# SONA 2015

VOLUME

Volume for SONA 2015
12th February to 16th February 2015

393,735 ↓ -99%
Total Post Volume

Total Posts

Total volume of tweets/posts between the 12th February and the 16th February came to 393,735. As per the graphic below; the vast amount of social media discussion pertaining to SONA2015 took place on Thursday the 12th with a total of 342 000 Facebook posts and Tweets. In the four days following the address, volume fell by a significant 99% to 4 652 tweets/posts on the 16th; indicating that SONA2015 has already moved out of the public's social media interest radar.

Total Volume

450K
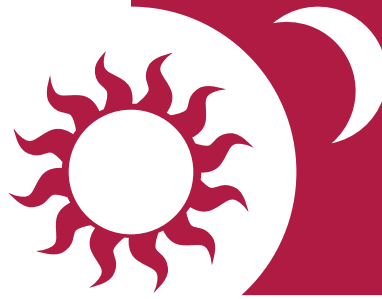400K
350K
300K
250K
200K
150K
100K
50K

12 | 13 | 14 | 15 | 16
Feb 2015
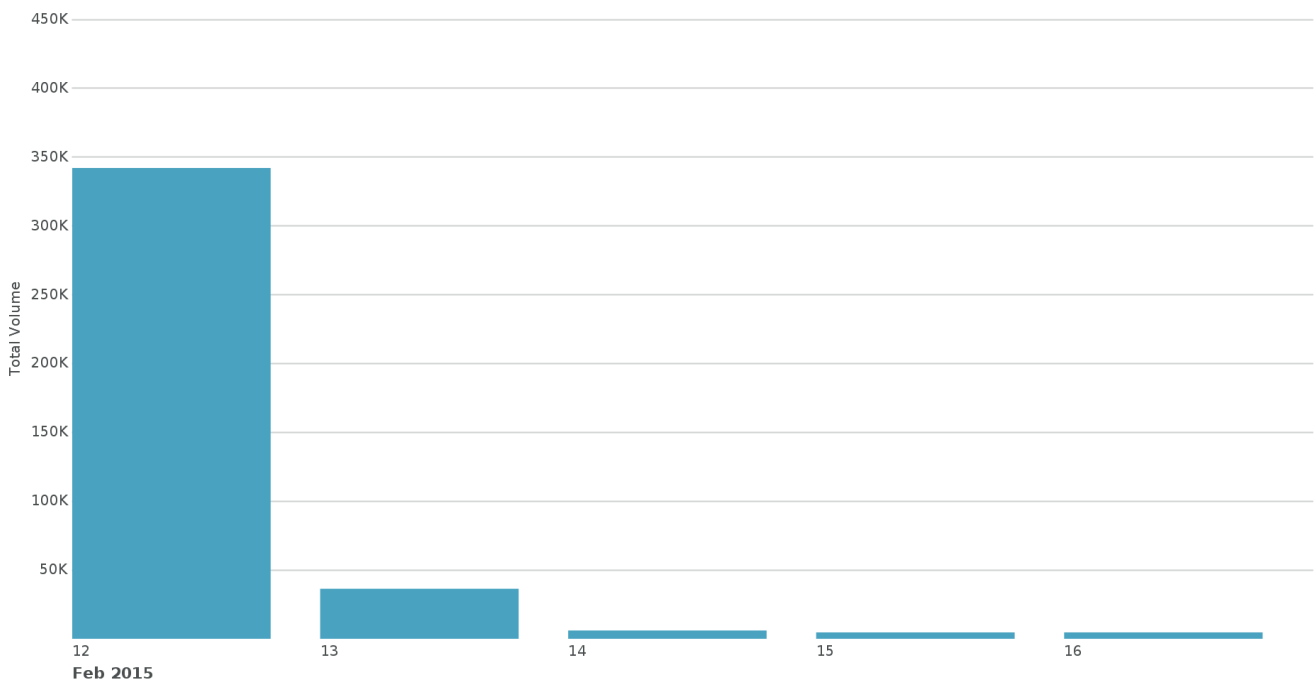
Sentiment

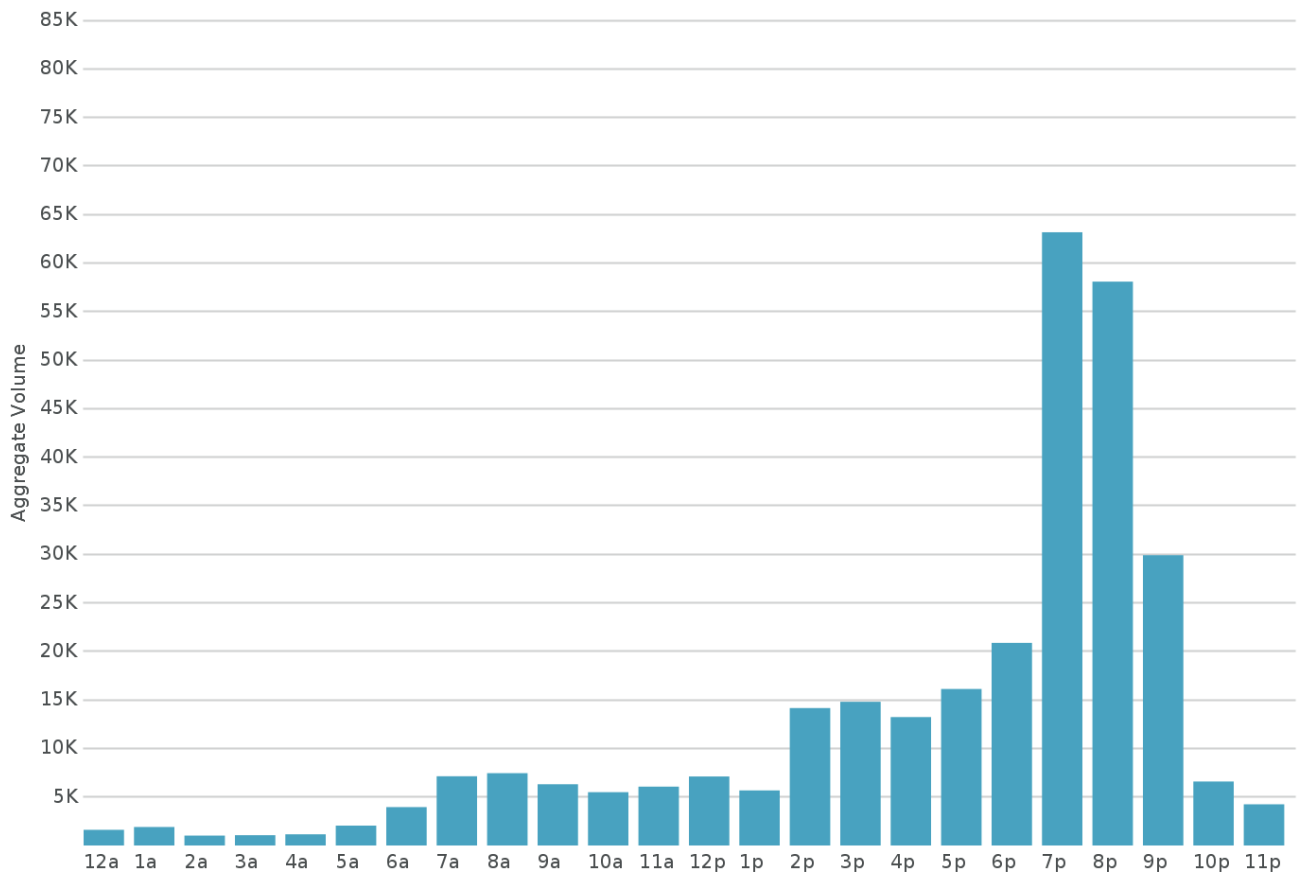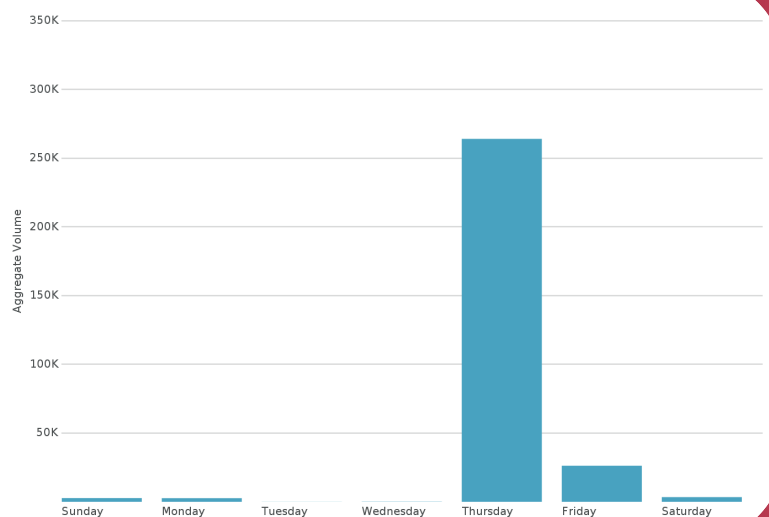|	
Neutral	59%
Negative	41%

Day of Week & Time of Day

The Day and Time module Aggregates Twitter volume by day of week and hour of day to show periodic volume trends. Posts are aggregated based on the authors' local time.

Aggregate Volume

85K		
80K		
75K		
70K		
65K		
60K		
55K		
50K		
45K		
40K		
35K		
30K		
25K		
20K		
15K		
10K		
5K		

12a 1a 2a 3a 4a 5a 6a 7a 8a 9a 10a 11a 12p 1p 2p 3p 4p 5p 6p 7p 8p 9p 10p 11p

The vast majority of social media conversations were generated during the actual SONA2015 address; on Thursday the 12th,

between 7pm and 8pm. After 8pm we see a general decline in conversation by about 50%.

Aggregate Volume

350K	
300K	
250K	
200K	
150K	
100K	
50K	

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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Top Mentions

The most frequently used Twitter handles in posts.

Handle	Mentions	
@ann7tv	11,000+	
@mmusimaimane	8,200+	
@presidencyza	4,800+	
@carienduplessis	4,600+	
@the_new_age	4,100+	
@encanews	3,300+	
@helenzille	2,800+	
@da_news	2,500+	
@parliamentofrsa	2,200+	
@julius_s_malema	2,000+	

As per the table above @ann7tv dominated twitter mentions with just over 11 000 mentions in relation to SONA2015. The DA's Musi Mainmane twitter handle came in with the second most mentions. This time last year, @helenzille was the second most mentioned Twitter user handle surveyed, (after @presidencyza), with 630 mentions in the 12 days leading up to SONA2014. The drive by the Office of South Africa's Presidency to elicit comment on #SONA2015 saw @presidencyza — official Twitter page of The Presidency of the Republic of South Africa — dominate Twitter mentions. The President's official Twitter account was the centre of debate. Although mentions of @julius_s_malema were trending prominently in the week leading up to the address; mentions of the handle have since dropped to the bottom of the table.
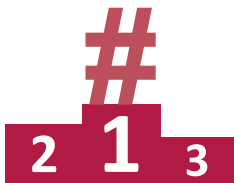
Top Hashtags

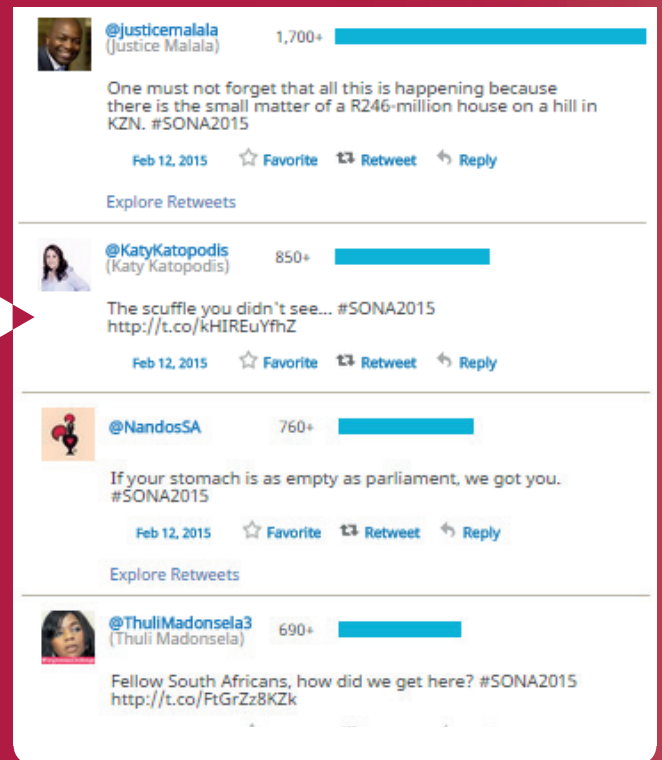The most frequently mentioned hashtags in posts.

Hashtag	Mentions	
#sona2015	370,000+	
#eff	11,000+	
#bringbackthesignal	5,500+	
#zuma	5,300+	
#paybackthemoney	4,900+	
#sona	4,400+	
#ann7	3,600+	
#sabcnews	3,100+	
#da	2,300+	
#sona2014	2,100+	

The top trending hashtag for this year's SONA was #sona2015 — the designated hashtag, which was used just over 370 000 times. The second most used hashtag was #EFF which was used just over 11 000 times; its propensity being a direct result of the forced removal of EFF MPs from parliament during the address. Other key trending hashtags include #bringbackthesignal; the hashtag mantra used to draw attention to the fact that for almost an hour, the signal in parliament during the address was jammed. In response, opposition MPs began chanting the mantra and insisting the signal be returned before the session could resume. #zuma and #paybackthemoney also trended in significant numbers.
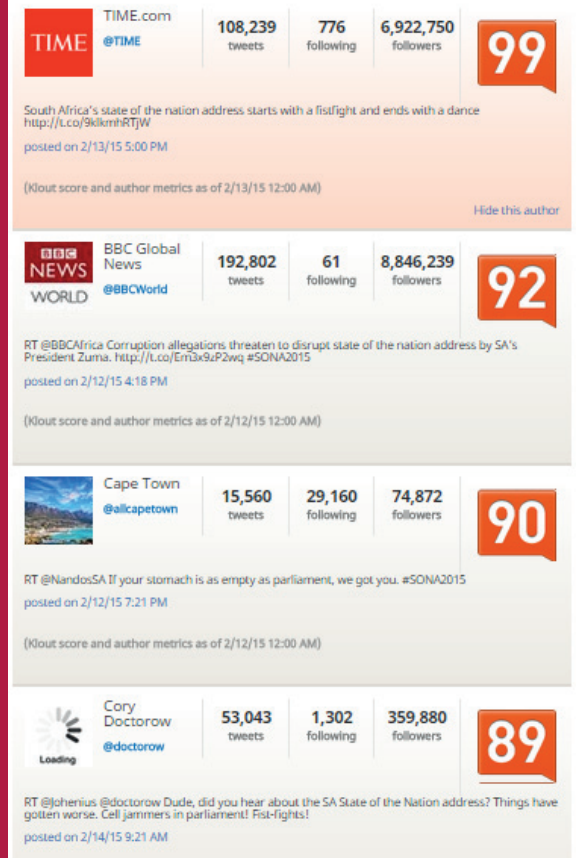
Top Retweets

This refers to the most frequent retweets, including those done via the retweet button as well as those done manually. ENCA analyst Justice Malala bears the honour of the most retweeted tweet discussing SONA2015. He is followed by Eyewitness News Editor in Chief, Katy Katopodis. The only brand to feature prominently in the SONA2015 conversations and debate was of course Nandos, a company that never hestitates when it comes to sharp political satire.

@justicemalala
(Justice Malala) 1,700+

One must not forget that all this is happening because there is the small matter of a R246-million house on a hill in KZN. #SONA2015

Feb 12, 2015 ☆ Favorite ⟳ Retweet ↩ Reply

Explore Retweets

@KatyKatopodis
(Katy Katopodis) 850+

The scuffle you didn't see... #SONA2015
http://t.co/kHIREuYfhZ

Feb 12, 2015 ☆ Favorite ⟳ Retweet ↩ Reply

@NandosSA 760+

If your stomach is as empty as parliament, we got you. #SONA2015

Feb 12, 2015 ☆ Favorite ⟳ Retweet ↩ Reply

Explore Retweets

@ThuliMadonsela3
(Thuli Madonsela) 690+

Fellow South Africans, how did we get here? #SONA2015
http://t.co/FtGrZz8KZk

The influence of these Twitter users was based on their respective Klout scores. The higher the Klout Score, the greater the influence. Influence for the purpose of this survey is deemed to be the ability to drive or direct social media action. The score is derived from a combinations of attributes, such as the ratio of reactions generated compared to the volume of content shared, as well as the size of the user's follower base. The most influential authors are those who potentially have the biggest effect on a topic or content.
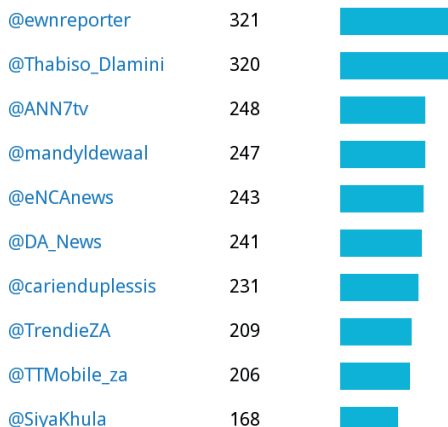
Most Influential Twitter Authors

TIME.com
@TIME
108,239 tweets | 776 following | 6,922,750 followers | 99

South Africa's state of the nation address starts with a fistfight and ends with a dance http://t.co/9klkmhRTjW
posted on 2/13/15 5:00 PM

(Klout score and author metrics as of 2/13/15 12:00 AM)

Hide this author

BBC Global News
@BBCWorld
192,802 tweets | 61 following | 8,846,239 followers | 92

RT @BBCAfrica Corruption allegations threaten to disrupt state of the nation address by SA's President Zuma. http://t.co/Em3x9zP2wq #SONA2015
posted on 2/12/15 4:18 PM

(Klout score and author metrics as of 2/12/15 12:00 AM)

Cape Town
@allcapetown
15,560 tweets | 29,160 following | 74,872 followers | 90

RT @NandosSA If your stomach is as empty as parliament, we got you. #SONA2015
posted on 2/12/15 7:21 PM

(Klout score and author metrics as of 2/12/15 12:00 AM)

Cory Doctorow
@doctorow
53,043 tweets | 1,302 following | 359,880 followers | 89

Loading

RT @Johenius @doctorow Dude, did you hear about the SA State of the Nation address? Things have gotten worse. Cell jammers in parliament! Fist-fights!
posted on 2/14/15 9:21 AM

MOST PROLIFIC

Ranks the top 10 unique Twitter authors by volume of tweets related to SONA2015. These are the most active authors in a conversation over a particular time period, regardless of their influence score.

@ewnreporter	321
@Thabiso_Dlamini	320
@ANN7tv	248
@mandyldewaal	247
@eNCAnews	243
@DA_News	241
@carienduplessis	231
@TrendieZA	209
@TTMobile_za	206
@SiyaKhula	168

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Total Impressions

Calculates the total potential impressions for a topic on Twitter by summing up the followers of each Twitter author for a specified topic and time period.

1.5 billion total potential impressions
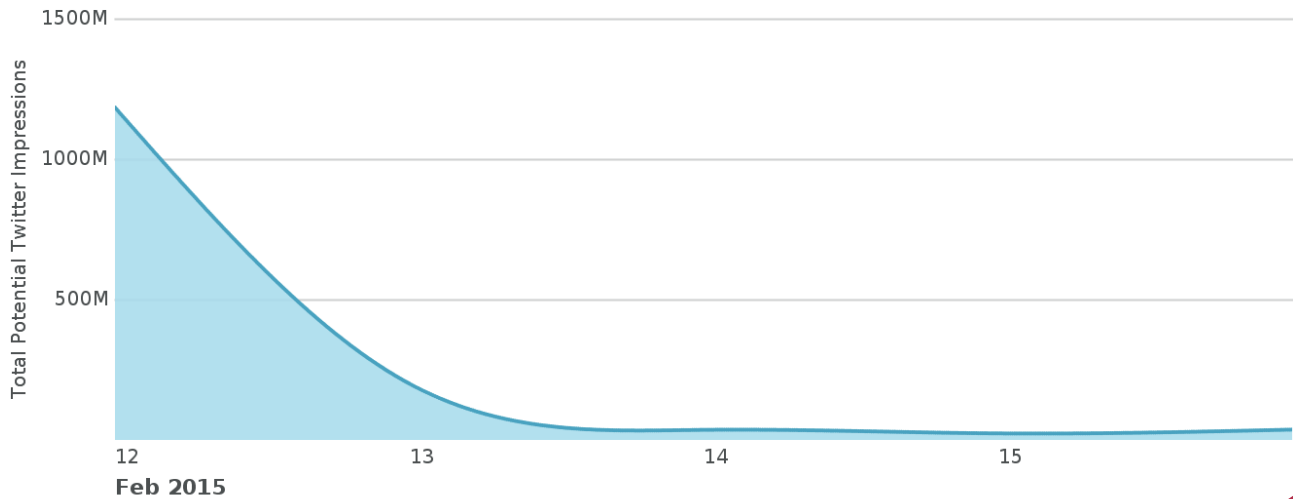
AGE

98,005 posts have an identifiable age. With the age bracket 35 and above accounting for the majority of posts/tweets discussing SONA2015.

| 17 and below | 18-24 | 25-34 | 35 and above |
| 4,043 posts | 1,532 posts | 7,791 posts | 84,639 posts |
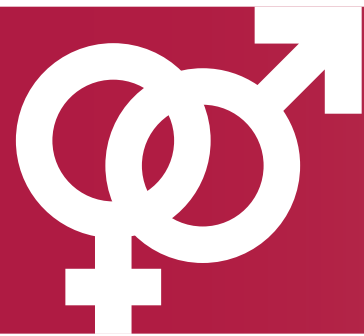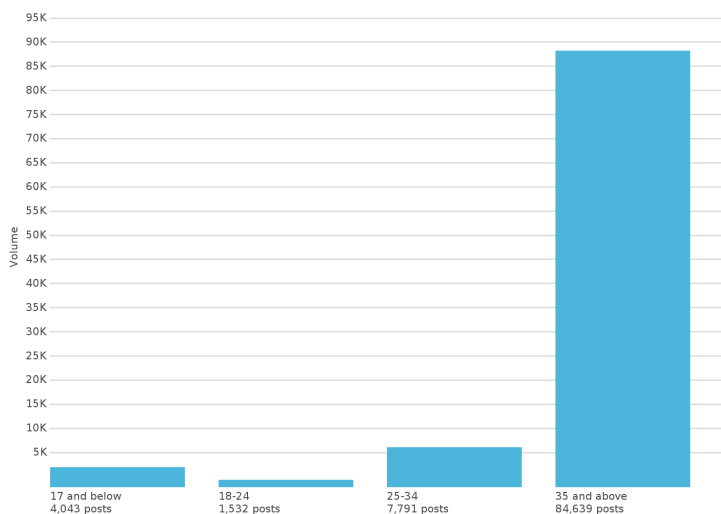
Gender

113 000 tweets/FB posts have an identifiable gender. 55% of these authors are male; the remaining 45% are female.

Female 45%   Male 55%

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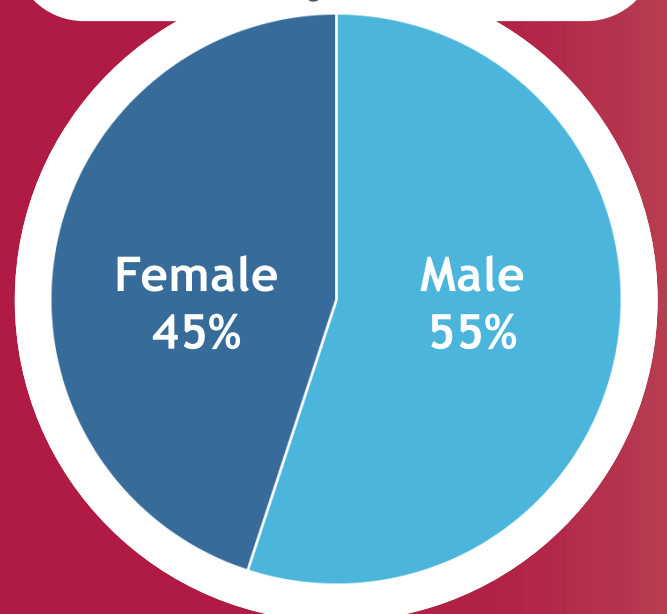
Geo-location

277,754 posts have an identifiable location.
Location data is determined by user and site reported information on the Twitter, Facebook.
Twitter location data begins on September 22, 2009.
Facebook location data begins on May 1, 2009.

COUNTRY	POSTS
South Africa	264,399
United States	3023
United Kingdom	2892
Kenya	858
Namibia	706
Botswana	509
Zimbabwe	479
Egypt	450
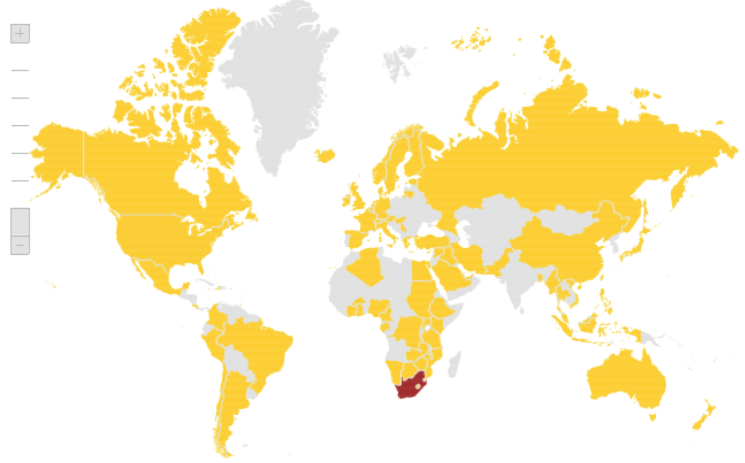
Region Location

At a regional level, 57.98% (95, 470 posts) of all tweets and Facebook posts came from Gauteng (65,176 of these came from JHB) and 25% (41,308 posts) came from the Western Cape (39,494 of these came from CPT). KZN accounted for 8.20%.

95,470 posts from Gauteng (57.98 % of South Africa total)

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Word Cloud

A word cloud is an aggregate, graphic representation that details the most prominent and frequent words that appeared within the total number of posts over a stipulated date range. This is an effective way of visualizing the kinds of words that people are using when discussing SONA2015.

#SONAdebate & #SONAreply

Date Range: 16th February – 19th February 2015

VOLUME + −

100,522
Total Posts

↑ **49%**
Total Post Volume

Volume & % increase in Volume

Total volume of tweets/posts between the 16th February and the 19th February came to 100,522. As per the graphic below; the vast amount of social media discussion pertaining to SONAdebate took place on Tuesday the 17th with a total of 46, 476 Facebook posts and Tweets. The stipulated time frame saw an increase of 49% in total post volume; indicating that SONA2015 conversation has re-entered the public's social media interest radar. Having said that, overall discussions concerning SONA2015 have declined by 74% when comparing the previous data sample range between the 12th and 16th of February (which produced 393, 735 posts/tweets).

Total Volume — 65K, 60K, 55K, 50K, 45K, 40K, 35K, 30K, 25K, 20K, 15K, 10K, 5K

16 **Feb 2015** | 17 | 18 | 19

@ornicomedia
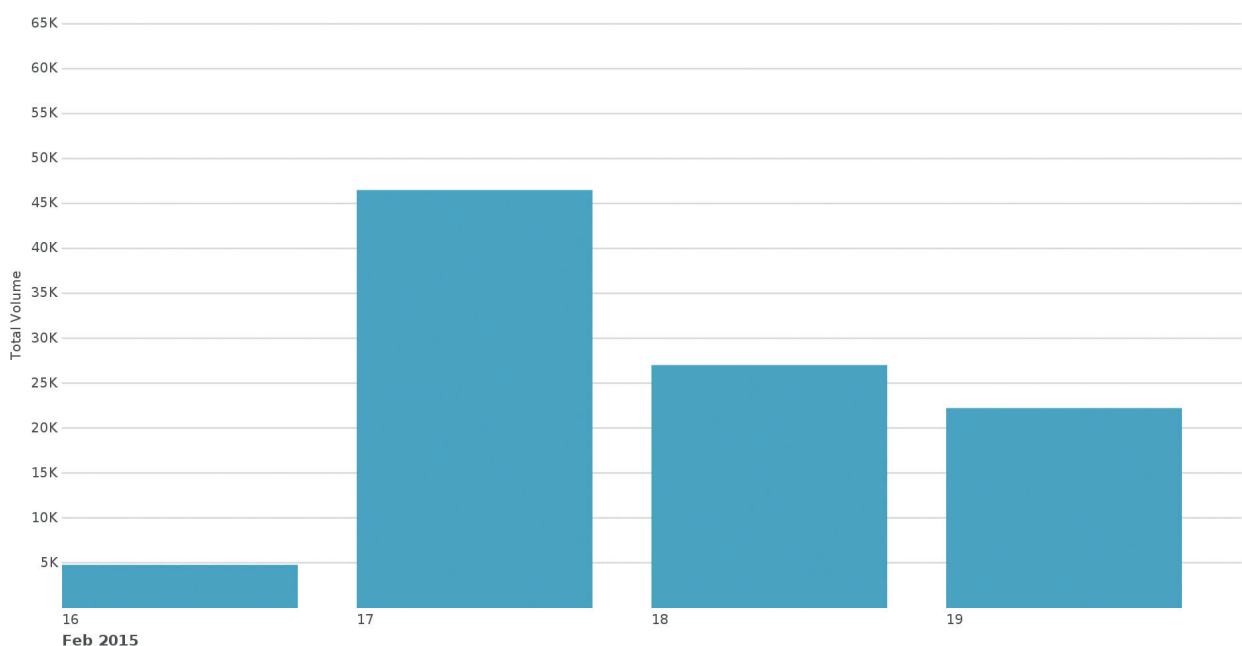
Sentiment

Please note that posts/tweets that were categorised as positive were lumped into the 'neutral sentiment category'; given the low volume of positive sentiment. Ornico's SocialTrac divided surveyed Twitter and Facebook posts into Neutral and Negative. Sentiment analysis on the Twitter and Facebook posts showed that the overwhelming majority of sentiment relating to SONAdebate and SONAreply was negative. 29% of posts were deemed Neutral, and 71% Negative. If we compare sentiment across the previous date range monitored (12th February – 16th February). Negative sentiment dominated the 17th, 18th and 19th of February.

Neutral   **29%**

Negative   **71%**

On the 17th and 18th February (the day of and day after the sona debate) 32,272 posts/tweets were classified as having negative sentiment. 60% of these negative posts/tweets mention #sonadebate or 'Zuma'.

On the 19th of February, the day of President Zuma's response, 11,472 posts/tweets (out of a total of 22,232 posts/tweets on the 19th) mentioned 'Zuma' or #SONAreply in a negative sentiment.
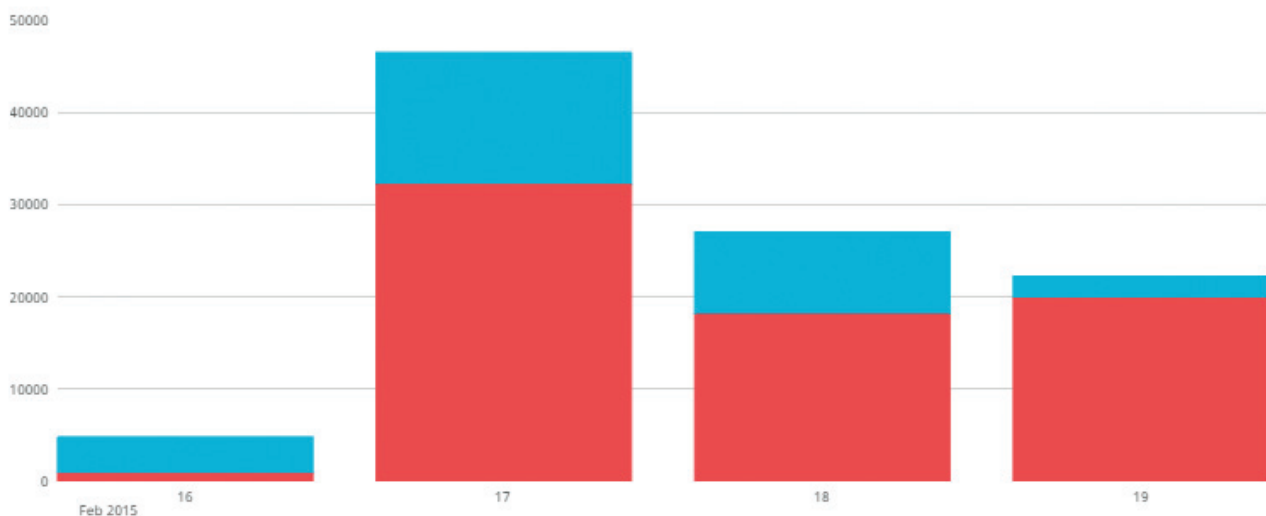
Top Mentions

The most frequently used Twitter handles in posts.

Handle	Count
@mmusimaimane	3,100+
@encanews	2,700+
@paulachowles	1,500+
@ann7tv	1,400+
@julius_s_malema	1,200+
@ewnreporter	1,100+
@presidencyza	1,100+
@helenzille	600+
@caiphusk_11	510+
@power987news	470+

Top Hashtags

The most frequently mentioned hashtags in posts.

Hashtag	Count
#sonadebate	66,000+
#sona2015	20,000+
#sonareply	14,000+
#zuma	1,700+
#eff	820+
#sabcnews	810+
#ann7	640+
#anc	550+
#parliament	540+
#ewndebate	410+

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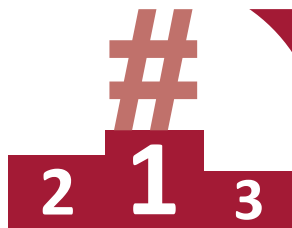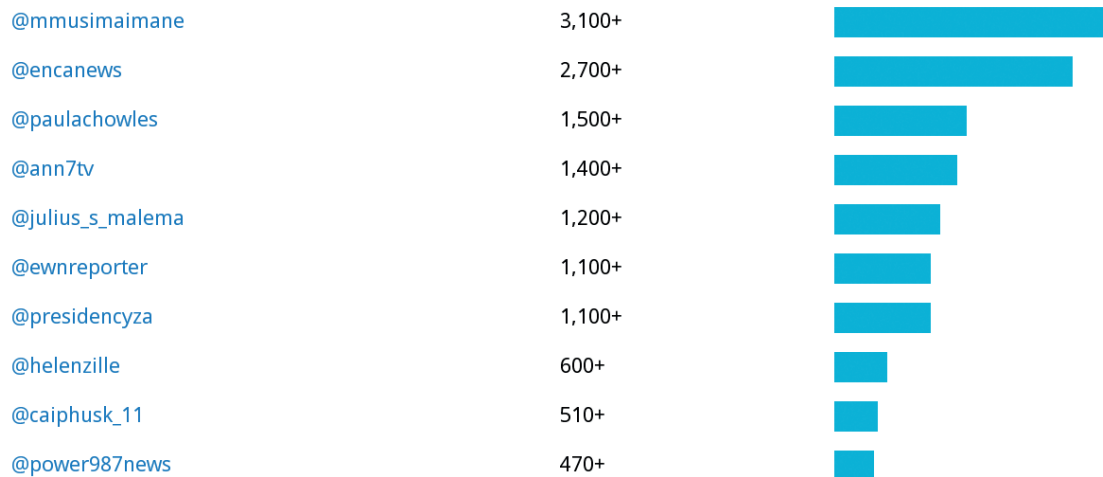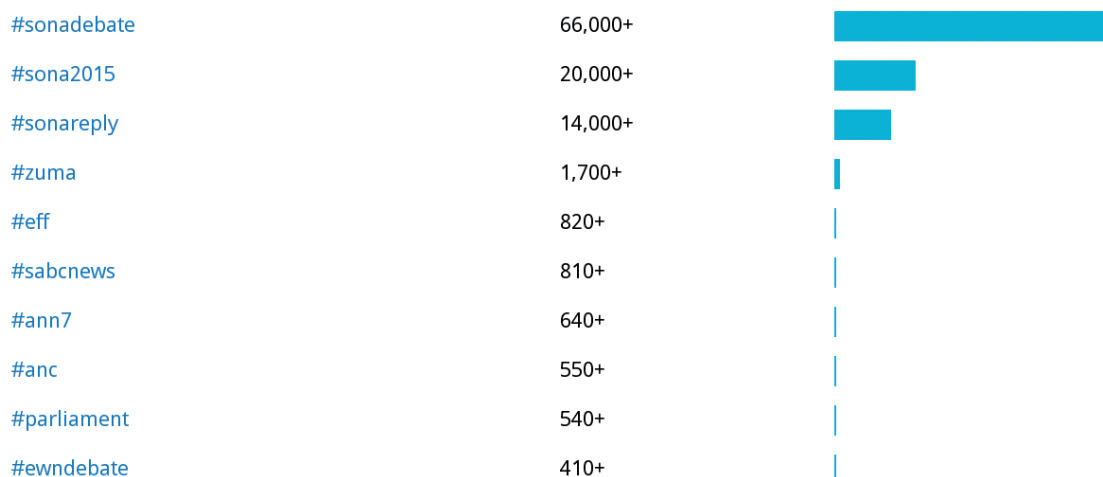
Top Retweets

The most frequent retweets, including those done via the retweet button as well as those done manually. The top retweet by a significant margin coming from @Casper_Lee a prominent South African Youtube star; followed by Dr. Richard Nel and the DA's Mmusi Maimane.

@Caspar_Lee
(Caspar Lee) 1,200+

This is how my president reacts to serious questions about the state of South Africa. #sonadebate http://t.co/0pUNTZa3zE

Feb 18, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

Explore Retweets

@GateInv
(Dr. Richard Nel) 170+

Cde's, respect is not imposed or begged, its earned and offered.. #SONADebate

Feb 18, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

Explore Retweets

@MmusiMaimane
(MMusi Maimane) 150+

#SONADebate A broken man, presiding over a broken society | http://t.co/gNRGEvZXpA

Feb 17, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

Explore Retweets

@Debora_Patta
(Debora Patta) 140+

#SONADebate A different EFF strategy today - calm statement of facts and figures pointing out how the Zuma-led government has failed SA

Feb 17, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

Explore Retweets

@justicemalala
(Justice Malala) 130+

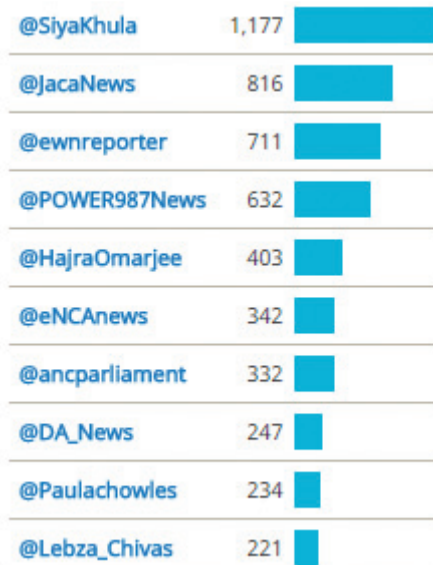Amazing: #BalekaMbete calls a presser yet hasn't prepared a single credible answer to any question put to her. Lies, poor spin. #SONADebate

Feb 17, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

Explore Retweets

@TheCitizen_News
(The_Citizen_Reporter) 110+

QUOTE OF THE DAY: A quote from Julius Malema's speech in the #SONAdebate. Read full story here http://t.co/in8CvZSXRE http://t.co/cc7WziPmmR

Feb 18, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

Explore Retweets

@ewnreporter
(EWN Reporter) 110+

[MUST WATCH] #SONADebate @MmusiMaimane takes aim at the "broken man" http://t.co/z1p9WbbuCy http://t.co/Nc14aJploA

Feb 17, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

Explore Retweets

@die_jurger
(Jurg) 100+

And Zuma laughs even now when opposition castigates him for laughing during #SONA2015 #SONADebate http://t.co/pNt9Ch47Ac

Feb 17, 2015 ☆ Favorite ⇄ Retweet ↩ Reply

MOST
PROLIFIC

Ranks the top 10 unique Twitter authors by volume of tweets related to a given topic. These are the most active authors in a conversation over a particular time period, regardless of their influence score.

Author	Tweets
@SiyaKhula	1,177
@JacaNews	816
@ewnreporter	711
@POWER987News	632
@HajraOmarjee	403
@eNCAnews	342
@ancparliament	332
@DA_News	247
@Paulachowles	234
@Lebza_Chivas	221

Total Potential Impressions/Reach

981 million total potential impressions

Calculates the total potential impressions for a topic on Twitter by summing the followers of each Twitter author for a specified topic and time period.

Total Potential Twitter Impressions

500M
400M
300M
200M
100M

16   17   18
Feb 2015

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