



USICHUKULIE POA
**NYUMBA
NI CHOO**



Online Media Report |Ortus
Quarter 2 (April - June) 2020
Prepared for: Innovex Tanzania

Contents



Mentions Volume



Reach



Engagement



Influence

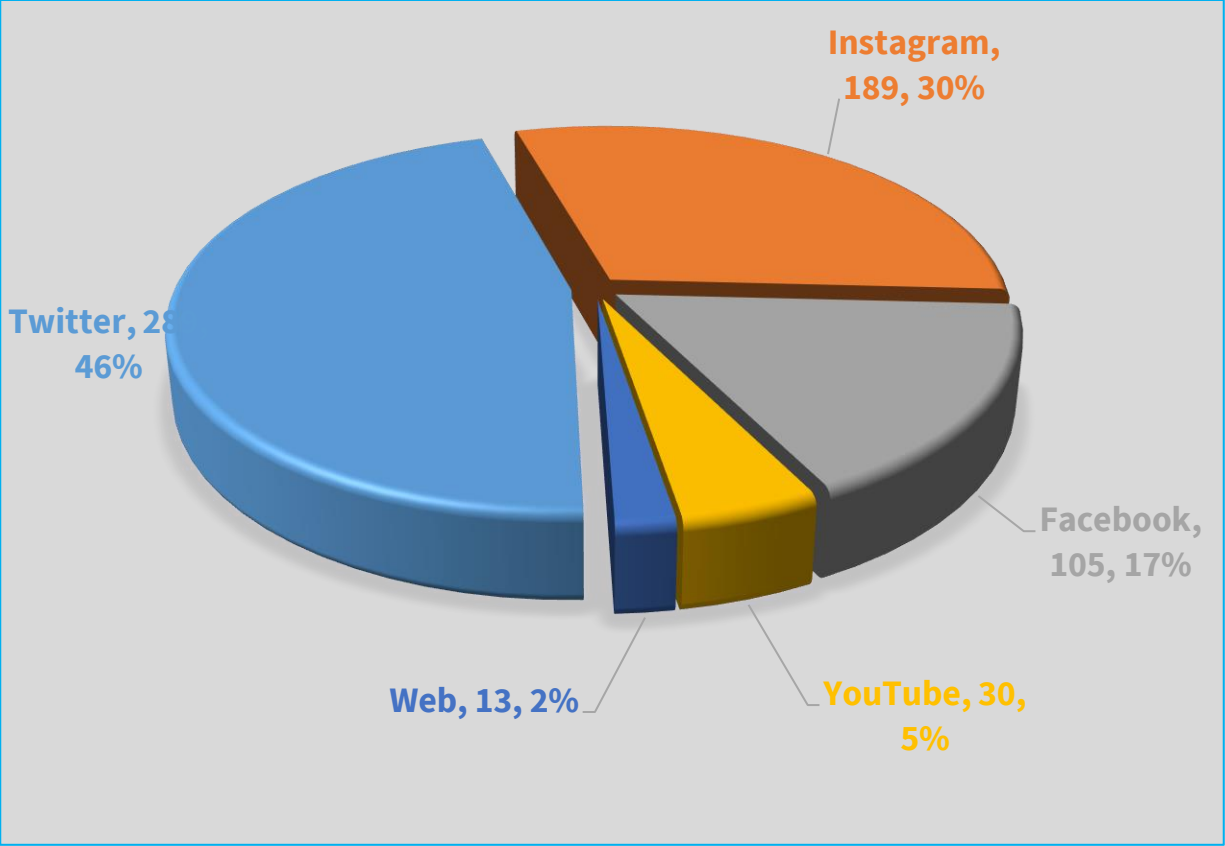


Sentiment



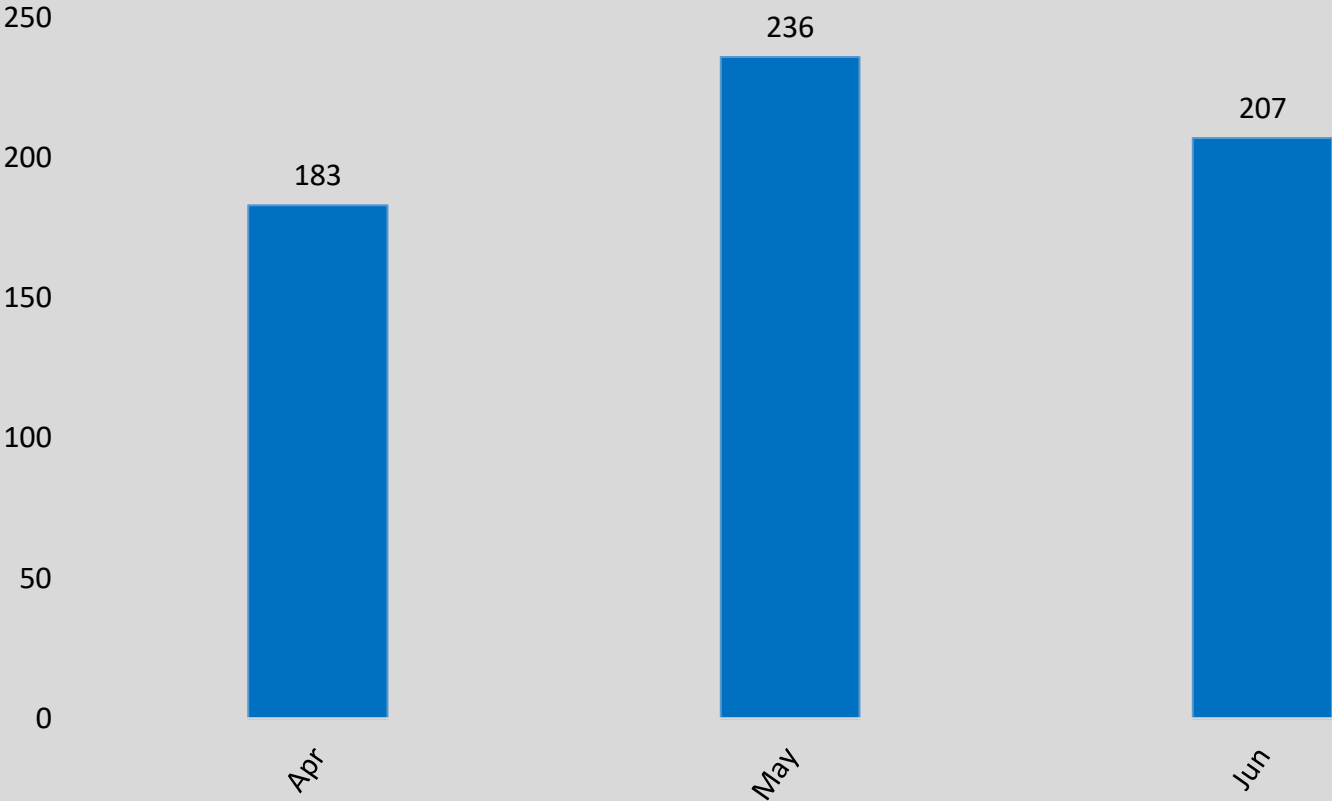
Conclusion

Mentions Volume By Media Type



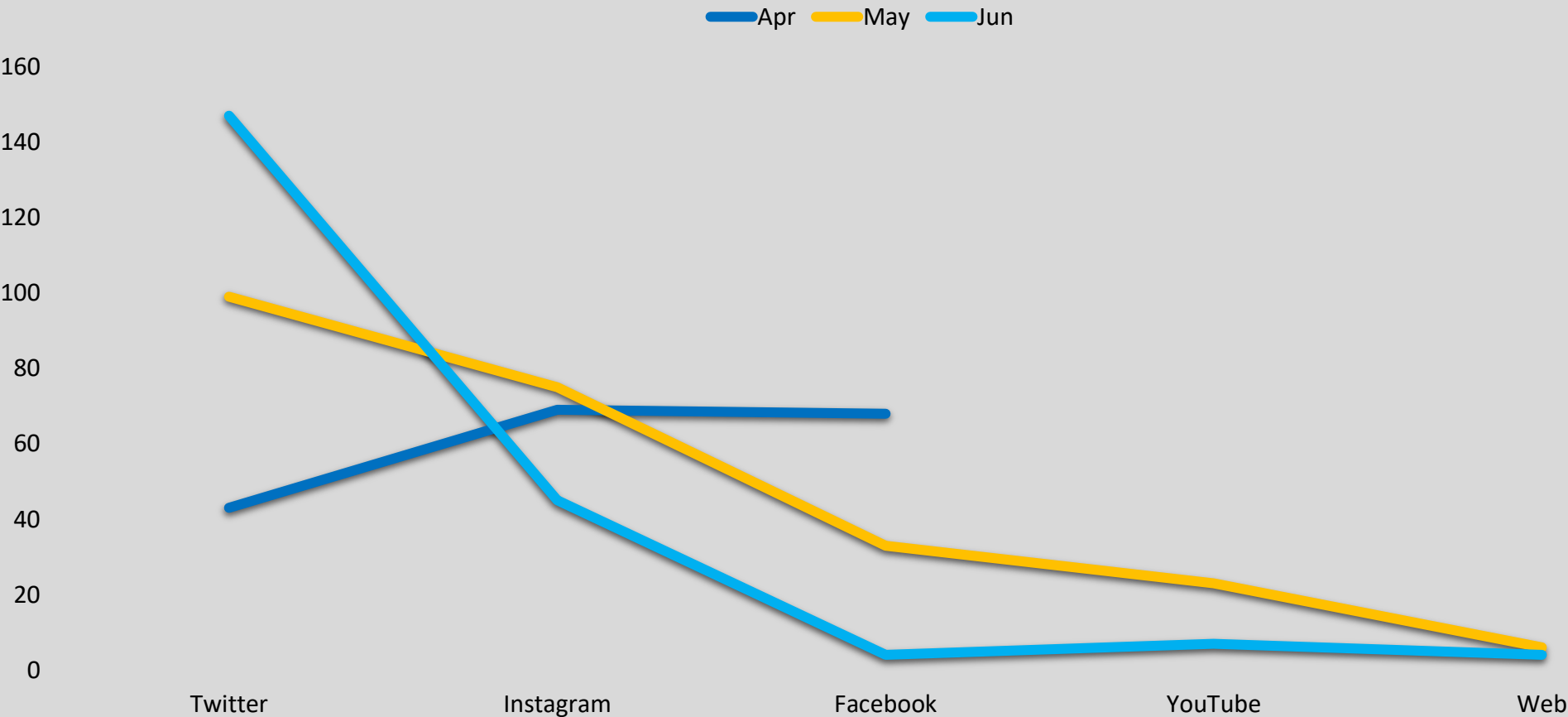
- ❖ Twitter and Instagram had the largest share of online mentions for quarter2, 2020. They were the main platforms for pushing Nyumba Ni Choo Campaign during this period. Facebook, YouTube and Web(Blogs) followed with the least share of mentions.

Mentions Trend: Month on Month

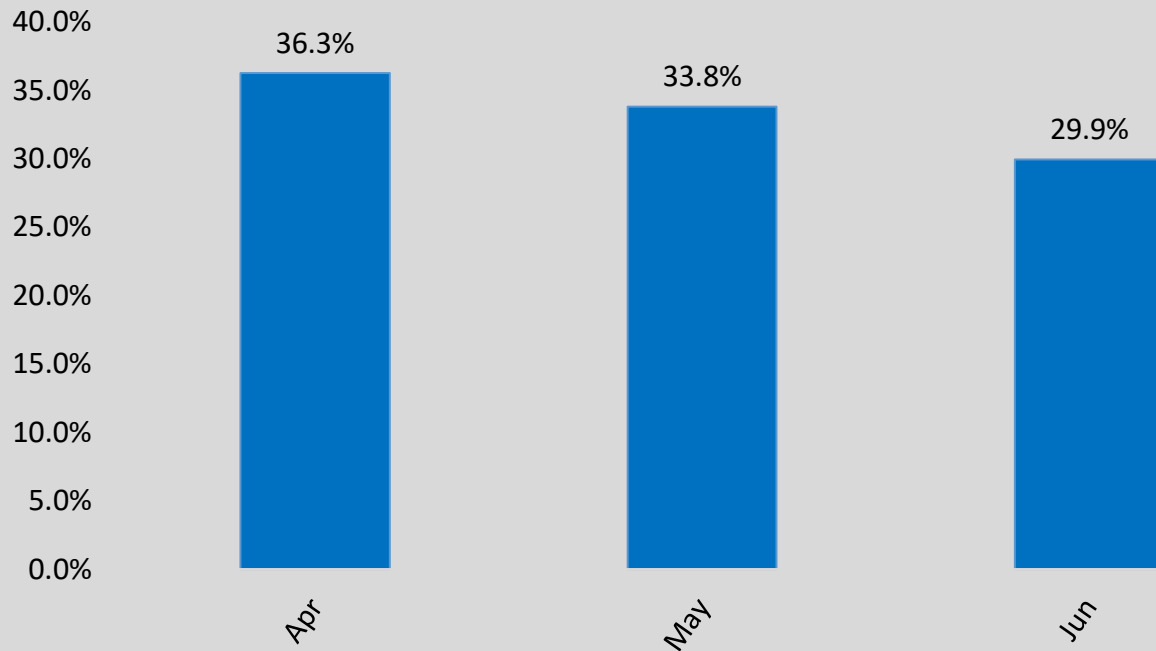


❖ Nyumba Ni Choo accumulated more mentions in May compared to other months. During this period the “Clean Hands, Safe Tanzania campaign was launched in various regions.

Mentions Trend By Source



Reach

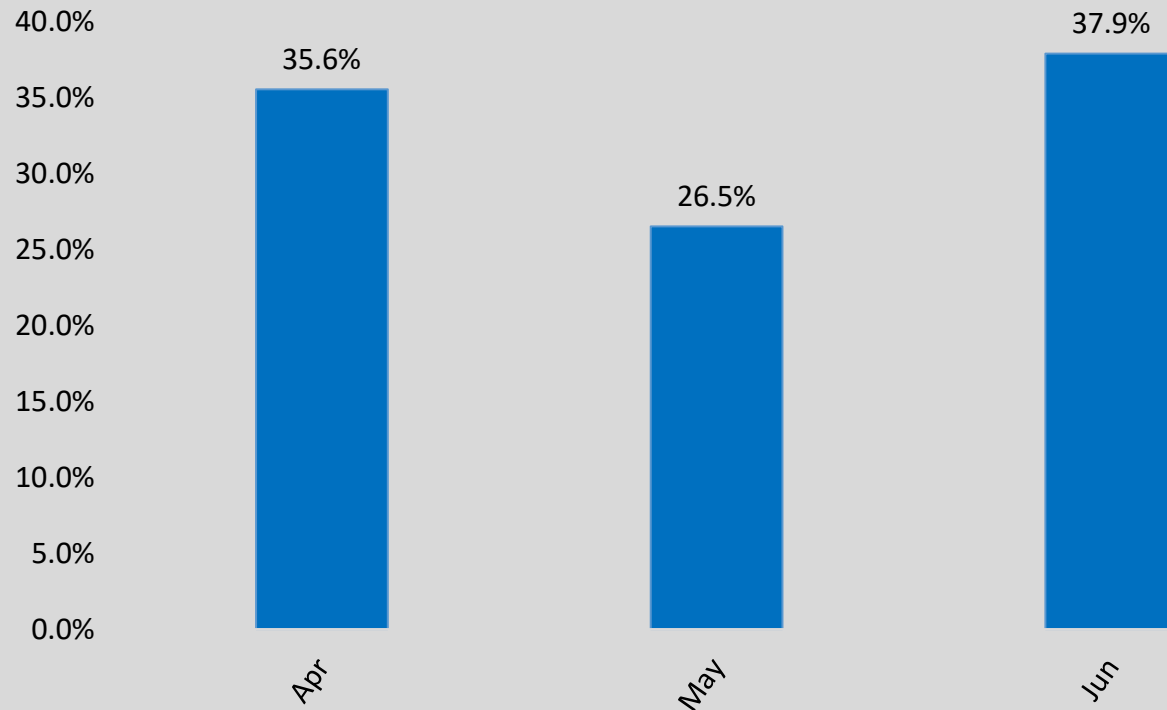


- ❖ Twitter had more mentions, engagement levels and reach of internet users for quarter 2, 2020.

Reach VS Engagement

	Reach	Engagement
Twitter	7.4M	225
Web	6.5M	260
Facebook	4.8M	165
Instagram	2.9M	38
YouTube	8.5K	116

Reach (Nyumba Ni Choo)

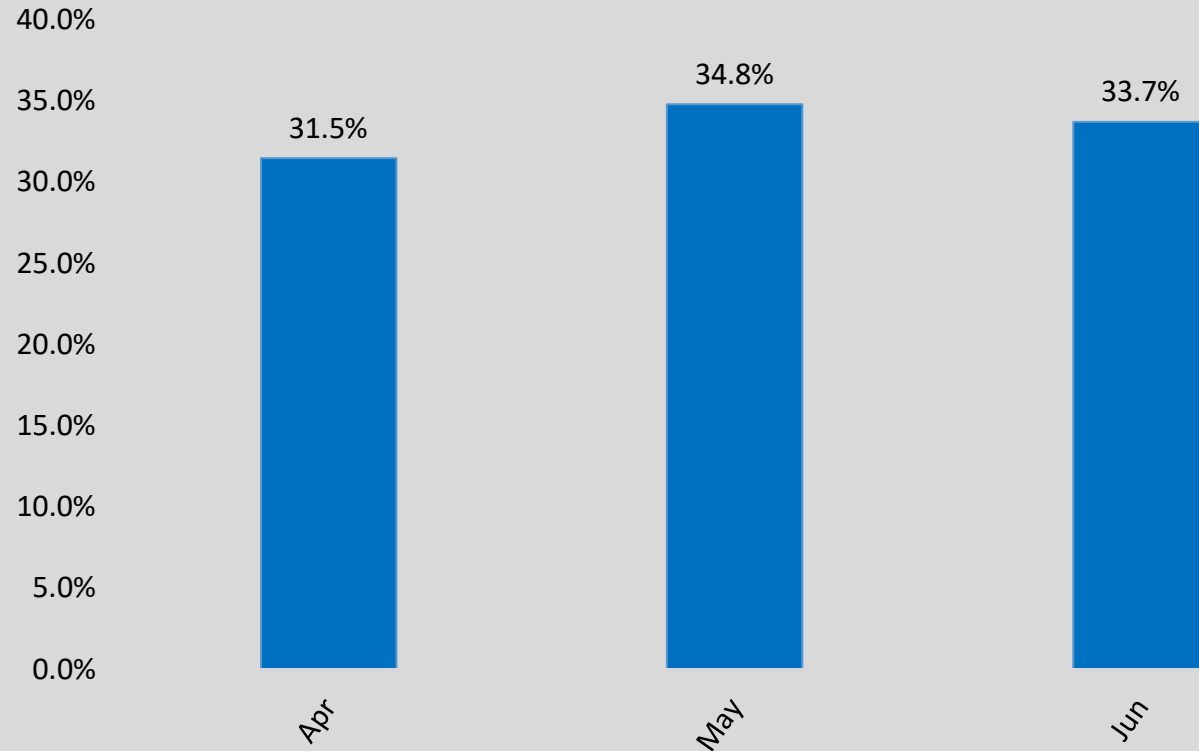


- ❖ Twitter had more mentions, engagement levels and reach of internet users for quarter 2, 2020.

Reach VS Engagement

	Reach	Engagement
Twitter	6.2M	165
Facebook	4.8M	63
Web	3.4M	4
Instagram	2.0M	94
YouTube	7.2K	6

Engagement



- ❖ Overall online engagement level went up from April to June.
- ❖ May had the highest share of online engagements during the quarte, it had 34.8% share of all conversations monitored.

Top Influencers Source

Top Influencers by No. of Mentions

NyumbaNiChoo	234
wsscctz	62
MajiSafiGroup	29
WaterAid Tanzania	23
voiceofbongo	20
mrishompoto	14
wizara_afyatz	11
Tanfootball	7
earadiofm	7
fredynjeje	6

Top Influencers by Source

Twitter		Instagram		Facebook		Web		YouTube	
NyumbaNiChoo	49	NyumbaNiChoo	96	NyumbaNiChoo	67	ippmedia.com	4	NyumbaNiChoo	22
wsscctz	35	wsscctz	26	MajiSafiGroup	29	jamiiforums.com	2	BBC News Swahili	4
WaterAid Tanzania	19	mrishompoto	14	eatv.tv	4	muungwana.co.tz	1	Pacific Rim Samigprc	1
voiceofbongo	18	Tanfootball	6	East Africa TV	2	nukta.co.tz	1	BeltTV	1
wizara_afyatz	10	agrithamani	6	wsscctz	1	mwanahalisionline.com	1	News 24	1
earadiofm	7	WaterAid Tanzania	4	Maji safi	1	thecitizen.co.tz	1	Kindege TV	1
fredynjeje	6	cloudsfmtz	3	Mrisho Mpoto	1	globalpublishers.co.tz	1		
MustaphaBurhani	6	almasmzambebe	2			bongo5.com	1		
tzDiscovery	4	vwala_viola	2			muhabarishaji.com	1		
sanitationtz	4	voiceofbongo	2						

Top Influencers By Reach

Top Influencers by Reach

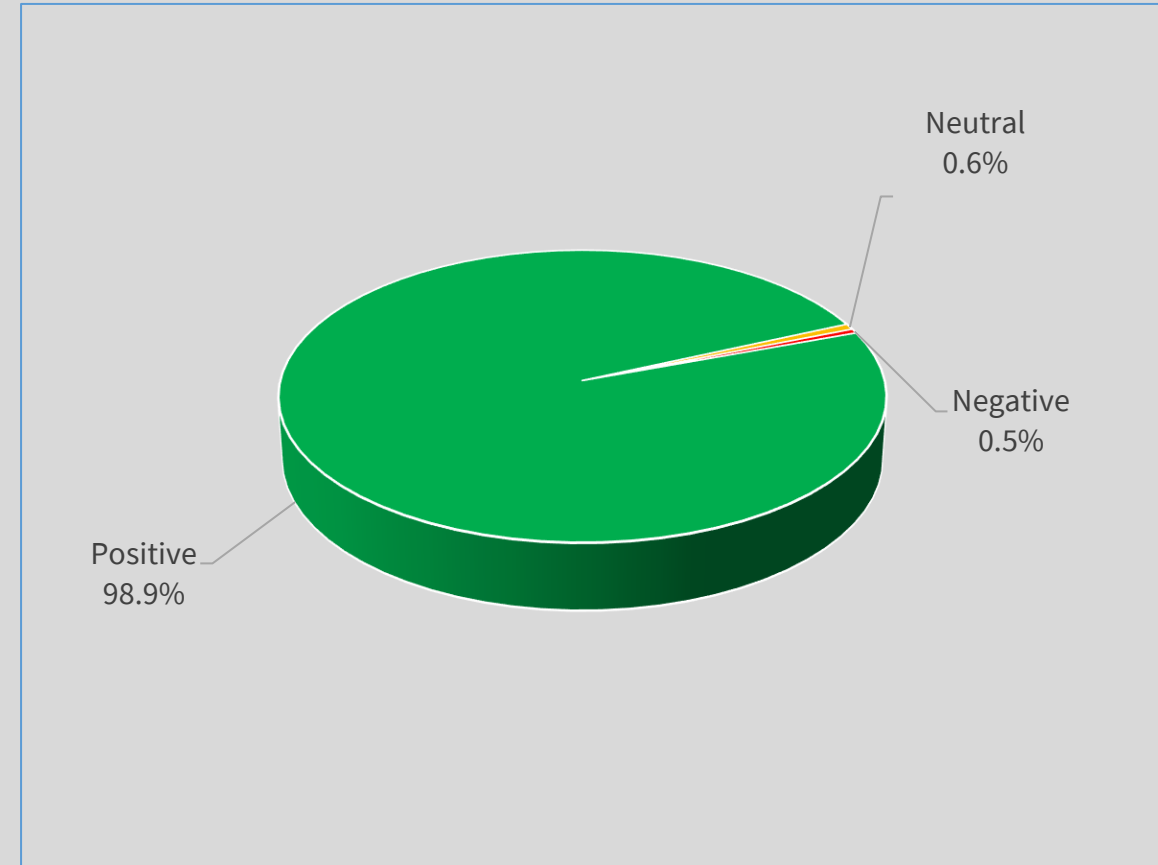
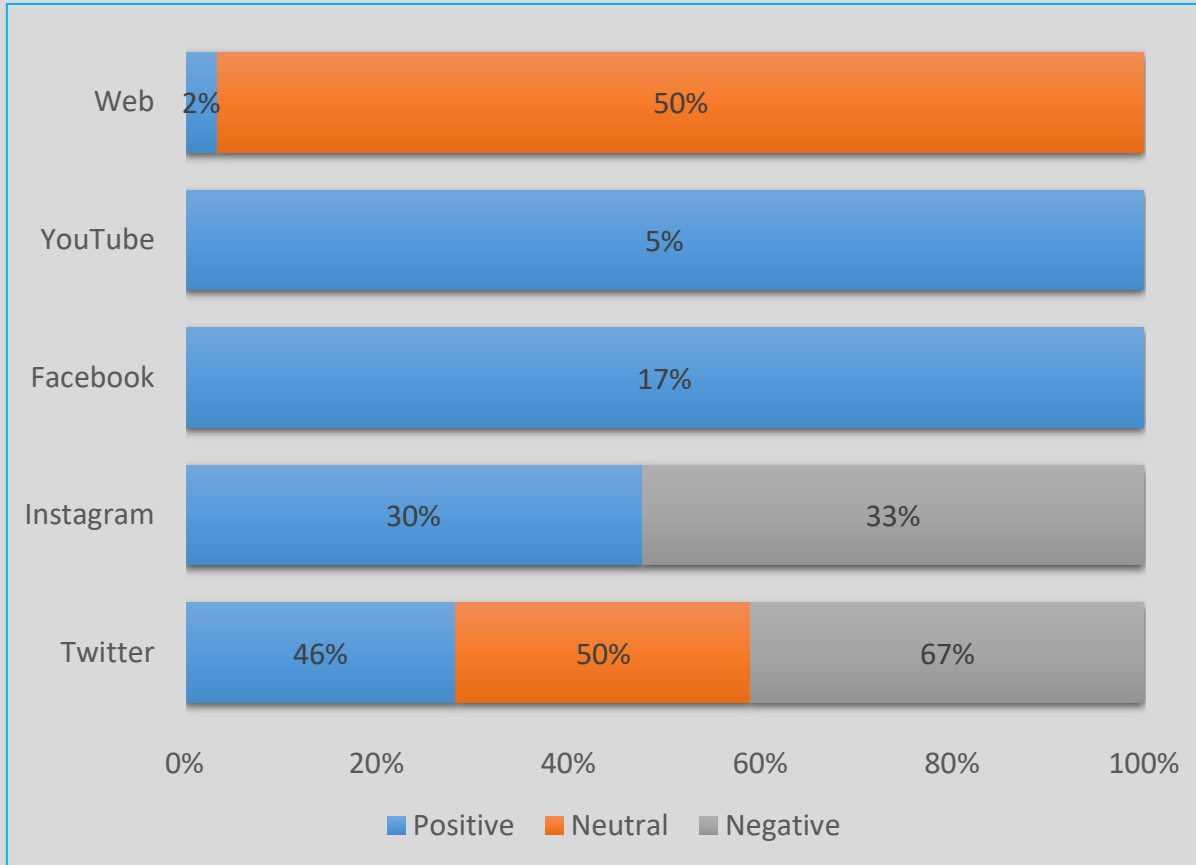
Twitter		Instagram		Facebook		YouTube		Web	
NyumbaNiChoo	3,868,949	NyumbaNiChoo	2,084,808	NyumbaNiChoo	4,809,684	BBC News Swahili	7,602	ippmedia.com	1,795,462
Maria Sarungi Tsehai	644,200	mrishompoto	844,942	MajiSafiGroup	17,392	News 24	752	thecitizen.co.tz	1,691,518
eastafricatv	569,900	wssctz	8,709	eatv.tv	2,979	NyumbaNiChoo	190	jamiiforums.com	1,408,282
earadiofm	453,600	ummymwalimu	2,268	East Africa TV	1,514	BeltTV	17	globalpublishers.co.tz	1,290,464
ummymwalimu	336,873	vwala_viola	1,278	wssctz	323	Pacific Rim Samigprc		2 bongo5.com	949,900
TFF TANZANIA	221,482	innovexdc	723	Maji safi	41	Kindege TV	2	muungwana.co.tz	126,233
abdulazackabdul	97,500	cloudsfmtz	683	Mrisho Mpoto	16			mwanahalisionline.com	109,402
jokateM	76,200	Tanfootball	579					muhabarishaji.com	84,155
wizara_afyatz	71,400	agrithamani	506					nukta.co.tz	42,078
voiceofbongo	50,600	balози_wa_insta	345						

Top Influencers By Sentiment

Top Influencers by Sentiment

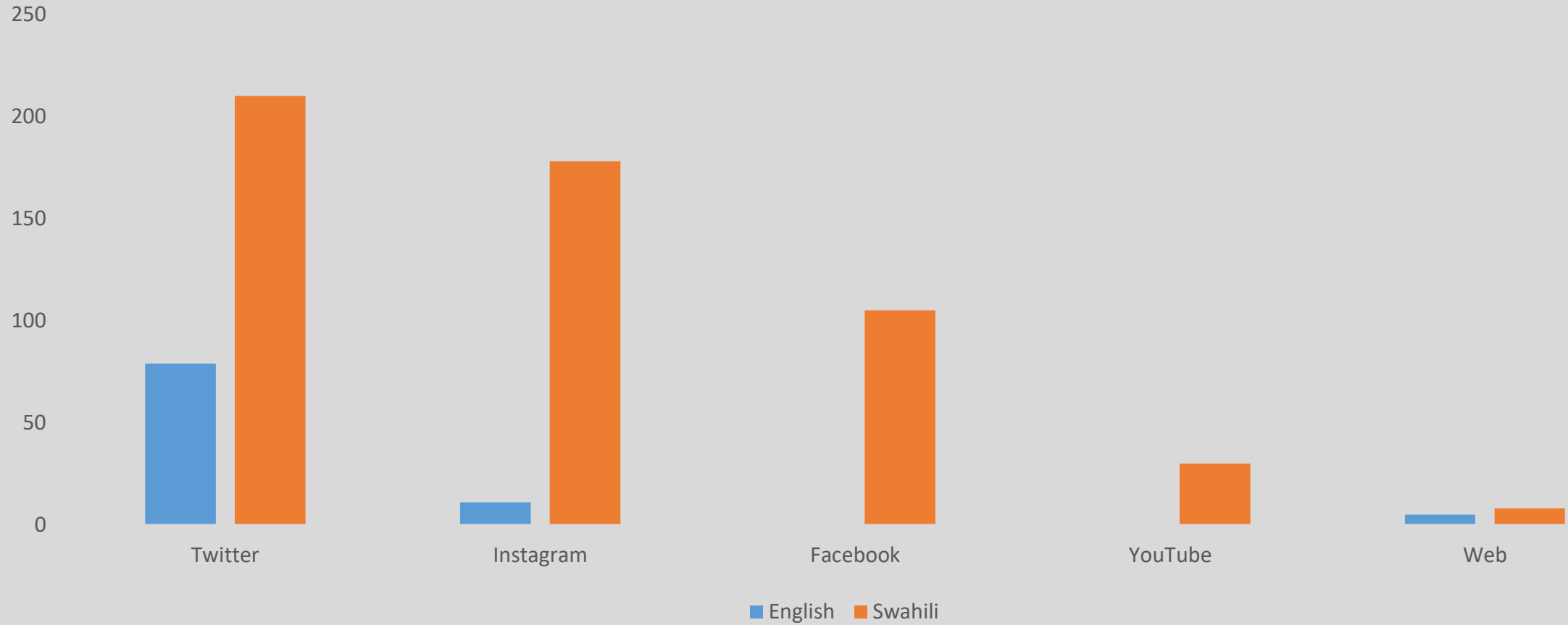
Positive		Neutral		Negative	
NyumbaNiChoo	234	bongo5.com	1	swahilitimes	1
wssctz	62	Daktari wa Wasiwasi	1	voiceofbongo	2
MajiSafiGroup	29	Hashim Rungwe	1		
WaterAid Tanzania	23	nukta.co.tz	1		
voiceofbongo	18				
mrishompoto	14				
wizara_afyatz	11				
Tanfootball	7				
earadiofm	7				
fredynjeje	6				

Sentiments



- ❖ Nyumba Ni Choo accumulated 98.9% share of positive online coverage in quarter 2, 2020. This was due to the firm's close management of Clean Hands, Safe Tanzania and Usichukulie Poa Unategemewa Campaigns.

Language



❖ About 85% of mentions were in Swahili Language while 15% were in English during the quarter.

Sample of Social Media Snapshots

Mbundi John Retweeted

 **Usichukulie Poa, Nyumba ni Choo**
@NyumbaNiChoo

RT @NyumbaNiChoo: #MikonoSafiTanzaniaSalama



DSM - MIKONO SAFI TANZANIA SALAMA | JIKINGE, WAKINGE WENGINE CORONA INAZULIKA

10:19 AM · May 9, 2020 from Dar es Salaam, Tanzania · Twitter for Android

2 Retweets 9 Likes



 nyumbanichoo · Following

 nyumbanichoo Reposted from @mrishompoto "MIKONO SAFI TANZANIA SALAMA" @nyumbanichoo @wizara_afyatz #MikonoSafiTanzaniaSalama - #regrann

15w

 ngadu_ibra_papa_official Hakika Mikono safi itatuokoa...

Liked by ramaenza and others

APRIL 5

Add a comment... Post

BURHANI M MUSTAPHA (Mwagalazi) Retweeted

 **Usichukulie Poa, Nyumba ni Choo**
@NyumbaNiChoo

RT @NyumbaNiChoo: 🙏🙏 #Unategemewa

 **Tuvuke Wote Organization** @Tuvukewoteorg · Jun 29

Shule zimefunguliwa Rasmi Leo baada ya Janga la Corona kupungua, Ndugu walimu, wazazi na walezi kupungua si kuisha, Corona bado lipo, Tusiache kuchukua tahadhari ambazo tunapatiwa na Wataalamu Wetu wa Afya hasa tunapokua mashuleni ili kulinda Afya za wanafunzi Wetu #TWOagainstCOVID



2:05 PM · Jun 29, 2020 · Twitter for Android

2 Retweets 12 Likes

 **Usichukulie Poa, Nyumba ni Choo**
@NyumbaNiChoo

Kipindi hiki ambapo watoto wako nyumbani huenda ikawa ni vigumu kusimamia watoto wasitoke nje kwenda kucheza wakati wote, hivyo tunakusihi mzazi keti chini na mtoto na kumwelezea A mpaka Z kuhusu na ugonjwa wa Corona na kusimamia wacheze ndani ya nyumba.

#MikonoSafiTanzaniaSalama

Translate Tweet



73 views 0:05 / 0:59

1:44 PM · Apr 26, 2020 · Twitter for Android

5 Retweets 14 Likes

Sample of Online Snapshots

22 MAY 2020

BY GUARDIAN REPORTER

Dodoma

FEATURES
The Guardian

Scaling up rural sanitation in 'Tz: Evidence from the national campaign

THE implementation of the National Sanitation Campaign and the Water Resources Integration Development Initiative (WARIDI) in various parts of the country has produced positive results as majority of people currently have access to improved sanitation facilities.



11 JUN 2020

CORRESPONDENT

FEATURES
The Guardian

Supporting Improved Sanitation, Hygiene and Health in Rural Communities

- Supporting Improved Sanitation, Hygiene and Health in Rural Communities
- Everyone is Involved in the Successful Implementation of WASH Activities

Awareness of the importance of sanitation and hygiene is improving across Tanzania through the National Sanitation Campaign.



OPINION: In times of trouble, friends and allies must pull together

FRIDAY APRIL 17 2020



By Sarah Cooke

We are currently facing extremely challenging times. The impact of the Coronavirus pandemic has been global and non-discriminatory. The global death toll continues to rise; the impact on trade and global markets has been devastating; and the effects will stay with us for months and years to come, affecting livelihoods across the world.

The UK is the largest single contributor of any country in the world to the Coalition for Epidemic Preparedness Innovation (CEPI), pledging Sh1.58 trillion (£544million) to develop a coronavirus vaccine. The UK has also provided an additional Sh580 billion (£200m) to support the global efforts of WHO, UNICEF and the World Food Programme amongst others.



COVID-19

Get the latest information from the WHO about coronavirus.

See more resources on Google I/O

Ingawa wanaoamini kwamba 'aji' Nimefunzwa namna ya kujikinga ili niwakinge wengine dhidi ya Covid19
*mlared Jun 26, 2020

7 1 Download 720 SHARE SAVE ...

Annex

To find the data used in this report, kindly click the link below:-

<https://drive.google.com/file/d/132g3JMIrwFGn3W76mawu-m3I0R-Zrmva/view?usp=sharing>

Prepared by ORTUS
Data Science Department

Plot 740 Africana/Jangwani Road
P.O. Box 13906, Dar es Salaam Tanzania.

Email: clientservice@ortus.co.tz

Phone: +255 22 264 7306

Mobile: +255 719 783 357

www.ortus.co.tz

The logo for ORTUS, featuring the word "ORTUS" in a bold, green, sans-serif font. The letter "O" is significantly larger than the other letters, which are of uniform size and spaced out.



Thank
You

A blue paper cutout with the words "Thank You" in white, hanging from a string. The text is in a bold, rounded, sans-serif font. The cutout has a scalloped edge and a small hole at the top for the string. The background is white.