

Top 20 African Heads of State on Social Media ~ 2014.

1 Abdelfattah ElSisi

Egypt's Abdelfattah ElSisi (أبى سيسى) is the most followed African Head of State with at least **2,951,560** people interacting on his social media channels.



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Just like businesses, political leaders globally must embrace social media as a great tool to deliver and control information, for better and real time governance. 5 months ago, a survey intended to access and rank the top 20 heads of State on Social media was initiated by **Digital Impact Awards Africa**. All Africa presidents' social media channels on Facebook and Twitter were closely followed.

By close of survey, Africa's top 10 heads of state were liked by at least 8,149,619 people and 8,698,202 for the top 20 on Facebook. Whereas on twitter, the top 10 Heads of state were followed by at least 1,434,041. It was from ratio of total number of people liking and following the heads of state on social media that the contribution of the each of the two world's most popular social media platforms to this survey was determined.

Facebook contributed 83% and Twitter contributed 17%.

Egypt's Abdel Fattah ElSisi (البريدسي الفتاح عبد) is the most followed African Head of State with at least 2,951,560 people frequently interacting on his social media channels. He took gold for this first ever unique Digital survey on this continent. On a bad note though, his channels are rarely updated with information, the latest update on his channel by survey time was posted on 4th June 2014.

Nigeria's Goodluck Jonathan took silver with at least 1,584,838 people following on twitter and Facebook whereas bronze went to Kenya's Uhuru Kenyatta with at least 1,548,035 on his social media channels by survey time.

Uhuru is the most followed African head of state on Twitter with at least 466,000 followers.

By survey time, at most 5 presidents' Facebook pages and at least 8 twitter pages were certified.

16 heads of state had less than 10,000 likes on Facebook and 14 Heads of state had no official, publicly searchable Facebook pages. Despite several searches and automatic engine crawls to identify different keywords with links to Facebook and Twitter, all results returned no pages that this survey could relate to them but just a few user accounts on Facebook in the different presidents' names.

11 heads of state had at least 100,000 likes on Facebook. Unlike the majority, Rwanda's Paul Kagame and Tanzania's Jakaya Kikwete had more followers on twitter than likes on Facebook. Kagame and Kikwete were followed by 421,568 and 159,254 on twitter respectively.

Kenya's Uhuru Kenyatta is the most active head on state on social media with at least one post daily on Facebook and twitter, and his team often responds to followers queries and comments. His social media outlook evidently showcases that he has invested in high class branding and content production for the best delivery of information. Uhuru's agency gets credit for the special professional work. Just like MTN's everywhere you go slogan, you will find Uhuru everywhere you go on social media, as he well equipped with classy website, Uhuru is on YouTube and instagram among other social media platforms.

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Uganda's Yoweri Museveni and Rwanda's Kagame have the fastest growing channels on the two social media platforms.

In other related searches, this survey found out that at least 30 African heads of state have fully informed Wikipedia profiles, and at most 10 had fully functional personal websites. Whereas less than 5 heads of state have embraced YouTube.

This study follows a number of surveys that Digital Impact Awards Africa and partners have carried out such as, the Top 20 Corporate Brands on Social Media survey, among others. Remember to join the best brains in Digital, come Friday 22nd August at the inaugural Digital Impact Awards Africa.

Below is a full list of the top 20 African heads of State Social Media.

Ranking	Name	Facebook Likes	Country
No.1	Abdel Fattah Elsis (ال سيدسي ال ف تاح ع بد)	2,769,537	Egypt
No.2	Goodluck Jonathan	1,524,838	Nigeria
No.3	Uhuru Kenyatta	1,082,035	Kenya
No.4	Abdelaziz Bouteflika (بوتة ف ل يقة ال عزيز ع بد - Abdelaziz Bouteflika)	553,372	Algeria
No.5	John Dramani Mahama	390,196	Ghana
No.6	Moncef Marzouki	238,457	Tunisia
No.7	Paul Kagame	197,467	Rwanda
No.8	Ali Bongo Ondimba	176,052	Gabon
No.9	Yoweri Kaguta Museveni	134,167	Uganda
No.10	Mahamadou Issoufou	108,434	Niger
No.11	Michael Sata	100,413	Zambia
No.12	Jakaya Kikwete	83,823	Tanzania
No.13	Robert Mugabe	80,207	Zimbabwe
No.14	Ibrahim Boubacar Keita	76,019	Mali
No.15	Yayi Boni (www.boniyayi.bj)	59,088	Benin
No.16	Macky Sall	57,435	Senegal
No.17	Alassane Ouattara	55,506	Côte d'Ivoire
No.18	Jacob Zuma	48,218	South Africa
No.19	Paul Biya	44,866	Cameroon
No.20	Mohammed VI	43,421	Morocco

The survey was conducted by Digital Impact Awards Africa and proudly supported by HiPipo Consulting, Research and Advisory arm with Cyberplc Limited.

TOP 20 AFRICAN PRESIDENTS ON SOCIAL MEDIA



NO.1  
ABDEL FATTAH ELSISI
THE PRESIDENT OF
EGYPT



NO.2  
GOODLUCK JONATHAN
THE PRESIDENT OF
NIGERIA



NO.3  
UHURU KENYATTA
THE PRESIDENT OF
KENYA



NO.6  
MONCEF MARZOUKI
THE PRESIDENT OF
TUNISIA



NO.4  
ABDELAZIZ BOUTEFLIKA
THE PRESIDENT OF
ALGERIA



NO.5  
JOHN DRAMANI MAHAMA
THE PRESIDENT OF
GHANA



NO.7  
MONCEF MARZOUKI
THE PRESIDENT OF
RWANDA



NO.8  
ALI BONGO ONDIMBA
THE PRESIDENT OF
GABON



NO.9  
YOWERI KAGUTA MUSEVENI
THE PRESIDENT OF
UGANDA



NO.10  
YOWERI KAGUTA MUSEVENI
THE PRESIDENT OF
NIGER



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About Cyberplc Limited

We regard cybersecurity not as an end unto itself. We instead see the cybersecurity controls deployed to protect information, people and physical assets as means to an end. The end of the technical, procedural, personnel and physical security controls is to help ensure that critical information infrastructure works reliably and continues to support business processes even under attack.

We are routinely commissioned to engineer and validate security controls around systems handling vast volumes of sensitive, “Classified” or “Protectively Marked” data. Thus, we help Governments, citizens, consumers, regulators and enterprises operating critical information infrastructure (CII) to gain confidence around the adequacy of controls in place to mitigate cyber threats and risks.

We understand the benefits and limits of technical tools because our core expertise lies in the technical Internet security domain. Therefore, to help you protect against threats to core business processes, we combine technical solutions with procedural, personnel and physical security controls. Our balanced approach helps you select the security controls that match the risks, needs and circumstances of your specific organisation.

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1. **Digital Marketing**

We are responsible for the strategy, design and development of some of the most influential digital experiences. We work with big and small companies to build ongoing, continuous relationships with consumers through effective use of social media, web and mobile platforms. We design and develop web and mobile applications.

2. **Digital Consulting, Research and Advisory**

Our Consulting, Research and Advisory focus on Business and Technology that spans web, mobile and social. We provide proprietary research, consumer and business data, custom consulting and online communities with advisory to guide leaders in Business, IT, marketing and strategy

3. **Digital Media: Music, Business and Technology**

HiPipo.com is Uganda’s No.1 social entertainment services provider. HiPipo.com makes discovery and consumption of the latest and the best entertainment just a click away for any Ugandan using the Internet

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4. **Events**

HiPipo.com organizes top notch corporate and social events such as the annual HiPipo Music Awards and Digital Impact Awards Africa

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