

USICHUKULIE POA, NYUMBA NI CHOO CAMPAIGN
ONLINE MEDIA CONTENT ANALYSIS



Quarter 1 [January to March] 2020

PREPARED FOR: INNOVEX



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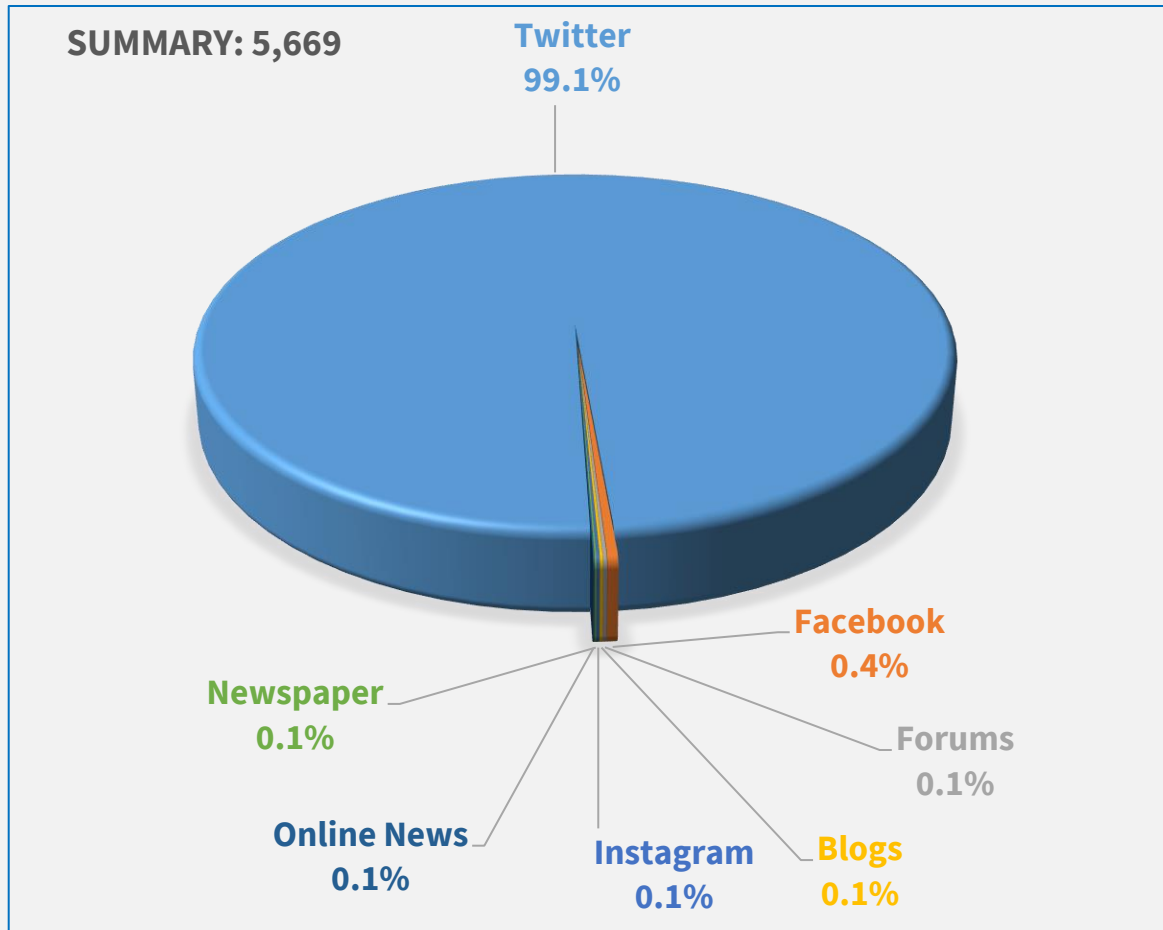


This report provides a summary of key issues reported online on INNOVEX's *#UsichukuliePoaNyumbaNiChoo* campaign.

- i. **Volume**
- ii. **Reach**
- iii. **Engagement**
- iv. **Influence**
- v. **Thematic Areas**
- vi. **Sentiment Analysis**
- vii. **Conclusions & Observations**



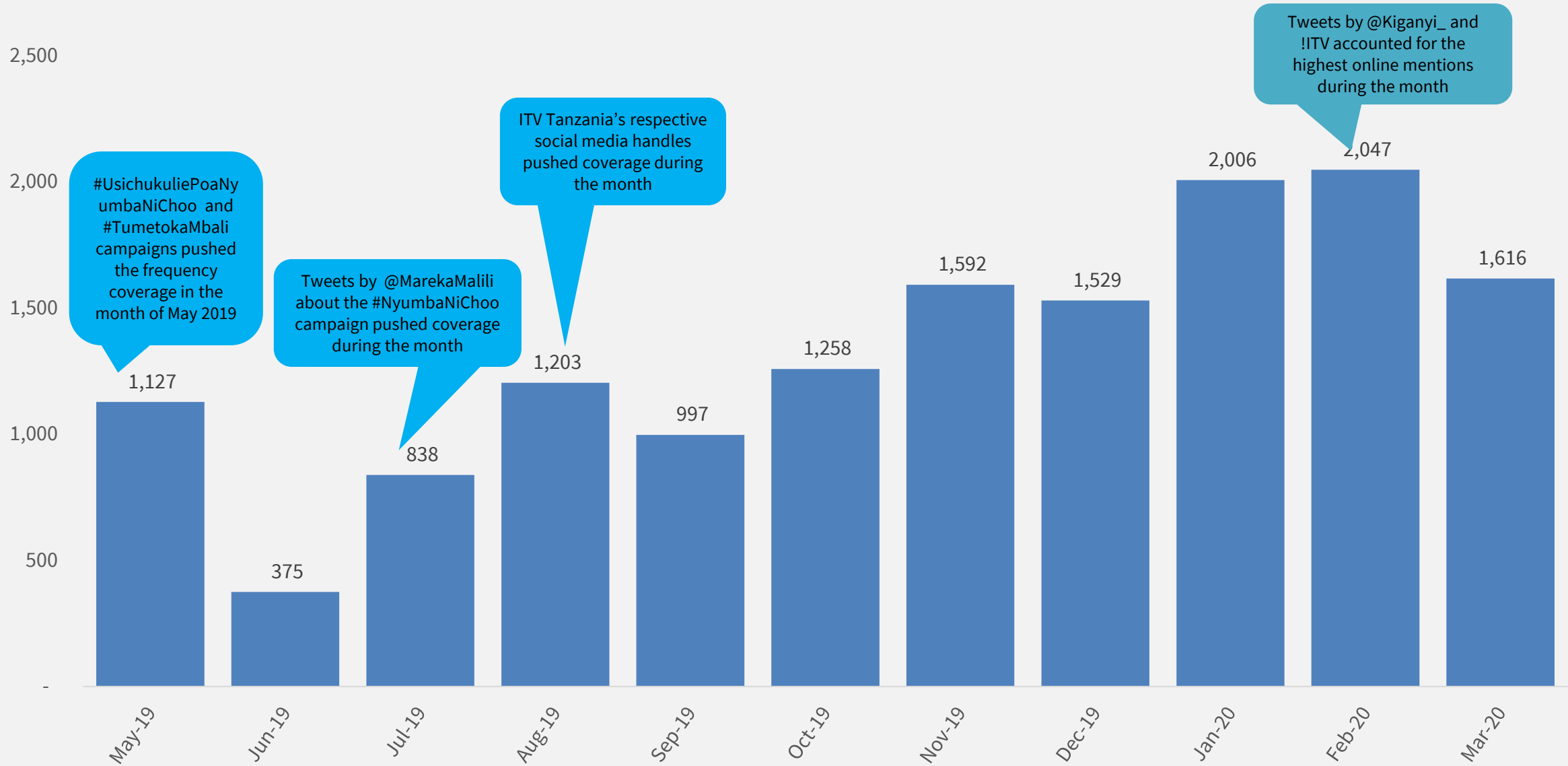
Volume- By Media Types



- ❖ Social media platform, Twitter, accounted for the largest share of online mentions of this report which can be attested to various options offered by the platform such as retweeting, sharing as well as using influencers to push for a hashtag.
- ❖ A sample of such blogs included;
 - <https://fastnews.altervista.org/>
 - <http://www.binzubeiry.co.tz/>
 - <http://francisdande.blogspot.com/>
 - <https://hakupensheni.blogspot.com/>

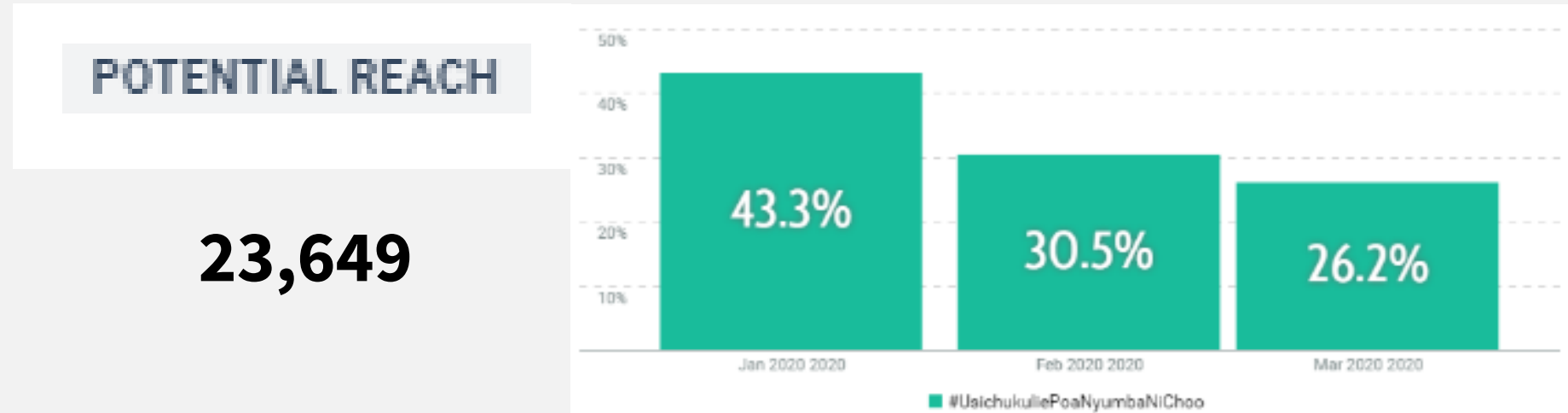


Month on Month Publicity Trends



Reach

- An increase in online mentions during the period under review resulted to a subsequent increase in estimated potential reach of internet users by 13.8% margin compared to the previous quarterly analysis.



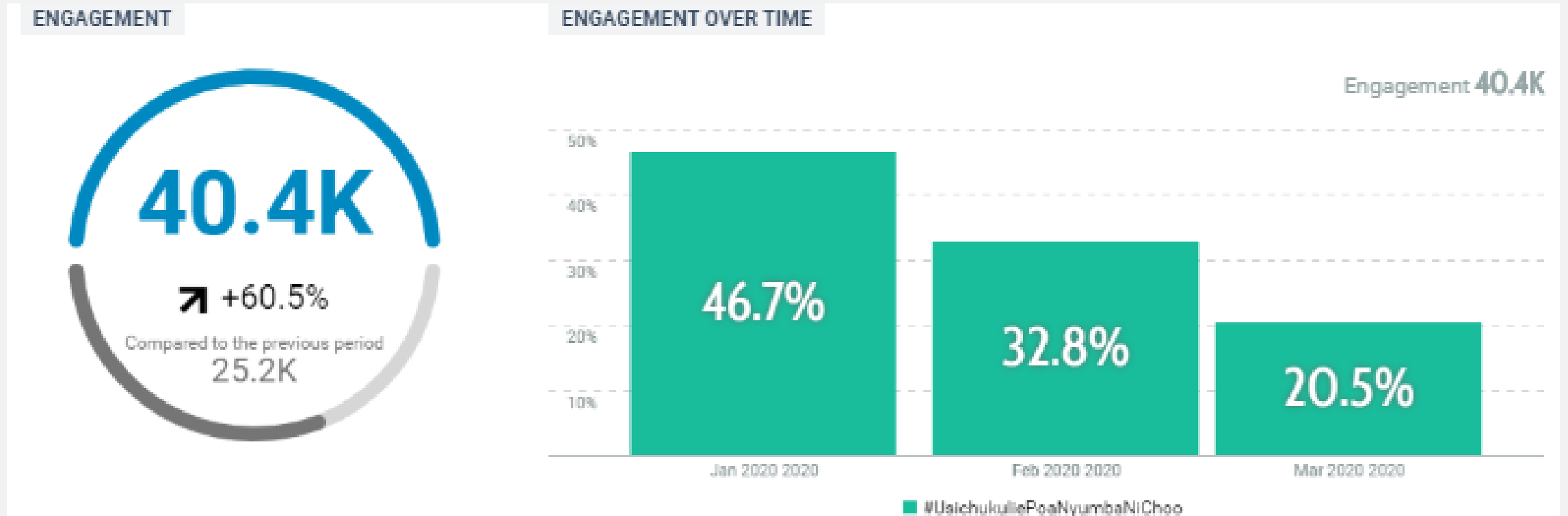
REACH VS ENGAGEMENT

	Engagement	Reach	Results
Twitter	32K	102.8M	5.6K
Facebook	5.3K	14.7M	22
Forums	0	6.8M	8
Online News	23	6.7M	3
Instagram	3.1K	2.2M	6
Newspaper	0	122.5K	4
Blogs	0	40K	6

- Twitter platforms attracted more online mentions, engagement levels as well as potential reach of internet users during the three months period.



Engagement



- ❑ Compared to the previous quarterly analysis, engagement levels rose by 60.5% margin which can be attested to an increase in online mentions received.
- ❑ However, despite an overall online mentions increase, engagement levels dropped from January to March as illustrated in the bar graph above.
- ❑ January accounted for the highest share of online engagements during the quarter accounting for 46.7% share of the overall conversations monitored.



Top Influencers- Twitter

UNIQUE AUTHORS

1.6K

↗ 38.9%
Compared to the previous period

UNIQUE SITES

11

↘ 64.5%
Compared to the previous period

AVERAGE MENTIONS - AUTHORS





















3.6

↘ 6.4%
Compared to the previous period

AVERAGE MENTIONS - SITES

1.9

↗ 44.3%
Compared to the previous period

Influencers	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 Usichukulie Poa, Nyumba ni Choo @NyumbaNiChoo	402 ↘ 9.9%		2.7M ↗ 1.9%	6.6K ↗ 13.1%	904 ↘ 77%	2.2 ↘ 74.5%
 Kazimoto @Kazimotoinc	160 ↗ 540%		2.3M ↗ 590%	14.3K ↗ 7.8%	463	2.9
 Lubasha Jr @MarekaMalili	159 ↗ 65.6%		19.8M ↗ 130.1%	124.5K ↗ 38.9%	7.9K ↗ 3.2K%	49.8 ↗ 1.9K%
 Mbundi John @JohnMbundi	145 ↗ 2.3K%		373.6K ↗ 2.8K%	2.6K ↗ 21.3%	86	0.6
 Bihemo™ @CharlieBihemo	130 ↗ 1.8K%		3.7M ↗ 2.2K%	28.4K ↗ 24.3%	977 ↗ 694.3%	7.5 ↘ 57.2%
 Holy @yose_hoza	126 ↗ 366.7%		6.4M ↗ 426.7%	50.7K ↗ 12.9%	919 ↗ 5.3K%	7.3 ↗ 1.1K%
 The 4Some EP @abdulazackabdul	120 ↗ 1.9K%		4.9M ↗ 2.6K%	41K ↗ 35.9%	3.5K ↗ 57.8K%	28.9 ↗ 2.8K%
 viola julius @VwalaViola	113 ↗ 11.2K%		771K ↗ 20.2K%	6.8K ↗ 79.6%	2.6K	22.8
 M8SYΔ @LusakpWaKwanza	109 ↗ 395.5%		6M ↗ 718.5%	55.3K ↗ 65.2%	43	0.4
 BURHANI M MUSTAPHA (Mwagalazi) @MustaphaBurhani	97 ↗ 410.5%		216.8K ↗ 638.8%	2.2K ↗ 44.7%	1.2K ↗ 1.1K%	11.9 ↗ 142.4%

Most active author



Usichukulie Poa, Nyu...
Twitter
402 Posts

Most influential author



Lubasha Jr
Twitter
7.9K Engagement

Most active site



jamiiforums.com
Forums
8 Posts

Most influential site




allAfrica.com
Online News
22 Engagement

Top Influencers- Facebook & Instagram


ITV Tanzania was the most prominent author on both Facebook and Instagram as shown in the illustrations attached.

TOP INFLUENCERS - FACEBOOK VIEW MODE Most Active Authors

Influencers	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 ITV Tanzania	7 ↓ 56.3%	<div style="width: 100%; height: 10px; background-color: green;"></div>	14.7M ↓ 56.1%	2.1M ↑ 0.4%	5.3K ↓ 42.8%	755.4 ↑ 30.7%









TOP INFLUENCERS - INSTAGRAM VIEW MODE Most Active Authors

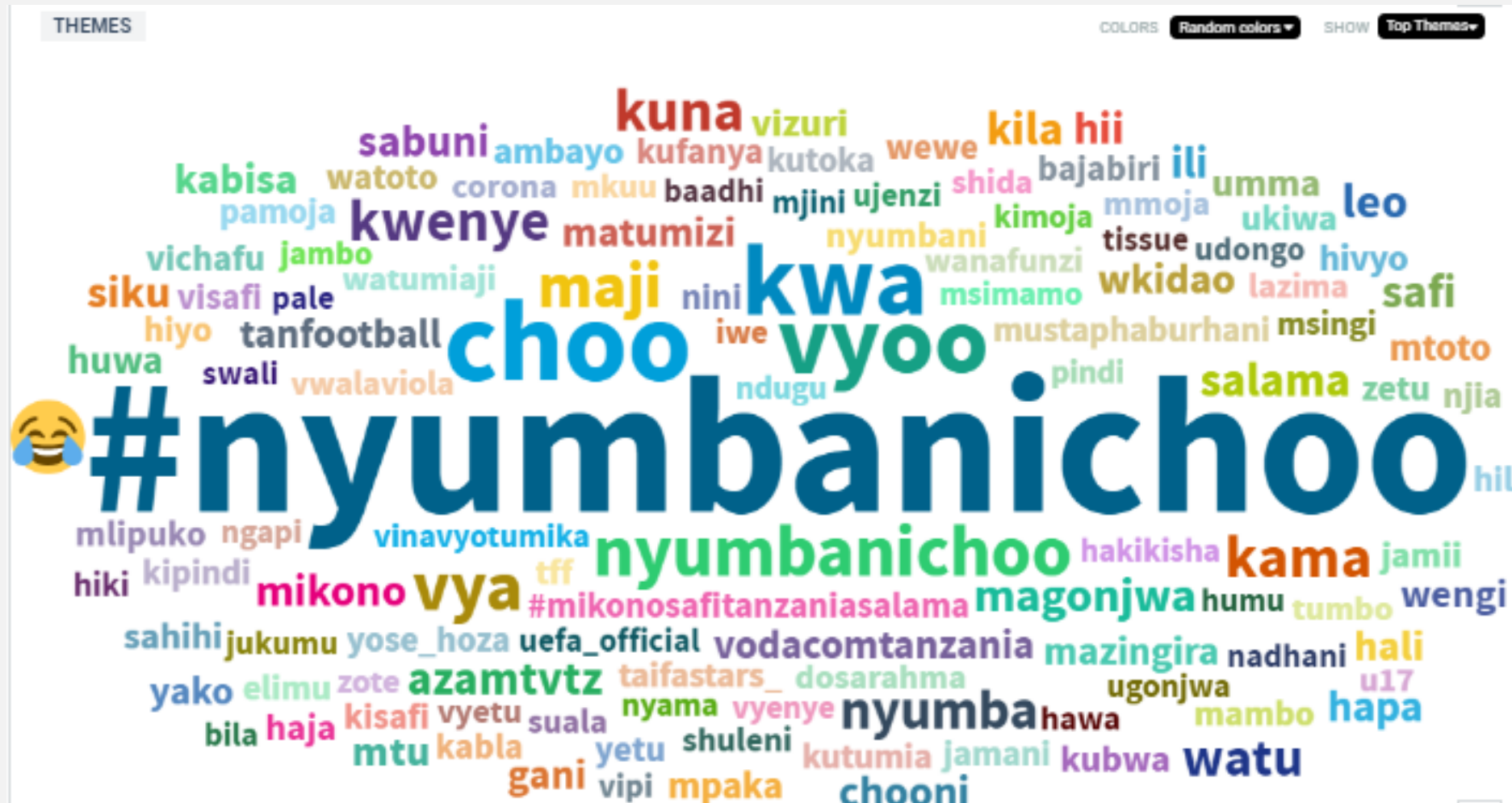
Influencers	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 itvtz	6 ↓ 33.3%	<div style="width: 100%; height: 10px; background-color: green;"></div>	2.2M ↓ 31.8%	359.5K ↑ 2.3%	3.1K ↓ 8.8%	518.3 ↑ 36.8%

Top Blogs

TOP INFLUENCERS – BLOGS VIEW MODE **Most Active Sites** ▼

Influencers 	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 south-africa-songs-and-language.blogspot.com	2	<div style="width: 100%; height: 10px; background-color: green;"></div>	0	0	0	0
 altermista.org	1 <small>↓ 50%</small>	<div style="width: 50%; height: 10px; background-color: green;"></div>	0	0	0	0
 francisdande.blogspot.com	1	<div style="width: 50%; height: 10px; background-color: yellow;"></div>	0	0	0	0
 hakupensheni.blogspot.com	1 <small>↓ 50%</small>	<div style="width: 50%; height: 10px; background-color: green;"></div>	0	0	0	0
 binzubeiry.co.tz	1	<div style="width: 50%; height: 10px; background-color: green;"></div>	40K	40K	0	0

Thematic Areas of Publicity

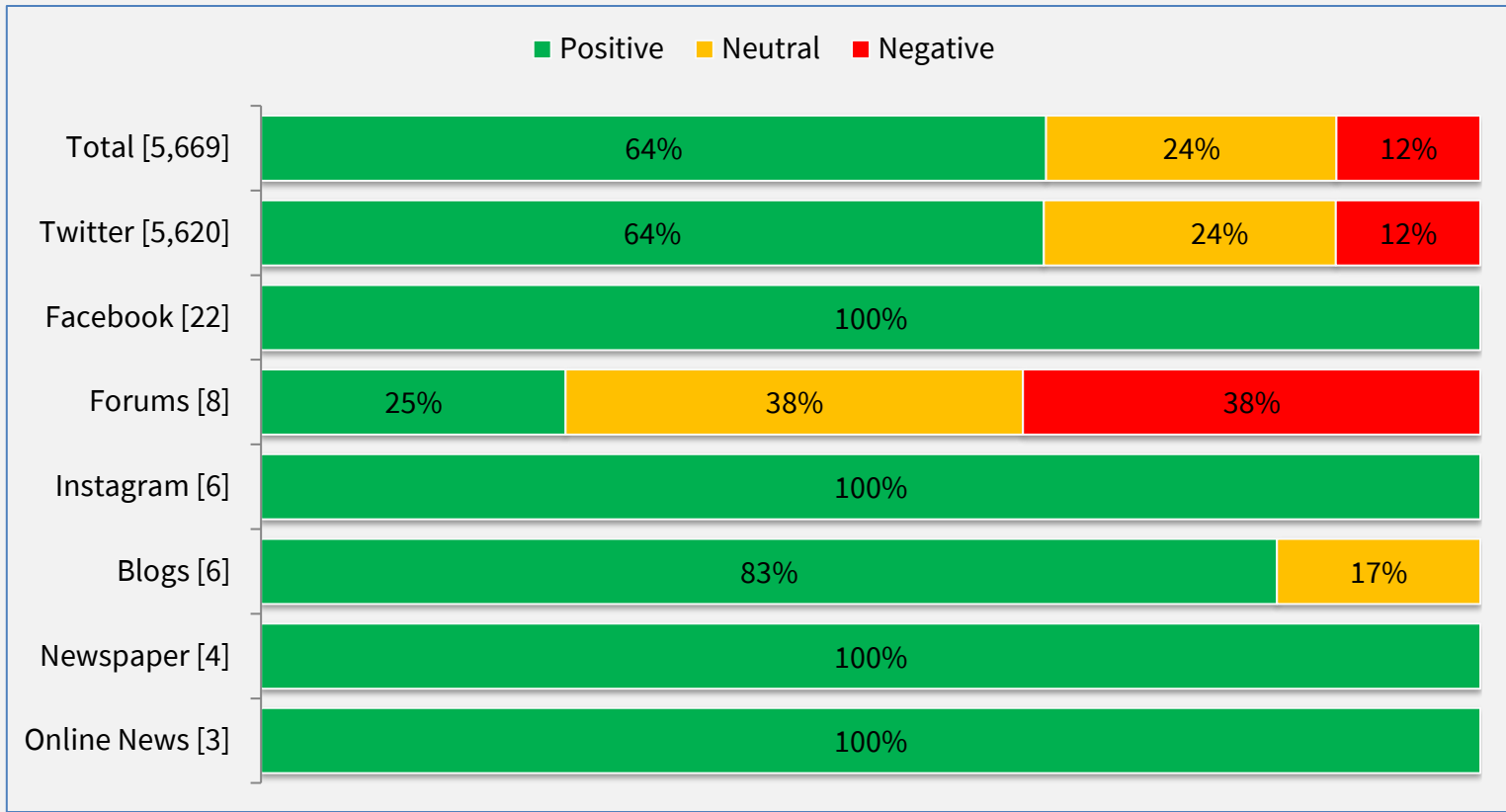
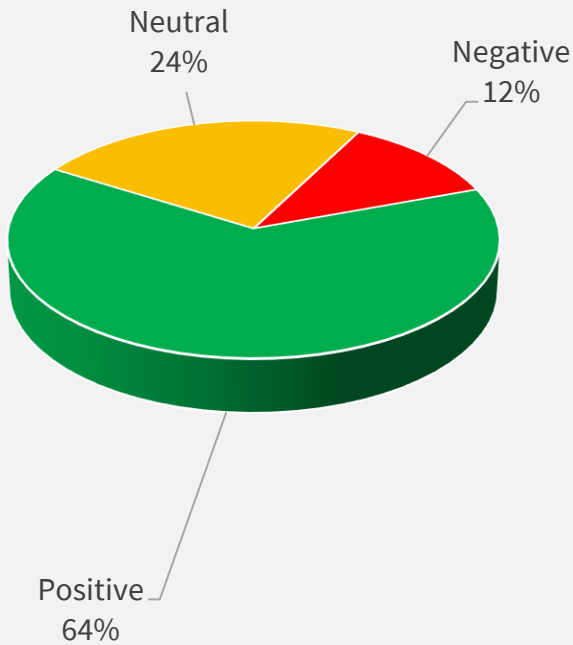


- The word cloud above is a representation of the topics around which the online publicity revolved around.
- The sizes are proportional to the amount of publicity under each topic.



Sentiment Analysis

Basis: 5,669 Summaries



- ❑ Positive online coverage accounted for 64% share of the total online mentions on Nyumba ni Choo. This was as a result of pushing for cleanliness from landlords as well as tenants.
- ❑ Social media platform, Twitter, as noted earlier dominated online coverage on Nyumba ni Choo during the quarter under analysis.



Sample Positive Snapshots



BALOZI WA MTA
@BaloziMtaa

Kwanini Zikitokea Deals zozote Kwa mfano zile za Maziwa , NyumbaNiChoo,endeshaBilagambe Kwann Kila Siku Ni Watu Wale Wale tu Ukizingatia Humu TL Kuna Watu Wengi Sana Kwani Shida Iko Wapi..?? kwani Hawa Wengine Hawafai..??

#Funguka

2:34 PM · Mar 14, 2020 · Twitter Web App

33 Retweets 638 Likes



MYAHUDI
@Wakusnooz

Story za mama mwenye nyumba

Mwaka 2016 tulikuwa wapangaji 12 kwenye nyumba moja na tulikuwa tunakaa na mama mwenye nyumba kwenye mkataba mama aliandika Choo ni kazi yake kufanya usafi hapa ndio Naona Umuhimu wa #NyumbaNiChoo ila alitulipisha 500 kila siku yeye kufanya usafi.

[Translate Tweet](#)

8:01 AM · Feb 17, 2020 · Twitter for Android

12 Retweets 214 Likes



MAGIRI
@KiganyL

Wazee wa #NyumbaNiChoo hii mnaioanaje?
[@MarekaMalili](#)

[Translate Tweet](#)



TFF TANZANIA
@Tanfootball

Ahsanteni kwa kujitokeza kwa wingi katika mchezo wa Ligi Kuu ya Vodacom Tanzania Simba dhidi ya Young Africans,mnaendelea kuipa thamani inayostahili Ligi yetu [@caf_online](#) [@uefa_official](#) [@azamvtz](#) [@WKidao](#) [@wallacekaria](#) [@kcbbanktz](#) [@NyumbaNiChoo](#) [@vodacomtanzania](#) [@tplboard](#)



11:50 AM · Jan 5, 2020 from Dar es Salaam, Tanzania · Twitter for iPhone

22 Retweets 220 Likes



Sample Negative Snapshots



👤 RAHMA AZAM DEZA and 9 others
11:17 AM · Jan 27, 2020 · Twitter for Android



9:30 AM · Jan 29, 2020 · Twitter for Android

15 Retweets 108 Likes



Blog Posts Snapshots

“NYUMBA NI CHOO” WALIVYOTUA KARUME LEO KUWAPA ELIMU YA AFYA WACHEZAJI TANZANITE KUELEKEA MECHI NA UGANDA JUMAPILI

by fastnews



<https://fastnews.altervista.org/nyumba-ni-choo-walivyotua-karume-leo-kuwapa-elimu-ya-afya-wachezaji-tanzanite-kuelekea-mechi-na-uganda-jumapili/>

<http://www.binzubeiry.co.tz/2020/01/nyumba-ni-choo-walivyotua-karume-leo.html>

"NYUMBA NI CHOO" WALIVYOTUA
KARUME LEO KUWAPA ELIMU YA AFYA
WACHEZAJI TANZANITE KUELEKEA MECHI NA
UGANDA JUMAPILI



PR METRICS - DEFINITIONS

1. **Thematic Breakdown:** The topics around which the conversations and mentions revolved.
2. **Sentiments Analysis:** The tone of the message i.e. Positive, Neutral and Negative tones.
3. **Volume & Daily trends:** The total number of mentions and their daily distribution throughout the period under analysis.
4. **Influence:** The frequency and amount of exposure of various posts, from various authors and websites/blogs.
5. **Engagement:** The shared experience and activities around different mentions and posts, including Shares(Reposts), Likes, and Comments/Replies.
6. **Reach:** The level of exposure to which the mentions and posts were subjected to. This is drawn from the summation of audience numbers, i.e. the individual authors' followers, and average number of website visits, over a period of time.



End.