QUARTERLY PUBLIC RELATIONS REPORT

(TZ)

ONLINE MEDIA

01st May to 31st July 2019

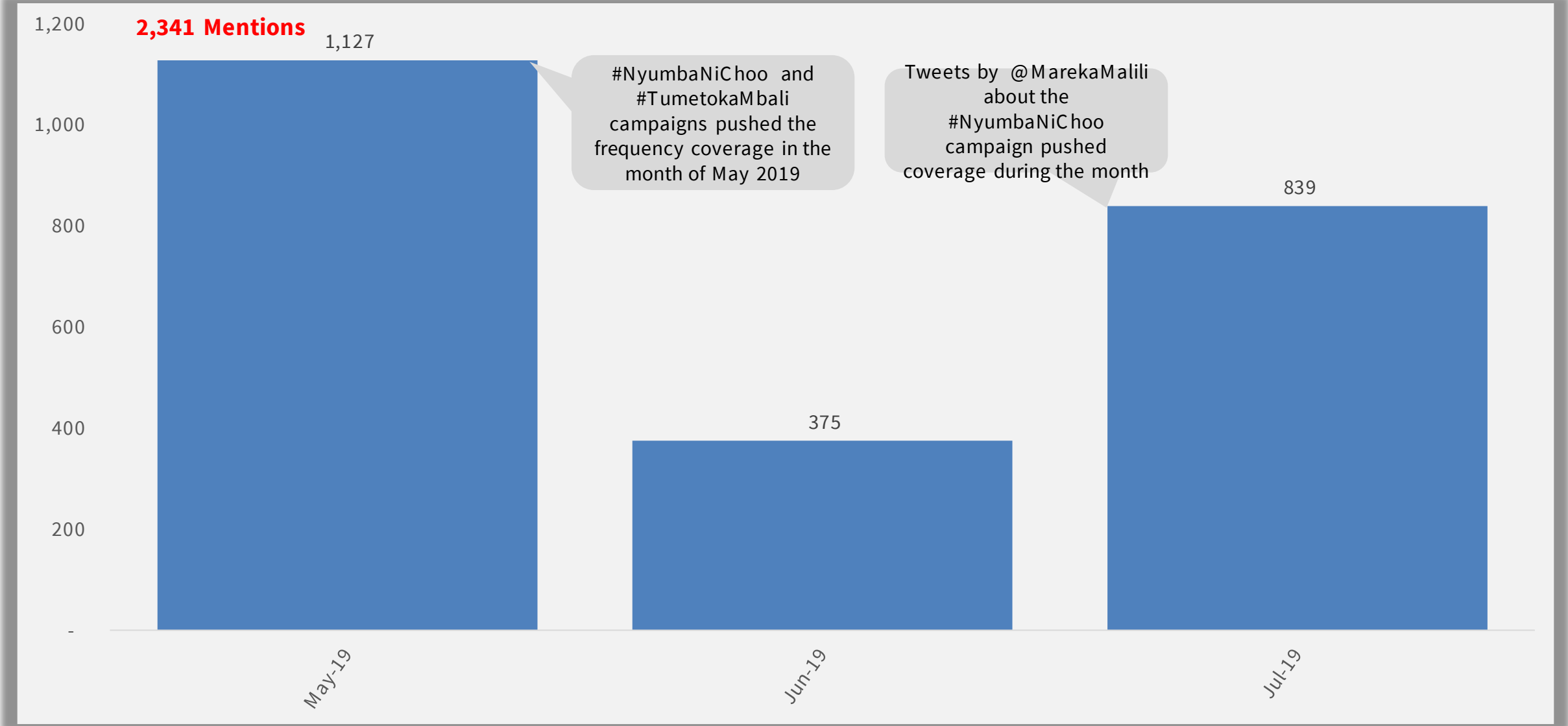### PREPARED FOR: INNOVEX

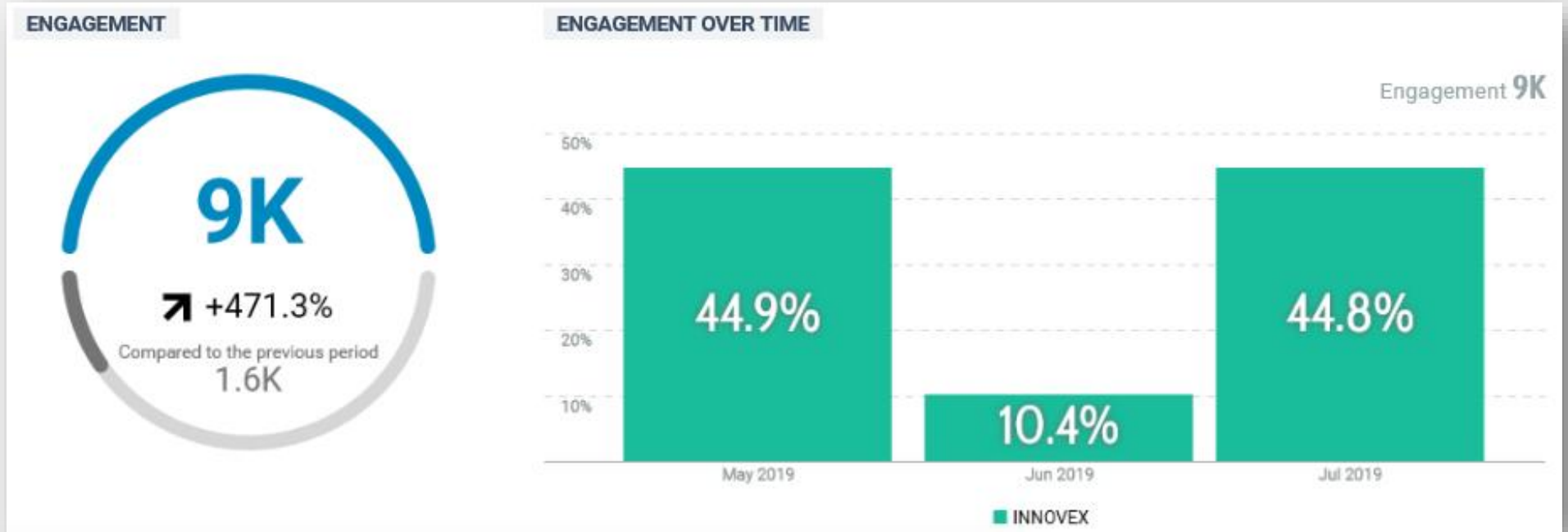reelforge | Building Brands.

Table of **Contents**

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

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INNOVEX

Engagement

ENGAGEMENT

9K

↗ +471.3%

Compared to the previous period
1.6K

ENGAGEMENT OVER TIME

Engagement 9K

	May 2019	Jun 2019	Jul 2019
	44.9%	10.4%	44.8%

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REACH VS ENGAGEMENT

	Engagement	Reach	Results
Twitter	7.4K	36.8M	2.3K
Forums	0	6.6M	4
Facebook	730	6.2M	5
Blogs	2	1.6M	36
Online News	0	911.6K	9
Instagram	854	817.4K	3
Magazine	0	50.6K	1
YouTube	0	24	1

Reach

POTENTIAL REACH

53,008,373

POTENTIAL REACH OVER TIME

Reach 53M

28.3M (May 2019)
3.5M (Jun 2019)
21.2M (Jul 2019)

INNOVEX
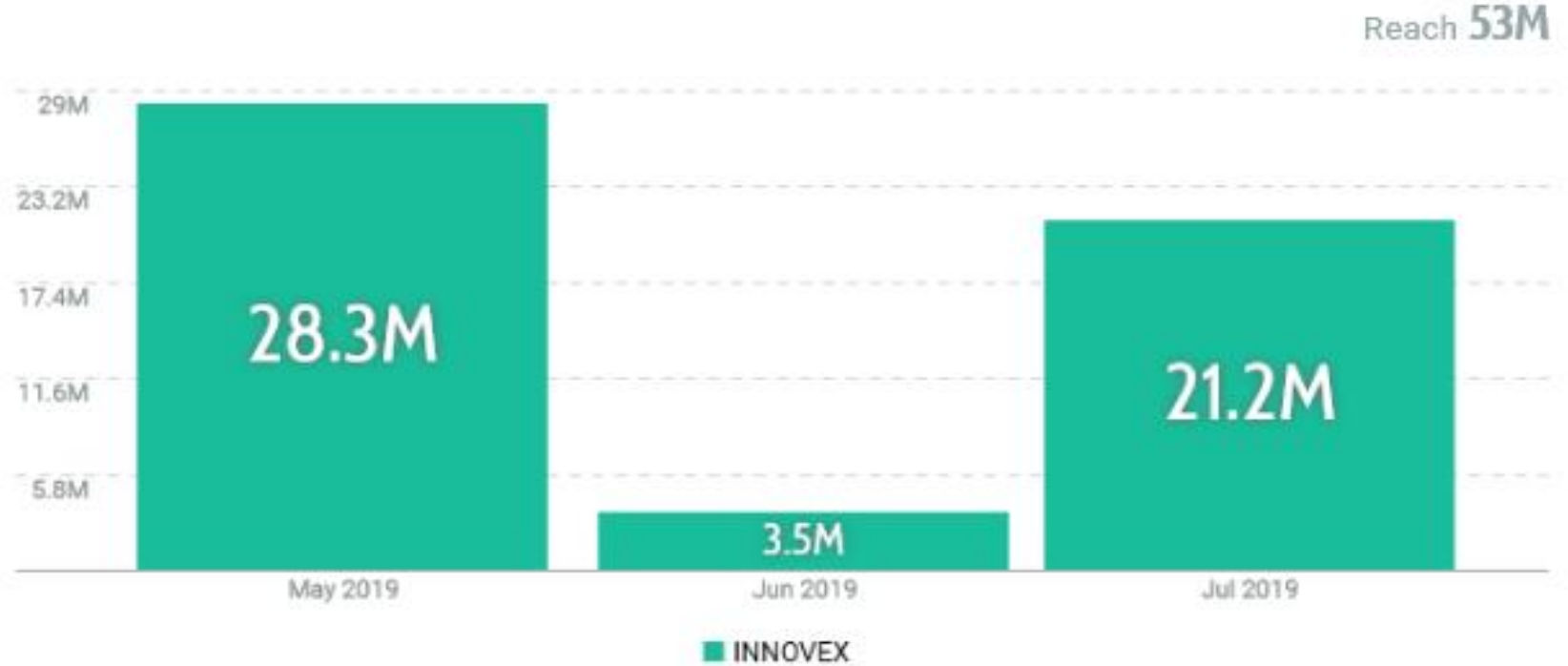
❑ Twitter platform continued pushing the largest chunk of the online publicity, mainly due to the Retweet functionality on the platform.

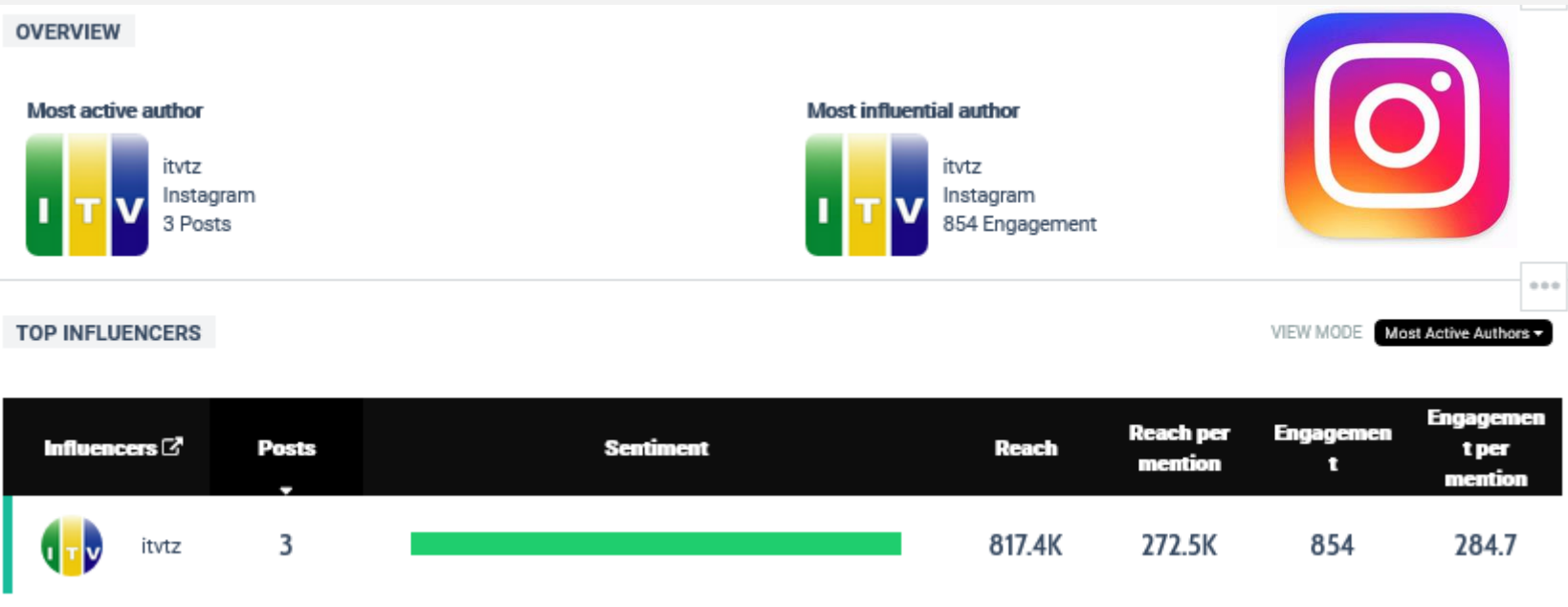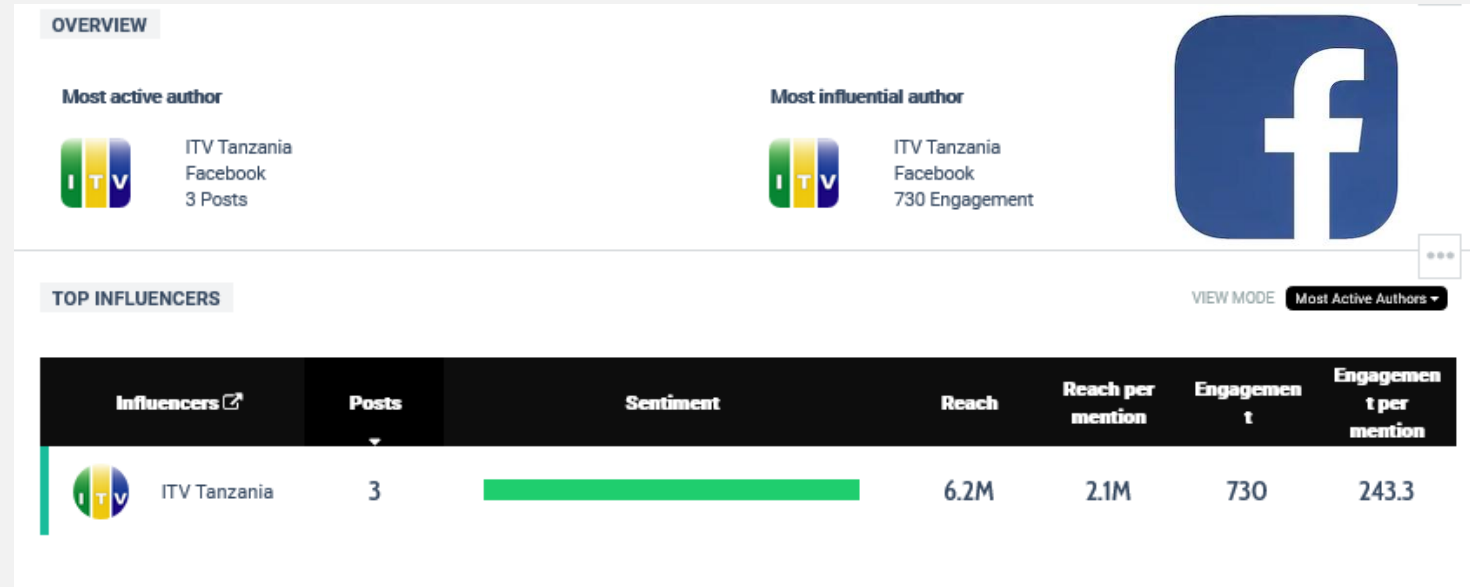❑ Twitter's ease of use allowed for quick content sharing(retweets), liking and commenting/replying.

Top Influencers- Twitter

Influencers ↗	Posts ▾	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
Usichukulie Poa @NyumbaNiChoo	190 ↗726.1%		1M ↗730.9%	5.5K ↗0.6%	1.2K ↗827.6%	6.5 ↗12.3%
Lubasha Jr @MarekaMalili	182 ↗1.6K%		10.8M ↗1.6K%	59.5K ↗1.9%	1.8K ↗579.8%	9.8
Jabir @bajabiri	82 ↗41.4%		3.8M ↗42%	46K ↗0.4%	426 ↗24.2%	5.2 ↘12.2%
Holy @yose_hoza	69 ↗263.2%		2.7M ↗271.6%	38.5K ↗2.3%	279 ↗1.4K%	4 ↗304.3%
M A G I R I @Kiganyi_	50 ↗525%		2M ↗529%	40.3K ↗0.6%	328 ↗337.3%	6.6 ↘30%
shamira Mshangama @miss_mshangama	40		370.9K	9.3K	306	7.7
IG @Mchokozi_tz @OleMtetezi	38		3.2M	83.4K	598	15.7
lameck Isaya @isaya_lameck	32		479.4K	15K	125	3.9
MYAHUDI @Wakusnooz	31 ↗1.5K%		251K ↗1.5K%	8.1K ↗1.3%	6 ↗0%	0.2 ↘93.5%
I am The Change @franklin_tissa	26		663K	25.5K	0	0

@MarekaMalili was the most influential author during the three months under review, despite having fewer tweets than @NyumbaNiChoo

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Top Influencers- Facebook

ITV Tanzania was the most prominent author on both Facebook and Instagram

OVERVIEW

Most active author

ITV Tanzania
Facebook
3 Posts

Most influential author

ITV Tanzania
Facebook
730 Engagement

TOP INFLUENCERS

VIEW MODE Most Active Authors ▾

Influencers ↗	Posts ▾	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
ITV Tanzania	3		6.2M	2.1M	730	243.3

OVERVIEW

Most active author

itvtz
Instagram
3 Posts

Most influential author

itvtz
Instagram
854 Engagement

TOP INFLUENCERS

VIEW MODE Most Active Authors ▾

Influencers ↗	Posts ▾	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
itvtz	3		817.4K	272.5K	854	284.7

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Top Websites

Most active author

habari mtaa admin ##...
Online News
5 Posts

Most influential author

MTANZANIA

mtanzania digital
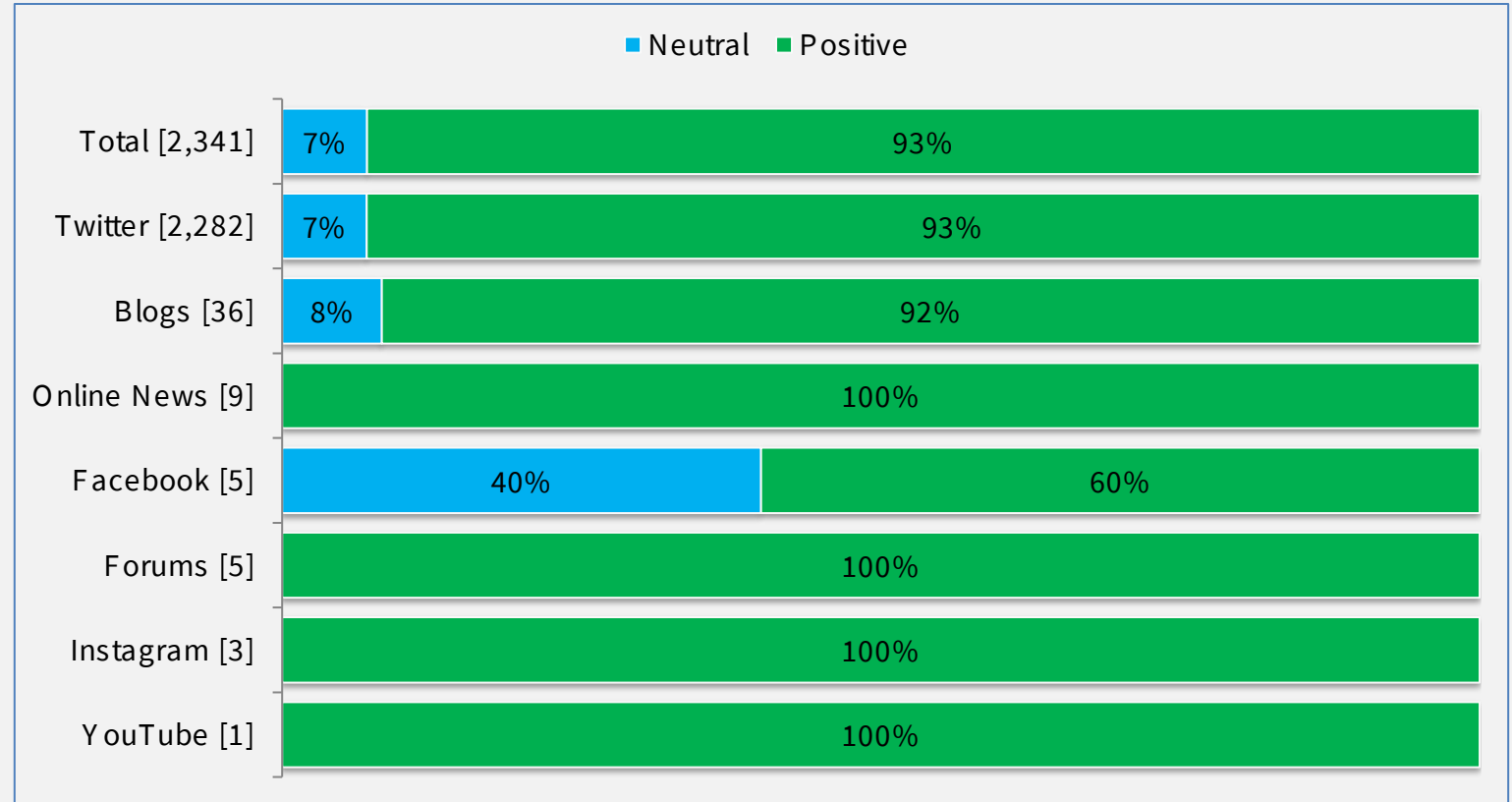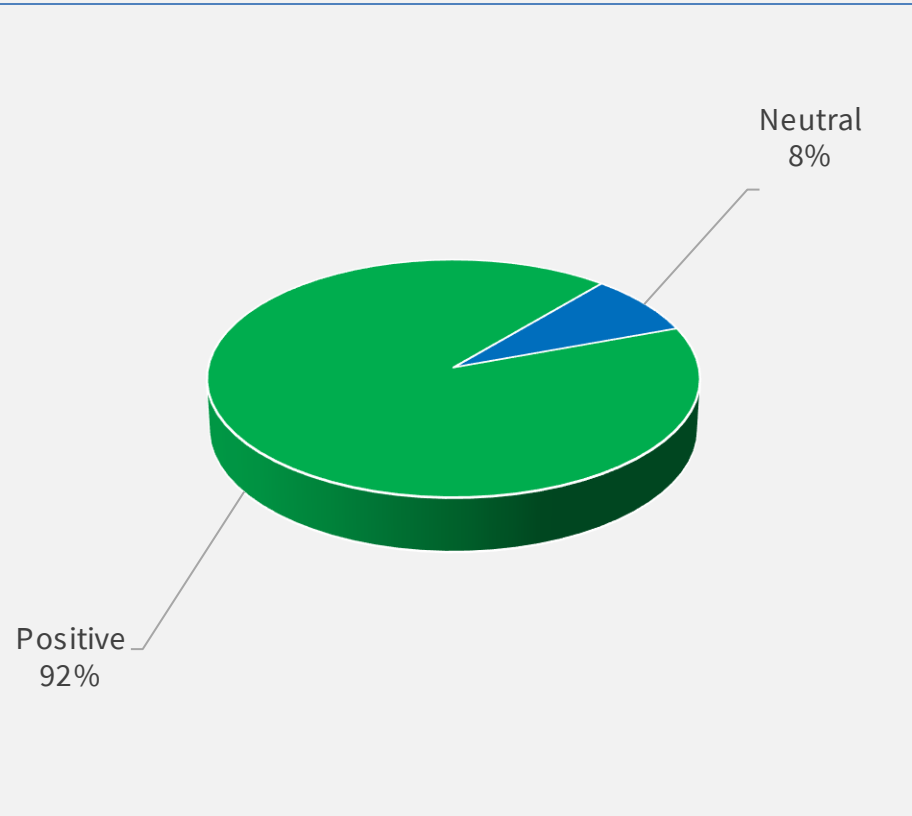Blogs
2 Engagement

Most active site

Muungwana Blog

muungwana.co.tz
Blogs
6 Posts

Influencers ⬈		Posts ▾	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
habari mtaa admin #############################tes., habarimtaa.com	📄	5		0	0	0	0
fastnews, fastnews.altervista.org	💬	3		0	0	0	0
michuzi blog, issamichuzi.blogspot.com	💬	3		0	0	0	0
Muungwana Blog 5, muungwana.co.tz	💬	3		361.8K	120.6K	0	0
Classic Boy, classicstz100.wordpress.com	💬	2		0	0	0	0
Masama Blog, masamablog.com	💬	2		0	0	0	0
Udaku Special, udakuspecially.com	💬	2		675.7K	337.8K	0	0
Mpekuzi, zamotohabari.blogspot.com	💬	2		0	0	0	0
@dar24, 2017., dar24.com	💬	1		44.4K	44.4K	0	0
Unknown, dodomafmradio.blogspot.com	💬	1		0	0	0	0

Activate Wi...
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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

- ❑ The whopping 92% Positive share of publicity was largely driven by **Nyumba Ni Choo's** own content, and subsequent replies and retweets which somewhat meant endorsements.
- ❑ The mobilization from influencers with informative posts also contributed to the above occurrence; one of the indicators of the campaign's success.

Sample Positive Snapshots

Blog Posts Snapshots

Kaya 22,540 hazina vyoo Mara

By **Mtanzania Digital** - July 30, 2019   👁 55   💬 0

< Share   [f] [t] [G+] [p] [telegram]

Shomari Binda - Musoma

KAYA 22,547 mkoani Mara zimebainika hazitumii vyoo na ziko hatarini kupata magonjwa ya kuambukizi kama kipindupindu.

MKUU WA MKOA WA MARA AZINDUA KAMPENI YA 'NYUMBA NI CHOO'

Mkuu wa mkoa wa Mara Adam Malima
Na Asha Shaban - Mara

WANAUME WASIO NA VYOO HAWASTAHILI KUJIITA WANAUME MASHINE – RC ZAMBI

▶ VIDEO   🕔 JULY 25, 2019   👤 CLASSIC BOY   💬 LEAVE A COMMENT

Mkuu wa Mkoa wa Lindi, Godfrey Zambi katika kuhakikisha wananchi mkoani humu wanakuwa na vyoo imara na bora, ame-washukia wanaume ambao nyumba zao hazina vyoo kwa kusema hawana sifa ya kuitwa wanaume mashine.

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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.