



Improving PFM digital transparency in African finance ministries

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Introduction

Introduction

- In this video we:
 - discuss the concept of public financial management (PFM) digital transparency
 - examine recent trends in PFM digital transparency across African countries
 - present actions for African countries to implement to improve their PFM digital transparency

Transparency of public finances: definition

- Transparency of public finances is a key element of a public financial management (PFM) system enabling public scrutiny of government actions and intentions
- Transparency of public finances is achieved by providing information on PFM which is comprehensive, consistent, and accessible to users.
- Ministries of Finance (MoFs) play a leading role in promoting transparency of public finances

PFM digital transparency: definition

- In a PFM context, digital transparency is the process of providing PFM related information using digital platforms such as websites and social media; for example, Facebook, Twitter, YouTube
- PFM digital transparency should be an important part of African MoFs' digital government strategies

African finance ministries' PFM digital transparency practices

- Platforms used:
 - Websites, social media (Facebook, Twitter, WhatsApp, YouTube, LinkedIn)
- Publication activity:
 - Financial reports
 - Advisory and public information bulletins
 - News about current activities
 - Public consultations

PFM, Transparency and Corruption



African historical PFM trends

- Numerous African countries have historically had a range of PFM challenges as demonstrated by:
 - Relatively poor scores for some governance dimensions included in the World Bank Governance Index
 - Relatively poor scores for a number of Public Expenditure and Financial Accountability (PEFA) indicators reported on in PEFA assessments including those addressing transparency

Corruption impact on Africa PFM trends

- Corruption has also undermined PFM outcomes in numerous African countries
- More than one half of African countries recorded either negative scores or no change in their corruption scores during 2012-2019

Africa: Medium-term trend in corruption 2012-2019

Corruption Perceptions index 2019: Changes in African country scores 2012-2019			
Liberia	-13	Central African Republic	-1
Madagascar	-8	Rwanda	0
Congo	-7	Burundi	0
Guinea Bissau	-7	Algeria	1
Malawi	-6	South Africa	1
Djibouti	-6	Kenya	1
Mauritius	-5	Chad	1
Lesotho	-5	Somalia	1
Mali	-5	Tunisia	2
Mozambique	-5	Burkina Faso	2
Botswana	-4	Tanzania	2
Ghana	-4	Sierra Leone	2
Gabon	-4	Egypt	3
Equatorial Guinea	-4	Gambia	3
Libya	-3	Sudan	3
Eswatini	-3	Morocco	4
Zambia	-3	Namibia	4
Mauritania	-3	Sao Tome and Principe	4
Comoros	-3	Ethiopia	4
Democratic Republic of the Congo	-3	Angola	4
Cabo Verde	-2	Zimbabwe	4
Eritrea	-2	Benin	5
Niger	-1	Guinea	5
Togo	-1	Cote d'Ivoire	6
Uganda	-1	Senegal	9
Nigeria	-1	Seychelles	14
Cameroon	-1		

COVID-19 corruption warnings

- A number of stakeholders have provided warnings about the need to minimise corruption with respect COVID-19 related expenditure: for example, a 28 April 2020 World Bank note provided guidance on addressing and mitigating corruption risks in the COVID-19 response.
- The World Bank's September 2020 report "Enhancing Government Effectiveness and Transparency The Fight Against Corruption" has highlighted the importance of ensuring greater transparency in government operations.

Africa internet development



TECHZIN

Internet penetration in Africa

- Overall per capita internet usage in Africa has a strong correlation with per capita income levels
- Data source: www.internetworldstats.com and World Bank as at 6 September 2020

Africa Internet penetration

% of population using the internet as at 6 September 2020			
	Internet penetration		Internet penetration
Algeria	58.00%	Liberia	12.30%
Angola	21.50%	Libya	74.20%
Benin	31.40%	Madagascar	9.50%
Botswana	47.50%	Malawi	14.20%
Burkina Faso	17.70%	Mali	61.60%
Burundi	9.70%	Mauritania	20.90%
Cabo Verde	63.30%	Mauritius	67.00%
Cameroon	23.10%	Morocco	64.30%
Central African Republic	13.60%	Mozambique	20.90%
Chad	6.30%	Namibia	53.00%
Comoros	20.50%	Niger	11.50%
Congo	13.30%	Nigeria	61.20%
Democratic Republic of the Congo	8.30%	Rwanda	46.20%
Côte d'Ivoire	45.30%	Sao Tome and Principe	29.10%
Djibouti	55.50%	Senegal	58.20%
Egypt	48.10%	Seychelles	72.50%
Equatorial Guinea	25.40%	Sierra Leone	13.10%
Eritrea	8.30%	Somalia	10.70%
Eswatini	57.30%	South Africa	55.00%
Ethiopia	17.80%	South Sudan	7.90%
Gabon	58.80%	Sudan	29.90%
Gambia (Republic of The)	18.30%	United Republic of Tanzania	38.70%
Ghana	37.80%	Togo	12.20%
Guinea	18.40%	Tunisia	66.80%
Guinea-Bissau	12.70%	Uganda	40.40%
Kenya	87.20%	Zambia	53.70%
Lesotho	31.90%	Zimbabwe	56.50%

A photograph showing three African men in an office environment. One man in a white shirt is seated at a desk, working on a laptop. Two other men in blue shirts are leaning over him, looking at the screen, suggesting a collaborative work or training session. The text 'Africa e-government development' is overlaid on the image.

Africa e-government development

State of E-Government in Africa


- UN E-government Survey 2020 notes “at the regional level, positive changes in levels of e-government development were most apparent in Africa, where 15 countries (28 per cent) moved to a higher E-Government Development Index (EGDI) group”.
- “These results show that Africa is experiencing digital progress despite the persistence of the digital divide (reflected in Africa having the lowest regional EGDI average and the largest number of countries in the low EGDI group)”.

Africa 2020 E-Government Development Index (EGDI)

UN E-Government Survey 2020 scores for countries where the respective finance ministries operated websites during May/July 202 (1=maximum score)			
	EGDI		EGDI
Algeria	0.52	Madagascar	0.31
Angola	0.38	Malawi	0.35
Benin	0.40	Mauritania	0.28
Botswana	0.54	Mauritius	0.72
Burkina Faso	0.36	Morocco	0.57
Burundi	0.32	Mozambique	0.36
Cabo Verde	0.56	Namibia	0.57
Cameroon	0.43	Nigeria	0.44
Central African Republic	0.14	Rwanda	0.48
Chad	0.16	Senegal	0.42
Congo	0.38	Seychelles	0.69
Democratic Republic of the Congo	0.26	Sierra Leone	0.29
Côte d'Ivoire	0.45	Somalia	0.13
Djibouti	0.27	South Africa	0.69
Egypt	0.55	South Sudan	0.09
Ethiopia	0.27	Sudan	0.32
Gabon	0.54	United Republic of Tanzania	0.42
Gambia (Republic of The)	0.26	Togo	0.43
Ghana	0.60	Tunisia	0.65
Kenya	0.53	Uganda	0.45
Lesotho	0.46	Zambia	0.42
Liberia	0.26	Zimbabwe	0.50
Libya	0.37		

Drivers of E-Government in Africa

- Two strong drivers of e-government in Africa are:
 - Relative levels of government effectiveness which have a strong correlation with EGDI telecommunications infrastructure scores , and
 - Relative levels of per capita income which influence levels of investment in telecommunications infrastructure (the correlation between these measures is also strong)

The image shows the exterior of a modern building with large glass windows and a white facade. A prominent sign above the entrance reads "MINISTRY OF FINANCE" and "FISCUS BUILDING". In the foreground, there is a paved area with some greenery, including a large potted plant and a palm tree. The overall scene is bright and clear.

**MINISTRY OF FINANCE
FISCUS BUILDING**

**African Ministry of
Finance (MoF) website
activity**

Africa MoF website presence

- 45 of the 54 African MoFs had websites that were operating during the three months ended 31 July 2020
- PFM information is currently only published by 1 of the 9 African governments whose MoFs do not have websites

African MoF website visit analysis: Methodology

- Data for the number of visits to African MoF websites for the three months ended July 2020 was obtained from SimilarWeb
- The data for the three months ended July 2020 was then annualised

African MoF website visit analysis: Key results

- Most African MoF websites recorded traffic volumes on a per internet user and per capita basis during May/July 2020 that were below the overall average result obtained for the 45 African MoF websites evaluated
- The overall share of total domestic resident visitor traffic to MoF websites for the 45 African MoF websites evaluated was significant while the overall share of total non-resident visitor traffic was low. Values for visitor categories varied sharply. Some of the non-resident visitor traffic is likely to be attributable to the diaspora.

Africa MoF projected 2020 visits per internet user

Estimated 2020 MoF annual visits per internet user			
	Est Annual Visits		Est Annual Visits
Algeria	0.020	Liberia	0.005
Angola	0.060	Libya	0.001
Benin	0.170	Madagascar	0.022
Botswana	0.022	Malawi	0.011
Burkina Faso	0.002	Mali	0.000
Burundi	0.001	Mauritania	0.000
Cabo Verde	0.061	Mauritius	0.541
Cameroon	0.021	Morocco	0.084
Central African Republic	0.004	Mozambique	0.004
Chad	0.004	Namibia	0.123
Comoros	0.000	Niger	0.000
Congo	0.117	Nigeria	0.000
Democratic Republic of the Congo	0.002	Rwanda	0.249
Côte d'Ivoire	0.009	Sao Tome and Principe	0.000
Djibouti	0.016	Senegal	0.009
Egypt	0.027	Seychelles	0.059
Equatorial Guinea	0.000	Sierra Leone	0.001
Eritrea	0.000	Somalia	0.016
Eswatini	0.000	South Africa	0.216
Ethiopia	0.012	South Sudan	0.004
Gabon	0.012	Sudan	0.000
Gambia (Republic of The)	0.016	United Republic of Tanzania	0.117
Ghana	0.017	Togo	0.017
Guinea	0.000	Tunisia	0.230
Guinea-Bissau	0.000	Uganda	0.011
Kenya	0.018	Zambia	0.003
Lesotho	0.001	Zimbabwe	0.011

Africa MoF projected 2020 visits per capita

Estimated 2020 MoF annual visits per capita			
	Est Annual Visits		Est Annual Visits
Algeria	0.0119	Liberia	0.0006
Angola	0.0129	Libya	0.0005
Benin	0.0534	Madagascar	0.0021
Botswana	0.0104	Malawi	0.0016
Burkina Faso	0.0004	Mali	0.0000
Burundi	0.0001	Mauritania	0.0001
Cabo Verde	0.0384	Mauritius	0.3626
Cameroon	0.0049	Morocco	0.0540
Central African Republic	0.0006	Mozambique	0.0007
Chad	0.0003	Namibia	0.0651
Comoros	0.0000	Niger	0.0000
Congo	0.0155	Nigeria	0.0001
Democratic Republic of the Congo	0.0001	Rwanda	0.1150
Côte d'Ivoire	0.0042	Sao Tome and Principe	0.0000
Djibouti	0.0091	Senegal	0.0053
Egypt	0.0128	Seychelles	0.0427
Equatorial Guinea	0.0000	Sierra Leone	0.0001
Eritrea	0.0000	Somalia	0.0018
Eswatini	0.0000	South Africa	0.1186
Ethiopia	0.0022	South Sudan	0.0003
Gabon	0.0071	Sudan	0.0001
Gambia (Republic of The)	0.0030	United Republic of Tanzania	0.0454
Ghana	0.0065	Togo	0.0021
Guinea	0.0000	Tunisia	0.1539
Guinea-Bissau	0.0000	Uganda	0.0045
Kenya	0.0153	Zambia	0.0018
Lesotho	0.0004	Zimbabwe	0.0062

MoF domestic and non-resident visitor shares

Estimated 2020 MoF annual visits					
	Domestic Visitors	Non-Resident Visitors		Domestic Visitors	Non-Resident Visitors
	% share	% share		% share	% share
Algeria	96.32%	3.68%	Madagascar	89.50%	10.50%
Angola	96.58%	3.42%	Malawi	61.48%	38.52%
Benin	95.22%	4.78%	Mauritania	0.00%	100.00%
Botswana	87.00%	13.00%	Mauritius	90.78%	9.22%
Burkina Faso	70.47%	29.53%	Morocco	93.39%	6.61%
Burundi	0.00%	100.00%	Mozambique	100.00%	0.00%
Cabo Verde	5.77%	94.23%	Namibia	96.27%	3.73%
Cameroon	76.14%	23.86%	Nigeria	68.81%	31.19%
Central African Republic	0.00%	100.00%	Rwanda	96.62%	3.38%
Chad	7.20%	92.80%	Senegal	67.01%	32.99%
Congo	6.05%	93.95%	Seychelles	13.31%	86.69%
Democratic Republic of the Congo	65.60%	34.40%	Sierra Leone	0.00%	100.00%
Cote d'Ivoire	90.00%	10.00%	Somalia	23.13%	76.87%
Djibouti	5.95%	94.05%	South Africa	97.54%	2.46%
Egypt	87.96%	12.04%	South Sudan	11.20%	88.80%
Ethiopia	82.19%	17.81%	Sudan	4.58%	95.42%
Gabon	0.00%	100.00%	United Republic of Tanzania	97.54%	2.46%
Gambia (Republic of The)	4.72%	95.28%	Togo	87.76%	12.24%
Ghana	81.08%	18.92%	Tunisia	96.75%	3.25%
Kenya	94.51%	5.49%	Uganda	88.61%	11.39%
Lesotho	0.00%	100.00%	Zambia	66.97%	33.03%
Liberia	13.08%	86.92%	Zimbabwe	78.03%	21.97%
Libya	39.55%	60.45%			

Key MoF website traffic correlations

- Visit mix:
 - Non-resident visits to individual MoF websites were strongly correlated with total visits to individual MoF websites
- Governance:
 - Country government effectiveness and the level of country e-government development EGDl scores also produced reasonable correlations with per capita visits to individual MoF websites

Other MoF website traffic correlations

- *Moderate correlations:*
 - Per capita GDP and MoF visits per capita
- *Weak correlations:*
 - Corruption and MoF visits per capita
 - Per capita internet penetration and MoF visits per capita

A high-angle, nighttime photograph of a bustling street in an African city. The scene is dominated by a dense, chaotic network of overhead power lines and cables that crisscross the upper half of the frame. Below, a large crowd of people is visible, many wearing headwraps. In the foreground, a wooden structure with two large, light-colored fabric panels is prominent. The background shows buildings with lit windows and various signs, including one that says 'SHU'. The overall atmosphere is one of intense activity and urban complexity.

Africa MoF social media activity

facebook



Africa MoF Facebook activity analysis

- Methodology
- Country Facebook activity and correlations
- MoF Facebook content
- MoF Facebook follower analysis

Africa MoF Facebook analysis: Methodology

- Data for the number of Facebook total country users was obtained from www.internetworldstats.com as at 15 May 2020
- Data for the number of MoF Facebook followers was obtained from MoF Facebook accounts in September 2020

Africa country Facebook penetration levels

Africa: % of internet users with Facebook accounts as at 15 May 2020					
Algeria	43.33%	Eswatini	22.00%	Namibia	27.25%
Angola	6.83%	Ethiopia	5.23%	Niger	2.07%
Benin	7.59%	Gabon	33.38%	Nigeria	13.16%
Botswana	35.29%	Gambia	15.31%	Rwanda	4.57%
Burkina Faso	4.02%	Ghana	15.77%	Sao Tome & Principe	26.65%
Burundi	3.78%	Guinea	15.29%	Senegal	20.35%
Cabo Verde	43.17%	Guinea-Bissau	7.11%	Seychelles	72.19%
Cameroon	10.17%	Kenya	13.02%	Sierra Leone	8.69%
Central African Rep.	2.53%	Lesotho	20.80%	Somalia	10.49%
Chad	2.00%	Liberia	10.62%	South Africa	35.88%
Comoros	20.52%	Libya	74.13%	South Sudan	2.53%
Congo	13.28%	Madagascar	8.37%	Sudan	2.96%
Congo, Dem. Rep.	3.48%	Malawi	2.61%	Tanzania	7.15%
Cote d'Ivoire	18.04%	Mali	8.25%	Togo	7.95%
Djibouti	21.43%	Mauritania	17.14%	Tunisia	62.99%
Egypt	41.43%	Mauritius	66.99%	Uganda	5.40%
Equatorial Guinea	7.17%	Morocco	49.66%	Zambia	12.26%
Eritrea	0.62%	Mozambique	7.83%	Zimbabwe	6.69%

Key country Facebook correlations

- Facebook per capita usage at a country level produced strong correlations with:
 - Per capita GDP
 - EGDI Telecommunications Infrastructure index
 - EGDI Human Capacity index
 - Per capita internet usage
- A moderate correlation was produced between Facebook per capita usage at a country level and EGDI

African MoF Facebook activity

- More than half of the 45 African MoFs with websites have Facebook pages
- 25 active Facebook pages during May/July 2020 were sighted for the 45 MoFs with websites
- 6 MoFs had Facebook follower numbers higher than the respective country MoF website visitor numbers according to available data

African MoF Facebook activity: Core content

- African MoF Facebook posts during May to July 2020 discussed core PFM, COVID-19, development assistance and a wide range of other topics

MoF Facebook activity:

Additional content

- Topics also addressed in Facebook posts published by MoFs during May to July 2020 included:
 - Community PFM education
 - Consultation invitations
 - Cultural posts
 - Ministerial media activities
 - Ministerial meetings
 - Project activities
 - Public notices (including warnings)
 - Staff developments
 - Tender details

African MOF Visit and Facebook follower data

MoF Visit data for MoFs with Facebook pages		
	Estimated 2020 annual visitors	MoF Facebook followers
Algeria	519,664	28,349
Angola	425,000	54,083
Botswana	24,368	12,043
Burkina Faso	7,800	45,466
Congo	85,724	13,344
Cote d'Ivoire	110,848	10,839
Egypt	1,311,988	972,437
Ethiopia	248,888	34,636
Gambia	7,200	3,812
Ghana	201,864	30,092
Kenya	824,532	6,022
Liberia	3,000	19,787
Libya	3,600	275,915
Madagascar	57,364	34,010
Morocco	1,992,472	42,534
Namibia	165,416	28,751
Nigeria	19,400	35,357
Rwanda	1,489,216	3,031
Senegal	89,352	118,038
Seychelles	4,200	817
Somalia	28,132	17,099
South Africa	7,036,000	934
Tunisia	1,818,996	166,321
Uganda	206,224	20,281
Zambia	33,592	101,616

Key correlation trends in countries with MoF Facebook pages

- Significant correlations were produced in countries with MoF Facebook accounts between Facebook per capita usage at a country level and:
 - EGDI Telecommunications infrastructure index
 - EGDI Human Capacity index
- A moderate correlation was produced in countries with MoF Facebook accounts between Facebook per capita usage at a country level and the EGDI

African MOF Facebook follower penetration data

MoF Facebook followers as % of country Facebook subscribers			
	Penetration %		Penetration %
Algeria	0.15%	Madagascar	1.47%
Angola	2.41%	Morocco	0.23%
Botswana	1.45%	Namibia	4.15%
Burkina Faso	5.41%	Nigeria	0.13%
Congo	1.82%	Rwanda	0.51%
Cote d'Ivoire	0.23%	Senegal	3.46%
Egypt	2.29%	Seychelles	1.15%
Ethiopia	0.58%	Somalia	1.03%
Gambia	1.03%	South Africa	0.00%
Ghana	0.61%	Tunisia	2.23%
Kenya	0.09%	Uganda	0.82%
Liberia	3.68%	Zambia	4.51%
Libya	5.42%		

Facebook penetration rate

- Average MoF Facebook follower penetration rate (Facebook followers/Facebook users):
1.14%

MoF Facebook follower correlation trends

- Limited correlations with MoF Facebook pages were evident:
 - A significant correlation was though found between per capita MoF Facebook followers and per capita Facebook subscribers
 - No other noteworthy correlations were obtained



Africa Twitter activity analysis

- Methodology
- Country Twitter usage and correlation trends
- MoF Twitter content
- MoF Twitter follower analysis
- MoF Twitter engagement rates

Africa MoF Twitter analysis: Methodology

- Country Twitter statistics were obtained from the Digital 2020 individual country publications published in January 2020
- MoF Twitter tweet data was obtained from <http://www.twlets.com> in September 2020
- MoF Twitter follower numbers were obtained from MoF Twitter pages in September 2020

Africa country Twitter penetration levels 2020

Africa: % of internet users with Twitter accounts January 2020					
Algeria	3.33%	Eswatini	3.07%	Mozambique	0.88%
Angola	1.01%	Ethiopia	0.54%	Namibia	5.61%
Benin	0.97%	Gabon	1.56%	Niger	0.66%
Botswana	6.92%	Gambia	3.80%	Nigeria	1.55%
Burkina Faso	0.77%	Ghana	4.73%	Rwanda	1.32%
Burundi	1.46%	Guinea	1.56%	Sao Tome & Principe	1.25%
Cabo Verde	5.11%	Guinea-Bissau	1.28%	Senegal	1.38%
Cameroon	1.79%	Kenya	2.03%	Seychelles	10.10%
Central African Rep.	0.67%	Lesotho	3.69%	Sierra Leone	1.61%
Chad	1.44%	Liberia	2.88%	Somalia	7.56%
Comoros	1.34%	Libya	11.78%	South Africa	6.99%
Congo	2.24%	Madagascar	0.67%	Tanzania	1.22%
Congo, Dem. Rep.	1.32%	Malawi	1.07%	Togo	2.85%
Cote d'Ivoire	1.23%	Mali	0.30%	Tunisia	3.45%
Djibouti	4.52%	Mauritania	4.25%	Uganda	0.95%
Egypt	7.37%	Mauritius	4.37%	Zambia	1.09%
Equatorial Guinea	1.23%	Morocco	2.82%	Zimbabwe	2.01%

Key Africa Twitter country correlation trends

- Strong correlations with Twitter per capita usage at a country level across Africa were found with:
 - per capita GDP
 - per capita internet usage
- Reasonable correlations Twitter per capita usage at a country level across Africa were found with:
 - EGI
 - EGI Telecommunications infrastructure index
 - EGI Human Capacity index
- A very weak correlation with Twitter per capita usage at a country level across Africa was found with Government Effectiveness

African MoF Twitter activity overview

- Few African MoFs currently have Twitter accounts.
- Active Twitter accounts during May/July 2020 were found for 10 of the 30 MoFs that had active websites. Sudan was excluded from part of the analysis as no country Twitter data was available.

African MOF Visit and Twitter follower data

MoF Visit data for MoFs with Twitter accounts		
	Estimated annual visitors	MoF Twitter followers
Ethiopia	208,000	52,000
Gambia	11,224	2,806
Morocco	207,200	51,800
Namibia	26,488	6,622
Nigeria	645,600	161,400
Rwanda	255,200	63,800
Seychelles	568	142
South Africa	425,200	106,300
Sudan	411,600	102,900
Zimbabwe	38,952	9,738

African MoF Twitter activity: Content

- Twitter African MoF tweets during May to July 2020 principally discussed PFM, COVID-19 and development assistance topics

Key correlation trends in countries with MoF Twitter accounts

- Very significant correlations with Twitter per capita usage at a country level across Africa were found with:
 - Per capita GDP
 - EGDI Telecommunications infrastructure index
 - EGDI Human Capacity index
- Significant correlations with Twitter per capita usage at a country level across Africa were found with:
 - EGDI
 - Government Effectiveness
- The correlation with Twitter per capita usage at a country level across Africa and per capita internet usage was moderate

African MOF Twitter follower penetration rates

MoF Twitter followers as % of country Twitter audience	
Ethiopia	46.89%
Gambia	16.70%
Morocco	7.74%
Namibia	8.76%
Nigeria	8.23%
Rwanda	80.96%
Seychelles	1.97%
South Africa	4.66%
Zimbabwe	5.78%

African MoF Twitter activity: Follower analysis

- The number of MoF Twitter followers in some countries represents a significant share of the respective country Twitter user total

Key MoF Twitter follower correlation trends

- Significant correlations with per capita MoF Twitter followers at a country level were found with per capita MoF visits
- No other noteworthy correlations were obtained

African MoF Twitter activity: Engagement rates

MoF Tweet engagement analysis May/July 2020 (Engagements per tweet per MoF follower)					
	No of tweets	Engagements	Engagements per tweet	Followers	Engagement rate
					%
Ethiopia	20	460	23.00	52,000	0.04%
Gambia	41	323	7.88	2,806	0.28%
Morocco	349	1,007	2.89	51,800	0.01%
Namibia	9	337	37.44	6,622	0.57%
Nigeria	129	12,844	99.57	161,400	0.06%
Rwanda	76	6,560	86.32	63,800	0.14%
Seychelles	76	70	0.92	142	0.65%
South Africa	274	7,410	27.04	106,300	0.03%
Sudan	115	112,868	981.46	102,900	0.95%
Zimbabwe	103	3,882	37.69	9,738	0.39%

African MoF Twitter activity: Engagement rates

- Four of the 10 MoF Twitter accounts recorded engagement rates that are considered very high i.e. above 0.33%



Africa MoF digital platforms: some general observations

Comparison of Facebook & Twitter penetration rates

- MoF social media follower penetration rates:
 - Facebook (MoF Facebook followers/Facebook users): 1.14%
 - Twitter (MoF Twitter followers/Twitter users): 8.75%
- Overall African average social media per capita penetration rates:
 - Facebook (African Facebook users/African population): 16.23%
 - Twitter (African Twitter users/African population): 1.10%

Facebook preferred to MoF websites sometimes

- Six of the twenty-five MoFs with Facebook pages had higher Facebook follower numbers than estimated 2020 MoF visits demonstrating the role that MoF Facebook pages can play in boosting PFM transparency
- There were no instances of MoFs with Twitter pages having greater Twitter follower numbers than estimated 2020 MoF visits

Trends where MoFs have Facebook and Twitter pages

Penetration levels in countries where MoFs were active on Facebook and Twitter during May/July 2020					
	Population	Facebook users	MoF Facebook followers	Facebook followers % population	Facebook followers % Facebook users
Ethiopia	114,963,588	6,007,000	34,636	0.03%	0.58%
Gambia	2,416,668	370,100	3,812	0.16%	1.03%
Kenya	53,771,296	7,000,000	6,022	0.01%	0.09%
Morocco	36,910,560	18,330,000	42,534	0.12%	0.23%
Namibia	2,540,905	692,400	28,751	1.13%	4.15%
Nigeria	206,139,589	27,120,000	35,357	0.02%	0.13%
Rwanda	12,952,218	592,400	3,031	0.02%	0.51%
Seychelles	98,347	71,000	817	0.83%	1.15%
South Africa	59,308,690	21,280,000	934	0.00%	0.00%
Totals	489,101,861	81,462,900	155,894	0.03%	0.19%
	Population	Twitter users	MoF Twitter followers	Twitter followers % population	Twitter followers % Twitter users
Ethiopia	114,963,588	110,900	52,000	0.05%	46.89%
Gambia	2,416,668	16,800	2,806	0.12%	16.70%
Kenya	53,771,296	953,500	4,122	0.01%	0.43%
Morocco	36,910,560	669,000	51,800	0.14%	7.74%
Namibia	2,540,905	75,600	6,622	0.26%	8.76%
Nigeria	206,139,589	1,960,000	161,400	0.08%	8.23%
Rwanda	12,952,218	78,800	63,800	0.49%	80.96%
Seychelles	98,347	7,200	142	0.14%	1.97%
South Africa	59,308,690	2,280,000	106,300	0.18%	4.66%
Totals	489,101,861	6,151,800	448,992	0.09%	7.30%

Trends where MoFs have Facebook and Twitter pages

- Where MoFs maintain Facebook and Twitter pages, MoF Twitter Follower penetration rates of Twitter users are consistently higher than MoF Facebook Follower penetration rates of Facebook users
- The above trend is consistent with *overall MoF social media per capita follower* penetration rates (Facebook 1.14%, Twitter 8.76%)
- *Overall African average per capita Facebook usage* though is materially greater than *overall African average per capita Twitter usage* (Facebook 16.23%, Twitter 1.10%)

MoF social media content approaches differ

- Key PFM documents and development partner activities are both published by MoFs on Facebook and Twitter
- MoFs generally publish a wider range of material on Facebook compared with Twitter

African MoF website and social media account benefits

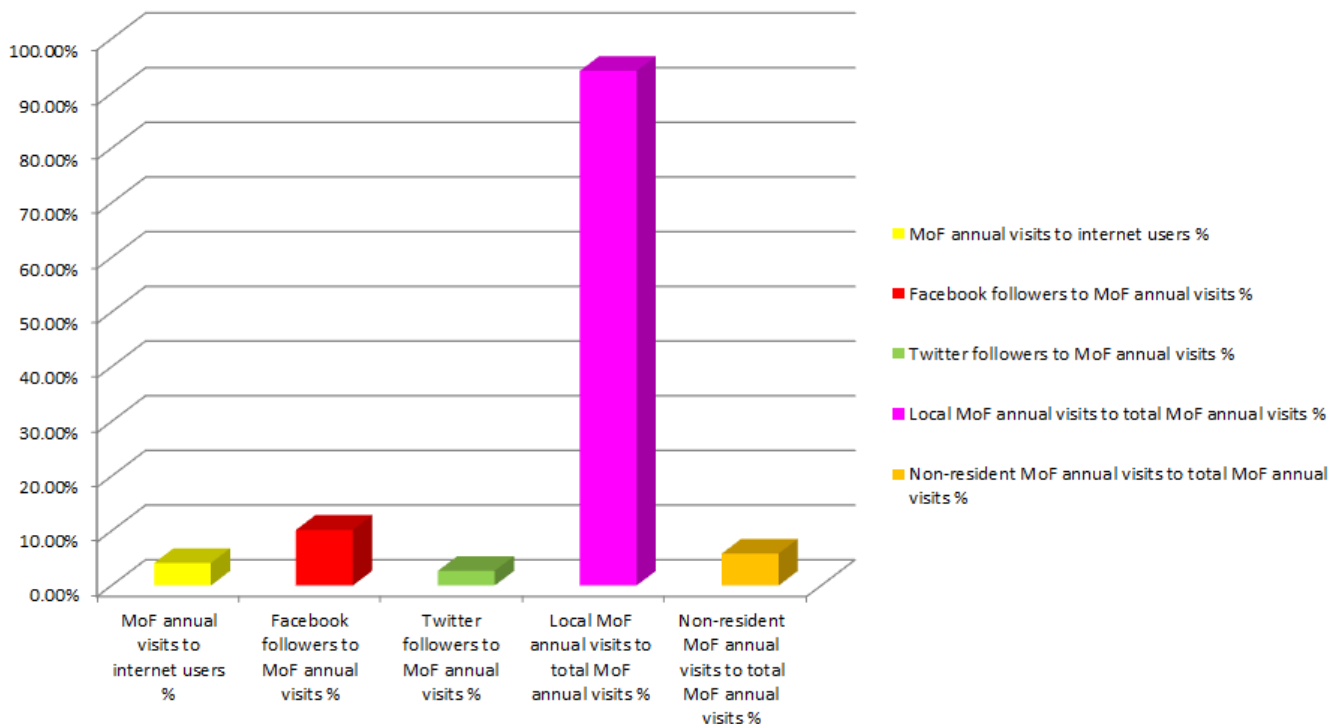
- Good transparency contributes to good PFM levels
- Social media accounts help to raise awareness about African MoFs' PFM activities
- Social media accounts provide a cost effective method for interacting with local communities
- All digital structures enable reach to the diaspora and other international stakeholders

African MoFs social media COVID-19 role

- All African MoFs are being encouraged to set up transparent mechanisms for tracking, accounting, and reporting of COVID-19 related emergency spending
- African MoF websites and social media accounts provide mechanism for disclosures and community interaction on issues associated with COVID-19 related emergency spending

Average Africa PFM digital transparency outcomes

Average Africa PFM digital transparency scores September 2020



Additional digital platform benefits for African finance ministries

- Digital platforms, particularly digital communication software, provide a range of opportunities for PFM capacity building that were rarely used prior to the onset of COVID-19; for example:
 - Formal group training sessions, including follow-up sessions
 - Individual coaching and mentoring
 - Problem-solving

PFM digital transparency in the new normal

- Digital platforms supporting PFM digital transparency are readily available for African MoFs to utilise
- Use of digital communication mechanisms to strengthen African MoFs' operational capacity has been limited prior to onset of COVID-19
- The prospect of ongoing international travel constraints point to the need for Africa MoFs to develop online advisory strategies to support their PFM reform plans

Conclusions and Recommendations

The image shows a large, modern architectural structure, likely a stadium or arena, with a prominent, curved, ribbed upper section. The building is set against a dramatic, cloudy sky with warm, golden light. In the foreground, there is a courtyard area with a fountain and some landscaping. The overall scene is captured in a cinematic style with high contrast and a warm color palette.

Conclusion (1)

- African MOFs overall progress to date in the use of digital platforms to promote transparency has been relatively modest
- Some African MoFs have generated considerable interest in their activities using social media
- African MoF visit data suggests the African public is responding to higher levels of governance as measured by government effectiveness and the expansion of e-government

Conclusion (2)

- To date, African MoFs have made relatively little use of digital communication as a mechanism to facilitate the implementation of PFM reform plans including strengthening PFM capacity levels

Recommendations (1)

- African MoFs should take advantage of the opportunities provided by digital platforms to improve their PFM digital transparency by:
 - Addressing identified PEFA transparency gaps which will result in more PFM material being published
 - Establishing Facebook pages if these are not already in place
 - Increasing the frequency of Facebook posting and the variety of PFM related information posted on Facebook pages to increase community interaction and promote transparency
 - Preparing PFM digital transparency action plans to improve PFM digital transparency performance and support PFM reform activities

Recommendations (2): PFM digital transparency action plans

- PFM digital transparency action plans should include these tasks:
 - Identifying the role of digital communication in future PFM reform activities
 - Identifying the key actions to be undertaken during the term of the plan across all digital platforms
 - Determining the timing and associated resource requirements of proposed key actions
 - Establishing mechanisms for ensuring accountability and regular performance reviews

About Us

- PFMConnect is a consultancy specialising in the provision of a wide range of public financial management (PFM) services.
- We are ready to help African MoFs, local governments and state-owned enterprises develop PFM digital transparency strategies and improve other aspects of PFM via our digital media platforms.
- For further details of our internet-based services please contact us at team@pfmconnect.com

Supporting information

- This video is also available in PowerPoint format together with other supporting information used in this video and can be accessed on the PFMConnect blog site: <https://blog-pfmconnect.com>
- For specific queries about this video, please contact John Leonardo at john.leonardo@pfmconnect.com