

Communicating
Covid-19 in Africa

SURVEY RESULTS

Key Findings

On May 22, Abjel Communications launched a survey into Covid-19 news consumption habits in Africa. And the results were staggering.

Twitter and Facebook were the two most important and useful social media platforms for Covid-19 related news updates respectively. The speed with which information is transmitted on these platforms was one of the reasons given for the choice.

There are about 139 million Facebook Users in Africa.

Instagram came in 3rd for usefulness, ease of using video and picture sharing being the key reasons for people's choice.

On the question of which country was the best Covid-19 communicator, Ghana came in first. Respondents cited the most effective communication strategy. South Africa came in a close second.

Frequency of updates and clarity of information were the two most important factors for respondents' choices.

Other countries cited for their positive communications response included Cabo Verde, Madagascar and Nigeria.



A case study of Ghana's Covid-19 communications

The Ghanaian authorities use all available channels to share information and also use public address systems to send out alerts.

The President, H.E Nana Akufo Addo, has addressed the country at least 11 times at the time of writing this report (May 31st). Additionally, the Ghanaian health ministry posts official covid-19 statistics daily to Facebook and twitter, with regional breakdowns through simple infographics.

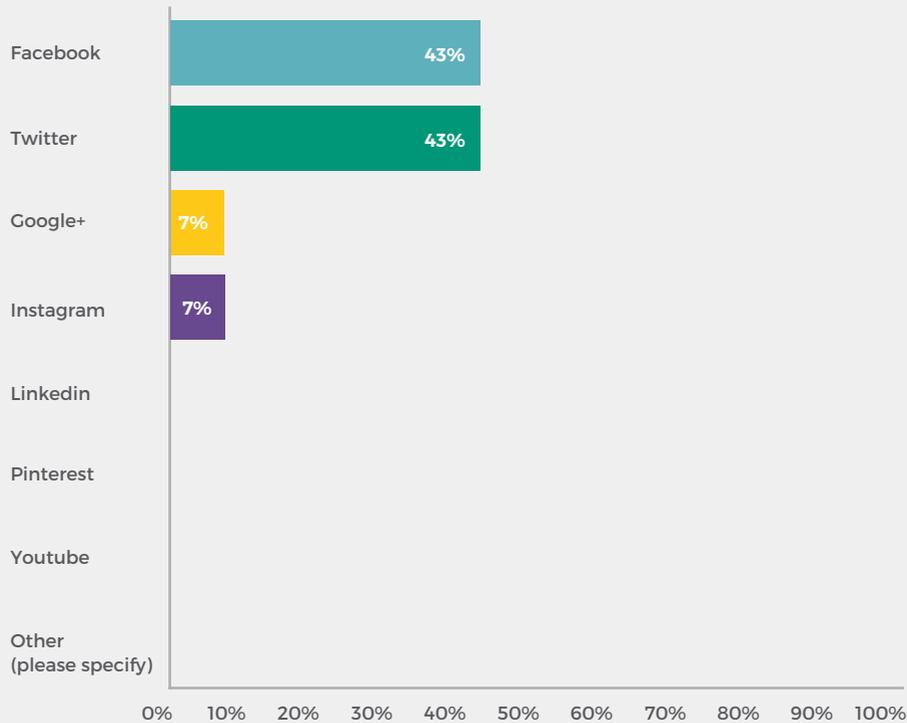
SO who has let down their citizens in the Covid-19 communications league table?

Those countries least effective in their Covid-19 communications include Zimbabwe and Nigeria. Credibility of information and frequency of updates were again major deciding factors for respondents. The lack of clarity of message was another reason for respondents' choices.

Finally, the majority of respondents (71%) stated that television was the most dependable traditional media source of news.

Question 1:

Which media platform have you found most useful for accessing Covid-19 related information in Africa

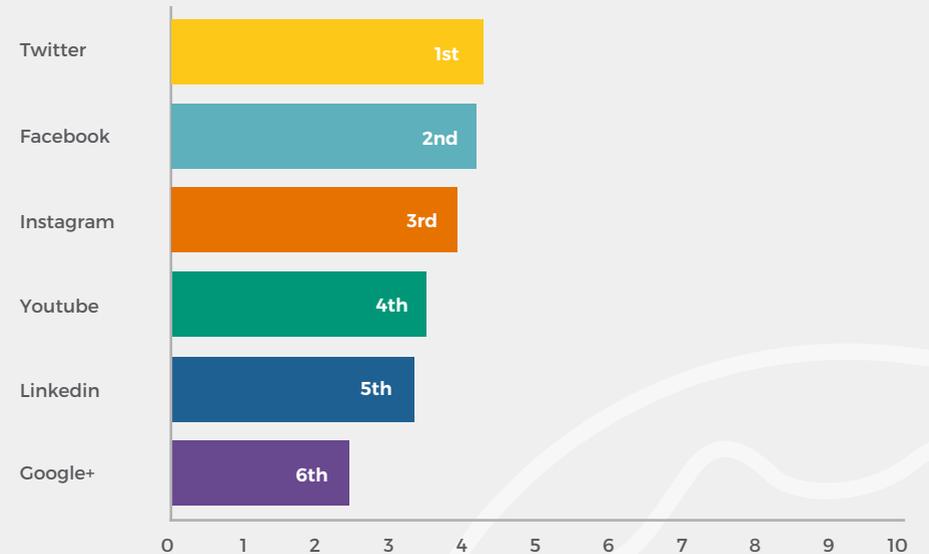


Summary of Data:

- 90% of respondents said Twitter and Facebook were the most useful source of Covid-19 news.
- Instagram and Google are in joint second place with 7.14%.
- LinkedIn, Pinterest and YouTube were not chosen did not feature in the responses.

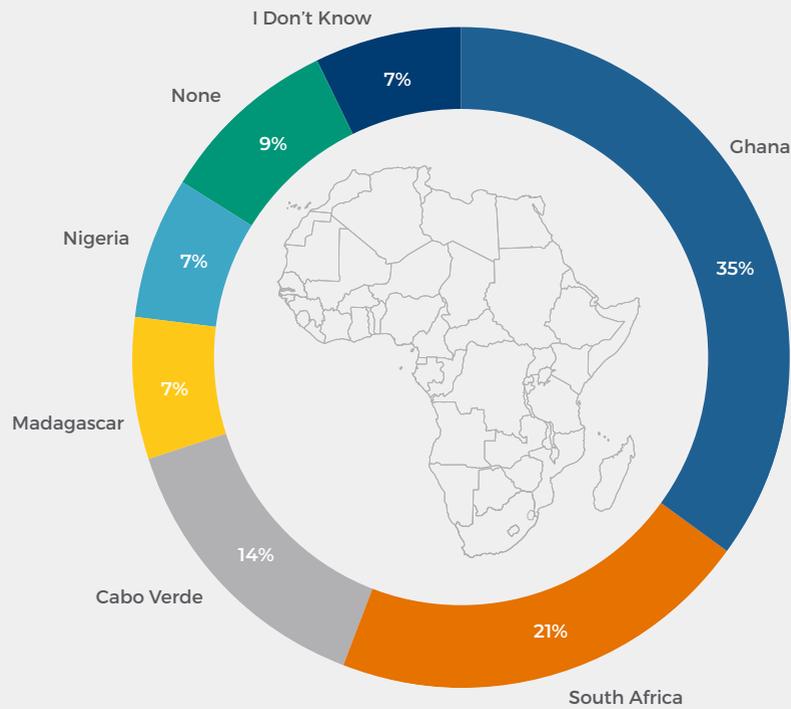
Question 2:

Please rank the following social media platforms in order of usefulness for accessing Covid-19 information (1 being the most useful and 4 being least useful).



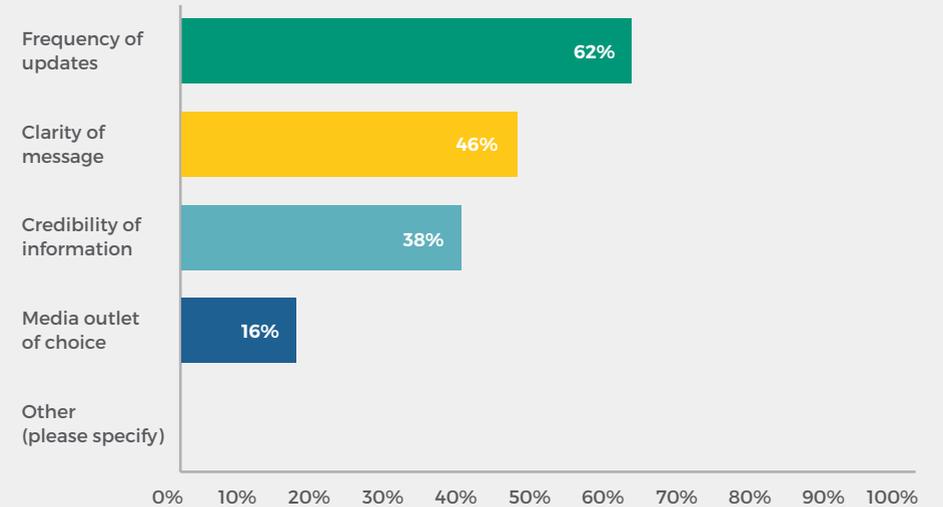
Question 3:

Which African country has been most effective in communicating Covid-19?



Question 4:

Why did you choose your answer in Q3 (Tick all that apply)

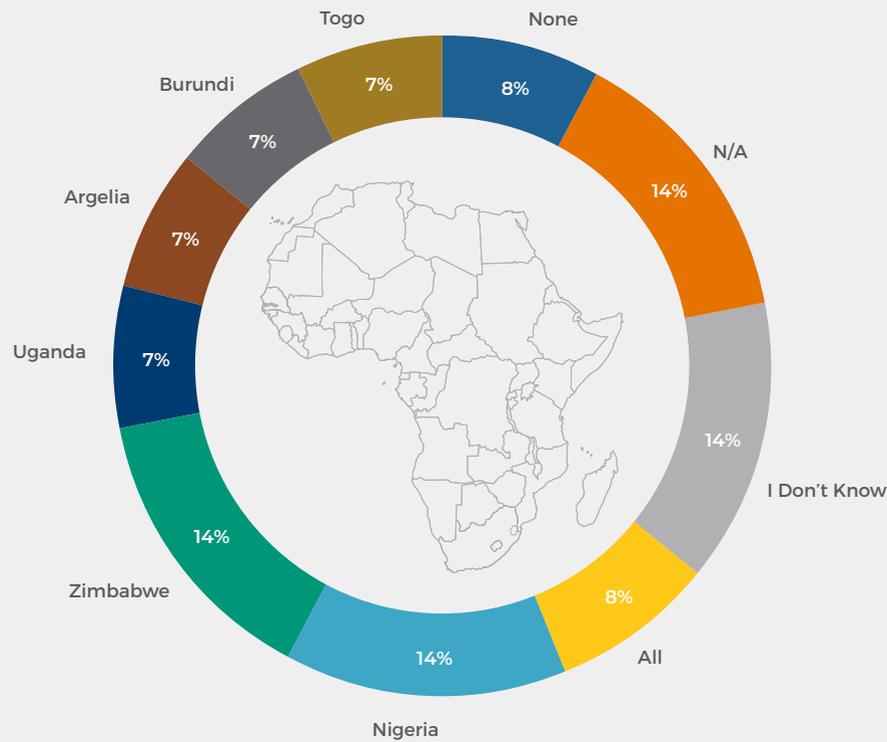


Summary of Data:

- 'Frequency of updates' was the main factor.
- 'Clarity of message' ranked 2nd.
- 'Credibility of information' came in 3rd.
- 'Media outlet of choice' was the least commonly cited reason.

Question 5:

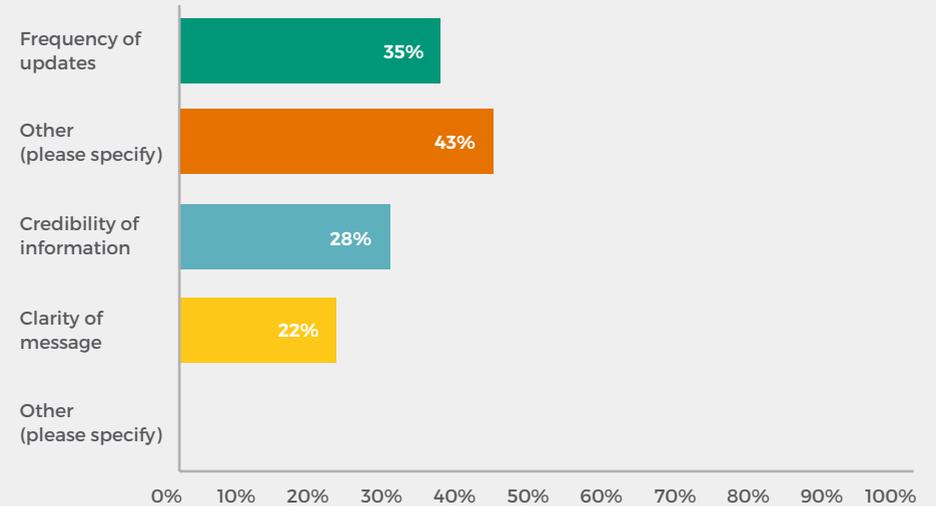
Which African country has been the least effective in communicating Covid-19?



The total number of respondents: 1025

Question 6:

Why did you choose the answer in Q6 (Tick all that apply)?

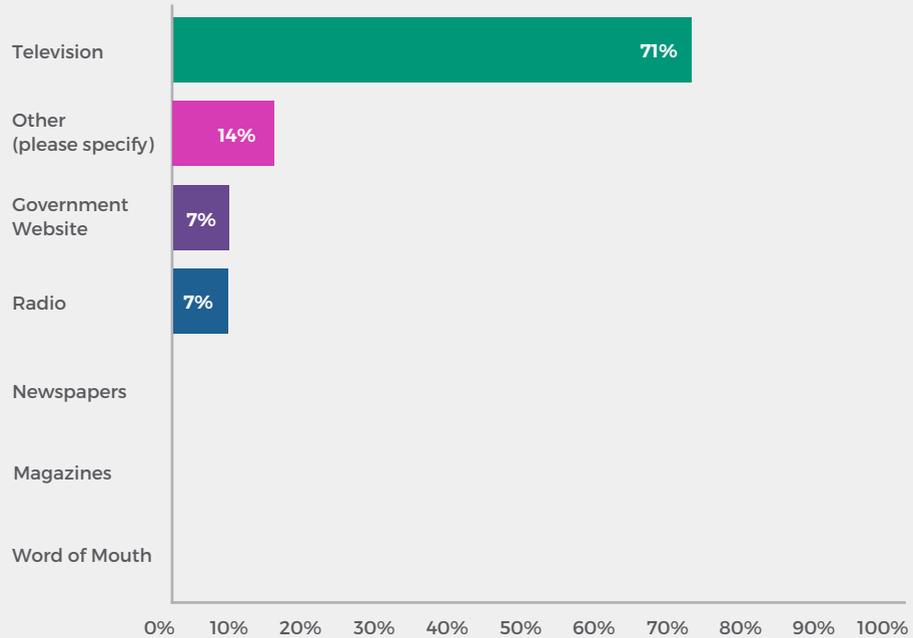


Summary of Data:

- 'Frequency of updates' and 'Credibility of information' seen in question 4 is echoed in the response to this question with 35% and 28% respectively of participants selecting these factors as key to their choice.
- 'Media outlets of choice' appear to have no bearing when selecting the countries least effective in their Covid-19 communications.
- Other reasons cited included:
 - 'Leaders and health officials are confused'.
 - 'Low information or awareness about the disease'.

Question 7:

Which traditional media channel did you depend on the most for Covid-19 information?



Summary of Data:

- 'Television' was by far the most dependable traditional media channel of all with 71% of respondents selecting it.
- 'Radio' and 'Government Websites' came in second with just 7%.
- Other scientific journals and online news were cited.





1st Floor, 85 Great Portland Street,
London, England, W1W 7LT

 adisa@abjel.com

 +44 (0)20 3137 6004

 [abjel_ltd](#)

 [Abjel Communications](#)