higher contribution than the Blessing conversation). This drop in the Western Cape signifies a 50% decline in participation relative to the benchmark. From the perspective of cities which contribute significantly to the conversation, Pretoria contributes the most per capita out of all large cities at 20,757 post per million residence. This is followed by Johannesburg at 18,410 posts per million residence. Interestingly, Grahamstown is in the top 5 (compared to position 11 in the general RSA conversation) with 11,567 posts per million residents.

## Full Reporting Period

- **Content sources:**

Exploring content sources across the reporting period, it is noted that upward of 99% of the conversation gathered originates from Twitter. This is inline with the general RSA conversation which reports the same figures for public domain social media. In terms of the use of each specific content source by the user, it is noted that Twitter is where general discussion about the topic takes place. Facebook is used for relationship brokering for which there are reams of Facebook pages to which both parties publish liberally in an attempt to acquire a suitable match. Once in a relationship, Instagram is the platform of choice of blessees wishing for others to see their successes and conspicuous consumptions.

- **Demographics:**

From a demographics perspective, the largest difference between the age contribution in the Blesser conversation and that of the general RSA conversation is the relatively low contribution from the over 35 age group at 38% compared to 57% in the general RSA conversation. Interestingly, removing this age group leaves 50% of the contribution coming from the 25 - 34 age group (vs 41.86% for the same performed on the general RSA conversation). Looking again at the data with the over 35 age group excluded, we see 9.79% less conversation originating from the under 18 category - a significant point given the wholesale risks associated with younger participating Blessees. From the perspective of gender, the conversation is contributed to in a near identical way between the Blesser (47% female) and general RSA Conversation (44% female).

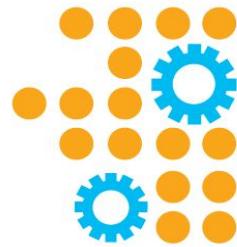
## Full Reporting Period

- **Topic Trends:**

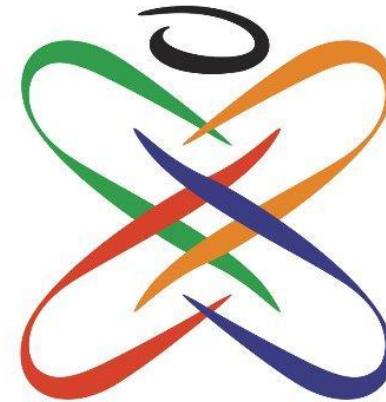
Looking at the key topics across the reporting period, there are three main thematic areas (as grouped by concept closeness not segmentation) these were, individuals looking for or discussing their/friends blesser/blessee relationships. The second was individuals noting government's hypocrisy given that many are perceived as blessers in their own right and the third is the R3b that the Department of Health intended to invest into interventions on the topic. When exploring topic waves, key over the reporting period include "Getting" (23% of total), Blessee at 12%, the TV program Checkpoint (2%), Time for the Blessers (3%) and the radio show AskAMan (2%) are all key trends. President Zuma appears in 1% of the identified trends - mainly linked to photos appearing of him with a teenager who "claimed he was her blesser".

- **Authors:**

When exploring the authors who were engaged the most in the conversation, the highest single engagement is with MolokoPretoria (a club in Pretoria), with over 1500 engagements over the reporting period. The vast majority of this conversation was driven by women noting their excitement at a blesser event at the venue. A number of events were held over the reporting period with Kong\_urban in Johannesburg partnering with them on more recent activities. At almost half the engagement of Moloko, akaWorldWide (with 1.67m followed at present day measures) received over 800 engagements - largely off the back of a song called "One Time" which addresses the Blesser culture in South Africa. Bonang\_m a well known radio host (associated with AskAMan) received over 640 engagements over the reporting period. Next is BlesserFinder (530+ engagements) which actively promotes the blesser culture, is instrumental in the "moralsMustFall" movement and is actively working to link Blessers with Blessees.



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**SHOUT-IT-NOW**

*Blessers & Blessees*

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*Focus Areas for Categorisation*



# Focus Areas for Categorisation

The scope of this report is the role of blesser/blessee relationships on HIV infection rates in South Africa.

The identified focus areas for categorisation represent the factors specific to blesser/blessee relationships which increase the risk of sexually transmitted infections and diseases.

We have ignored factors which reduce the likelihood of choosing safe sex - when given the option - as these as these are not unique to blesser/blessee relationships.

These areas will form the basis for categorisation of the total blesser & blessee conversation.

Once the categorisation is complete we will have all the information required to write and execute a tailored, responsive and in-depth engagement strategy with measurable outcomes.

The focus areas are:

Intergenerational Sex  
Power Imbalance

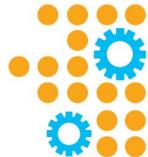


Puseletso-Repeat  
@Miss\_Puse

 Follow

Blessers & Blesse isn't problem, d real issue  
is hiv/aids spread through unprotected sex.  
Galz take care of yrselvs hle #AntiBlessers

8:24 AM - 16 May 2016 from Diepkloof, South Africa



# Focus Areas for Categorisation

## Intergenerational Sex

The likelihood of contracting a sexually transmitted infection or disease increases with an increased number of sexual partners.

Although an individual blessers may not be more promiscuous than an individual in the general population, blessers in intergenerational relationships are likely to have had more sexual partners than the peers of their blessees - due to the comparative number of years they have been sexually active.

Often these relationships are not exclusive for either party involved - blessers may have multiple blessees as well as possibly a spouse; blessees may in their own right be married, have a significant partner or be partaking in casual sex outside the blesser/blessee relationship.

In this type of arrangement, unprotected sex creates a multi-tier exposure risk.

First tier: blesser ← → blessee transmission.

Second tier: blesser/blessee → external partners/other blessees/ spouses

A screenshot of a Twitter post from the user @yonondy. The profile picture shows a woman with short dark hair. The post text reads: "HIV and AIDS is real! Your blessers are probably carrier's of it, cause when you were 10 he was probably sleeping with his 10th girl". Below the text is a yellow hand emoji. At the bottom left, there are "LIKES 2" and a small profile picture. At the bottom center, there is a reply icon. At the bottom right, there is a retweet icon. The timestamp at the bottom is "1:20 PM - 8 Mar 2016".



## Focus Areas for Categorisation

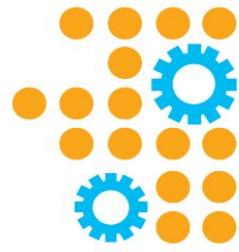
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### Power Imbalance

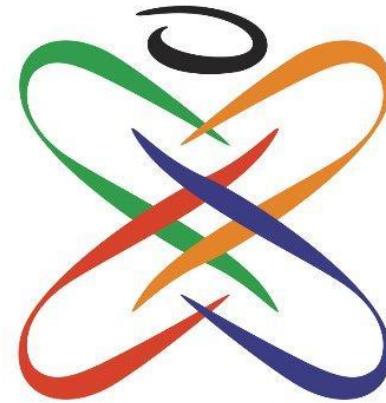
Specific terms and conditions of blesser/blessee relationships vary greatly between individual relationships - with blessees having varying degrees of power to negotiate and personal freedom. This said, these relationships, by their nature, are based on an imbalance of power.

The imbalance could range from negligible (a blesser not being as generous leading to less compensation to the blessee), financially manipulative (desperate blessee needing survival money for food, tuition fees, rent etc), emotionally and psychologically manipulative (this is especially true for minors and teenagers who do not have the skills, confidence, knowledge or experience to identify and fully understand the risks), even potentially lethal power imbalances (blessees are often geographically isolated from friends and family, in foreign countries or cities, on excursions with people unknown to them).

These imbalances contribute both actively and subconsciously to the disempowerment - on the part of the blessee - to negotiate for safer sexual practices or expect honesty from their blesser regarding HIV status or other sexual partners.



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*Blessers & Blessees*

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*Sample Posts*



# Blessers & Blessees Sample Posts

 **ImReallyDifferent™**  
@Rabbi\_Putuka



Raw baps" @knytty: Baps "@DineoPamela: What do blessers get in return k'qala?"

RETWEETS  
2



4:39 AM - 2 Jul 2016

 **I am Neo**  
@DeeJayMphoZAR



Which Blessing wears a condom thou? Not even Serge

9:10 AM - 11 Jul 2016

 **Sundowns\_Fanatic** ★  
@Solomon\_Madube



What I know & I'm sure of.. a Blessing won't bless you & want to use a condom.. & remember you not the only one he sleeps with.. #BlessersNight

RETWEETS  
4



5:40 AM - 18 Jun 2016

 **Amo**  
@Amzodo



A girl I know also had a Blessing back when we were in varsity. I remember the time she caught a std cz Blessing wouldn't use a condom 💔

1:17 PM - 10 May 2016 from Roodepoort, South Africa

 **Sammy**  
@sammy199blah



This "blessing" Serge Cabonge admits to giving women 80k only for unprotected sex with him. He's paying 80k to any woman that wants AIDS. Hmmm

12:04 PM - 10 Oct 2016

 **Zulu Girl Magic** ★  
@SolangaKnowles



Replying to @Jardashian

plot twist: Level 4 = no condoms allowed. Xolelwa gets HIV, confronts the blessing with test results, gets kicked off the team

LIKE  
1



10:41 AM - 21 Nov 2016

 **TellyMosisa**  
@thelmamosia60



I wonder whether the ladies are aware that it's practically impossible to negotiate condom use with the 'blessers'.

8:49 AM - 15 May 2016

 **Babalo**  
@BabaloZAR



Blessers & sponsors are destroying so many young girls' lives. Many are married, have multiple sexual partners & don't use condoms

#HIV

2:41 AM - 18 Dec 2016

 **Nobel Professor**  
@Remmi\_Rosenyork



Also, blessers would feel entitled to unprotected sex because "I do so much for you to expect me to wear a condom"

ALPHA ROYCE. ™ @alpharoyce\_

Replying to @alpharoyce\_

also, i wouldn't want the person to think they can control me & what i do just because they're giving me money.

12:56 AM - 15 Apr 2016

 **Tatenda\_Abel** 🇿🇼  
@tatenda\_abel



Blessers don't wear condoms it's written somewhere in the book 📖 of Jezebel

RETWEET  
1



1:13 PM - 17 Apr 2016 from Benoni, South Africa

 **Phakathwayo.**  
@Nomvelo\_Gumede



I don't think you have the right to ask if your blessing is HIV+ #Checkpoint

1:06 AM - 12 May 2016

 **Sibu Q**  
@Sibu\_Q



Sugar Daddy knows he's HIV+ & sends driver to collect his ARVs, Sugar babe found out and he tells her, she'll take her to Dubai. 😞 #ShugaS3

12:18 PM - 3 Dec 2013



# Blessers & Blessees Sample Posts

 **TaxidriverSipho**  
@TaxiDriverSipho

Tell me ladys. ..what happens if the Blessing does not want to put on condom and u have already eated his money?

RETWEETS LIKES  
17 13

8:39 AM - 16 May 2016

 4  17  13 

 **mslekala** @mslekala · 16 May 2016  
Replying to @TaxiDriverSipho  
post exposure prophylaxis?? and morning after pill??  
 2   

 **Khamene Kancinci** @the\_besnotXv · 16 May 2016  
in that case we wud tawn & moer PEP in the morning  
 1   

 **Thabang M**  
@THIZZY\_M

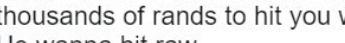
No Condom shall be pulled out for a Blessing  
  
Nkosi Thank You I wasn't a Woman 🙏

#CheckPoint

RETWEET  
1

12:55 PM - 10 May 2016

 **nyaningwe**  
@ntokozoe

Lama blessers hit it raw.. No man can spend thousands of rands to hit you with a condom. He wanna hit raw  


5:03 AM - 23 May 2016

 **Megatron**  
@uNgcebo

One of my niggas who isn't a nerd got a female blesser and he's always complaining that she never allows him to bap her with a condom

RETWEET  
1

11:52 PM - 29 Jun 2016

 **nyaningwe**  
@ntokozoe

Lama blessers hit it raw.. No man can spend thousands of rands to hit you with a condom. He wanna hit raw

5:03 AM - 23 May 2016

 **Try Catch()**  
@liva\_T

Apparently sugardaddies / Blessers are allergic to condoms, Ya'll like Watloo neh 😞

11:42 AM - 10 May 2016

 **Navika.**  
@iam\_Navz

They be going raw with blessers that's why.

 **issa nerd** @givenprime  
People are not afraid of getting sick twitter.com/iam\_Navz/status...

4:18 AM - 26 Mar 2016 from Johannesburg, South Africa

 **Anelisa**  
@LeeBellaRossa

Can't sleep with a blesser that wants it raw. Noske kuyekwe 😂

6:34 AM - 15 Feb 2016

 **Moseri**  
@Moseri08



Replies to @kgarudi99  
@kgarudi99 the disease spreading problem does not come from blessers thing, it comes from unprotected sex which happens all over

11:30 AM - 10 May 2016 from eMalaheni, South Africa

 **Kgetheng Mogane** @kgarudi99 · 10 May 2016  
Replying to @Moseri08  
@Moseri08 yeah but what if the blesser uses his blesser power to demand unprotected sex in exchange for his blessings?  
 2   

 **Moseri** @Moseri08 · 10 May 2016  
@kgarudi99 The girl should be conditioned to say no to unprotected sex, even the blessers should be having the I don't fuck raw mentality  
 1   

 **Kgetheng Mogane** @kgarudi99 · 10 May 2016  
@Moseri08 I think that's where the Doh steps in, educating these women to say no to unprotected sex just cos he's a blesser.  
 1   

 **Moseri** @Moseri08 · 10 May 2016  
@kgarudi99 Everyone should understand the consequences of unprotected sex.

 **Moseri**  
@Moseri08

Replies to @kgarudi99  
@kgarudi99 THE BIG ISSUE IS UNPROTECTED SEX, THN LETS APPROACH IT STR8. BLESSERS COME WITH A LOT OF BENEFITS WHICH THEIR MARKET CAN'T IGNORE

11:36 AM - 10 May 2016 from eMalaheni, South Africa



# Blessers & Blessees Sample Posts

 Matshidiso Madia  
@tshidi\_lee



#BacckToSchool Ramaphosa tells the female pupils about the 7 Bs - Books Before Boys Because Boys Bring Babies! Word!

RETWEETS 7 LIKES 13



10:42 PM - 10 Jan 2017

 BlackTweeterX  @BlackTweeterX



Lot of this Girls is HIV Positive...  
Avoid Fucking GIRLS WHO ARE MATERIALISTIC, Blessers Rarely Use Condoms and Rarely Fuck One Girl.

2:06 AM - 30 Mar 2016

 Theko  
@ThekoSpeaks



Blessers should be educated about the dangers of unprotected sex with Blessees, every week an estimated 2000 women betw 15 & 24 contract HIV

3:30 AM - 21 Jul 2016

 Caulifla  
@Gery\_Rogers



Niggas should stop hitting it raw and going down on that kitty.These blessee's will bless yall with STI's/STD's #Checkpoint

1:28 PM - 10 May 2016

 SK  
@SekgeneMametja



S.A. would be a better place if girls dated boys their age. Blessers contribute hugely to HIV infections 😞

9:23 AM - 1 Dec 2016

 BRUCE  
@sugarfreebruce



So many young people going to die of HIV/AIDS due to this Blessing lifestyle. Not just the girls, but the dudes that'll date them after.

3:43 PM - 3 Apr 2016 from Durban, South Africa

 Glamzee  
@Rock2Goddess



So now girls are the one's who are spreading HIV 2 these innocent young men 😞😞 really minister!!! Blame it on a girl child..blessing, SugarD

8:17 AM - 10 May 2016

 ImReallyDifferent™  
@Rabbi\_Putuka



some girls love money so much that the only thing they deserve is a blesser with HIV, just to teach her to appreciate the little things

11:27 AM - 18 Oct 2016

 Banele  
@Banele\_Charisma



It's actually disgusting that the same age group of females with the highest # of HIV infections are busy entertaining this blesser thing

RETWEETS 2 LIKES 1

3:57 AM - 18 Jan 2017

 El Jefe  
@KoKo\_de\_Nake



This hun got a blesser. He started abusing her and demanding sex. He then started refusing to wear a condom. Now she has HIV.



RETWEET 1 LIKES 1

1:00 PM - 31 Mar 2017

 lovehowniee  
@lovehowniee

Replying to @KoKo\_de\_Nake  
But then 😞.. it's funny coz she has HIV ??



# Blessers & Blessees Sample Posts

SEAN @Nkosinathii · 12 Apr 2016  
Plus he's loaded...but I'm afraid of stepping forward with him what if this causes drama with my hittas?

YourBoyLui @Lujiano\_ · Nothing wrong with having a plan to be in his Will [twitter.com/Nkosinathi\\_D/status/717041111111111111](http://twitter.com/Nkosinathi_D/status/717041111111111111)

YourBoyLui @Lujiano\_ · 12 Apr 2016  
@Nkosinathi\_D your what?

SEAN @Nkosinathii · 12 Apr 2016  
@Lujiano\_ people hitting on me

YourBoyLui @Lujiano\_

Replies to @Nkosinathii

@Nkosinathi\_D why do you need to hoe when you have a legal blesser

RETWEET 1

3:38 PM - 12 Apr 2016

1 1 1 1 1 1

Tweet your reply

SEAN @Nkosinathii · 12 Apr 2016  
Replies to @Lujiano\_  
@Lujiano\_ i get too attached too easily

pablo @brxvooo

If i was a female, i would've prolly got a blesser before it was even a popular thing

3:04 PM - 22 Nov 2016

1 1 1 1 1 1

HIV/AIDS TB @Aids\_RSA

Follow

Mainstream media glamorised promiscuity has great influence in behavioural patterns. Reducing spread of HIV to #Blessers is losing the plot.

RETWEET 1

2:59 AM - 26 Jun 2016

1 1 1 1 1 1

Tweet your reply

HIV/AIDS TB @Aids\_RSA · 26 Jun 2016

Replying to @Aids\_RSA  
Having ONE #Blesser paying for essential needs is not as dangerous as SLEEPING AROUND because "it's cool" to do so. #Promiscuity #HIV #AIDS

1 1 1 1 1 1

Charlie Gomza™ @Gomza\_chaaane

Follow

#KasiTaughtMe that when u get a onenight stand with a stranger chick frm previous night club, the next morning u pay #Mavuso or else 10111..

LIKE 1

9:30 AM - 22 Apr 2017

PITSO @\_Pitso30

Follow

Beats me too bokkie" @NeoBokkie: A blesser has been there even before the word got popular, I don't get why we need to entertain it :)"

1:56 PM - 14 May 2016

1 1 1 1 1 1

Modern Black Dreams @SasTheScientist

as a blesser you dnt even gotta be popular to smash them all , just bless one of these loud mouths on social media and you set,free ad space

RETWEETS 6 LIKES 2

8:29 AM - 15 Feb 2016

Ntombikayise @koren\_devereux

What Checkpoint inadvertently went and did was glamourise it. A better stance would have been the socio-economic reasons why Blessers thrive

RETWEETS 3 LIKES 2

11:43 PM - 14 May 2016

Tebogo Masike @t\_masike89

14 year olds talking about their blesser not sending them money to buy pumps....absolutely disgusting

1:22 AM - 18 May 2016



# Blessers & Blessees Sample Posts

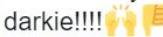
 Yankie  
@Moto187

You are sooooooooo wrong if you think girls chasing money and blessers are the only once to get infected with HIV.

RETWEETS 2 | LIKES 2

3:46 AM - 11 May 2016

 Kgoshi Octavious  
@kingTablets

About 2,5G's females get infected with HIV in SA per week and they still chasing blessers  
 = = =  darkie!!!! 

12:07 AM - 11 May 2016 from Johannesburg, South Africa

 Mecca  
@Sinakho\_Ooma

Nigula kanje 😊 anything can give you HIV.  
Uncircumcised, circumcised, rich niggas,  
blessers, broke niggas .  
Konke !!!

12:38 AM - 20 Oct 2016

 Vuvu Trom  
@Vovotrom

HIV/AIDS prevalence can't be stopped by  
blessers. People have been getting HIV from  
their broke partners.

Mongalo Lorraine @MongaloL  
#AntiBlessers some people be blessed with HIV/AIDS and still feel blessed bohlanja fela

8:43 AM - 16 May 2016

 Furaha B Tungande  
@Forever\_FiFi

What happens when your blesser wants to hit  
it raw & ends up blessing you with something  
you can't get rid of? Now what? It's lit 🔥

RETWEET 1 | LIKE 1

1:36 AM - 22 Dec 2015

 END HIV & TB!  
@PASOPGP

Q&A: What is @GautengHealth doing to  
educate young women about being involved  
with #Blessers & to practise safe sex?  
#SexinGauteng #AIDS2016

11:30 AM - 21 Jul 2016

 I am me  
@MsKopano

SAfricans lets not be ignorant not only  
blessers can infect u with HIV or STDs even  
the "young" bfs with many side chicks can  
infect u too

6:43 AM - 10 May 2016

 Monties 😊  
@IamTsotsolo

All I'm saying is HIV is everywhere, the rich,  
destitute , middle class! You just have to be  
safe all the time , blesser or not!

RETWEETS 26 | LIKES 6

2:39 AM - 20 Apr 2016

 bs-detector  
@finishnotklaar

Since its a free country,my only plea to  
blessers and blesees;pls use condoms.

1:41 AM - 19 May 2016

 Priscillia Zebo  
@MiSsPriTTyPriSS

Ur blesser sleeps with up to 10 woman in a  
week, some without condoms. So ur telling  
me that money is far more important than a  
disease 😐

3:27 AM - 14 May 2016



# Blessers & Blessees Sample Posts

**XXL Magazine**  @XXL

Wow.

People are saying the most savage sh\*t about R. Kelly and his 19-year-old girlfriend  
[trib.al/tSbRR9V](http://trib.al/tSbRR9V)



RETWEETS 103 LIKES 147

11:49 AM - 8 Aug 2016

**Tumi Stutja**  @TumiStutja

people who should be mentoring us are turning back to our communities as blessers to infect our future wives with monster HIV/AIDS!

1

4:02 AM - 21 Jul 2016

**Behavior Scientist** @AntiSheepCEO - 8 Aug 2016  
 Replying to @XXL

I don't see any problem with this.  
 This girl is a fucking adult and she made her own decision to be with R Kelly.  
 People are salty as f

**DIViNe ThOuGhTz** @DrPhilBadVibez - 8 Aug 2016  
 Replying to @XXL

MY NIGGA STAY TRYNA RAPE SUTTIN!!!!

**The Podcast Critic** @DanZtoe - 8 Aug 2016  
 Replying to @XXL

R Kelly should have no problem conversing with her dad since they're about the same age. Just sit back and listen to the Commodores.

**Christian** @LivChristianLiv - 8 Aug 2016  
 Replying to @XXL

Everyone is shocked that R Kelly would date a girl that old. Never heard of him being with someone old enough to attend #college @XXL

**R.Corrine** @MrCorrine - 8 Aug 2016  
 Replying to @XXL

Half these people commenting would do the same thing at his age.

**S Vegas** @svegas100 - 8 Aug 2016  
 Replying to @XXL

This dude is sick too me!!

**|Ponyboy|SLFW** @brandonaanthony - 8 Aug 2016  
 Replying to @XXL

fuking weird. Shes guna take his money

**Lowkey** @Lowkey\_4real - 8 Aug 2016  
 Replying to @XXL

fuking weird. Shes guna take his money

**Black Fibonacci** @jaylocsta37 - 8 Aug 2016  
 Replying to @XXL

and rightfully so. Shit silly as hell

**@sleekk\_** - 8 Aug 2016  
 Replying to @XXL

wtf 😂😂😂😂😂😂

**SA Breaking News** @SABreakingNews - 24 Jun 2016

'Blessers' spreading HIV/Aids: Deputy President Cyril Ramaphosa said on Friday that young women should stay a...



**'Blessers' spreading HIV/Aids**

Deputy President Cyril Ramaphosa said on Friday that young women should stay away from 'blessers', as there is a higher risk of them contracting HIV.  
[sabreakingnews.co.za](http://sabreakingnews.co.za)

**Isaac maphangule**  @Stofelphangs

Replies to @SABreakingNews

maybe these blessers they've got shower heads in their homes to clean themselves after spreading HIV and AIDS [@NyanNyan](#)

12:03 AM - 25 Jun 2016

**François Marais**  @Pyrethrum58

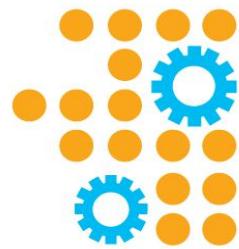
Very rich coming from a moron with a bunch of wives and who had unprotected sex with a HIV positive lady. Blessers#1 😠

**News24**  @News24

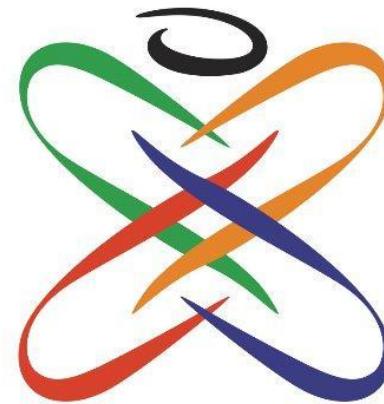
News24.com | We must protect women from exploitation - Zuma [trib.al/uMVcg6e](http://trib.al/uMVcg6e)

RETWEETS 3 LIKES 2

8:06 AM - 16 Jun 2016



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**SHOUT-IT-NOW**

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*Blessers & Blessees*

*Engagement Strategy*



# Engagement Strategy

<b>Objectives</b>	<ul style="list-style-type: none"><li>• Increase overall blesser related discussion in the RSA online conversation</li><li>• Educate the market on the risk of inter-generational sex</li><li>• Increase awareness on what an imbalanced power relationship looks like</li><li>• Increase volume of those asking for assistance</li><li>• Educate and empower individuals to extradite from or manage imbalanced power relations</li><li>• Increase discussion relating to positive condom use in their blessing relationship</li></ul>
<b>Key Messages</b>	<ul style="list-style-type: none"><li>• The more partners your partner has had increases your risk of AIDS and other STIs</li><li>• Blessing is between adults where both parties freely consent (initially and ongoing)</li><li>• No blessing is worth getting AIDS. Wear a condom, no matter what you're offered not to.</li></ul>
<b>Engagement approach</b>	<ul style="list-style-type: none"><li>• Engagement will take place on social media (public channels) and will be focused on both direct engagement (from purpose built social media handles) and influencer engagement to build a supportive community.</li><li>• When the individual is at risk (from a partner for example), a decision will be taken to either engage them privately, refrain from contacting at all or (in some rare cases) engage publicly.</li></ul>



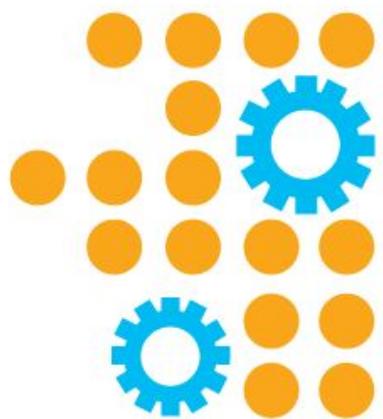
# Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Condom usage determines STI transmission	<p>Increased incidence of individuals noting that they are requiring their Blessing/Blessee to wear a condom</p> <p>Increased incident of individuals asking for assistance (of us or their peers) to help manage a difficult condom negotiation with their Blessor/ee.</p>	Note: Please review Condom Negotiation engagement strategy. Approaches here would be borrowed from that approach - either as a unified campaign or two separate engagements	# of individuals discussing condom use (relating to blessing) in social media  # of individuals asking for support to better negotiate condom usage in their blessing relationship



## Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Unequal power relations diminishes the capacity for individuals to successfully negotiate condom usage	<p>Identify unequal power relations and bring them into public discussion</p> <p>Seek out resolution strategies to manage/mitigate the risk of an unequal power relationship</p> <p>Increase propensity for individuals to ask for and offer support to others who are presently in an unequal power relationship (and it pertains to condom negotiation and general safety)</p>	<p>Seek out and engage individuals presenting as if they're in a dangerous relationship. Open dialogue.</p> <p>Build information portal to provide educational support to the community.</p> <p>Build community to actively seeking out and engage individuals in unequal power relationships.</p>	# of individuals engaged  # site visits  # of individuals participating and engaging others during campaign period



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