

USICHUKULIE POA, NYUMBA NI CHOO CAMPAIGN
ONLINE MEDIA CONTENT ANALYSIS



Quarter 3 [July to September] 2019

PREPARED FOR: INNOVEX



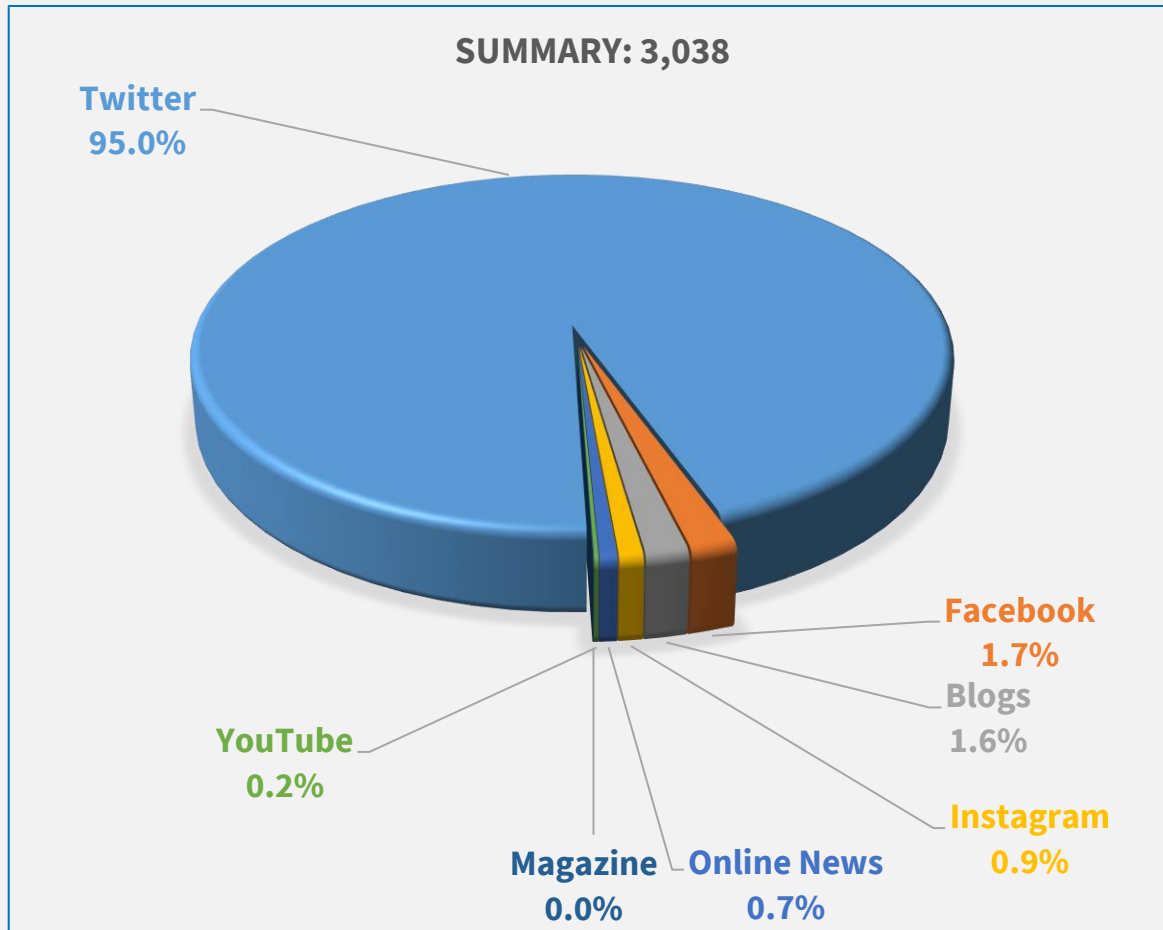
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This report provides a summary of key issues reported online on INNOVEX's *#UsichukuliePoaNyumbaNiChoo* campaign.

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



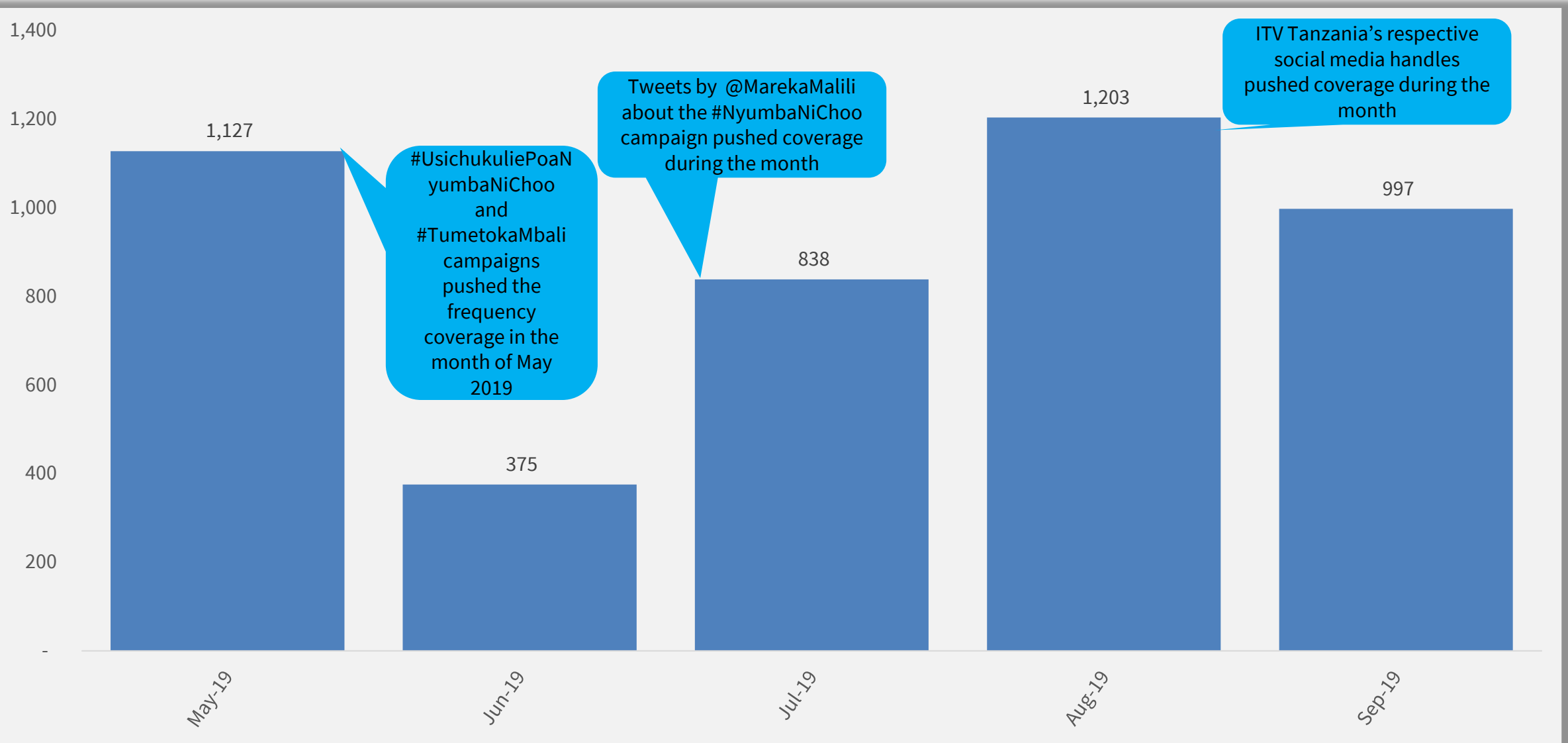
Volume- By Media Types



- ❖ Twitter was the top platform during the period under survey, an observation which could be attributed to the ease of use of the platform by use of hashtags and retweets.
- ❖ Blogs and Online News mentions pushed the most conversations away from social media platforms.
- ❖ A sample of such blogs included;
 - ✓ mtanzania.co.tz
 - ✓ muungwana.co.tz
 - ✓ alervista.org
 - ✓ alervista.org

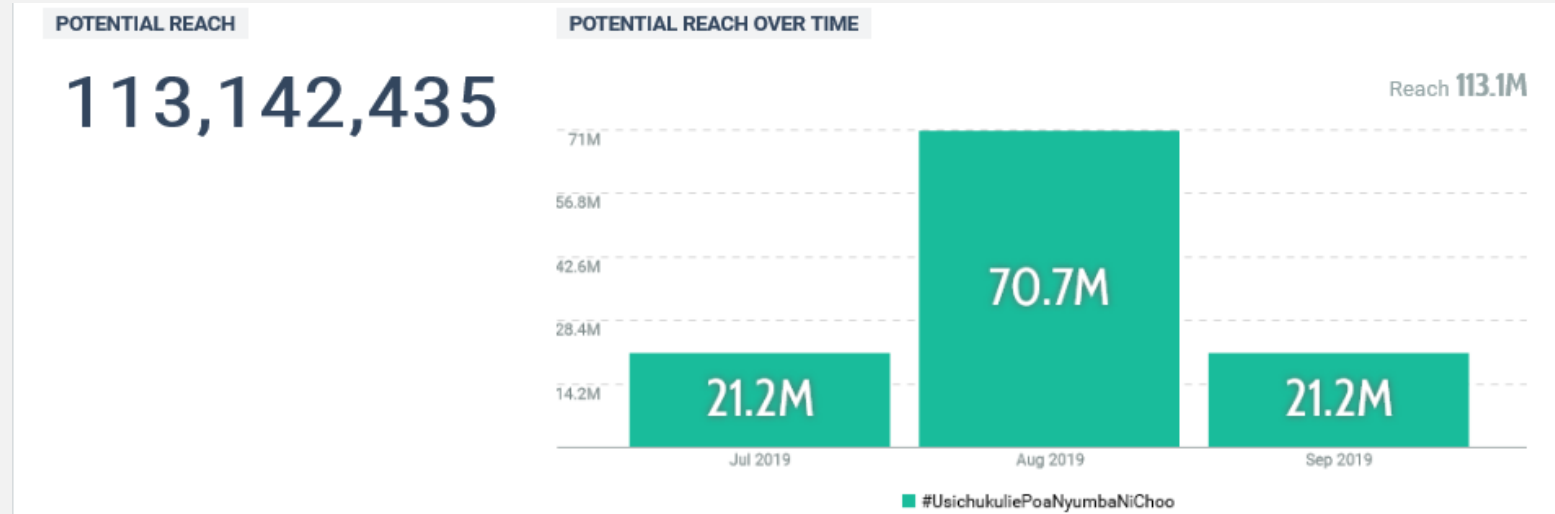


Month on Month Publicity Trends



Reach

- ❑ The potential reach figure indicates a summation of the reach of a particular author/ website.
- ❑ The figure could be high based on duplication of certain authors.



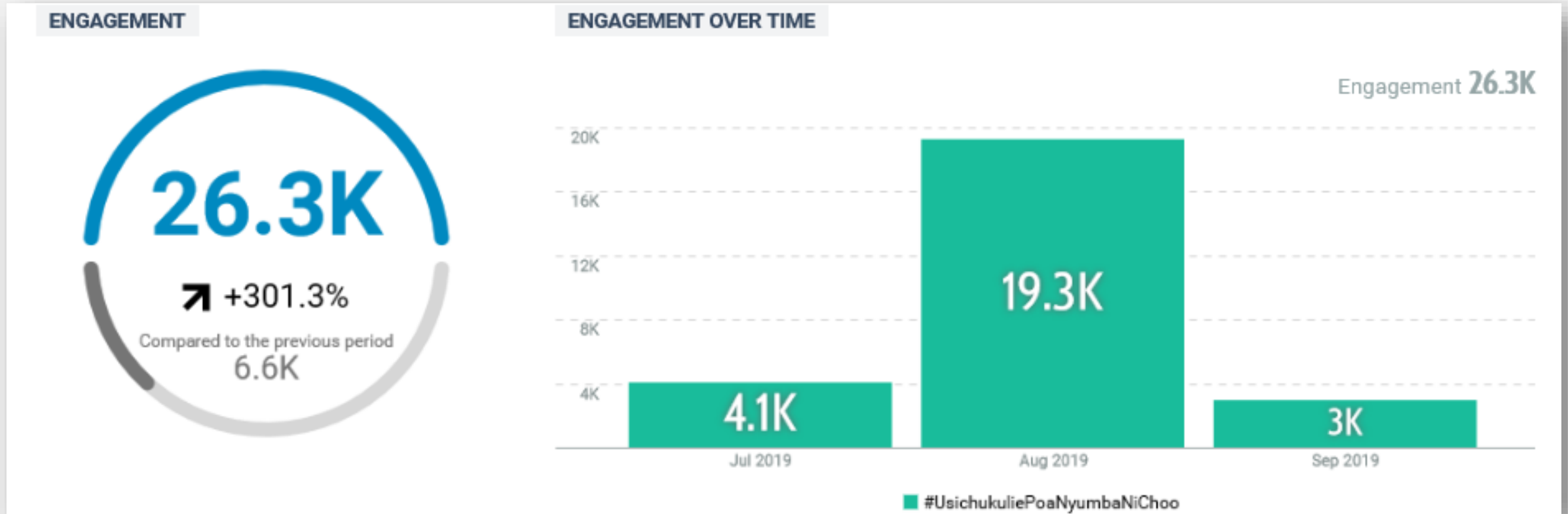
REACH VS ENGAGEMENT

	Engagement	Reach	Results
Twitter	8.7K	56.7M	2.9K
Facebook	9.2K	45.2M	52
Instagram	8.3K	7.7M	27
Online News	6	2.1M	20
Blogs	7	1.4M	48
Magazine	0	50.6K	1
YouTube	28	313	5

- ❑ Twitter platform continued pushing the largest chunk of the online publicity, which also led to averaging the highest reach per mention for the period.
- ❑ Facebook however had the highest engagement during the quarter, an attribute that could be linked to reactions to various pages.




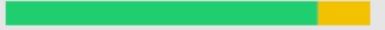















Engagement



- ❑ 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
 Jabir @bajabiri	326 ↑ 158.7%		15.9M ↑ 175.1%	48.8K ↑ 6.3%	1.4K ↑ 79.7%	4.2 ↓ 30.6%
 Usichukule Poa @NyumbaNiChoo	314 ↑ 168.4%		1.7M ↑ 172.8%	5.5K ↑ 1.6%	2.3K ↑ 227.9%	7.4 ↑ 22.2%
 Lubasha Jr @MarekaMalili	278 ↑ 212.4%		18.9M ↑ 261.1%	68K ↑ 15.6%	2.3K ↑ 175.2%	8.3 ↓ 11.9%
 Allan @allanmzalendo	57 ↑ 850%		1M ↑ 840.7%	17.9K ↓ 1%	0	0
 TzConnect @tzDiscovery	37 ↑ 146.7%		3.7M ↑ 147.7%	101.3K ↑ 0.4%	0	0
 Holy @yose_hoza	36 ↓ 44.6%		1.4M ↓ 43.1%	39.3K ↑ 2.7%	44 ↓ 82.7%	1.2 ↓ 68.7%
 ITV @ITVTANZANIA	29		1.4M	47.4K	137	4.7
 Handsome La kijiji @Manenolzaak	27 ↑ 22.7%		2.3M ↑ 46.4%	86.2K ↑ 19.2%	28 ↓ 82.5%	1 ↓ 85.7%
 Kazimoto @Kazimotoinc	22		253.1K	11.5K	0	0
 TFF TANZANIA @Tanfootball	18		2.2M	122.3K	1.2K	65.4


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

Top Influencers- Facebook & Instagram


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



Most active author
 ITV Tanzania
 Facebook
 22 Posts


Most influential author
 ITV Tanzania
 Facebook
 9.2K Engagement


TOP INFLUENCERS VIEW MODE **Most Active Authors** ▾

Influencers ↗	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 ITV Tanzania	22	<div style="width: 100%; height: 10px; background-color: green;"></div>	45.2M	2.1M	9.2K	418.6




OVERVIEW

Most active author
 itvtz
 Instagram
 27 Posts

Most influential author
 itvtz
 Instagram
 8.3K Engagement

TOP INFLUENCERS VIEW MODE **Most Active Authors** ▾

Influencers ↗	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 itvtz	27	<div style="width: 100%; height: 10px; background-color: green;"></div>	7.7M	284.2K	8.3K	309

Top Websites

Most active author



fastnews
Blogs
7 Posts

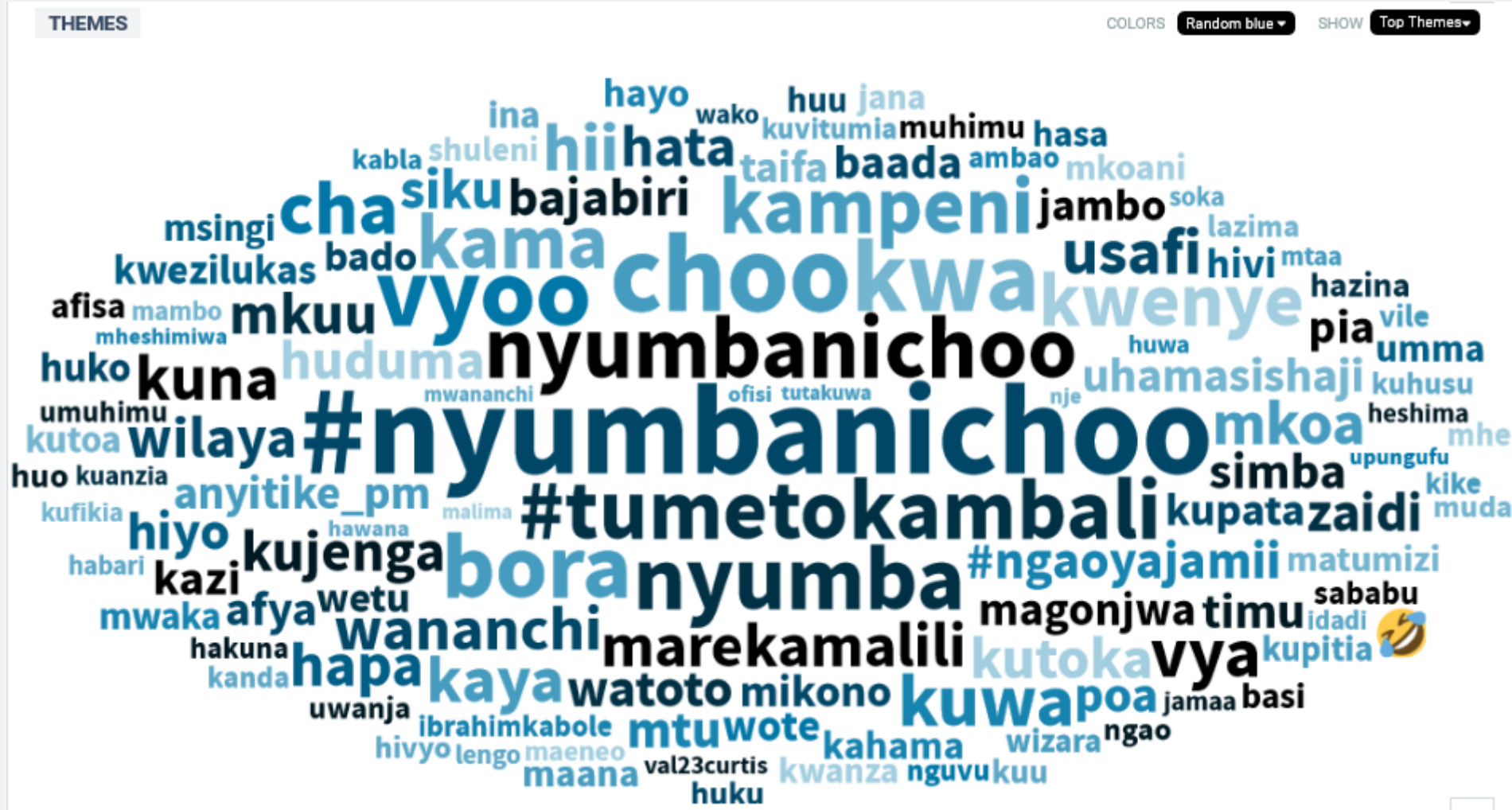
Most active site



altervista.org
Blogs
7 Posts

Influencers	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
fastnews, fastnews.altervista.org	7 250%		0	0	3	0.4
Malunde, malunde.com	6		150.1K	25K	0	0
Unknown, maswayetu.blogspot.com	4		0	0	0	0
habari mtaa admin #####tes. , habarimtaa.com	4 0%		0	0	0	0
mtanzania digital, mtanzania.co.tz	3		214.3K	71.4K	2	0.7
noreply@blogger.com (Muungwana Blog 5), muungwana.co.tz	3		370.6K	123.5K	1	0.3
christian gaya, hakiPENsheni.blogspot.com	2		0	0	0	0
michuzi blog, issamichuzi.blogspot.com	2 33.3%		0	0	1	0.5
k2 sports hq, k2sportshq.blogspot.com	2		0	0	0	0
MKALIMANGI BLOG, sokoanews.blogspot.com	2		0	0	0	0

Thematic Areas of Publicity

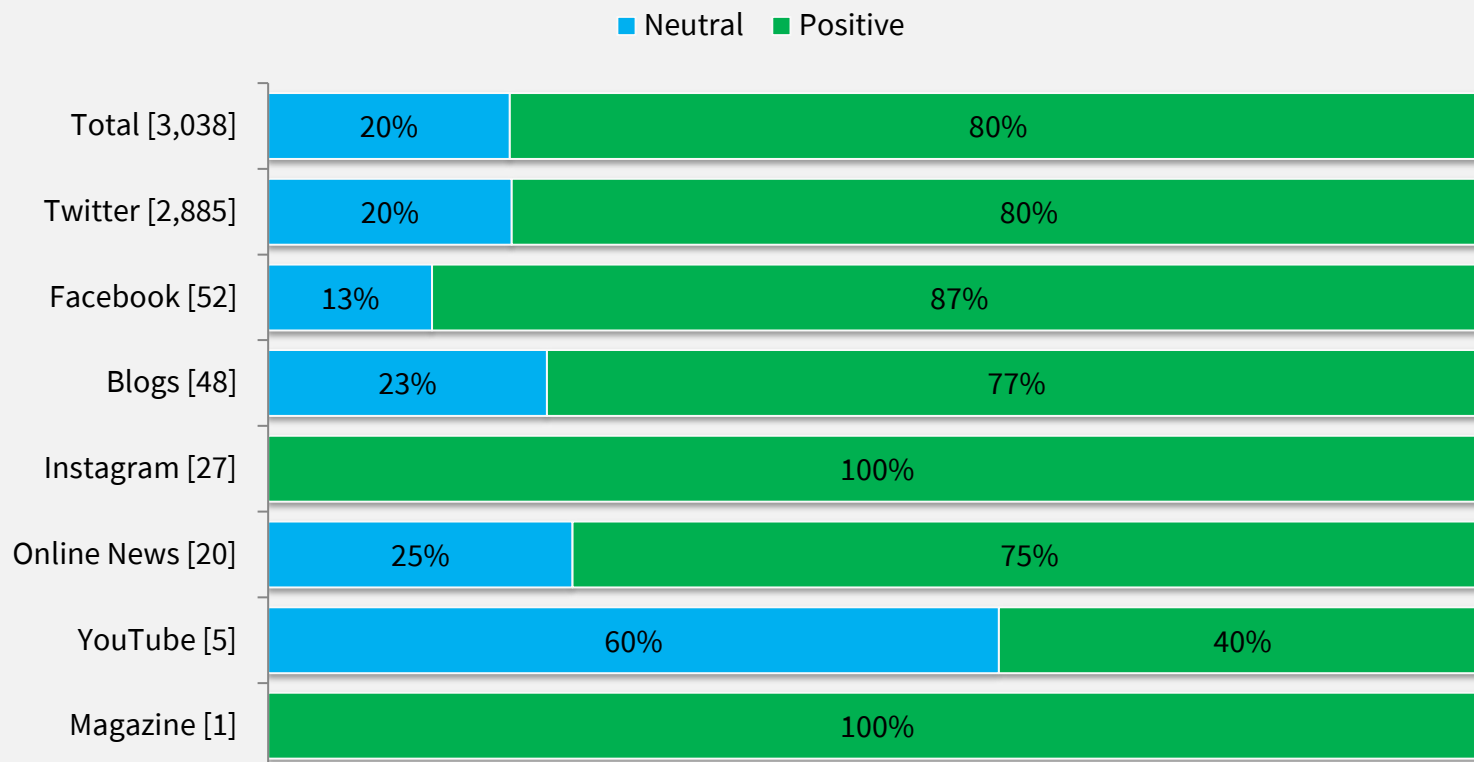
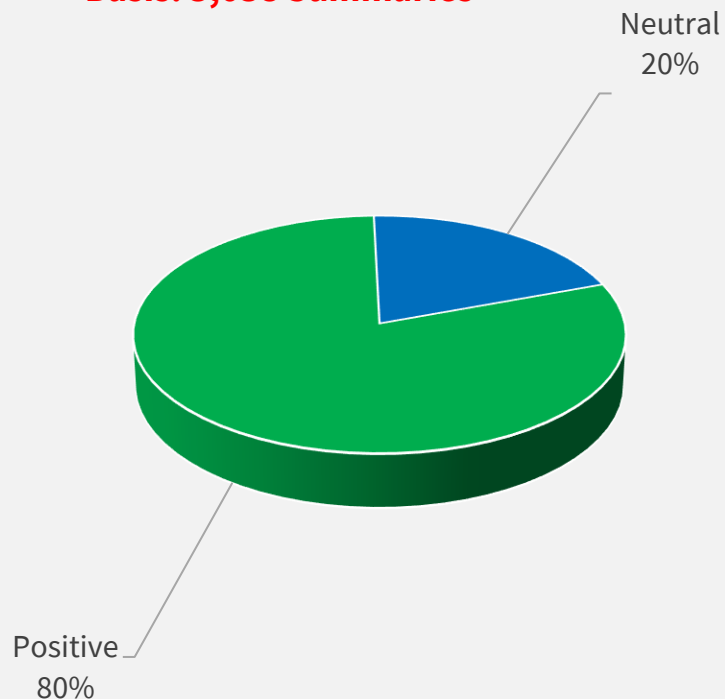


- ❑ The word cloud above is a representation of the topics around which the online publicity revolved around.
- ❑ The sizes are proportional to the amount of publicity under each topic.



Sentiment Analysis

Basis: 3,038 Summaries



- ❑ The 80% Positive share of publicity was largely driven by **ITV Tanzania'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.



Sentiment Analysis

- ✓ Benki gani ina huduma ya vyoo kwa wateja hapa nchini? *Usichukulie Poa. Nyumba ni Choo*
- ✓ Bwana bwana bwanaaa Musoma kumenogaaaa Kinamama wamesema iwe kwa jembe, kwa sururu au kwa mafagio, vyoo bora vitajengwa tu! *#NyumbaNiChoo Usichukulie Poa. Nyumba ni Choo*
- ✓ "Kuna vitu vingine vimepitwa na wakati, eti kweli unajenga nyumba alafu huna *choo*. Unaishi vipi?" Mhe Adam Malima, Mkuu wa Mkoa Mara *#NyumbaNiChoo #tumetokambali nyumbanichoo*
- ✓ Unawaza nini ukiwaona dereva bodaboda? *#NyumbaNiChoo Usichukulie Poa. Nyumba ni Choo*
- ✓ Bwana bwana bwanaaa Musoma kumenogaaaa Kinamama wamesema iwe kwa jembe, kwa sururu au kwa mafagio, vyoo bora vitajengwa tu! *#NyumbaNiChoo nyumbanichoo*
- ✓ Eti mabaharia, akituma ule ujumbe kwamba “Nimeanza kuja” uwa unanza Kufanya Usafi sehemu gani? Sebuleni, au Chumbani au Chooni? [#NyumbaNiChoo](#) [#TumetokaMbali](#)
- ✓ Ukiwa katika sehemu za starehe, unapendelea *choo* cha kukaa au cha kuchuchumaa? *Nyumbanichoo*
- ✓ Ulishawahi kushiriki kazi ya grupu iwe ni shuleni au Kazini? Tuo uzoefu kwenye ugumu na faida zake. *#NyumbaNiChoo #tumetokambali #Mara Usichukulie Poa. Nyumba ni Choo*



Sample Positive Snapshots

ITV Tanzania 17 August

Ulishawahi kushiriki kazi ya grupu iwe ni shuleni au Kazini? Tuoe uzoefu kwenye ugumu na faida zake.
#NyumbaNiChoo #Tumetokambali #Mara Usichukule Poa. Nyumba ni Choo



#NyumbaNiChoo #TumetokaMbali

432 60 comments 5 shares

Like Comment Share

Lubasha Jr @MarakaMalili

Eti mabaharia, akituma ule ujumbe kwamba "Nimeanza kuja" uwa unaanza Kufanya Usafi sehemu gani? Sebuleni, au Chumbani au Chooni?
#NyumbaNiChoo #TumetokaMbali

1:50 AM - 28 Jul 2019

37 Retweets 491 Likes

57 37 491

itvtz • Follow




#NyumbaNiChoo #TumetokaMbali

503 likes

5w Reply

Add a comment... Post

itvtz • Follow



#NyumbaNiChoo #TumetokaMbali

423 likes

AUGUST 10

Add a comment... Post

NBC National Bank of Commerce Conveniently Everywhere.

NC BANK

EXIM BANK Innovation in Life

NMB Close to you

EQUITY Bank • Your Listening, Caring Partner

CRDB BANK The bank that listens

Standard Chartered

itvtz • Follow

kenia_mwambao kama ni choo nazitumia ila sijawahi kuona vyoo

7w Reply

zeamigo001645 @itvtz Stanbic Bank

7w Reply

hajia_soza Crdb udom choo nipo kwa ajili ya wateja

7w Reply

kazingof NMB Kibondo kuna vyoo sio choo tu! Na viko katika hali ya usafi sana 🙏

7w Reply

419 likes

AUGUST 9

Add a comment... Post

#NyumbaNiChoo #TumetokaMbali

@nyumbanichoo



Blog Posts Snapshots

<https://www.3blmedia.com/News/LIXIL-Marks-Year-Partnership-UNICEF-Working-Together-Kenya-Ethiopia-Tanzania>

LIXIL Marks a Year of Partnership with UNICEF, Working Together in Kenya, Ethiopia, Tanzania



A local reseller in Siaya County introduces SATO products to a customer. UNICEF does not endorse any company, brand, product or service.

<https://www.ippmedia.com/sw/node/68462>

Nusu wakazi mkoa Shinyanga hawana vyoo; mbadala porini, mifuko, pagal

- *Kwanini? Eti uchuro kuchangia na wakwe*
- *Operesheni lazima choo kupita kila nyumba*
- *Magari majitaka manispaa yatapisha porini*

<https://nsolo14stif.wordpress.com/2019/09/05/nyumba-ni-choo/>

Tuwaambie

FEEDS

NYUMBA NI CHOO



via [IFTIT](#)

Kaya 22,540 hazina vyoo Mara

By [Mtzanzania Digital](#) - July 30, 2019

193 0



Shomari Binda - Musoma

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

Mila Potofuza kutochangia vyoo na elimu juu ya Matumizi yake vimetajwa kusababisha kaya zaidi elfu saba kutojenga vyoo shinyanga

by [fastnews](#)

Share: [FACEBOOK](#) [TWITTER](#) [GOOGLE+](#) [PRINT](#)



<https://fastnews.altervista.org/mila-potofuza-kutochangia-vyoo-na-elimu-juu-ya-matumizi-yake-vimetajwa-kusababisha-kaya-zaidi-elfu-saba-kutojenga-vyoo-shinyanga/>

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.