

TOP 200 OF THE MOST INFLUENT AFRICAN WOMEN ON TWITTER

Friday, October 2nd 2020

with the participation of
Martha Karua - Lala Akindoju

SMART DATA
POWER



WHY HAVING CONDUCTED SUCH A STUDY ?

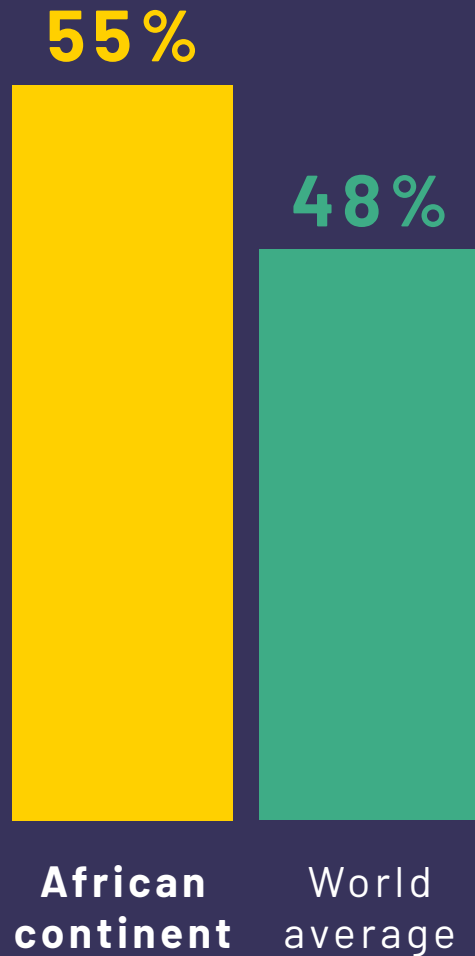
Because Twitter is, at the same time:

- **a social media**
which gives access to its data perfectly legally
- **a platform**
on which women can express themselves freely
- **a platform**
on which can be found both big companies' CEOs and start-ups' founders,
but also journalists, activists...

This TOP 200 was based on African women currently living on the continent, according to their biography. It does not have a scientific call or purpose yet it shows an instantaneous capture of a thriving continent.

And nowadays, more and more women are its ambassadors.

WHY HAVING CONDUCTED SUCH A STUDY ?



Women's participation rate to the labour market is **55%** on the African continent which is clearly above the world average (**48%**).

In other words, it means African women have and will have a central position in the development of their country.

WHO ARE THE STUDY'S PARTNERS ?



WOMEN IN AFRICA
GLOBAL LEADERS COMMITTED TOGETHER

First international platform
of economic development
and of high-potential African
women leaders' support



Martha Karua
Former Minister
for Justice
constitutional
affairs, Long serving
Politician and NARC
Kenya Party leader



Lala Akindoju
Nigerian actress
and film producer.
Africa Magic
TrailBrailzer award
in 2016

**SMART DATA
POWER®**

Company specialized
in collecting, processing
and analyzing data on Twitter

**GDPR
COMPLIANT**

OPEN DATA

Data's enlightenment
permitted by the Open Data
(geography, economics...)

SMART DATA POWER

Human intelligence's crossing
for reliable, workable
and unique data

BIG DATA

Collecting data through
Twitter's API Premium



SMART DATA

Refining and processing data
through our algorithms

METHODOLOGY

On Twitter, targeting
of the 200 most
influent African women
among several millions
twitters, which are app.
15% women

**Focus on politicians and business
women, journalists, opinion leaders
and civil society's figures**

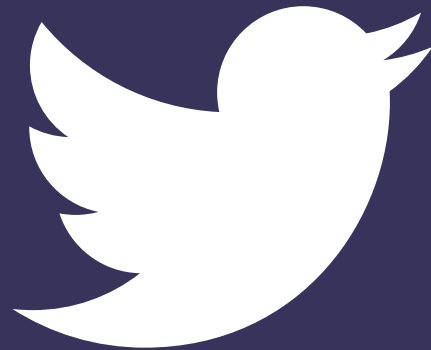
1

2

Focus
on 4 distinct profiles

3

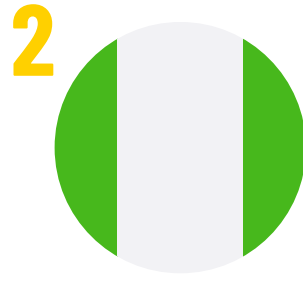
How to gain influence
on twitter ?



TOP AFRICAN COUNTRIES, PER TWITTERS NUMBER*



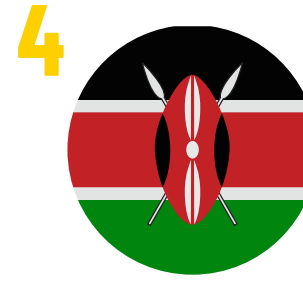
South Africa
19,3%



Nigeria
18,8%



Egypt
9,8%



Kenya
9%



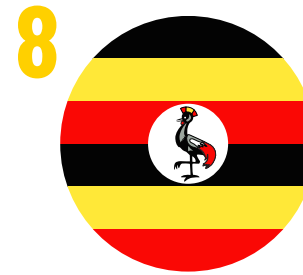
Ghana
7,2%



Algeria
3,4%



Morocco
3,2%



Uganda
3,1%



Tanzania
2,9%



Zimbabwe
2%

*according to the total number of followers located in Africa

1

**TOP 200'S
MACRO DATA**

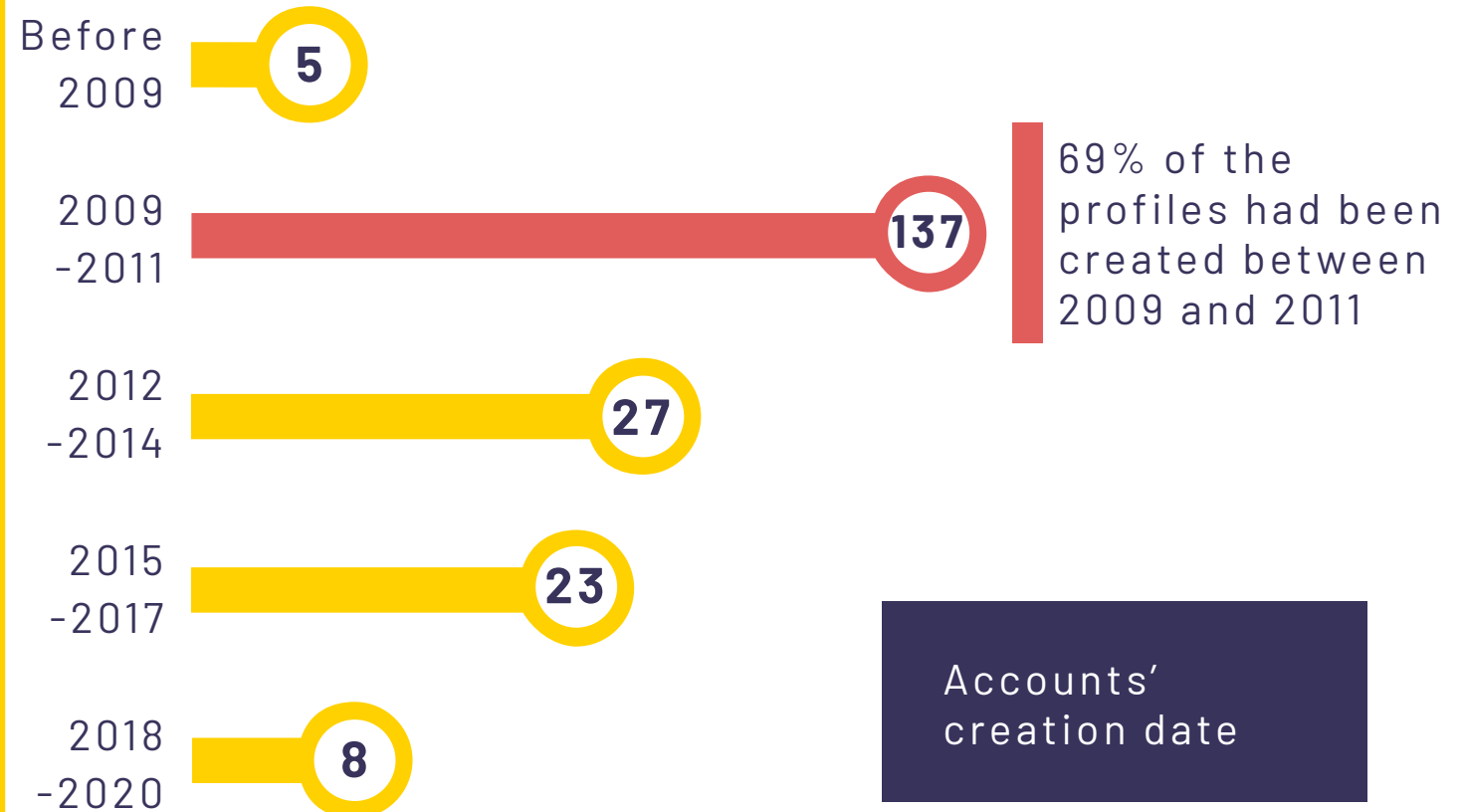
TOP 200 OF THE MOST INFLUENT AFRICAN WOMEN

A very important impact

A potential total reach of **39 081 627 people** which represents an average of **195 408 followers** per account



A strong presence on Twitter for almost a decade

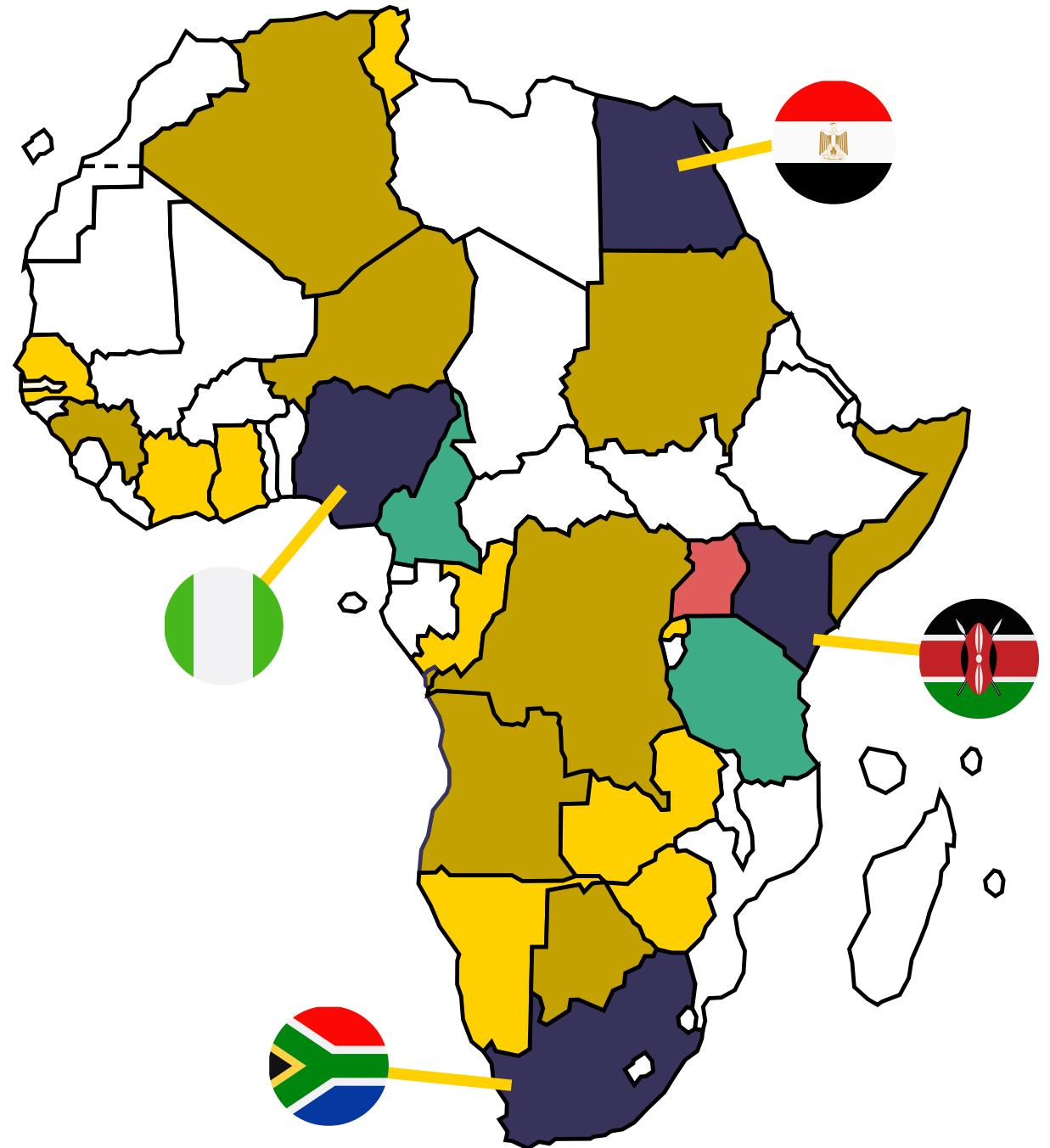


24 countries represented

**4 countries over-represented:
South Africa, Kenya, Nigeria
and Egypt**

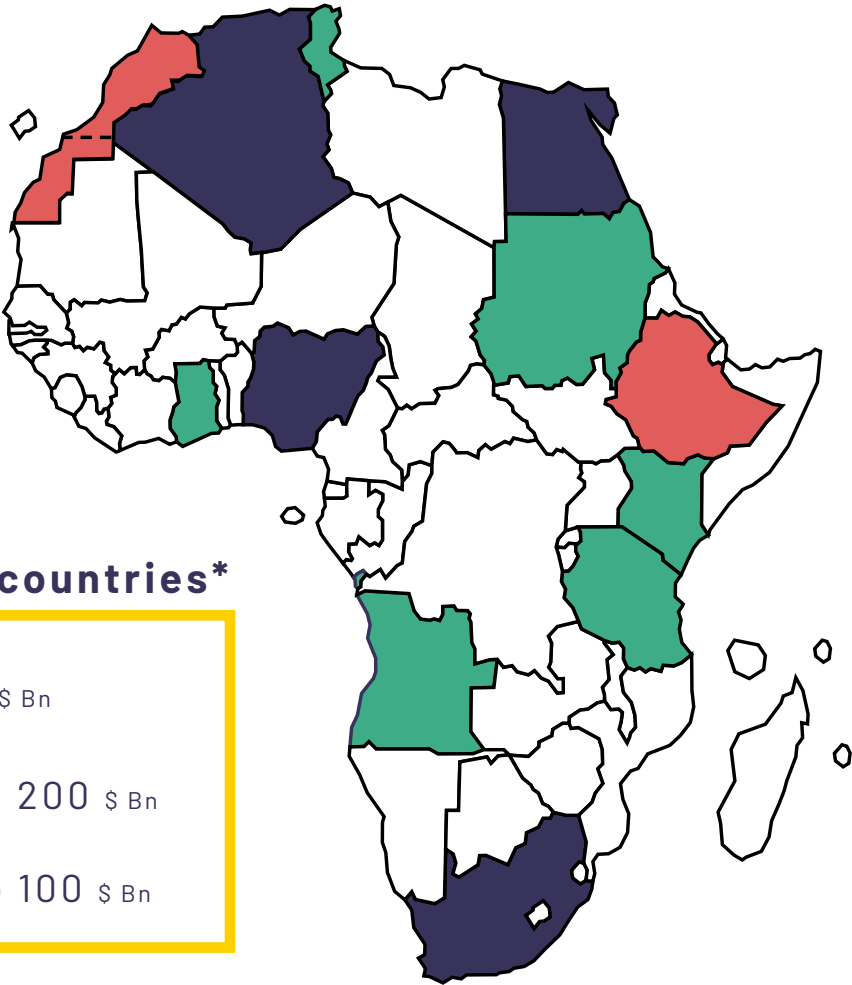
142 of the TOP 200's women are
from one of those 4 countries

Number of women



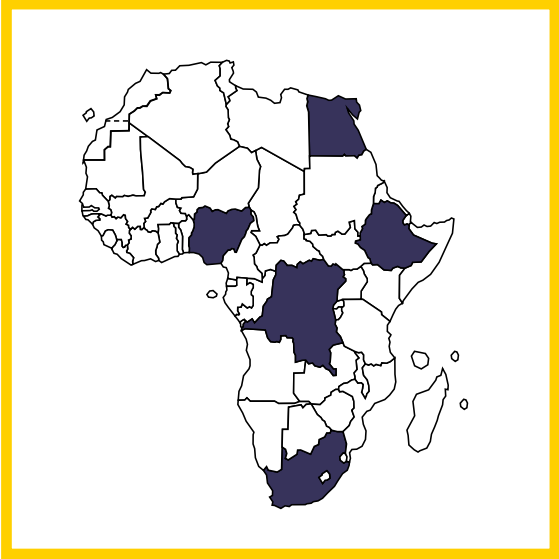
Back-up with other indicators

TOP 12
of the richest countries*

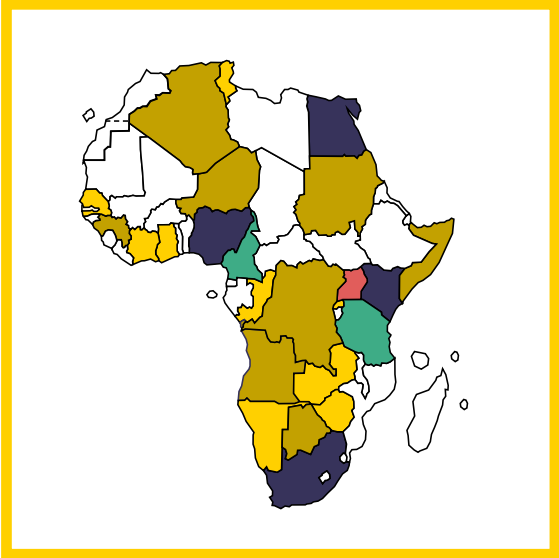


*According to the GNP
Indexmundi's thematic maps, 2017 data

TOP 5 of the most crowded
countries



TOP 200's reminder

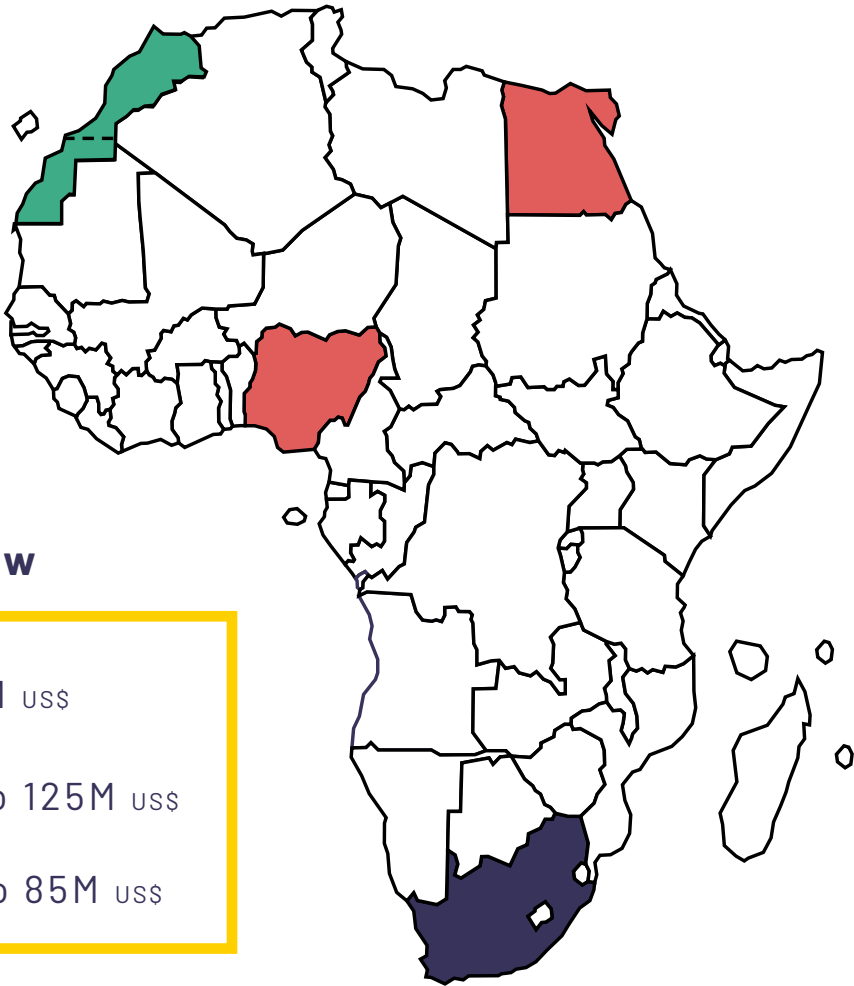
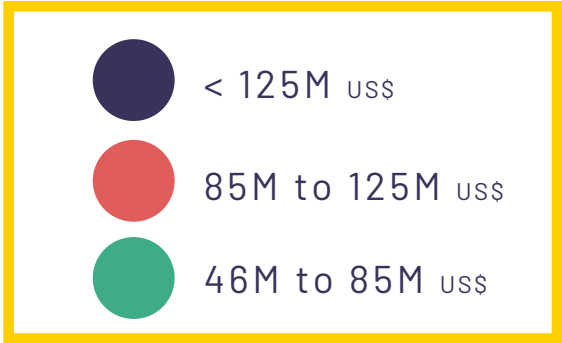


**More than 54%
of women**

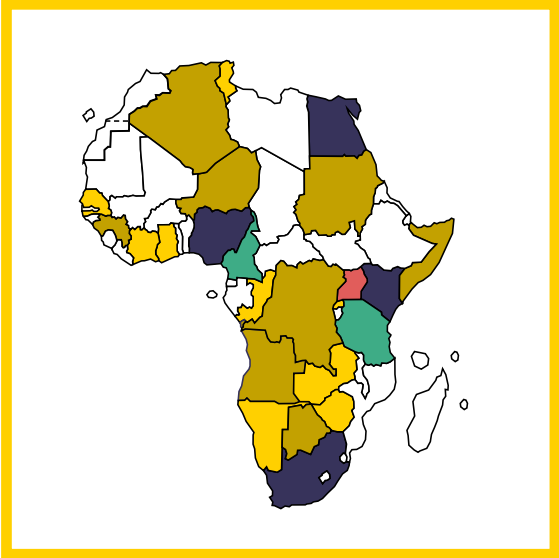
from our TOP 200
are in-between
the continent's richest
and most crowded
countries

Back-up with other indicators

Foreign direct investment flow



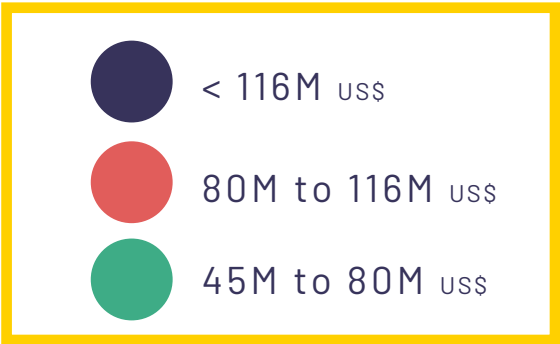
TOP 200's reminder



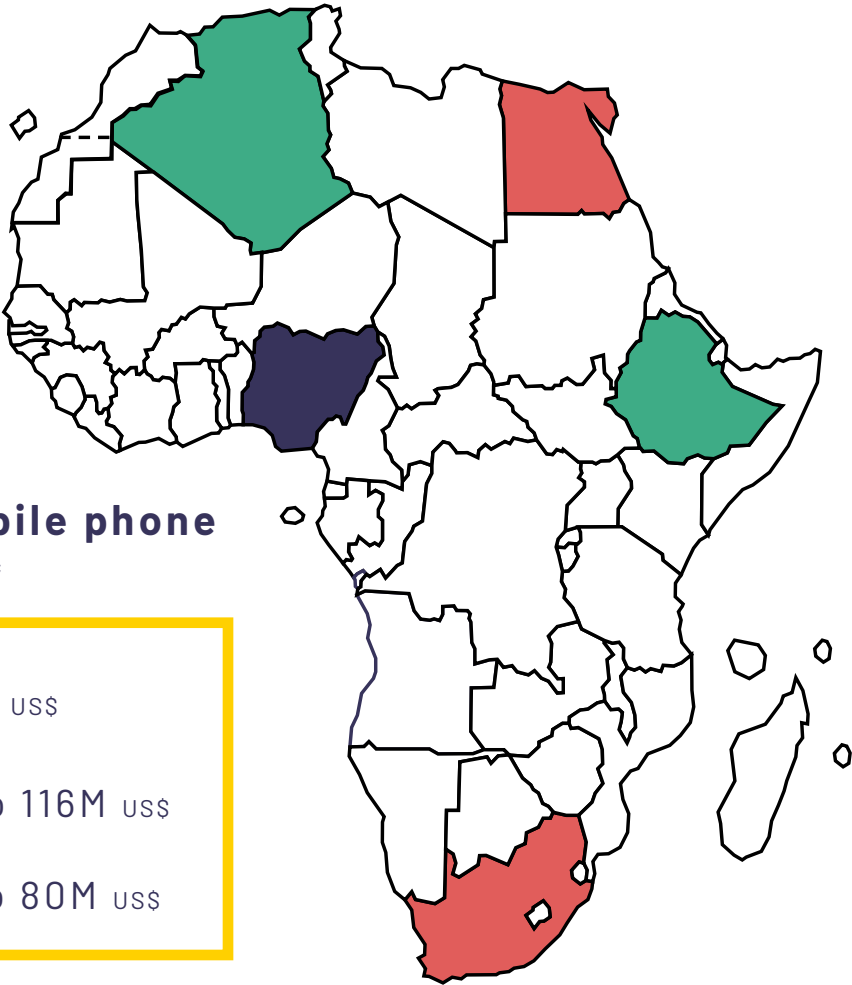
Influent African women
are located
in countries with
an economic ground
propitious
for investments

Back-up with other indicators

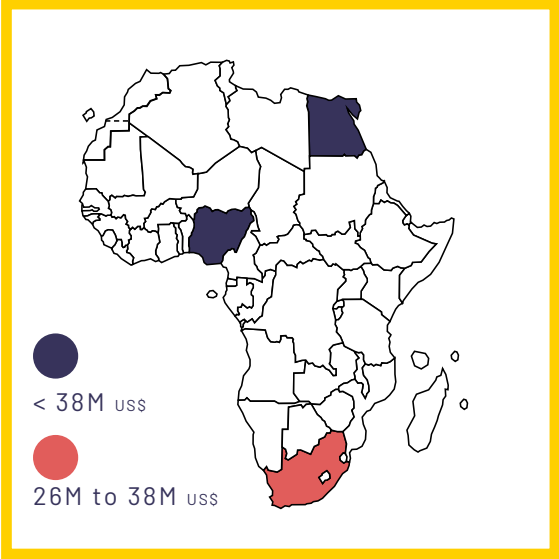
Number of mobile phone subscriptions*



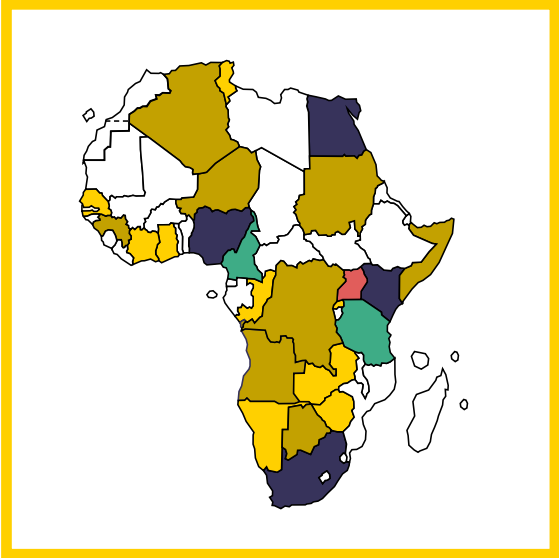
*For 100 inhabitants
Indexmundi's thematic maps, 2017 data



Number of internet users in 2017



TOP 200's reminder



A good cellular and Internet connexion,
two requirements
to be connected
and influent on social
networks

The TOP 200's 10th firsts



Linda Ikeji
Nigeria

1 902 K followers



Pr. Thuli Madonsela
South Africa

1 414 K followers



Tonto Dikeh
Nigeria

1 302 K followers



Bouthaina Kamel
Egypt

1 180 K followers



Rita Dominic
Nigeria

1 100 K followers



Martha Karua
Kenya

949 K followers



Connie Ferguson
South Africa

935 K followers



Betty Kyallo
Kenya

856 K followers



Sarah Abdelbaky
Egypt

856 K followers



Toke Makinwa
Nigeria

768 K followers



Focus on South Africa

58 women from the TOP 200

22

**Journalists
/ anchors**



Pabi Moloi

TV host

759,8 K followers

11/200

21

**Business
women**



**Leandri Janse
van Vuuren**

Managing director
372,6 K followers

27/200

3

**Opinion
leaders
/ activists**



**Catherine
Constantinides**

Ecologist
60,5 K followers

133/200

10

Politicians



**Prof. Thuli
Madonsela**

1,4 M followers

2/200

2

Lawyers



Emma Sadleir

Social media's
rights specialist
43,8 K followers

160/200



Focus on Kenya

37 women from the TOP 200

17

Journalists / anchors



Anne Kiguta
Journalist

651,6 K followers

13/200

13

Business women



Betty Kyallo
CEO Flair by Betty
874,0 K followers

8/200

2

Opinion leaders / activists



**Dr. Paula
Kahumbu**
Conservationist
178,1 K followers

60/200

3

Politicians



Martha Karua
957,0 K followers

6/200

2

Doctors



Dr. Mercy Korir
57,5 K followers

148/200



Focus on Nigeria

26 women from the TOP 200

13

Business women



Anthonia Orji
Social media specialist

265,0 K followers

46/200

13

Journalists / anchors



Gbemi O-0

Radio host

536,5 K followers

18/200

3

Opinion leaders / activists



Monalisa Chinda Coker

Actress and UN ambassador

373,0 K followers

28/200

2

Politicians



Abike Dabiri-Erewa

595,4 K followers

15/200

1

Lawyer



Gloria Adagbon

34,5K followers

187/200



Focus on Egypt

21 women from the TOP 200

13

**Journalists
/ anchors**



Mai Helmy
Radio host
350,5 K followers

33/200

4

**Opinion
leaders
/ activists**



Dalia Ziada
Writer
373,0 K followers

112/200

3

**Business
women**



Dalia Abou Omar
CEO
86,4 K followers

98/200

1

**Political
scientist**



Maya Morsy
22,1 K followers

196/200

0

Politicians

Focus on French-speaking countries

16 women from the TOP 200
are French-speakers (which is 8%)

5

CAMEROON

**Influent
women**
from the TOP 200



Rebecca Enonchong
Tech entrepreneur
106,9 K followers

3

IVORY COAST

**Influent
women**
from the TOP 200



Paola Audrey
TV host
186,7 K followers

2

CONGO BRAZZAVILLE

**Influent
women**
from
the TOP 200



2

TUNISIA

**Influent
women**
from
the TOP 200



2

**FOCUS ON 4 DISTINCT
PROFILES**

Focus on a start-upper



CAMEROON

Rebecca Enonchong

106,9 K followers

Serial-entrepreneur specialized
in new technologies

90/200

Founded in 1999
in order to apply global solutions
to companies



Business incubator launched
in 2010 to help out every
entrepreneur in developing his
or her project

Focus on a social entrepreneur



ZAMBIA

Monica Musonda
69,9 K followers

Brilliant lawyer concerned
by social entrepreneurship !

115/200

javafoods
quick. eeze. delicious

Founded in 2001
in order to modify consumption habits
with good-quality and affordable products

Focus on a business woman



KENYA

Gina Din

323,2 K followers

A well-known business woman specialized
in corporate communication

36/200



Founded in 1997
in order to support companies, governments
and NGOs in their communication

Focus on a 2020 WIA54 winner



GAMBIA

Fateema Manneh

448 followers

Entrepreneur
and social worker



Founded in 2019, an organic grocery
committed to the improvement of taste
in herbal organic tea and food processing

3

**HOW TO GAIN
INFLUENCE
ON TWITTER?**

1

OPTIMIZE YOUR TWITTER PROFILE



- Add a profile picture
- Add a cover picture
- Use the right hashtags and the right mentions
- Put the most important information first

2

BE FAMILIAR WITH YOUR TARGET AUDIENCE AND YOUR COMMUNITY

Good communication
always begins
with good targeting
of one's audience !



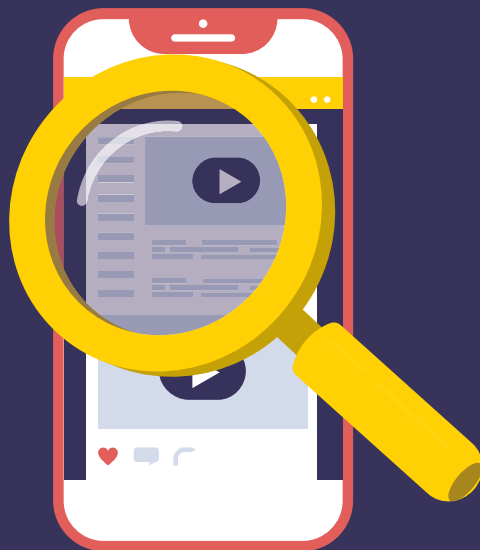
Good communication
always begins
with good targeting
of one's audience !



Find out who follows you:
their age, gender,
geo-tracking, job or line
of business,
the influencers' typology...

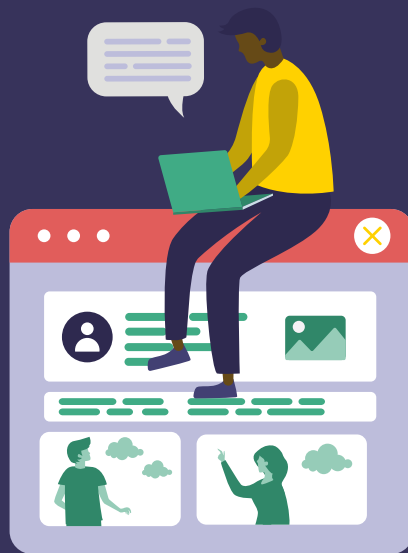
3 SPEAK UP

What is the most adequate tone ?
What themes to approach ? When to tweet ?



Assess

the strengths and weaknesses of your accounts or those of your competitors



Monitor

your favorite topics to reflect on current events or find ideas for content



Add

good hashtags to increase your visibility

4

BACK-UP WITH LINKEDIN



- **To gain influence**
by inviting the right people
to join your network
- **To create**
qualified commercial leads !

5

BACK-UP WITH OPEN DATA

To enrich the previously collected data with :

- geographic data
- economic data
- environmental data
- health data



THANK YOU SO MUCH FOR YOUR ATTENTION

To go further...



WOMEN IN AFRICA
GLOBAL LEADERS COMMITTED TOGETHER

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POWER[®]

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