



State of Social Media 2023

This report shares findings from almost 170 marketing and communications professionals located in Africa.

AFRICA EDITION



Executive Summary

Social has established itself as one of the main platforms for people to not only interact with each other, but with brands as well. With global economic uncertainty, and increasing pressure on marketers to deliver more with less lingering on the background, social has become more important for 52% of organizations.



So where does this leave the state of social media for 2023?

This report shares findings from almost 170 marketing and communications professionals located in Africa.

Social media has established its place in the marketing and communications mix. Despite a lot of talk about the death of organic, based on the survey findings, the role of both paid and organic social media is increasing in 2023 - and the current economic situation has played a pivotal role in this.

As communities grow exponentially on social media, so does the number of platforms, and the different roles they play for different groups. The majority of organizations are using at least four of the most common social media platforms, meaning marketing and communications professionals must keep pace with ever-shifting goal-posts across channels.

It's clear that marketing and communications professionals must continue to adapt and up-skill to succeed in the evolving landscape of social media. As social takes on new roles, creates new trends, and shapes the world both outside and inside the platforms, new opportunities and threats are created on a daily basis.



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About Meltwater

Meltwater was founded in Oslo, Norway, in 2001. As the legend goes, the company started with only two men, a coffee machine, and \$15,000 in startup capital. Our original address was located in Oslo, where the team used borrowed hardware, working tirelessly on what would evolve into the all-in-one communications platform we know today.

Our footprint began to grow in the early 2000s, as the company's operations began expanding throughout Scandinavia, then the United Kingdom, and, eventually, Europe, the United States and Asia-Pacific. By 2008, we had offices on every continent globally, delivering local support backed up by international experience.

Since then, we have not only built our physical presence, but also continuously focussed on the evolution of our platform. Today, we are proud to be the market leader in media intelligence offering the world's largest database of social data. We also offer media relations solutions with an exhaustive journalist database, a social media management platform where you can manage all your social media in one place, consumer insights and influencer marketing.



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To gather a comprehensive understanding of our respondents, and to be able to filter for African respondents, the first questions consisted of background information, such as location, company size, the number of people involved in social media within the organization, and the type of organization - B2C, B2B or NGO.





Global

How many people work with social media in your organization?

Answer Choices	Responses	
0-1	26.14%	447
2-5	47.13%	806
6-10	11.35%	194
11-15	4.68	80
16+	8.77%	150
I don't know	1.93%	33
Total		1,710

How many employees does your company have?

Answer Choices	Responses	
1-10	18.06%	309
11-50	22.50%	385
51-200	20.69%	354
201-500	12.27%	210
501-1000	7.71%	133
1000+	17.71%	303
I don't know	1.05%	18
Total		1,711

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How many people work with social media in your organization?

Answer Choices	Responses	
0-1	21.6%	35
2-5	39.51%	64
6-10	14.2%	23
11-15	4.32%	7
16+	15.43%	25
I don't know	4.94%	8
Total		162

How many employees does your company have?

Answer Choices	Responses	
1-10	24.69%	40
11-50	18.52%	30
51-200	20.37%	33
201-500	14.2%	23
501-1000	3.7%	6
1000+	18.52%	30
I don't know	0.0%	0
Total		162



Channels, Goals and Metrics

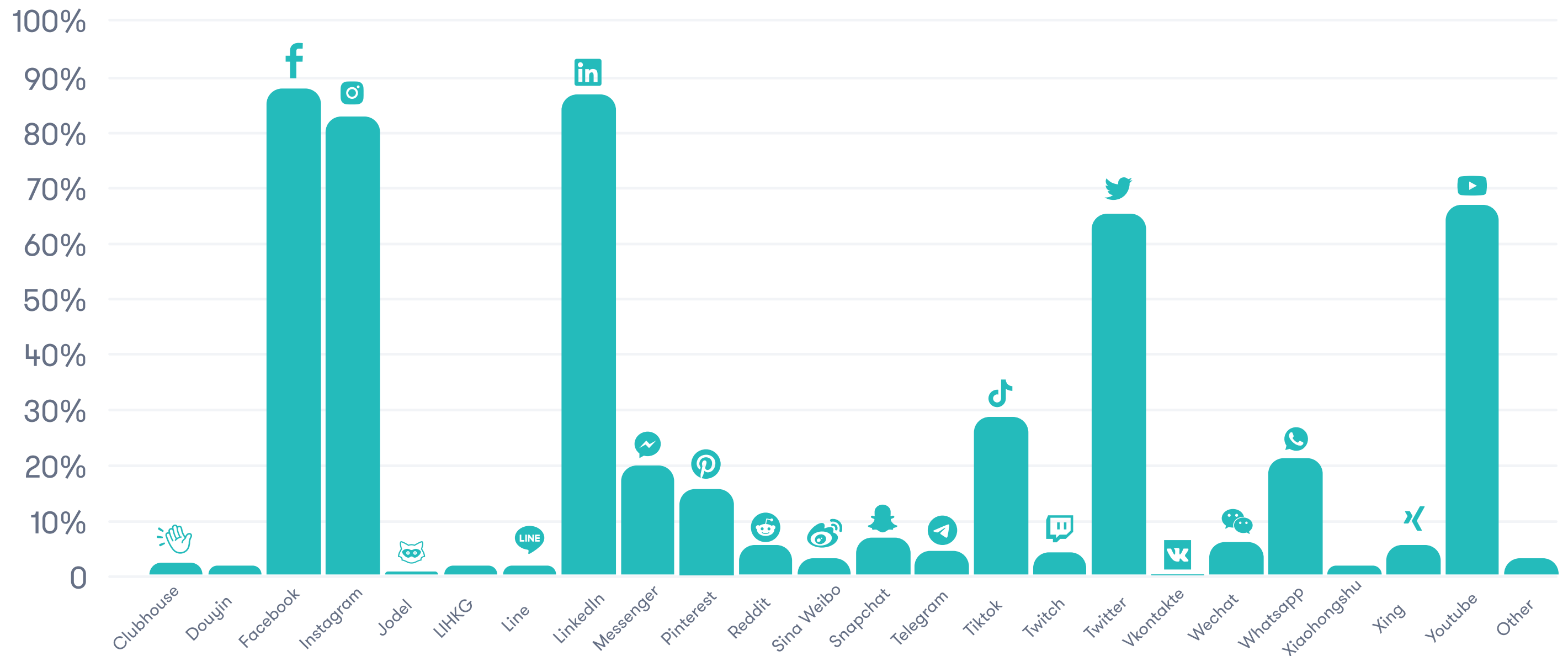
Most used Social Media channels

Five channels dominated the social landscape in Africa. Facebook (88%), Instagram (76%) and LinkedIn (74%) are top, with Twitter (67%) and Whatsapp (58%) close behind. In terms of growth, the use of TikTok is rapidly increasing (28%).

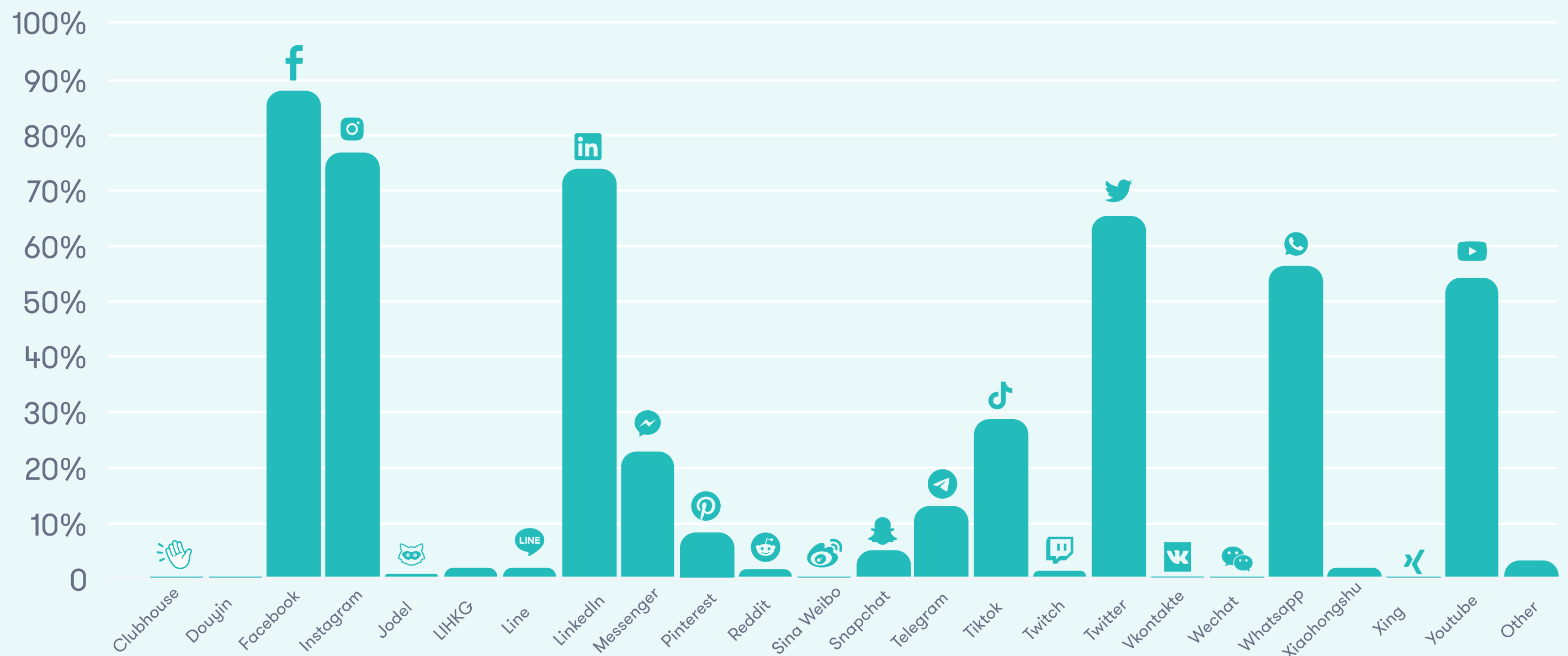
Marketers might ask themselves if it's worth exploring a niche channel - such as Telegram, Pinterest or Twitch - and there are certainly pros and cons. While the audience might be limited, the competition is as well, with <5% of respondents using these apps - so if your target group matches the user group, it might be worth exploring.

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Which social media channel/s is your organization using?



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The most important Social Media channels for B2B, B2C & NGO

The importance of each social media channel varies depending on the industry, as the channels take on different roles for each target audience.

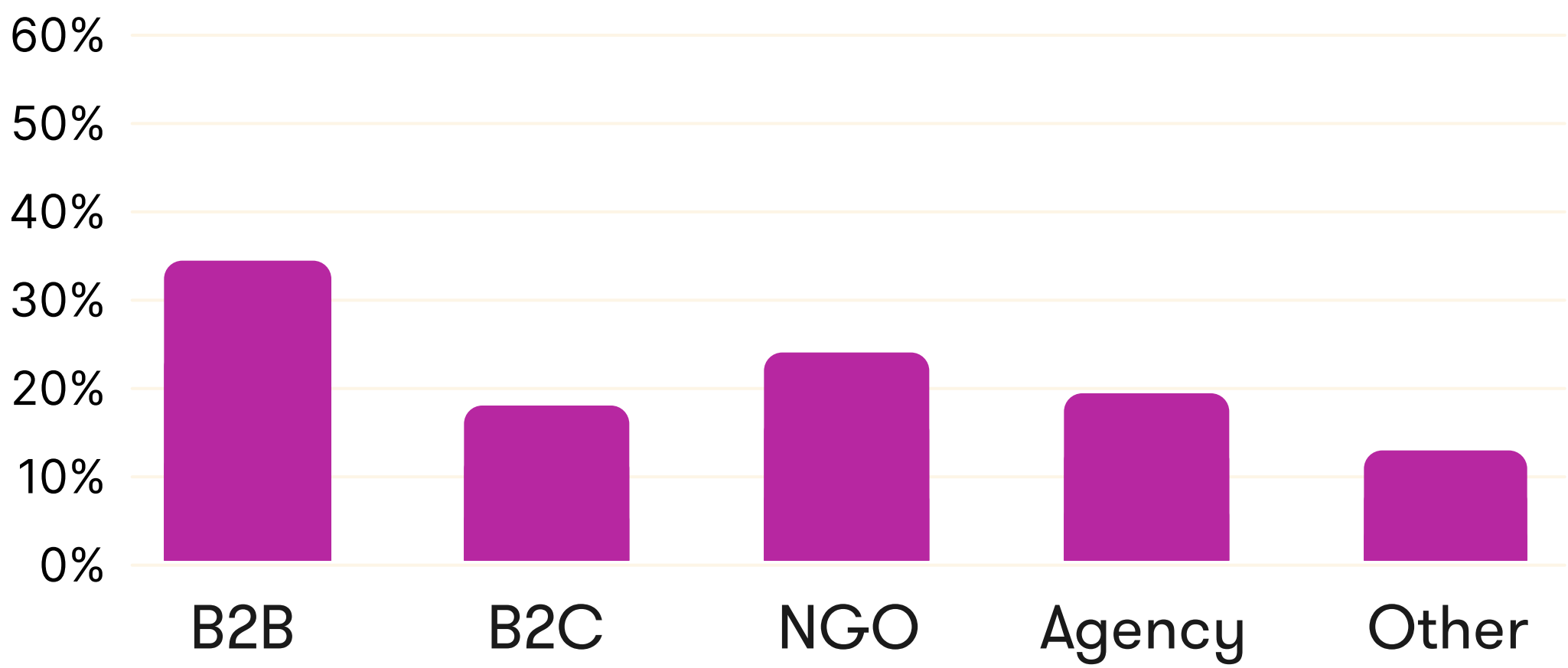
As LinkedIn is the biggest B2B network, it’s no surprise that within B2B, marketing and communications professionals ranked it highest - 40% of respondents indicated that LinkedIn was the most important channel, followed by Facebook with 28%.

Interestingly, short-form content platforms played a bigger role in B2C and NGO, with significant importance on Facebook in B2C (54%), followed by Instagram (20%). For NGOs, Facebook is also the most important (37%), followed by Twitter (26%).

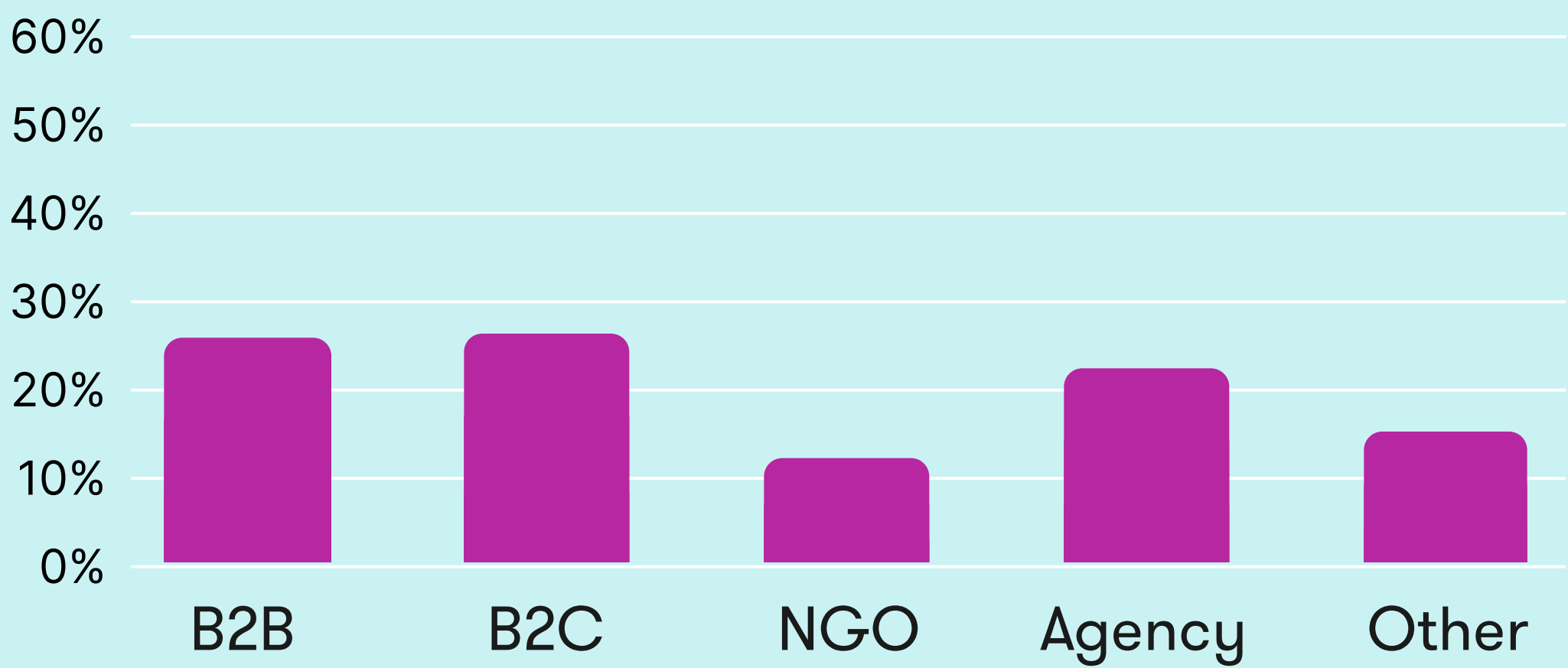
As paid options increase and Facebook owned channels become more integrated, this will have an impact on how people use the platforms in the future. Despite TikTok being named the fastest growing social media channel, it seems that it has yet to prove itself as an important channel for businesses both globally and in Africa.

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Which of the below best describes the type of organization you work for?



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Source: Meltwater

The fastest growing Social Media channels

With every channel on the rise, marketers need to consider which channels are a good fit for their marketing mix.
In 2023, video content remains among the top trends and TikTok is the center of attention.



↑ 46.98%



↑ 27.18%



↑ 24.82%



↑ 24.70%

The growth of TikTok



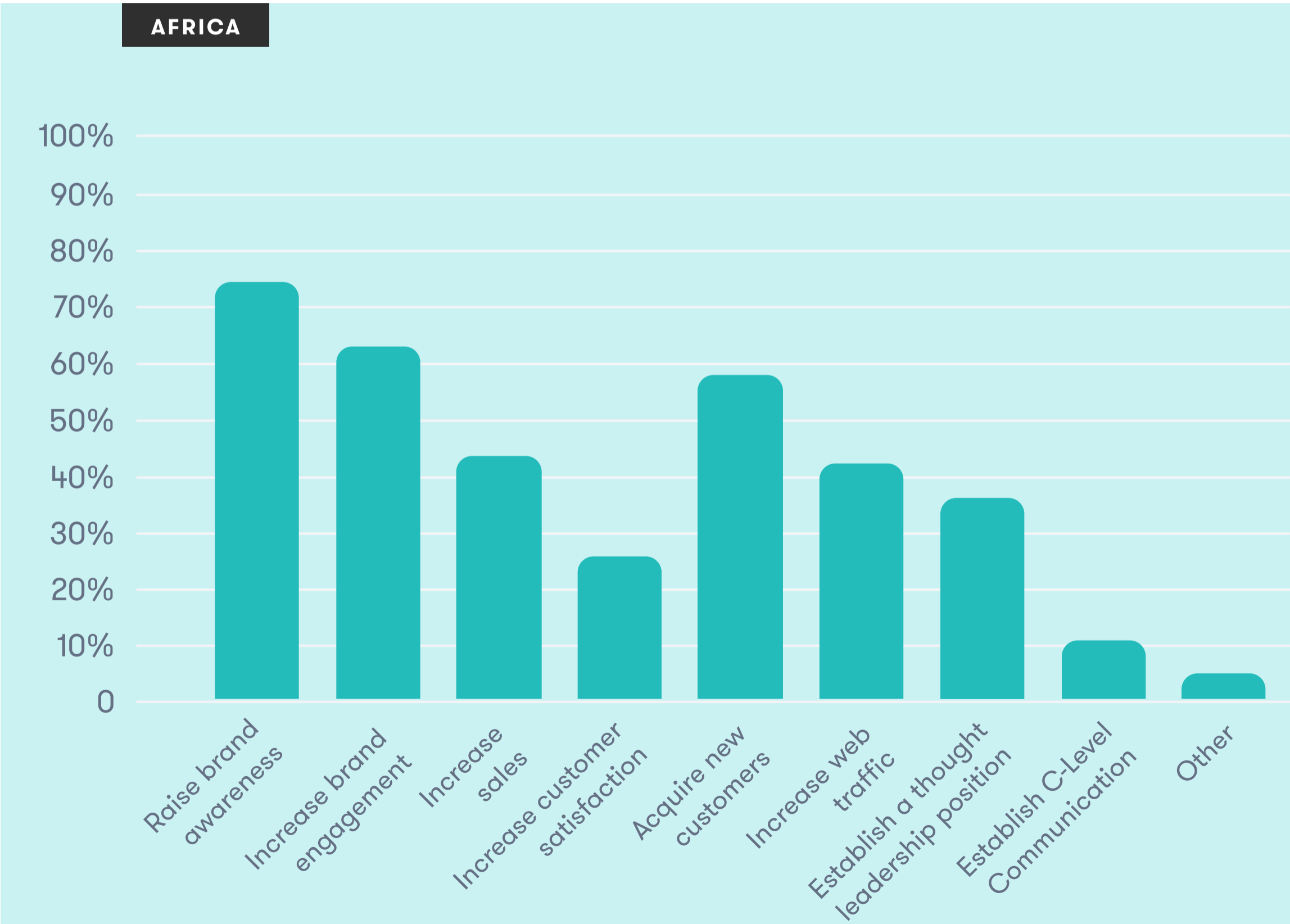
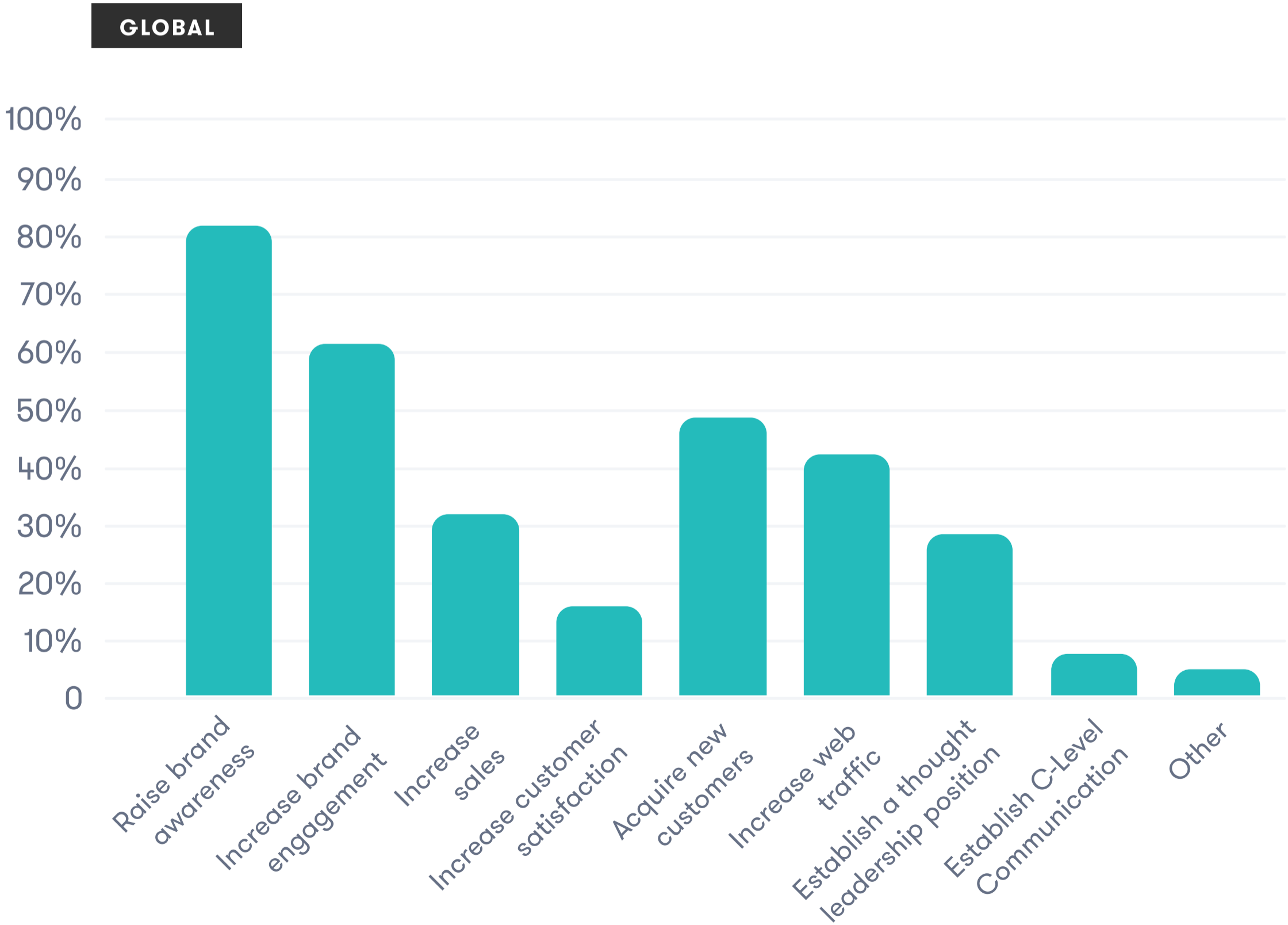
of all African participants stated, that they plan to use TikTok in 2023 - making it the fastest growing new channel

Source: Meltwater

Goals of social media use

Social media marketing has a variety of objectives; however, with ever-increasing competition, fickle consumers, and a need for differentiation, brand-related goals are high on the agenda. When asked for their goals for social media, raising brand awareness (73%) and brand engagement (63%) were the most popular across all sectors in Africa.

Other popular goals included new customer acquisition (60%), followed by increasing sales (43%). Most of these parameters could also be tied to creating more brand awareness, as we identified a positive correlation between all of the factors mentioned and the cultivation of brand knowledge. Establishing a thought leader position was also mentioned frequently by B2B organizations and NGOs, which can be linked to the intrinsic values the B2B organization or NGO represents.



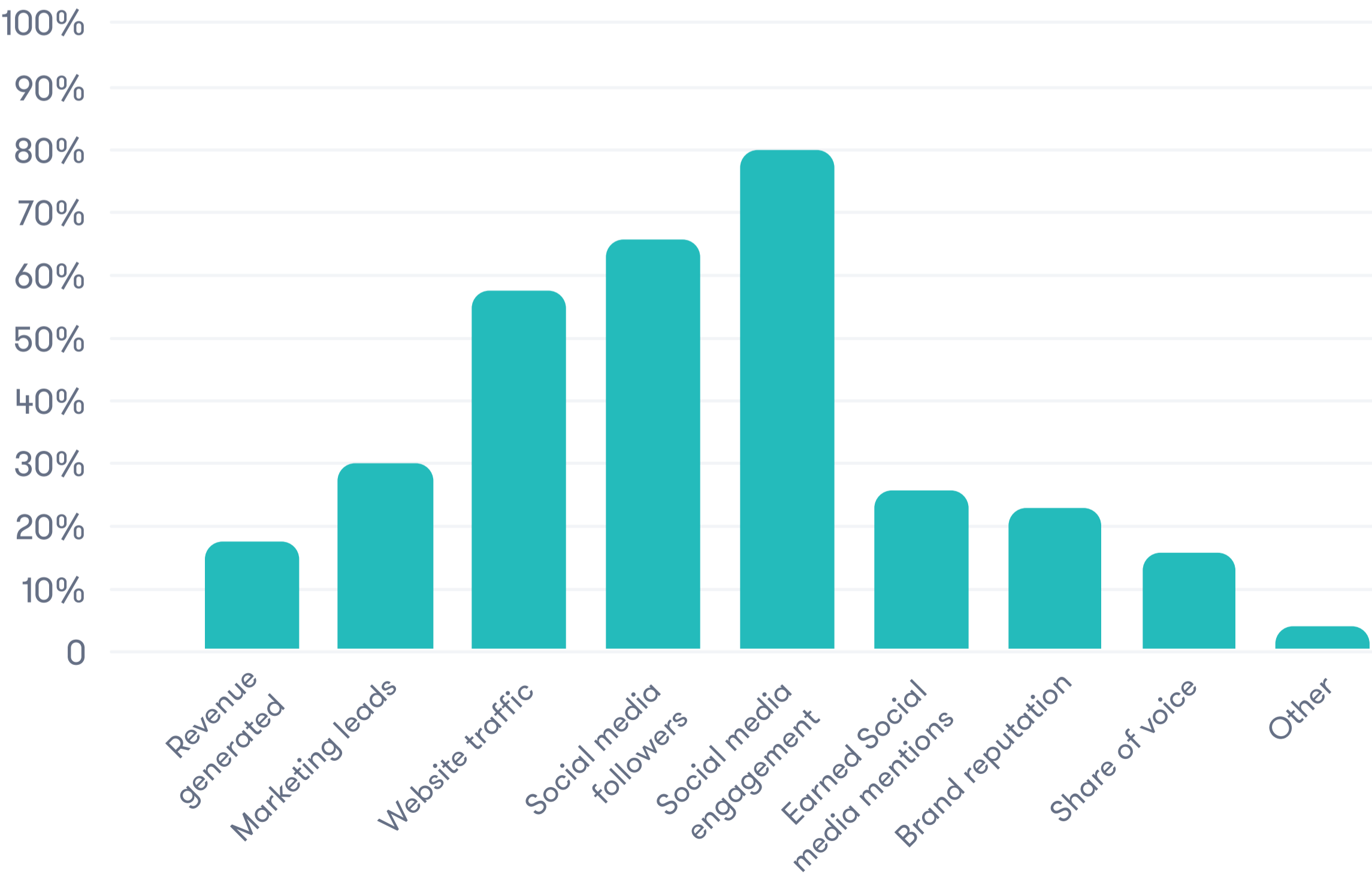
Metrics to measure success

When asked for the top three social media metrics, engagement (70%), followers (51%) and website traffic (45%) came up most frequently.

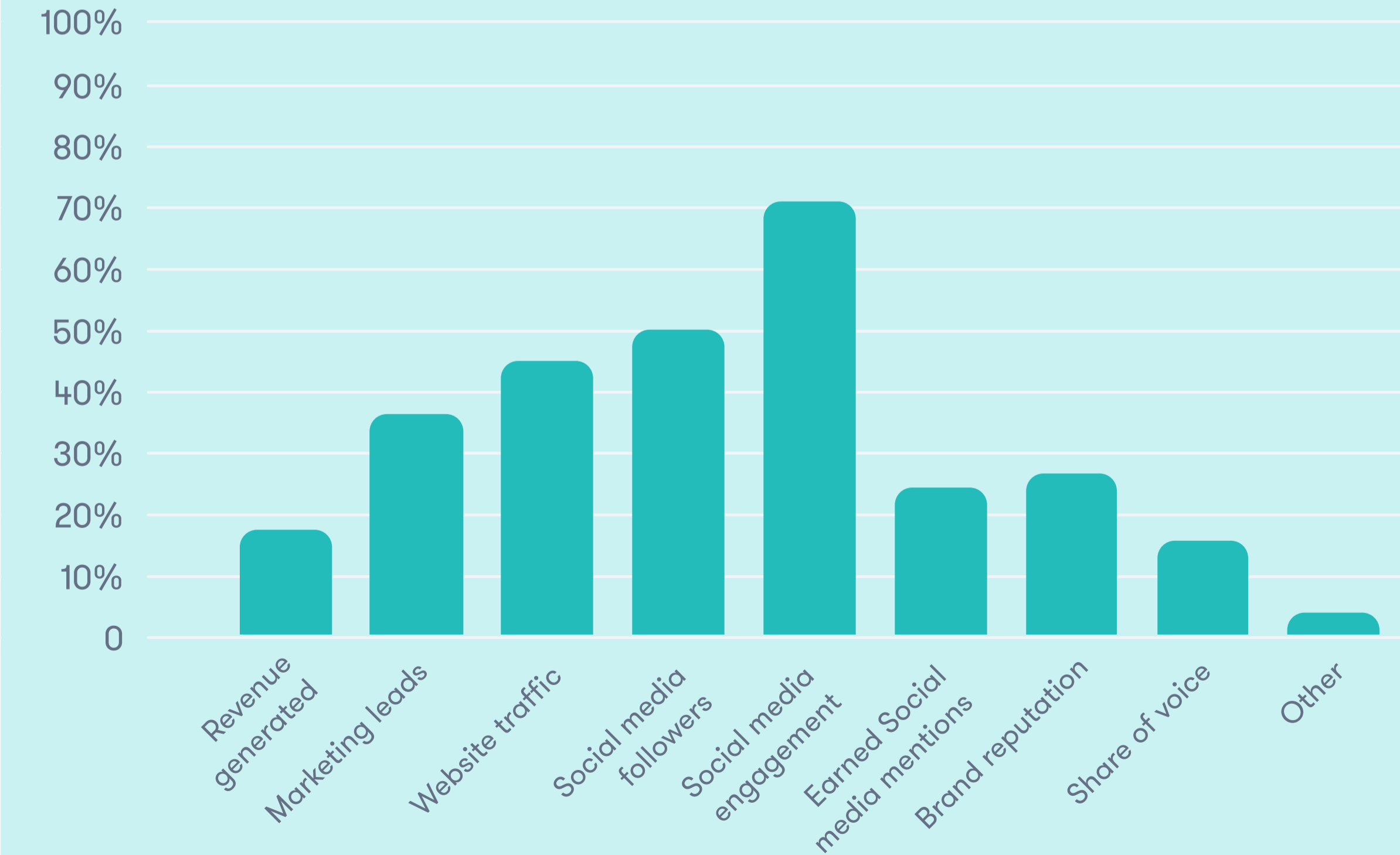
Tracking and measuring social media performance has grown in importance, especially during recent years, in which enhanced visibility - as well transparency - are considered top priorities by a broad spectrum of organizations.

When it comes to ROI measurement, only 20% of all participants stated that they track revenue from social media channels; additionally, for 38%, marketing leads are an important metric to track. Interestingly, though the top 2 goals for social media were brand related, only 28% of respondents use brand reputation as a key metric. This is a global trends that also can be seen in Africa.

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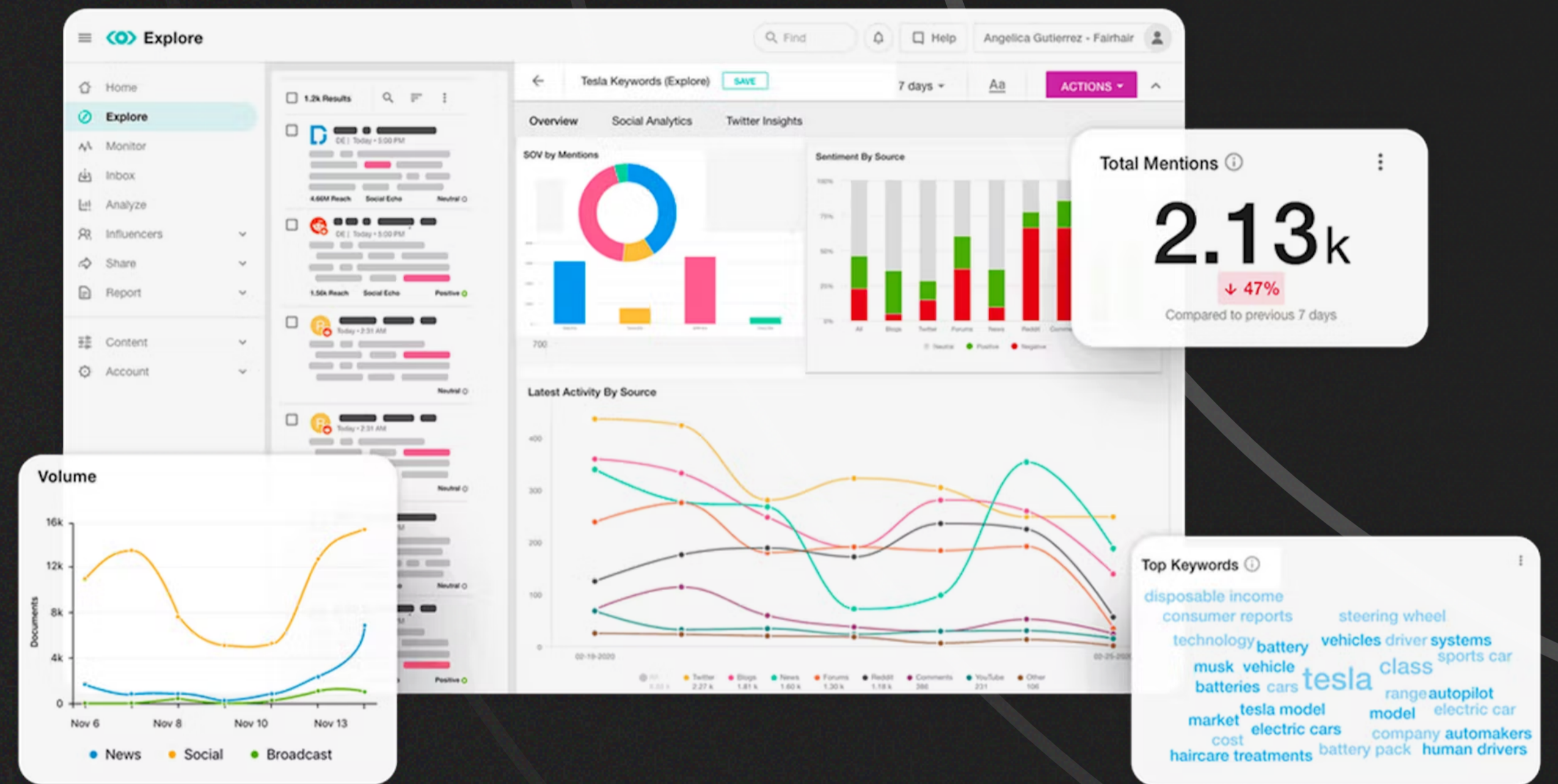
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Did you know you can manage and measure all your social media content in one place?

With Meltwater, you can easily schedule posts across all of your channels from an intuitive content calendar, which means you're free to focus on doing your best creative work instead of wasting your valuable time on manual posts.

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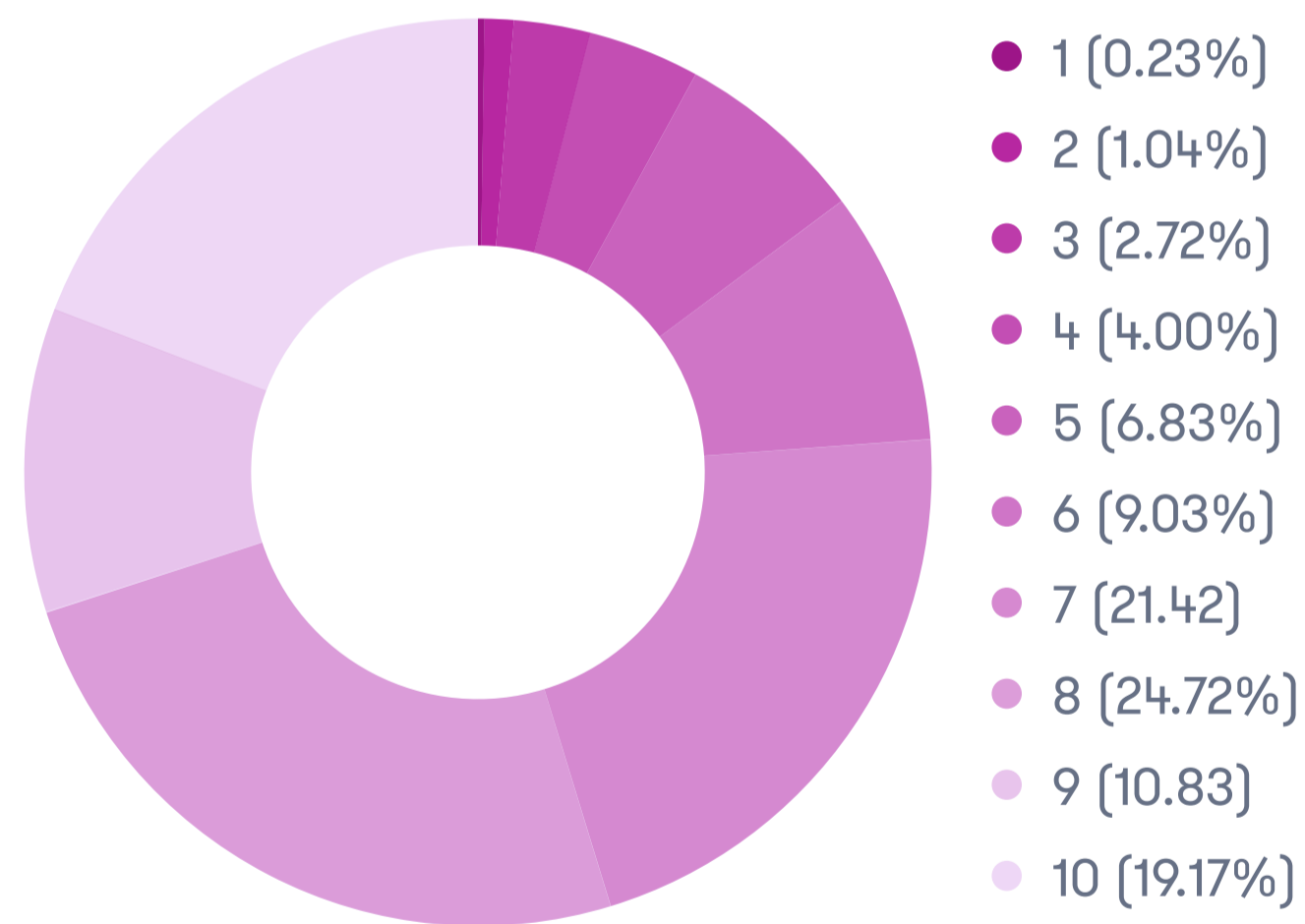


State of social

The role of Social Media

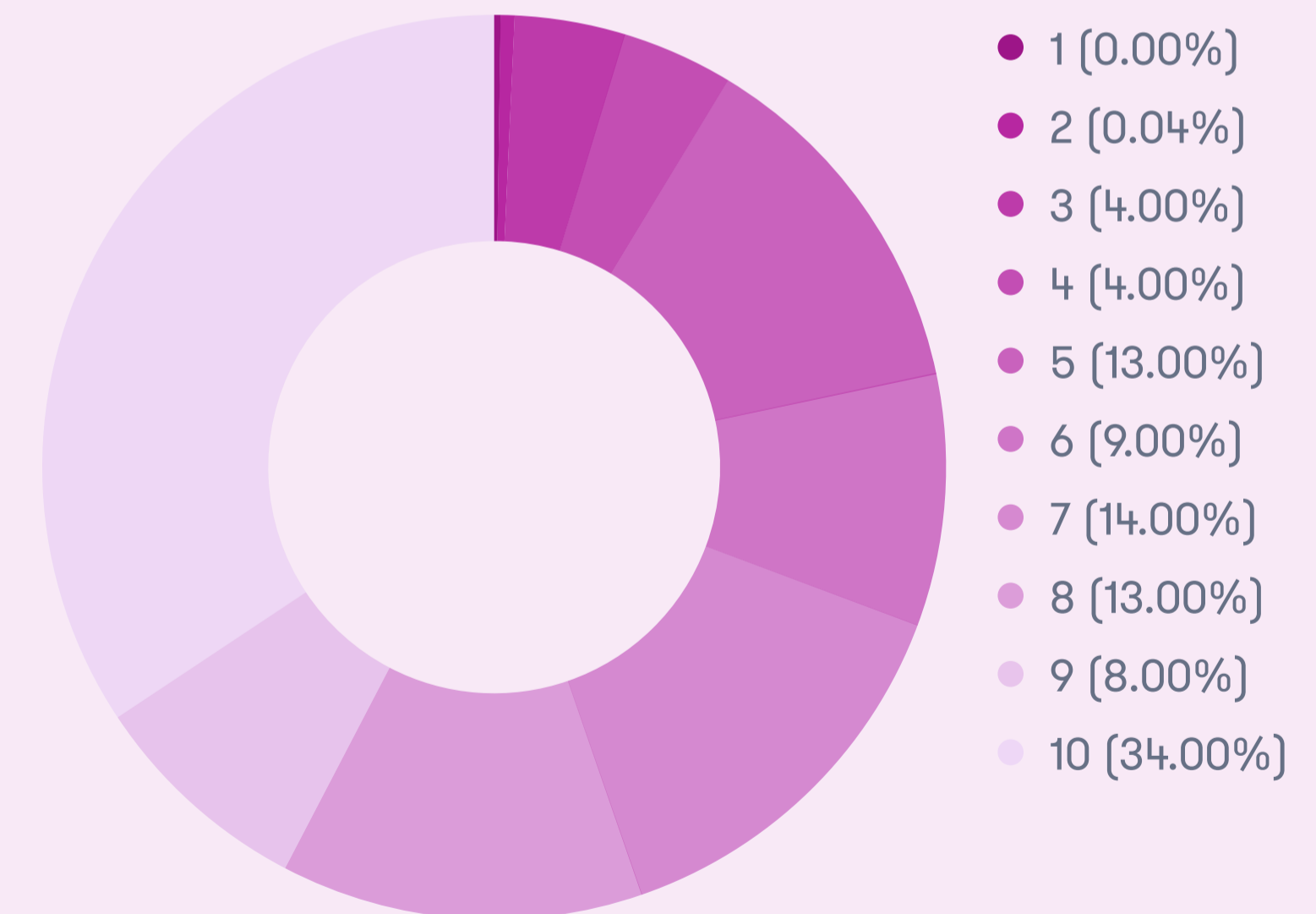
In the current economic climate, consumers are feeling the pressure, meaning that brands need to find new ways to keep customers' attention. As a result, social media is gaining popularity as a channel; a staggering 74% of respondents say that social media has grown in importance. This is much more than the global audience (52%).

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● It's not important ● It's extremely important

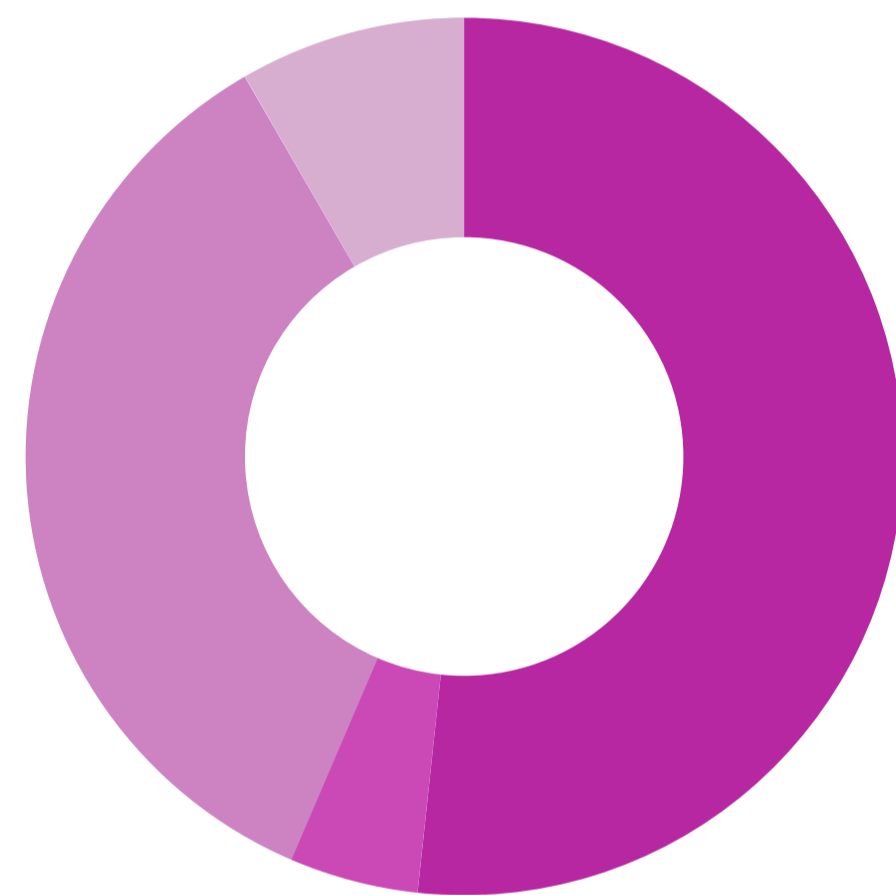
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● It's not important ● It's extremely important

Has the current economic development changed how social media is perceived in your organization?

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- Yes, it has become more important (51.76%)
- Yes, it has become less important (4.75%)
- No, it has stayed the same (35.29%)
- I don't know (8.21%)

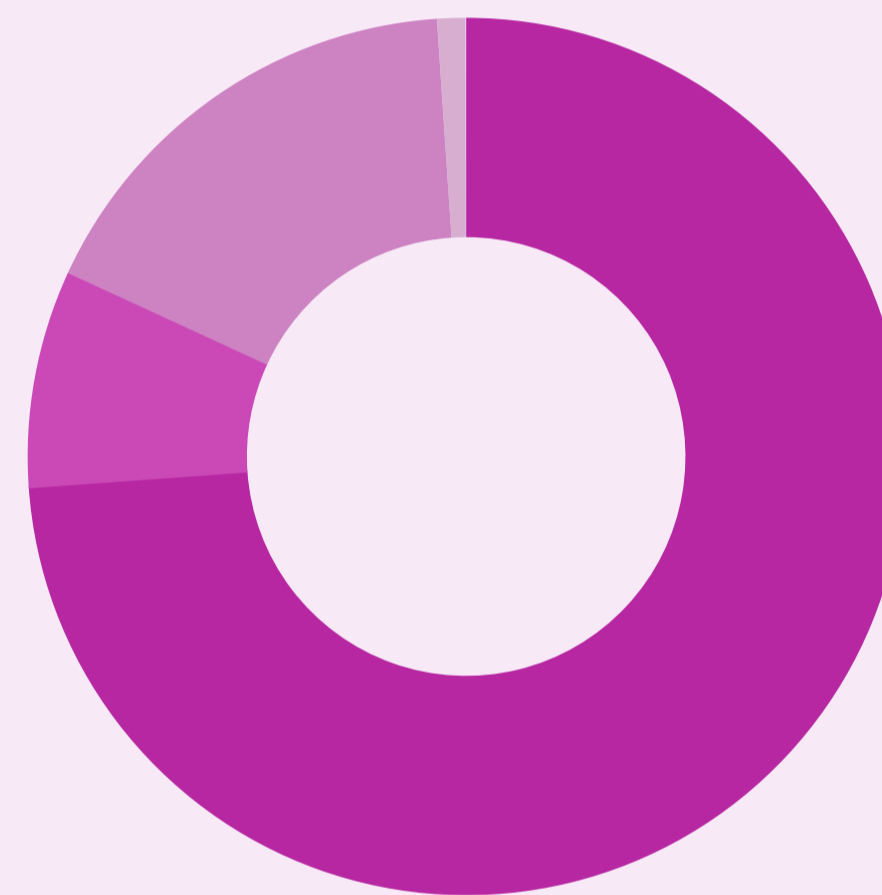


52%

State that Social Media has become more important for their organization due to economic uncertanties

Source: Meltwater

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- Yes, it has become more important (73.91%)
- Yes, it has become less important (8.07%)
- No, it has stayed the same (16.15%)
- I don't know (1.86%)



74%

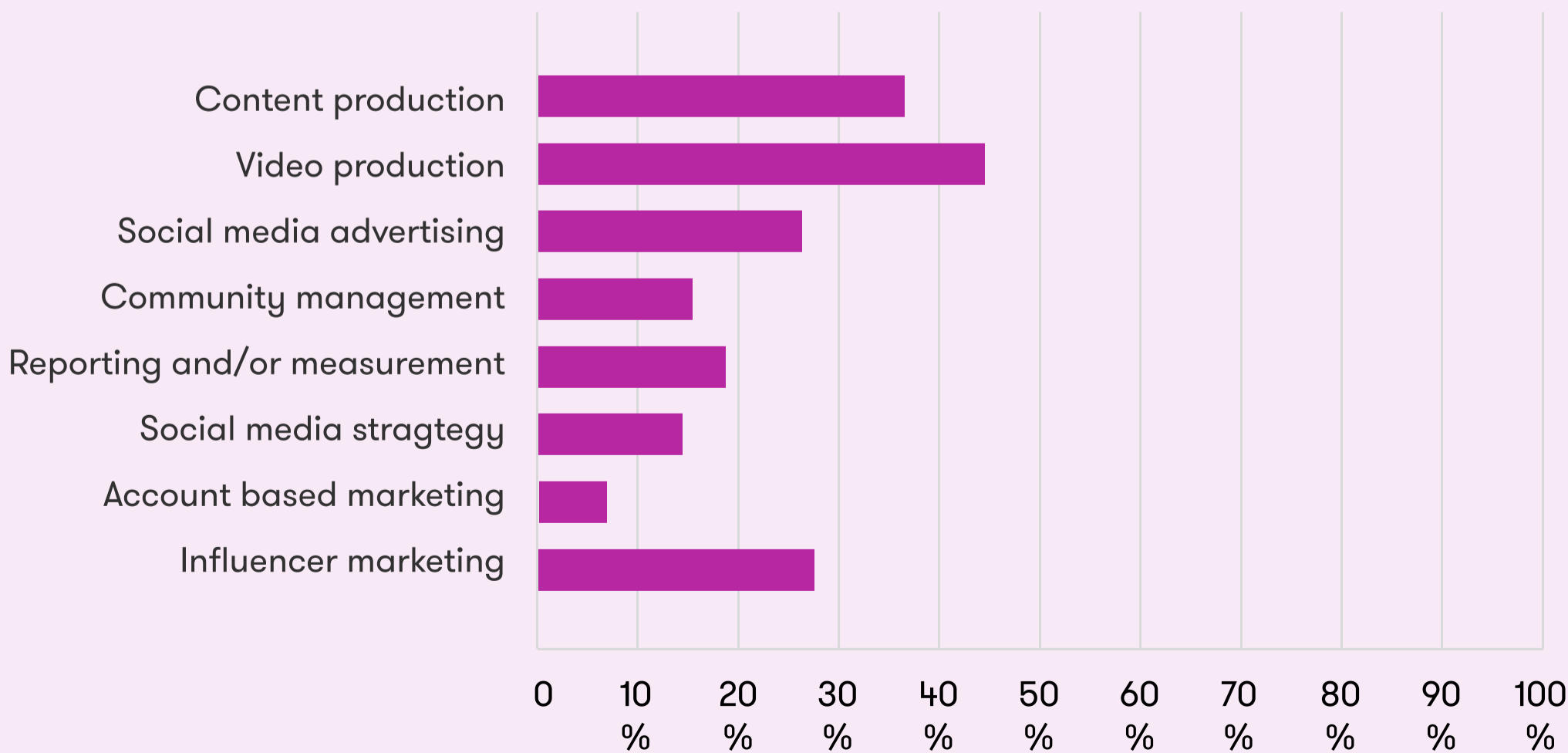
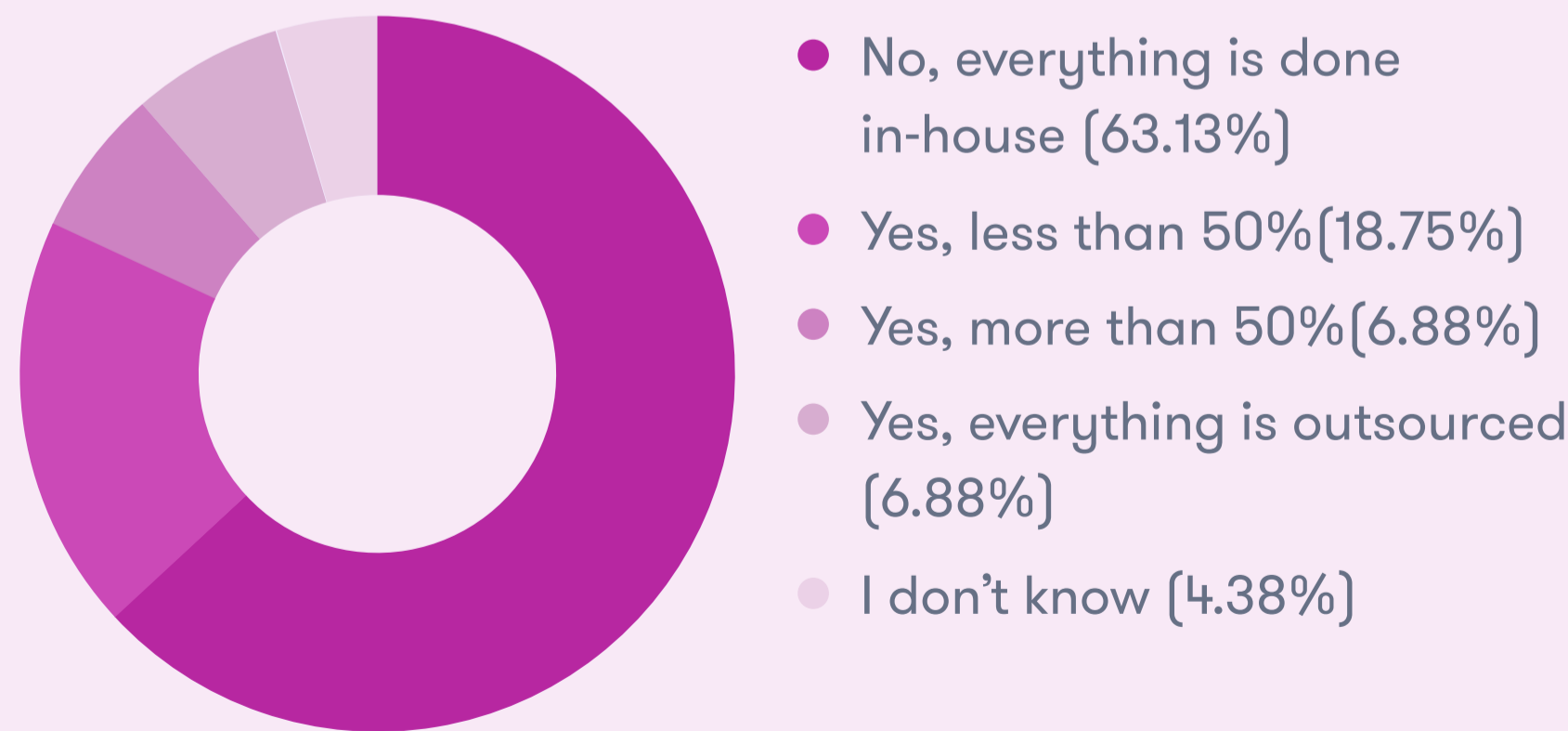
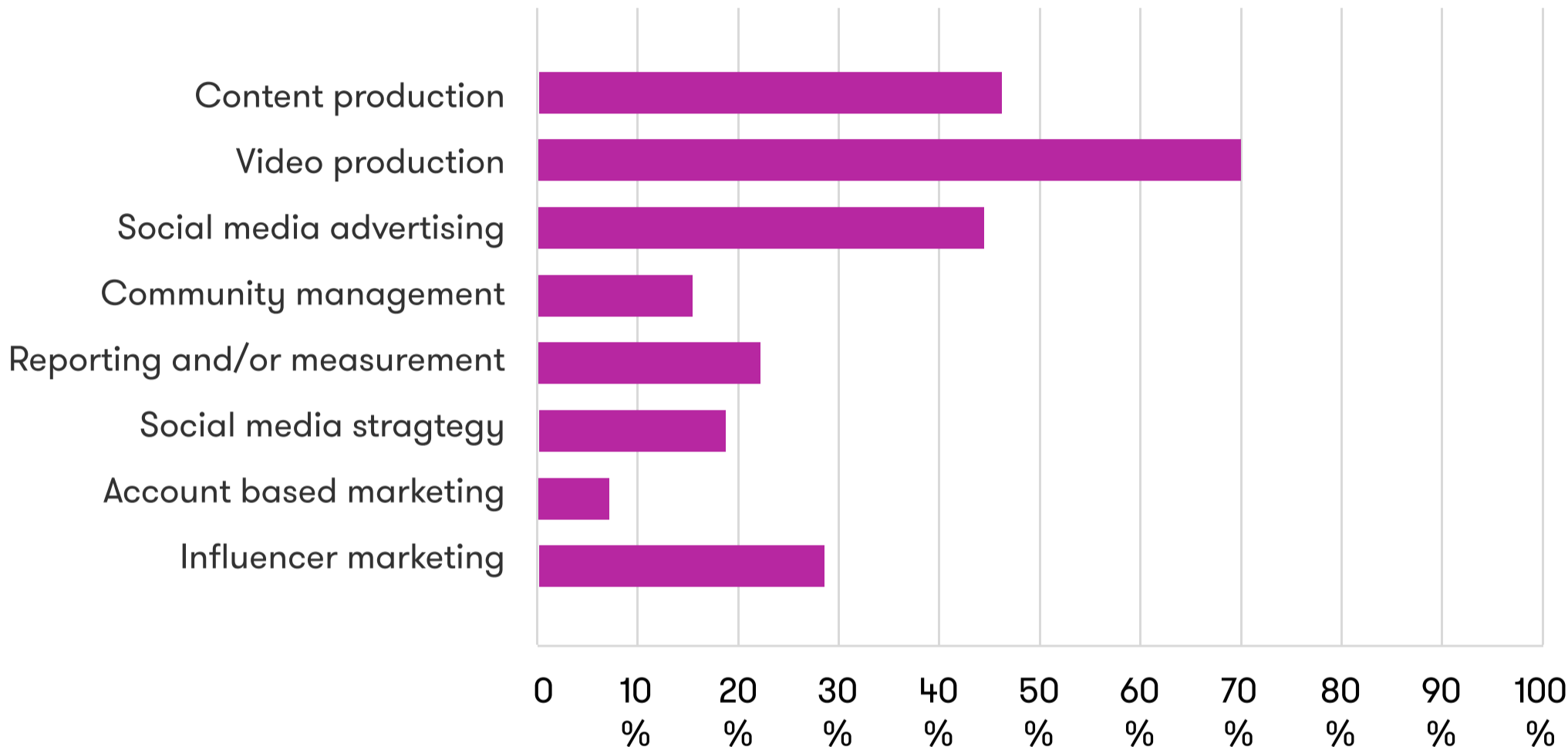
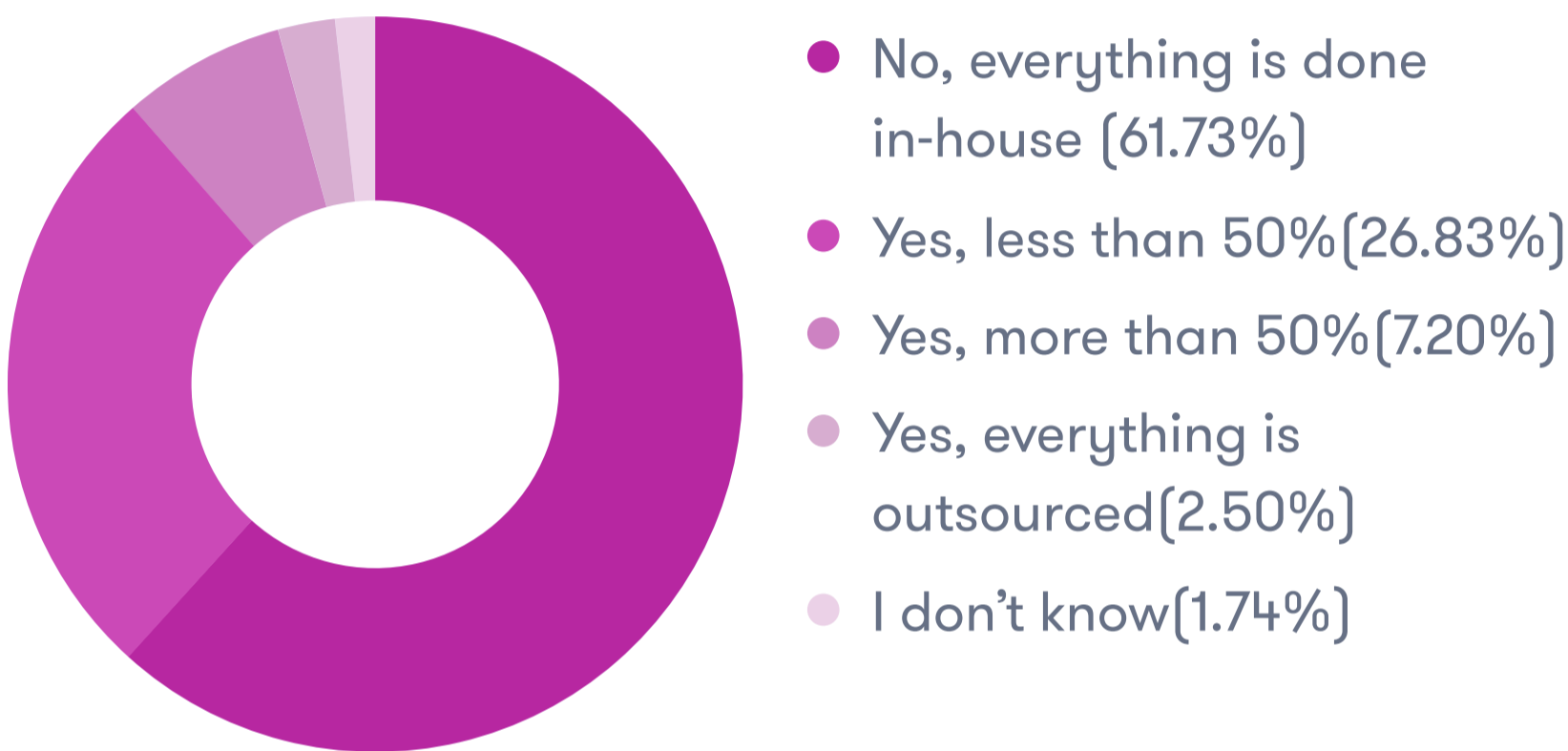
State that Social Media has become more important for their organization due to economic uncertanties

Source: Meltwater

In-house vs. Outsourced

Do you outsource social media to a third party or agency?

Which part of your social media efforts have you outsourced?



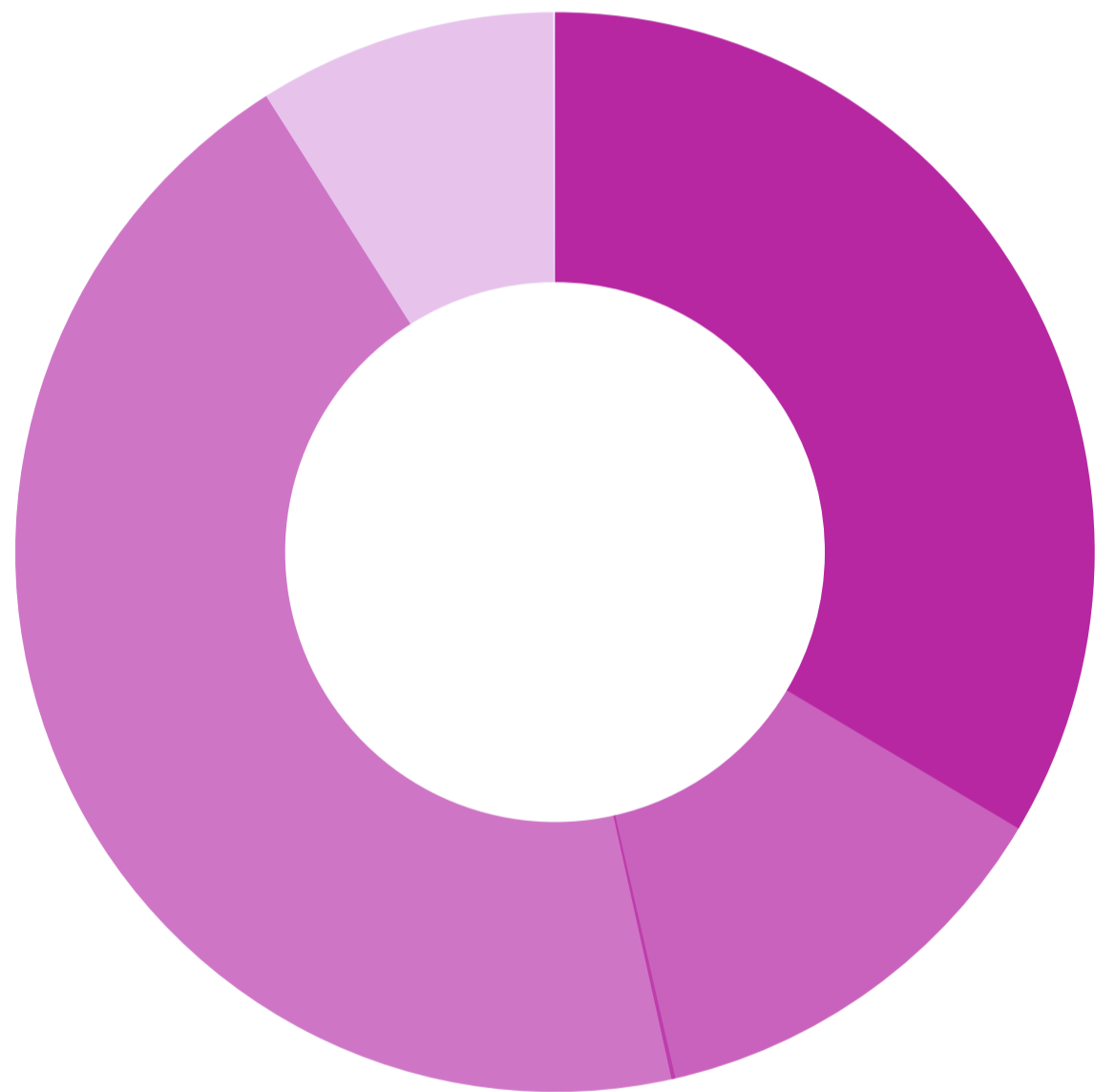
Source: Meltwater

Source: Meltwater

Social Listening

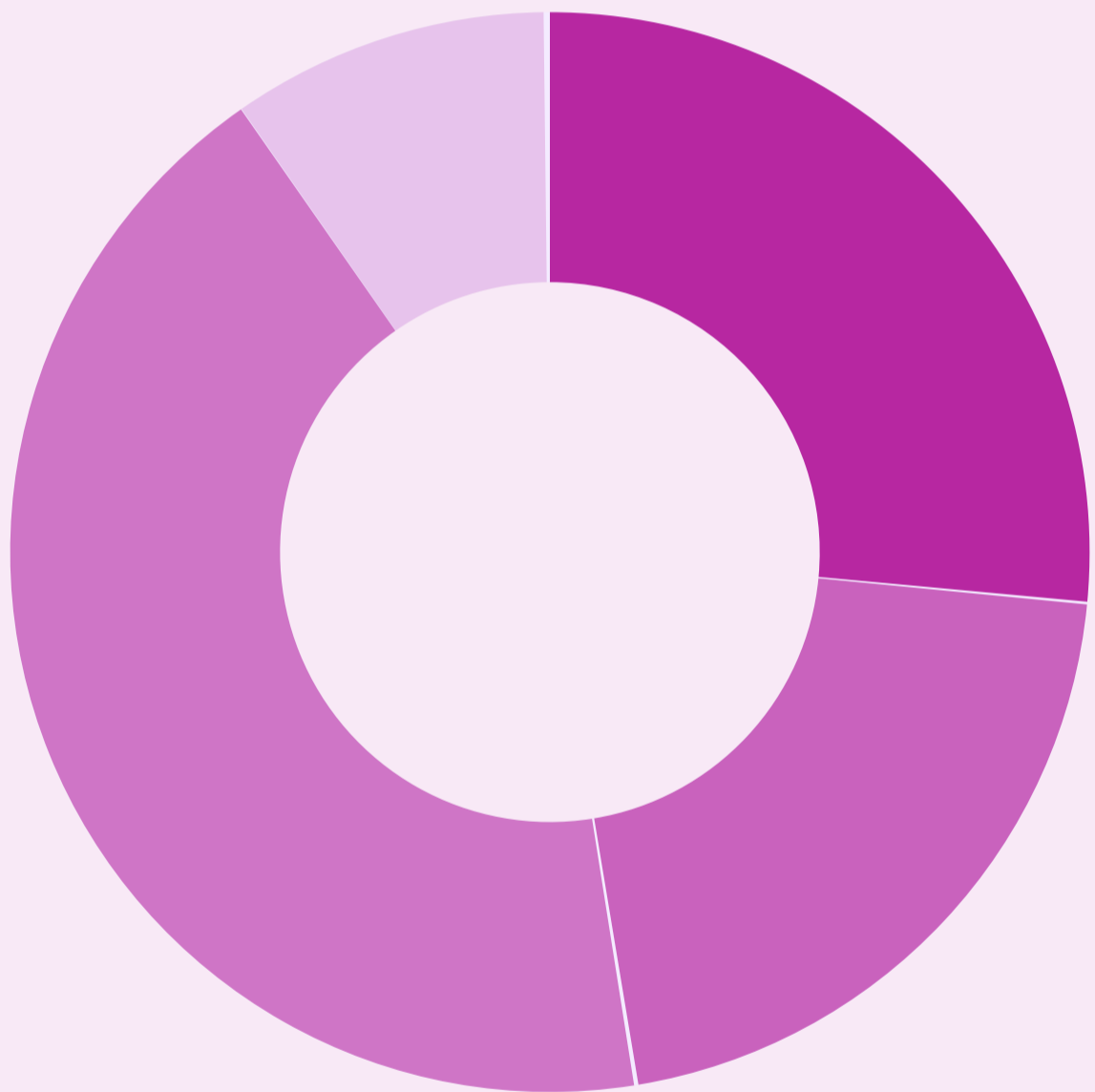
Does your organization run a Social Listening program?

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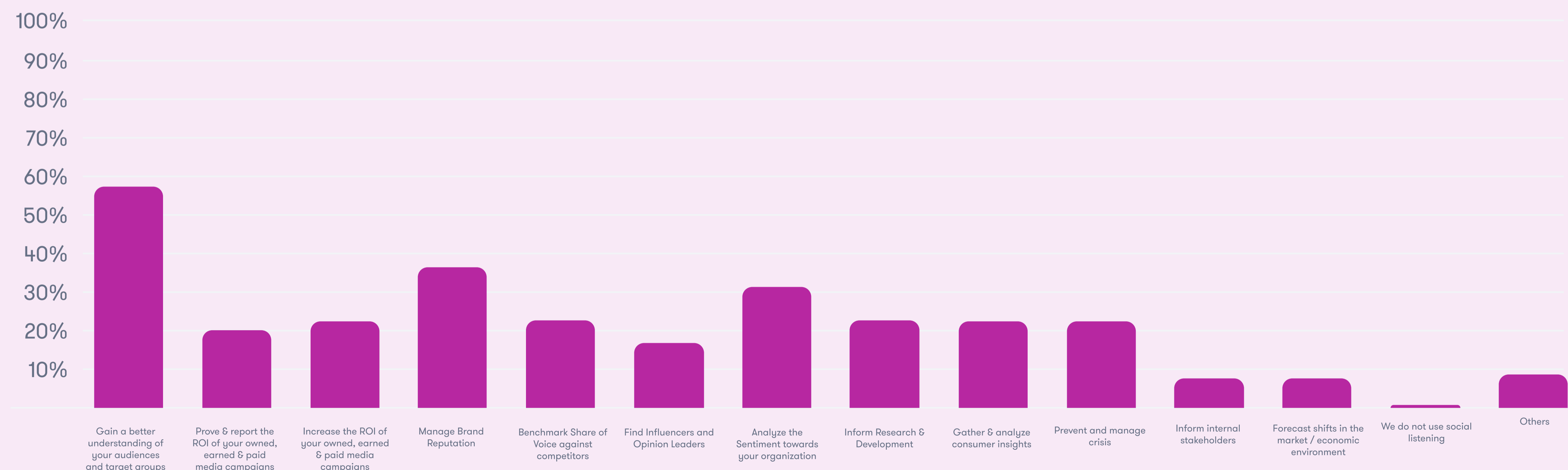
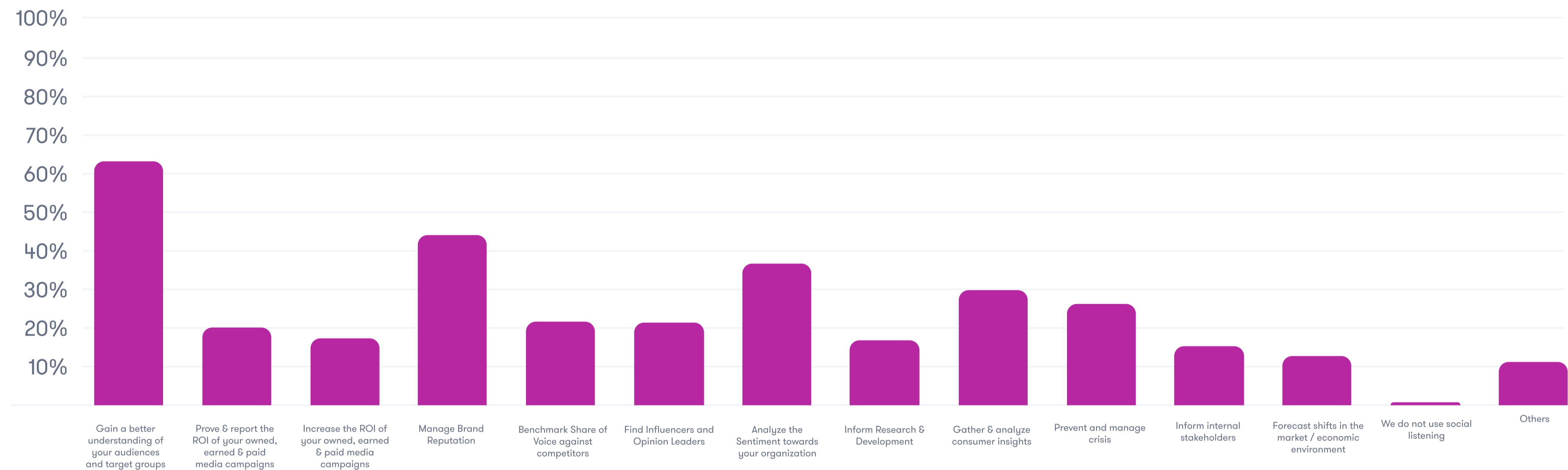
- Yes (33.64%)
- No, but this is planned for 2023 (12.92%)
- No (44.59%)
- I don't know (8.85%)

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- Yes (26.38%)
- No, but this is planned for 2023 (20.86%)
- No (42.94%)
- I don't know (9.82%)

What are the main goals for Social Listening in your organization?

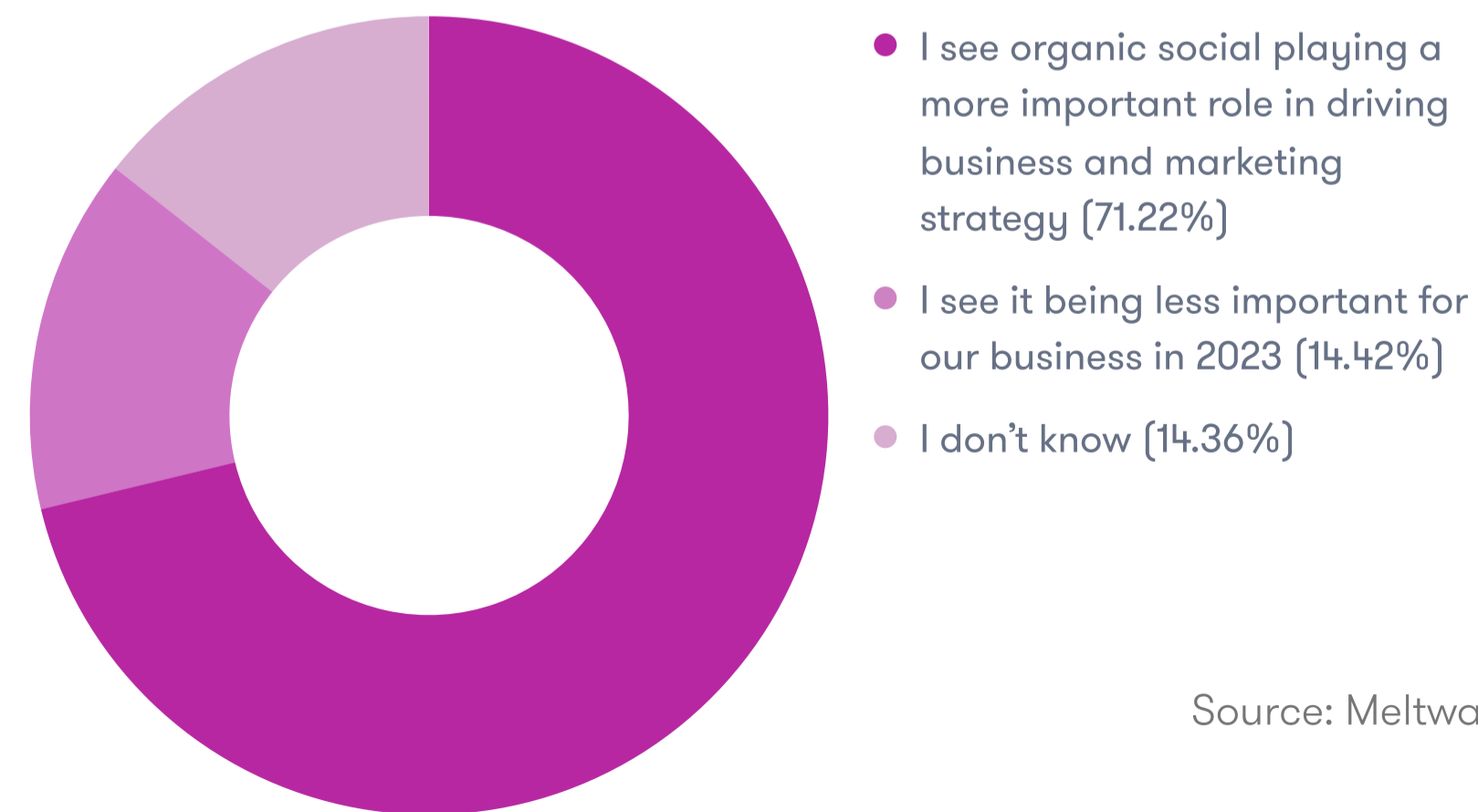


Organic and Paid Social Media

Organic and paid social media have their own individual roles in the marketing mix. Many articles in the marketing sphere have expressed the opinion that organic social media is in decline, but our findings heavily suggests otherwise. Organic social media is a great way to build an authentic connection with an organization’s target audience, while paid social helps to amplify this message.

How do you see the role of organic social media developing in 2023?

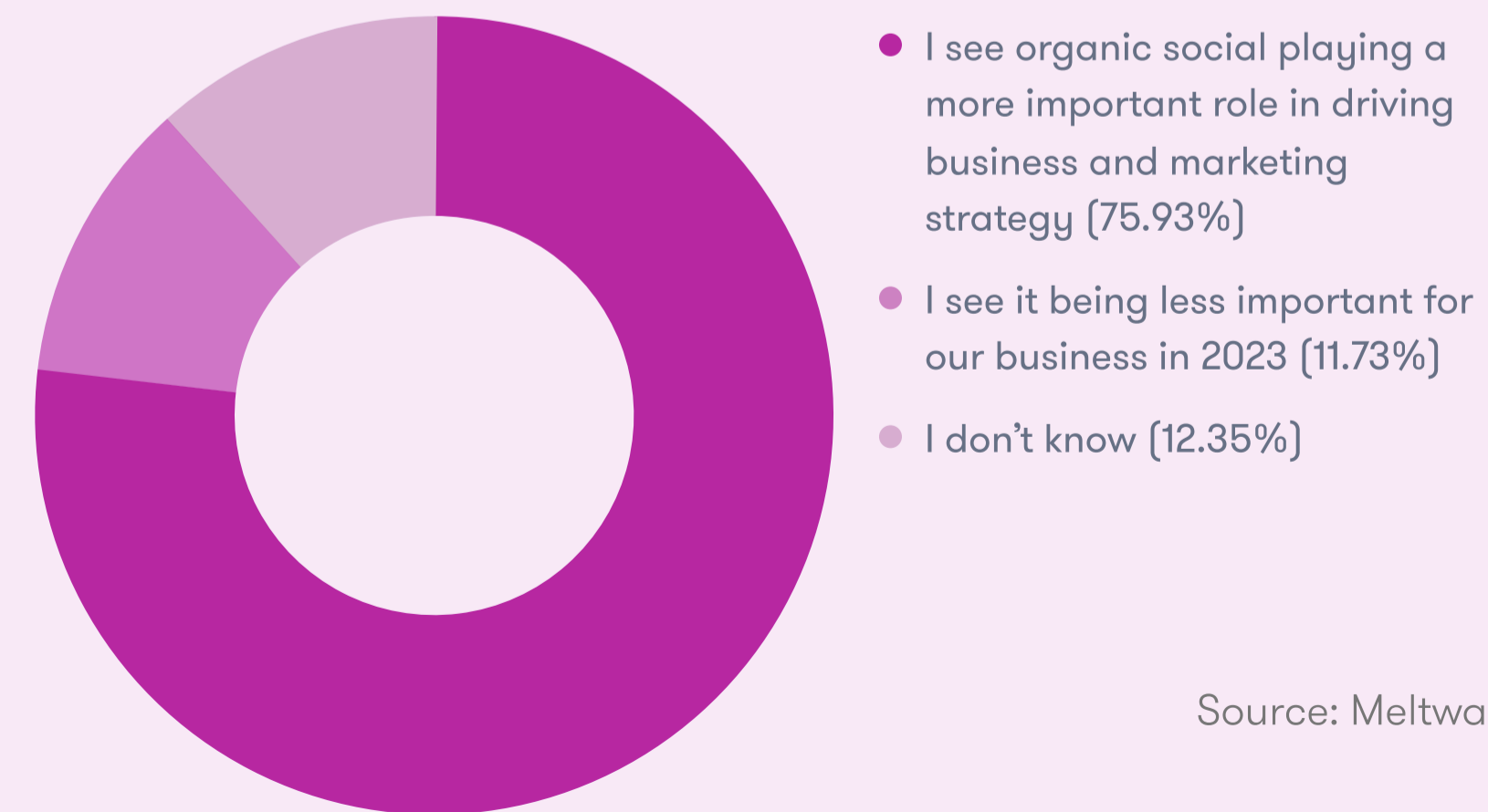
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Source: Meltwater

Interestingly, the survey found that both the role of organic (76%) and paid (72%) social media will increase for 2023. Unsurprisingly, given the economic constraints, paid social will take a secondary role - but with the need to amplify messaging and get consumers’ attention, only 17% of respondents see paid social as being less important.

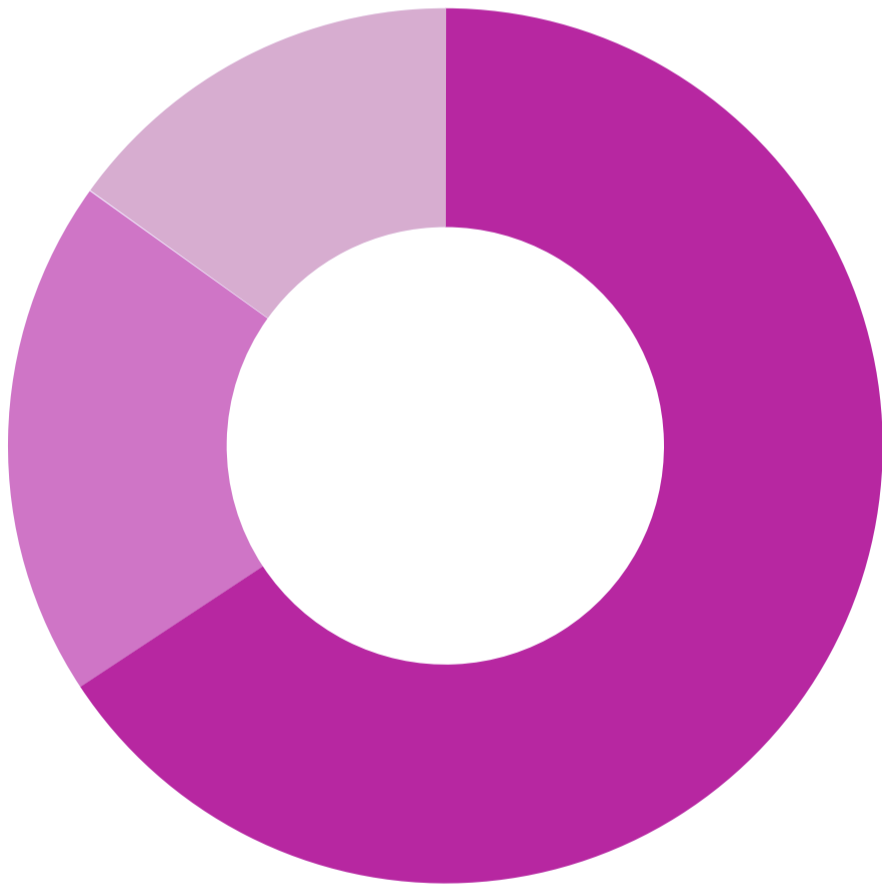
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Source: Meltwater

How do you see the role of paid social media developing in 2023?

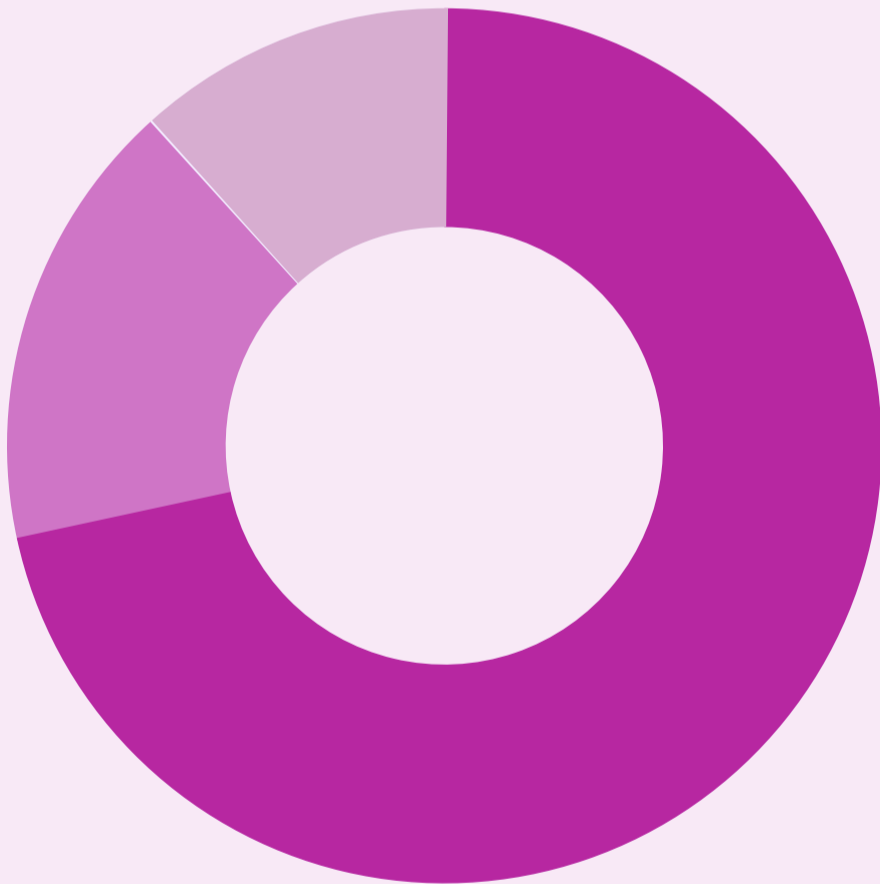
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- I see paid social playing a more important role in driving business and marketing strategy (65.71%)
- I see it being less important for our business in 2023 (19.19%)
- I don't know (15.10%)

Source: Meltwater

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- I see paid social playing a more important role in driving business and marketing strategy (71.60%)
- I see it being less important for our business in 2023 (16.67%)
- I don't know (11.73%)

Source: Meltwater

Know and understand what your audience is saying about you

Meltwater offers the industry's most comprehensive social listening platform, so you can be sure you never miss a thing. Start listening now.

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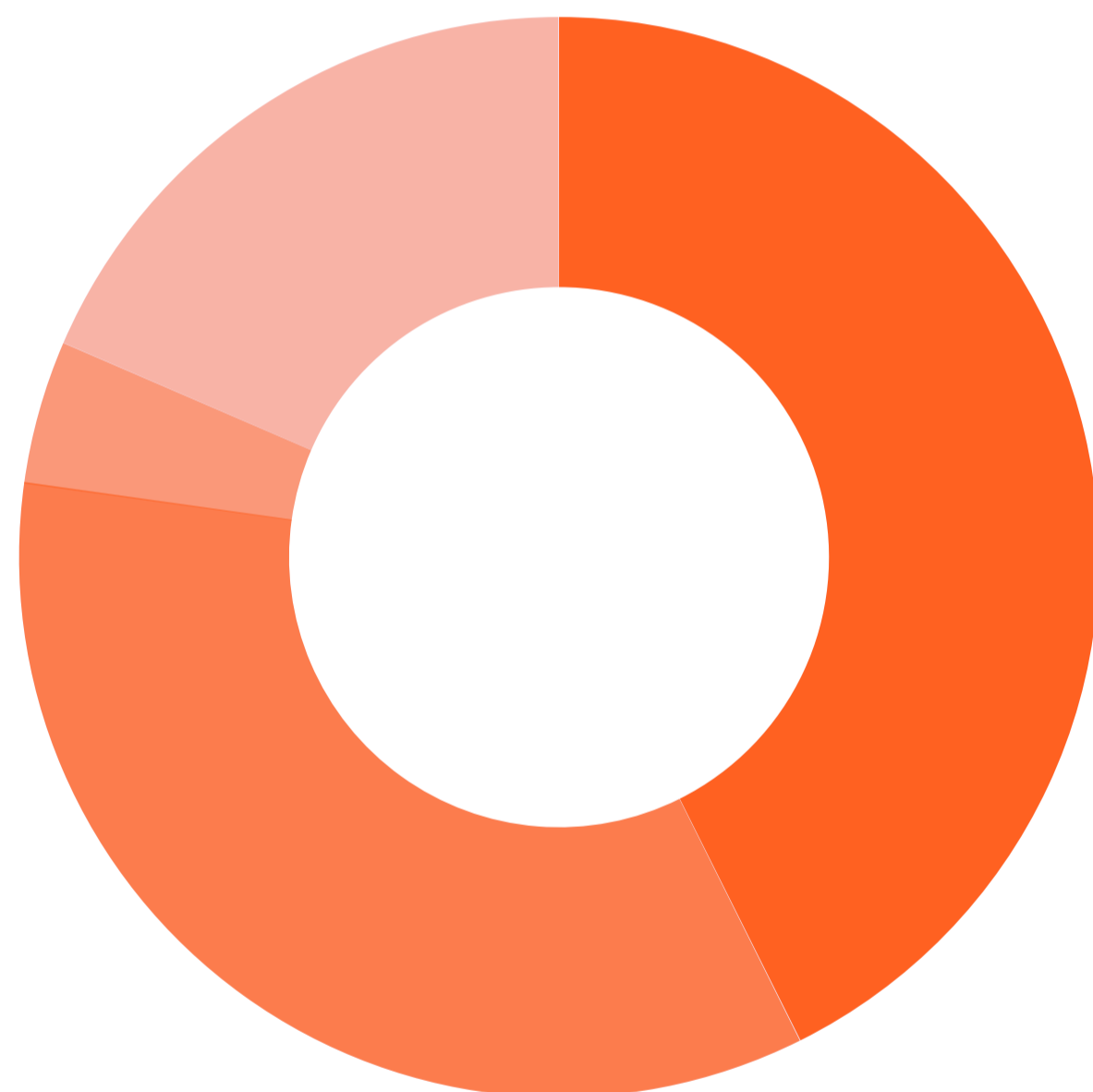


Trends

Budget

When it comes to social media marketing budgeting next year, are you planning to:

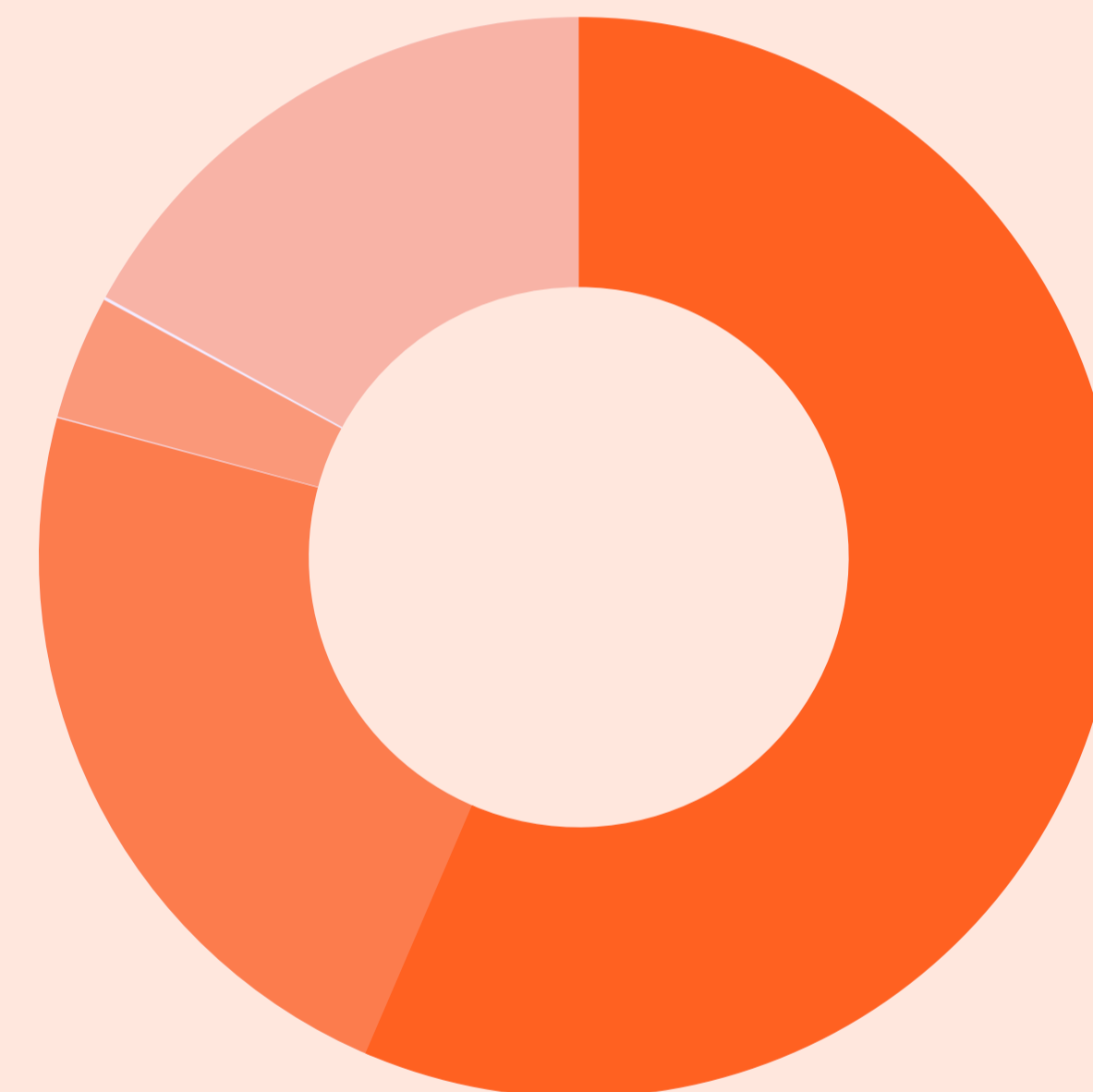
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- Increase the budget (42.62%)
- Dedicate the same amount..(34.58%)
- Decrease the budget (4.31%)
- I don't know (18.48%)

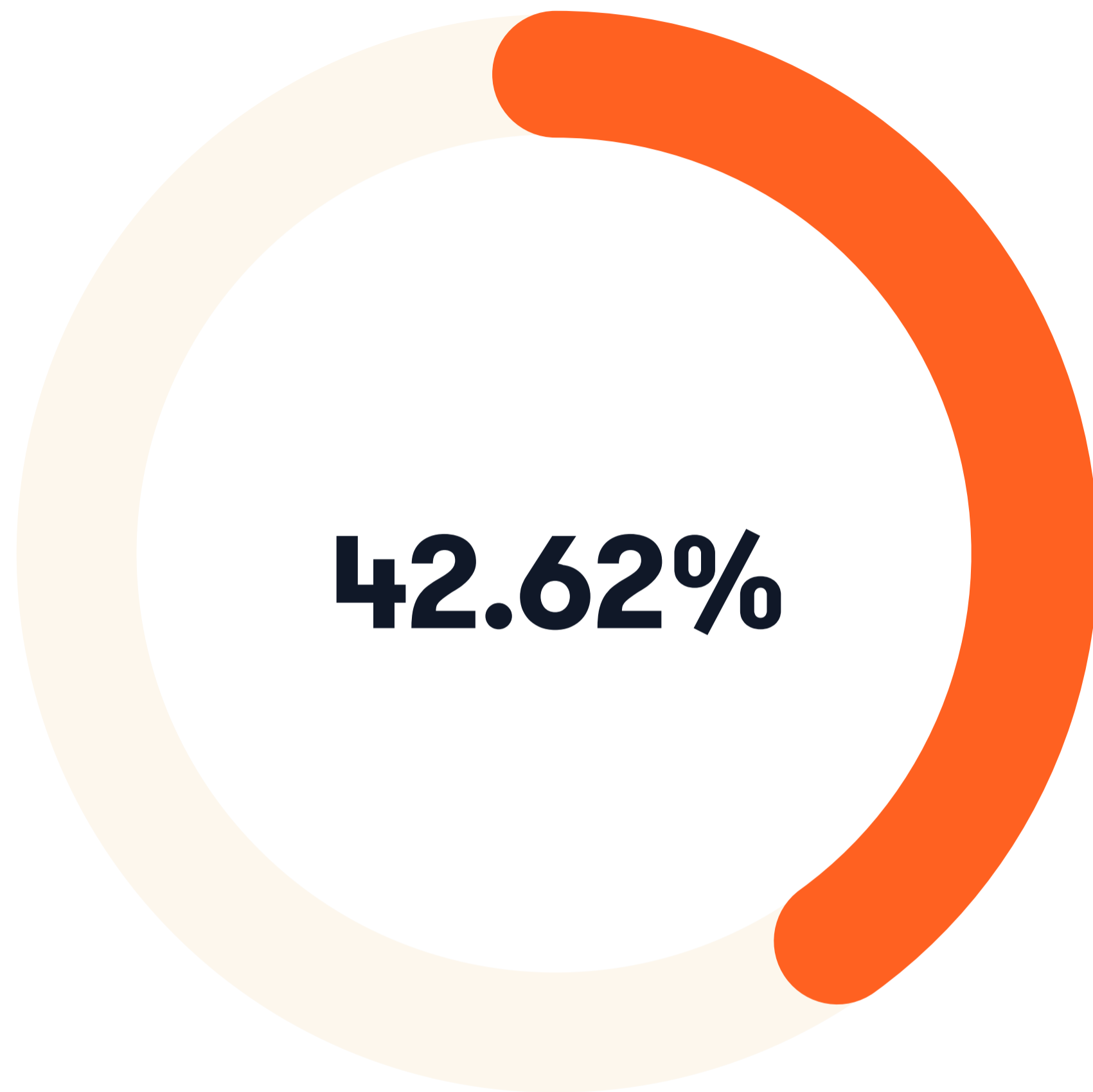
Source: Meltwater

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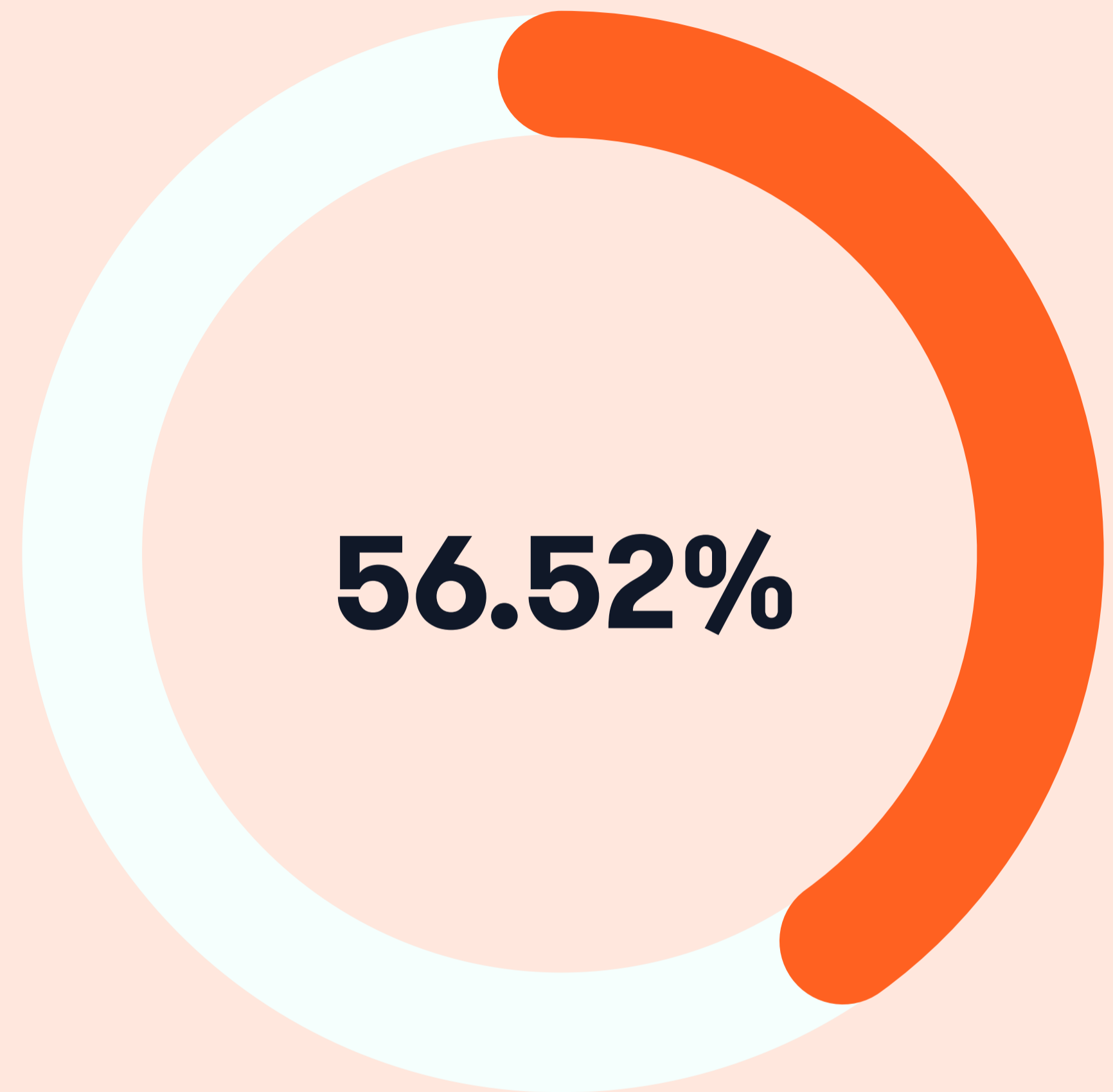
- Increase the budget (56.52%)
- Dedicate the same amount..(22.98%)
- Decrease the budget (3.73%)
- I don't know (16.77%)

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of Global organizations are planning to increase their social media budget in 2023

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of African organizations are planning to increase their social media budget in 2023

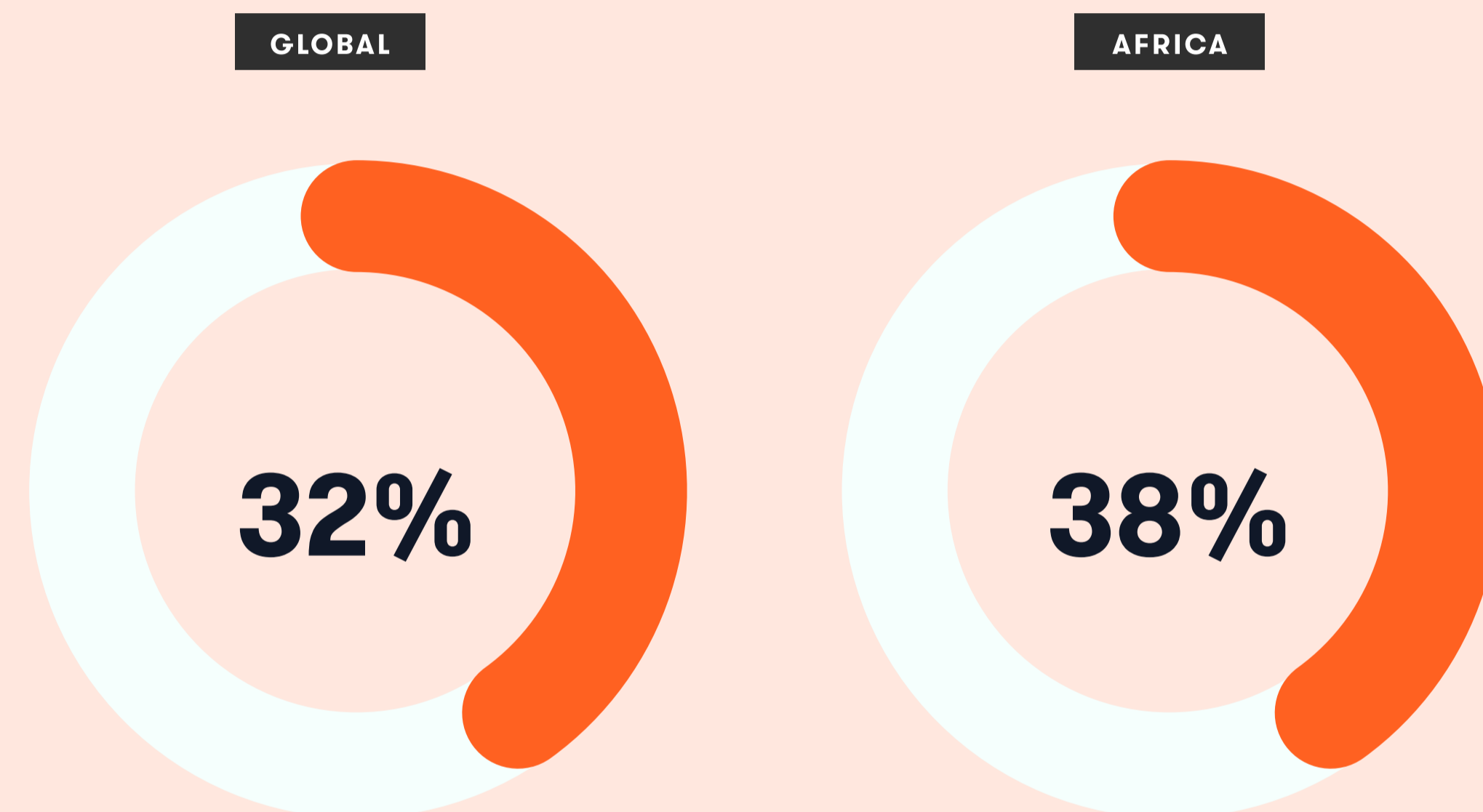
Social media budgets for 2023

In line with the top social media challenge being time and resource, 79% of respondents said they were either increasing their spend or dedicating the same amount.

As platforms and content evolves, marketing and communications professionals are having to do more with their budget. However, overall in Africa 38% of the entire marketing budget is spent on social media. This is higher than the global number of 32%.



What % of your marketing budget will you invest in social media?



Source: Meltwater



On average, 38% of the total marketing budget will be invested in social media in Africa

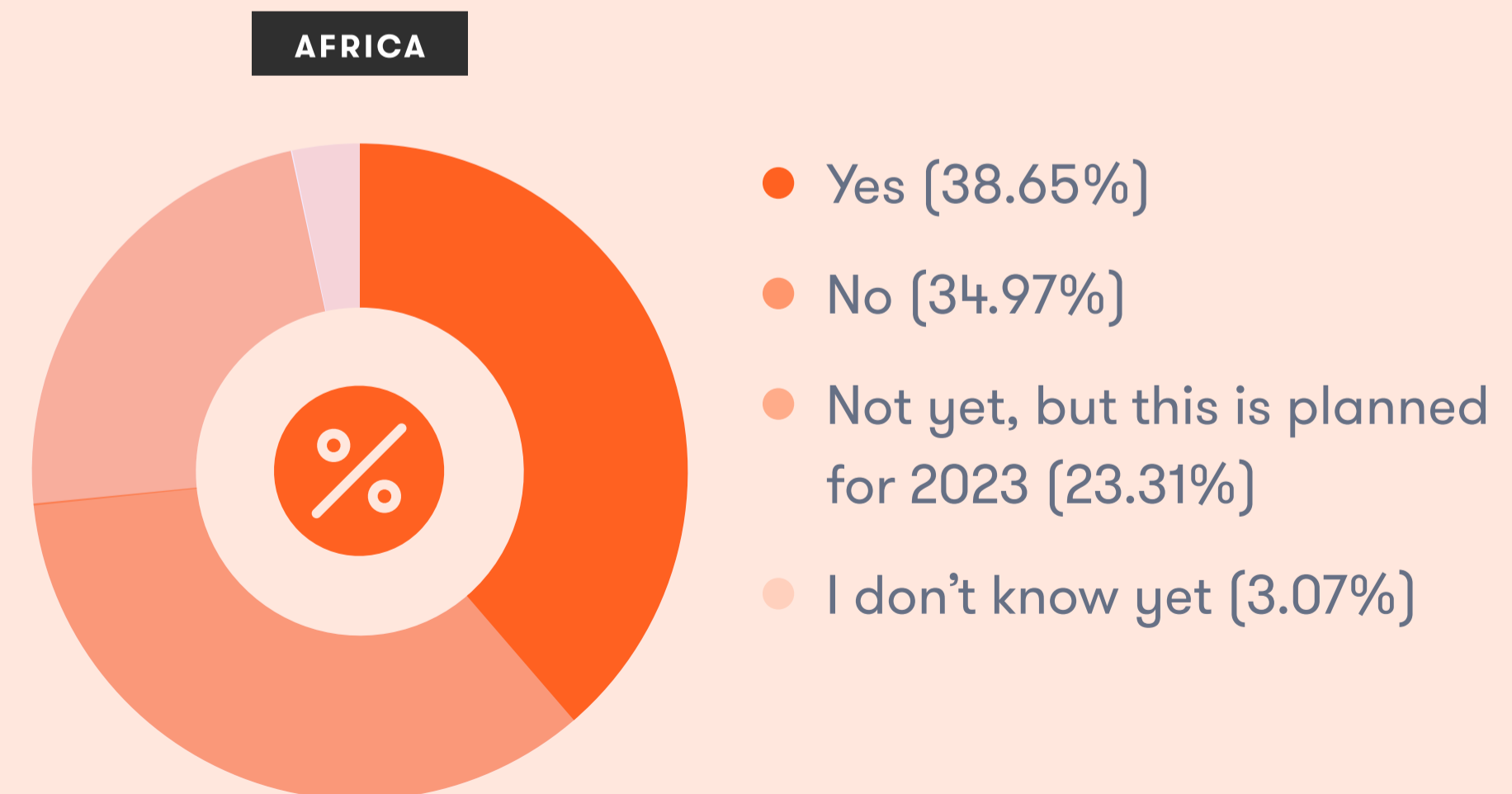
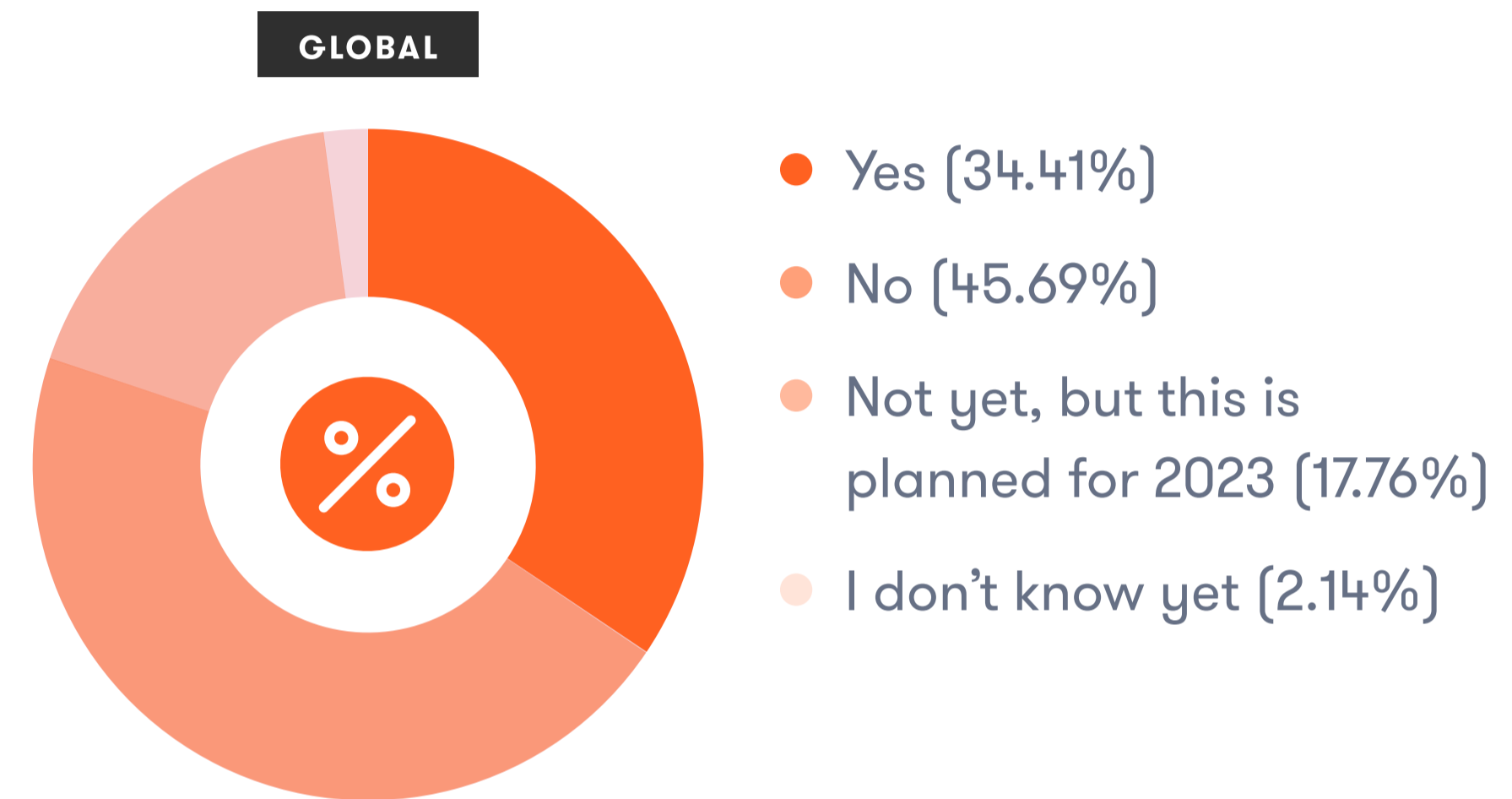
Influencer marketing

With the power to make or break brands, influencer marketing has been growing steadily. In line with the overall growth of social, and the power that influencers have, it begs the question; how many organizations actually use influencers as a part of their marketing strategy? In 2023, 76% of B2C organizations will use influencer marketing - 5 percentage points higher than the global number.

When it comes to influencer marketing, B2C organizations are still at the forefront of companies utilizing the power of Giga, Mega, Micro, Macro, or Nano Influencers to convey their messages.

76%
of African B2C organizations work with influencer marketing or are planning to do so.

Does your organization work with influencers or have an influencer marketing program? (All Organizations)



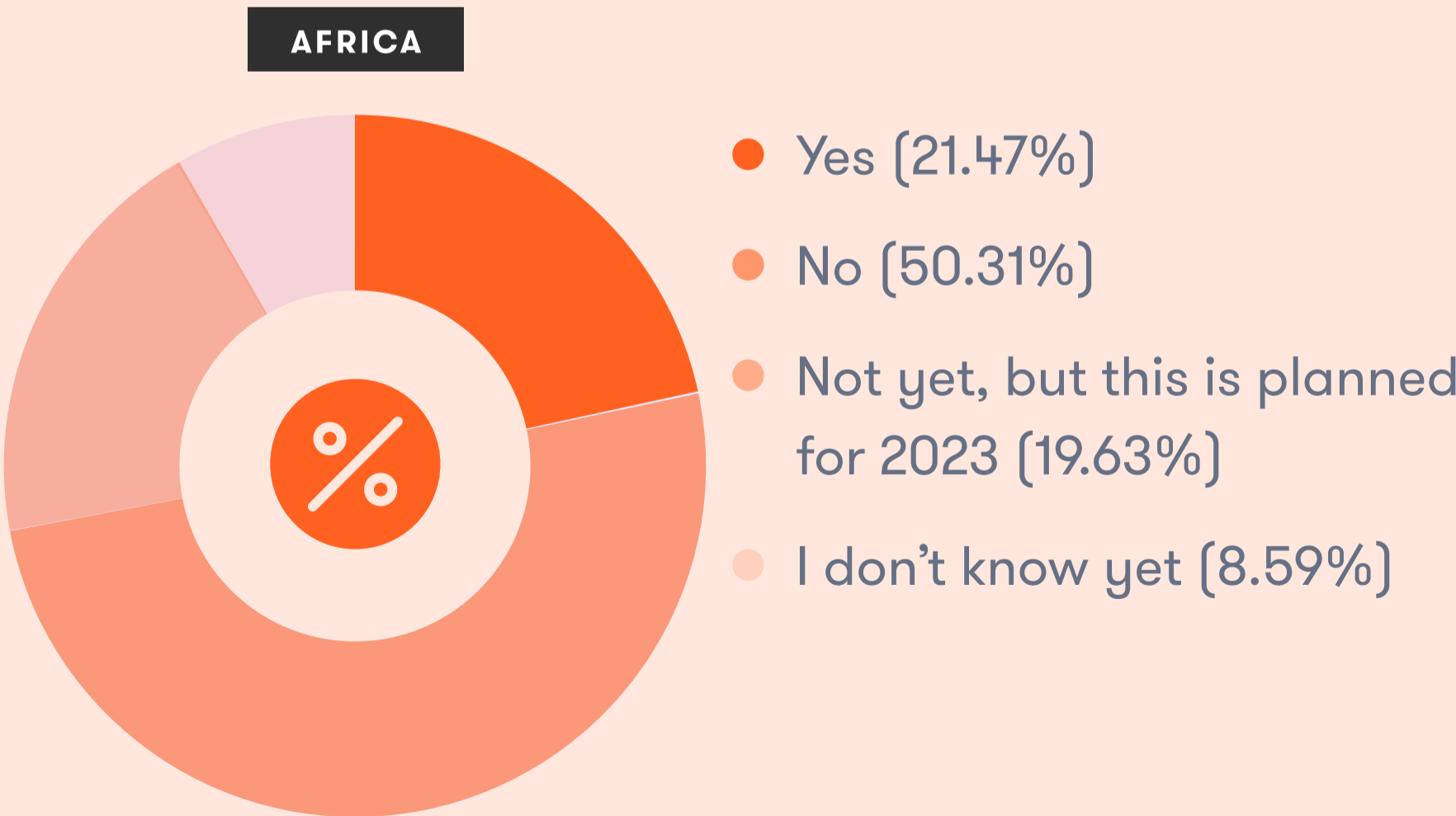
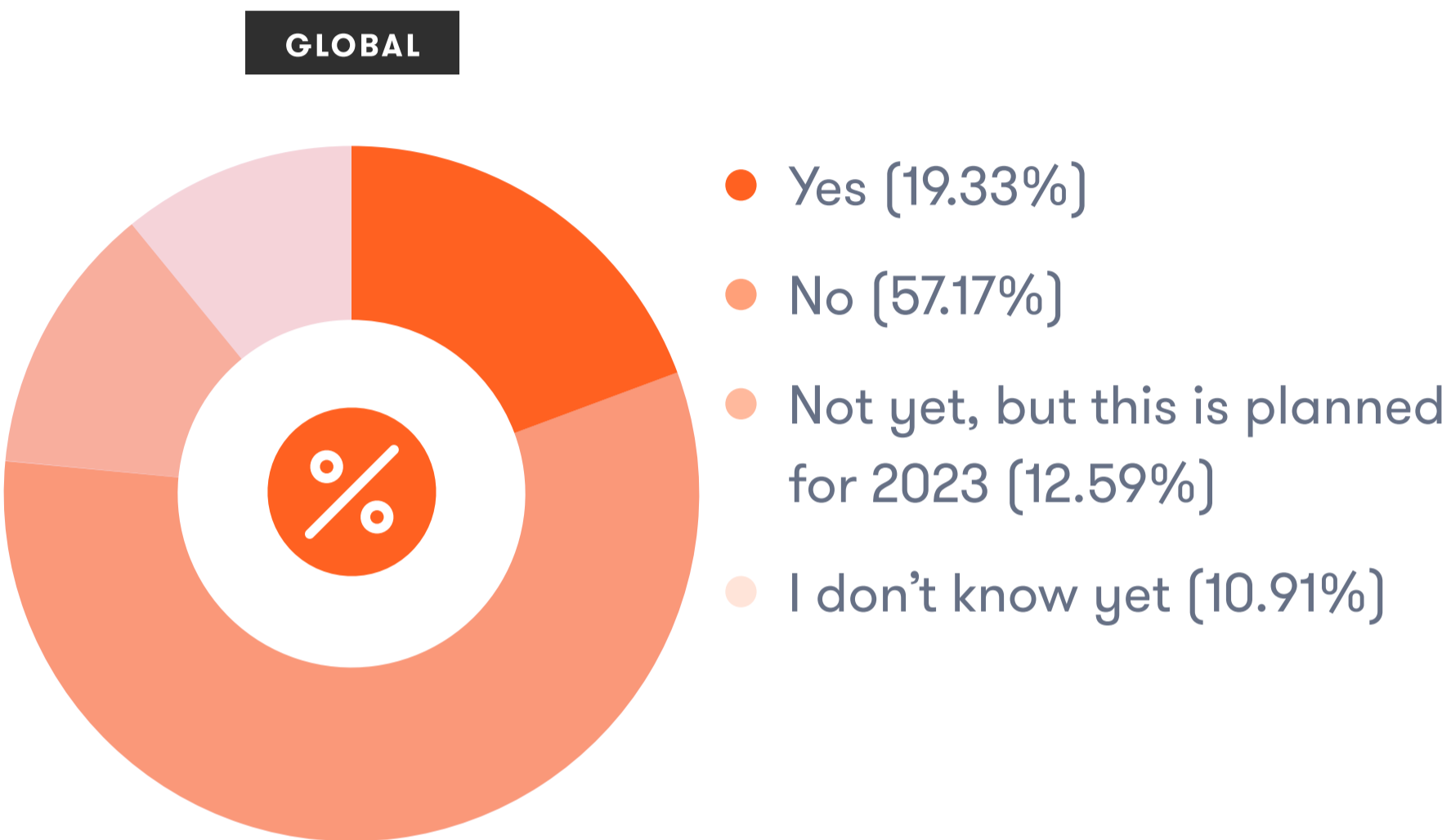
Source: Meltwater

Employee advocacy

Organizations need to raise brand awareness and generate positive exposure through every channel possible; employee advocacy helps brands deliver an authentic experience to their consumers. Given the increasing role of spokespeople in driving reputation, employees can be a great source of advocacy and are perfect candidates to become brand ambassadors. Organizations are slowly waking up to the importance of employee engagement; with huge potential to create differentiation, this is an area with significant future growth.

21.47%
of organizations have an employee
advocacy or social selling strategy
in place

Does your organization run social media based employee advocacy or social selling programs?



Source: Meltwater

Challenges & Data Integration

When asked what their main social media challenges were, gaining social media followers and measuring the impact of social media were top (both 46%). On a different note, a significant portion of respondents also struggled with coming up with content (39%). Also proving the value of social was often a challenge for the African (social media) marketer (31%).

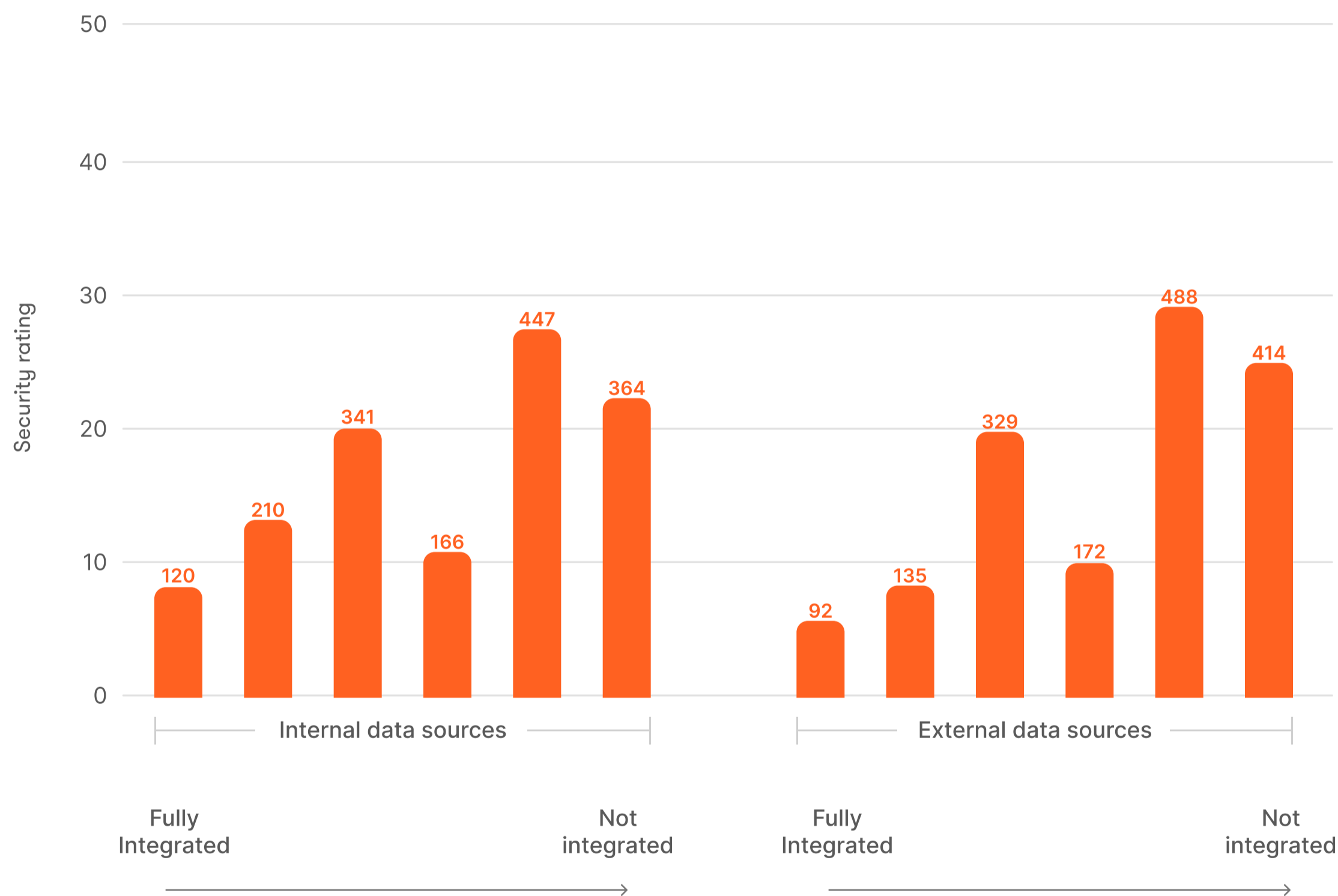
Outside of tangible measures like follower growth and engagement, many businesses are still struggling to understand their audience (31%), and lacking know-how on social media (27%).

Finally, with so many internal departments there is always competition in securing budgets. 26% of respondents find securing budgets one of the biggest social media marketing challenges.

Data Integration

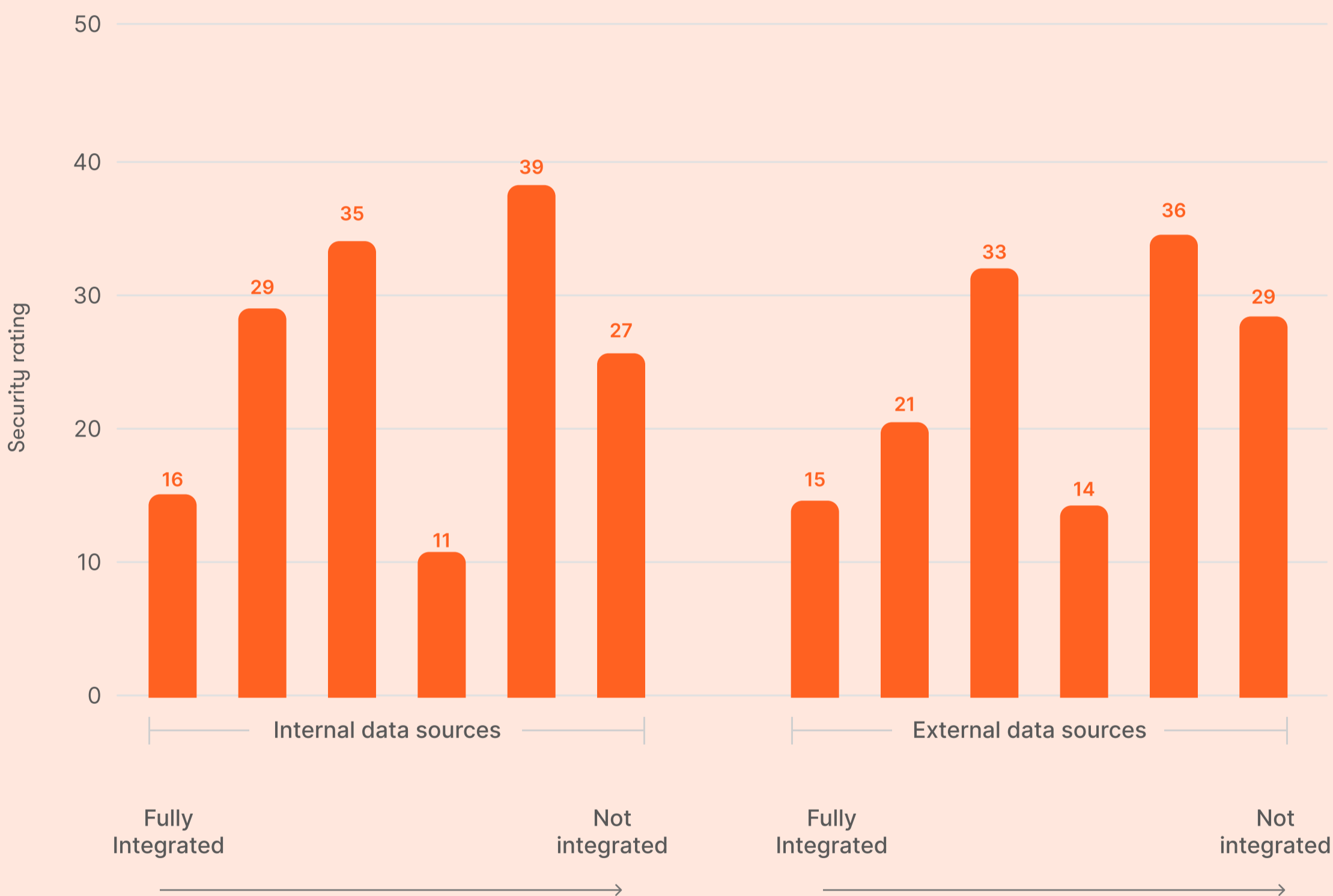
A key theme in creating new insight - and proving the value of marketing and communications activity - is the integration of internal and external data sources. However, when asked about their level of integration, only 12% of respondents had fully integrated internal data, and 13% had fully integrated external data.

To what extent are you integrating social data with other internal data sources (l.e. sales) or external data sources (l.e. share prices) to identify correlations and drive new insight?’



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Source: Meltwater



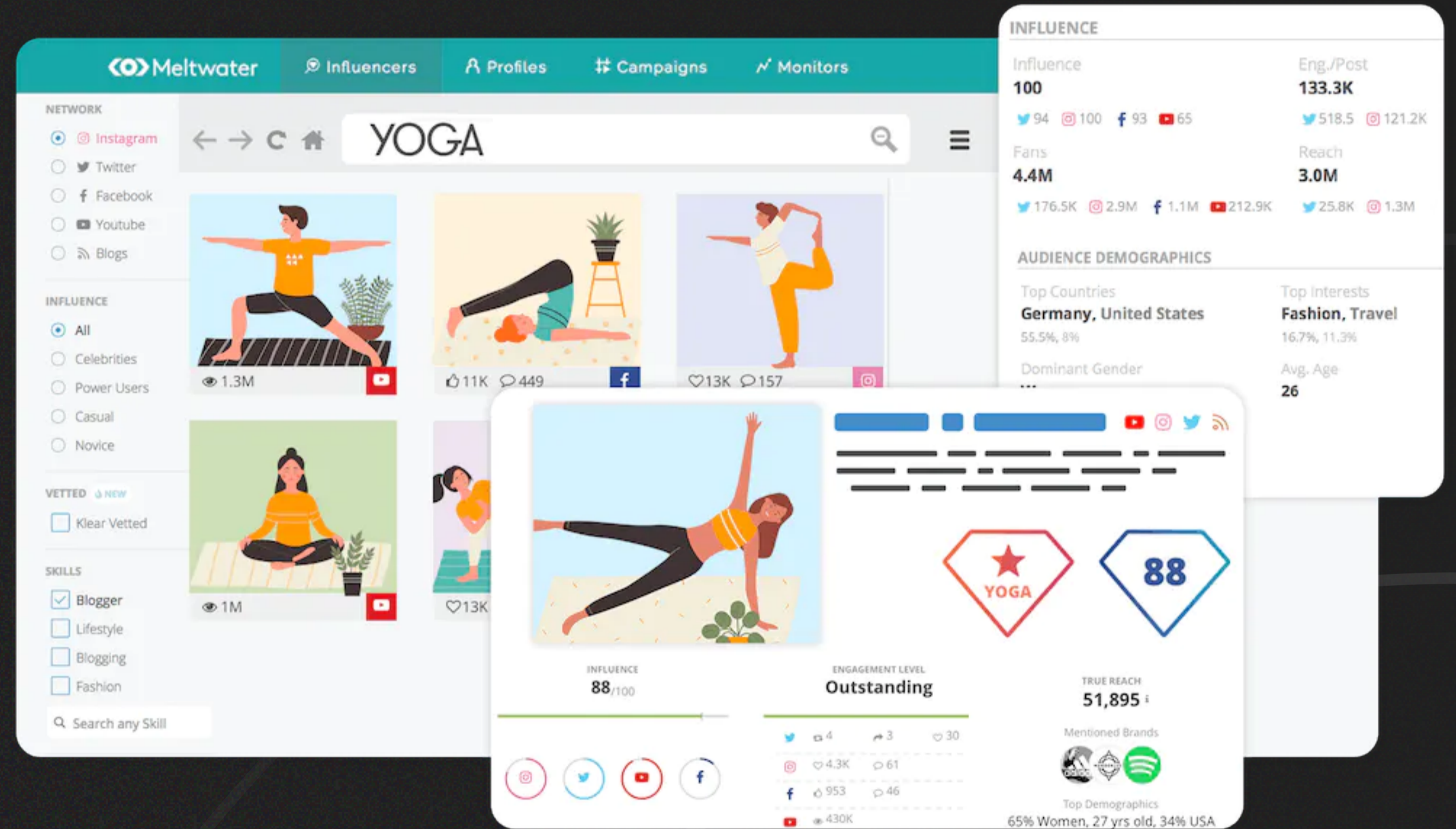
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Source: Meltwater

Drive Social Media Engagement & Influencer Marketing with Meltwater

Our social media management tool helps you streamline the entire social process: publishing attention-grabbing content, responding to comments and queries, and measuring and reporting on your social media performance.

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Conclusion

In the current climate, attention is currency. As consumers become more discerning and marketing budgets tighten, reaching audiences and standing out has never been more important. With the majority of companies now using at least four of the most common platforms, both paid and organic social media have truly established their place in the mix.

One of the most important findings of this report is that social media is deemed more important in Africa than globally. Implying that African social media marketers recognize the value of social.

The main challenges for marketing and communications professionals are measuring the impact/ROI of social, and gaining social media followers. The most important development projects are aligned with the top challenges; organizations want to create more awareness of their brand as well as engage with their audience.

In order to gain more traction, organizations need to be open and willing to invest more time and resources in social media and its development. However, with further global economic uncertainty, organizations are being more cautious and increasingly deliberate with how they use paid social.

To conclude, in 2023, the social media landscape in Africa will continue to evolve, taking on new roles, creating new trends and shaping the world both outside and inside the channels. Among the trends predicted, influencer marketing will continue its rapid growth, and organizations will invest further in encouraging their employees to take part in social selling, driving employee advocacy.

As shown in the survey, budgets for social media channels will either increase or stay the same in most organizations - yet again emphasizing the importance of social media. In order for organizations to survive the economic turbulence - with consumers spending more and more time online - organizations need to maintain or increase their focus on social media. By raising awareness and building loyalty, businesses can create a solid basis for increasing revenue.

Finally, as social media transcends geographical boundaries and respondents were located across the continent, these finding are applicable throughout Africa; organizations everywhere can benefit from the increased visibility and additional opportunities to create revenue.

<O> Meltwater

