

African ACAs' digital media progress



Federal Ethics and Anti-Corruption Commission of Ethiopia's very popular 29 March 2021 video ([Click to view](#))

By John Leonardo [1]

We recently reviewed the degree of usage of digital platforms by African anti-corruption agencies (ACAs) in a [blog](#) and supporting [video](#). We also highlighted the opportunities that digital platforms offer African ACAs in pursuing their war on corruption in a [separate blog earlier this year](#). In view of the interest in these topics we are now providing an update on African ACAs' digital media progress in recent months.

1. African ACAs digital platform usage trends

1.1 Website usage

There has been no significant change in the use of websites by African ACAs since January 2021. Details of the use of websites by African ACAs as at mid-May 2021 are presented in Table 1.

Table 1: African ACAs use of websites

ACAs	Number
ACAs with stand-alone websites	27
ACAs with webpages included in government websites	1
ACAs with currently inactive websites	4
ACAs without any web presence	22
Total	54

NB. Nigeria has two recognised ACAs with websites; Uganda has two recognised ACAs but only one has a website while the other uses only social media. One Nigerian ACA and the Ugandan ACA which only uses social media are not included in Table 1 or Table 2 below.

Table 2 provides details of the use of websites by African ACAs equally divided between those with higher 2020 Corruption Perceptions Index (CPI) scores and those with lower scores.

Table 2: African ACAs use of websites by 2020 CPI scores (data as of May 2021)

ACAs	Number	Stand-alone websites	Web page on government site	Website currently inactive	No website
ACAs with higher 2020 CPI scores	27	18	1	2	6
ACAs with lower 2020 CPI scores	27	9	0	2	16
Total	54	27	1	4	22

1.2 Website visit activity

Quarterly data for website visits in the six months ended 31 March 2021 as obtained from similarweb (<https://www.similarweb.com/>) has been annualised and divided by country internet user numbers as at 31 December 2020 published by Internet World Stats (<https://www.internetworldstats.com/stats1.htm>), to provide an indication of ACA website penetration levels.

This shows a very low annualised average website penetration level for all ACAs of 0.32%, a decline of 18.70% from 411,126 in the 2020 December quarter.

The annualised average website penetration level for the 27 higher CPI scoring ACAs in the six months ended 31 March 2021 was 47% greater than the remainder.

Mauritius (5.99%) and Madagascar (1.15%) continued to record favourable overall scores in the six months ended 31 March 2021 following their favourable performance in the 2020

December quarter.

1.3 Social media activity

Social media follower information was analysed for ACAs with Facebook and Twitter pages using the data available in early May 2021, listed below:

Data	Source
Facebook subscribers as at 31 December 2021	https://www.internetworldstats.com/stats1.htm
ACA Facebook followers	ACA Facebook pages
Potential Twitter audience that marketers can reach January 2021	https://wearesocial.com/digital-2021
ACA Twitter followers	ACA Twitter pages

Details of current African ACA social media pages are presented in Table 3. *NB the Facebook and Twitter pages of the two Nigerian and Ugandan ACAs are included in the data presented in Table 3.*

Table 3: African ACA social media pages

ACAs	Facebook pages	Twitter pages
ACAs with stand-alone websites	17	15
ACAs with webpages included in government websites	1	0
ACAs without any website	1	1
Total	19	16

1.3.1 Facebook activity

African country Facebook penetration rates obtained by dividing Facebook subscriber numbers by the number of internet users as at 31 December 2000 are presented in Figure 1.



Currently less than one half of African ACAs have Facebook pages.

Key results

Total Facebook followers for ACAs measured on a country basis increased by 4.09% between mid-January 2021 and early May 2021.

Growth rates in African ACA Facebook follower numbers on a country basis between mid-January 2021 and early May 2021 are presented in Table 4.

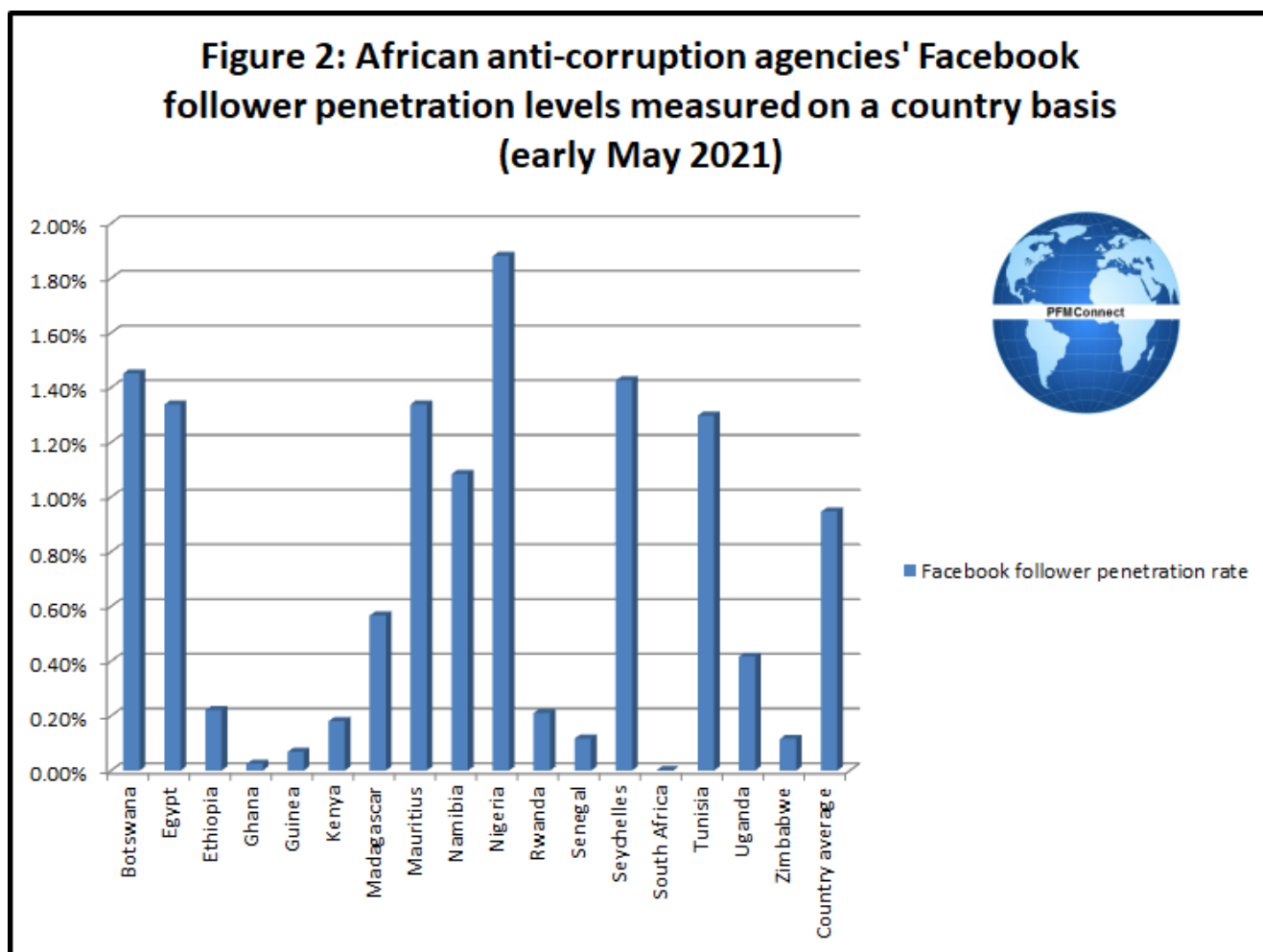
Table 4: Change in African ACA Facebook Follower numbers Mid-January 2021/Early May 2021

	% change Jan-May 2021
Botswana	4.49%
Egypt	3.58%
Ethiopia	44.07%
Ghana	19.73%
Guinea	18.17%
Kenya	2.60%
Madagascar	2.92%
Mauritius	0.15%
Namibia	87.24%
Nigeria (EFCC)	5.41%
Nigeria (ICPC)	0.67%
Rwanda	23.56%
Senegal	22.54%
Seychelles	19.65%
South Africa	2793.33%
Tunisia	-0.06%
Uganda (AntiGraft)	5.56%
Uganda (IGG)	1.50%
Zimbabwe	17.60%
Africa ACAs	4.16%

Facebook follower growth is being driven principally by increased public interest in corruption issues. For example, there was considerable Namibian media coverage about corruption in the 2021 March quarter whilst South Africa's Special Investigation Unit (SIU) has received increased media coverage this year as a result of its anti-corruption activity. Ethiopia's growth seems at least partly due to its particular posting activity discussed later in this article.

The average Facebook follower penetration level for African ACAs on a country basis (country ACA Facebook followers divided by total country Facebook subscribers) increased from 0.9% to 0.95% between mid-January 2021 and early May 2021.

Details of African ACAs' Facebook follower penetration rates on a country basis (country ACA Facebook followers divided by total country Facebook subscribers) in early May 2021 are presented in Figure 2.



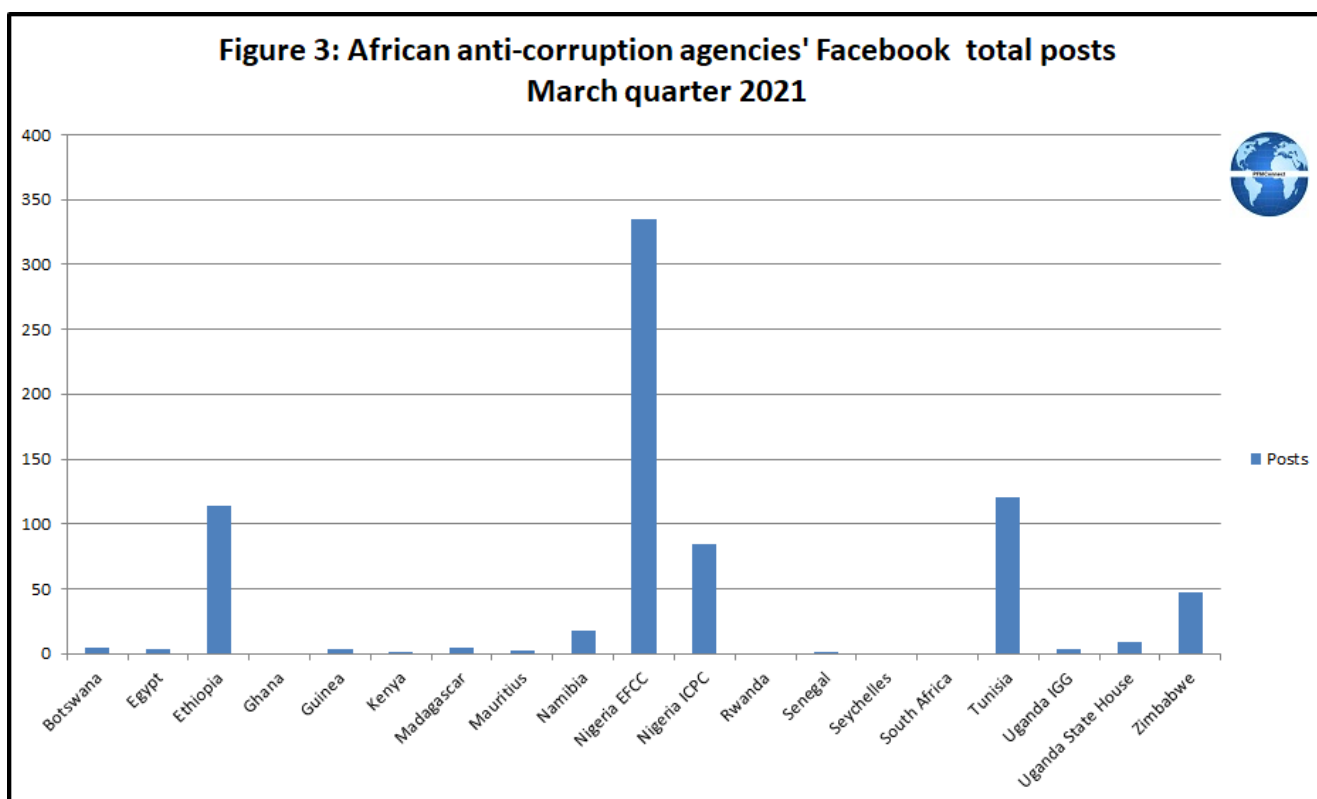
On a country basis, the average Facebook follower penetration rate for Nigeria (obtained by adding together the data for the two Nigerian ACAs) was the highest of the seventeen countries where ACAs have Facebook pages.

Facebook posting and engagement performance

Trends in Facebook posting and engagement performance for the nineteen African ACAs with Facebook pages in the 2021 March

quarter were examined.

Facebook posting performance across the nineteen African ACAs with Facebook pages during the 2021 March quarter varied sharply; the results for total Facebook posts during the 2021 March quarter are presented in Figure 3.



Facebook daily posting performance across the nineteen African ACAs with Facebook pages during the 2021 March quarter also varied sharply; the results for Facebook posting activity on a working day basis during the 2021 March quarter are presented in Figure 4.

Figure 4: African anti-corruption agencies' Facebook posts per working day March quarter 2021



The average Facebook page posts 1.55 times per day according to a 3 November 2020 Social Media Perth post (<https://www.smpertth.com/resources/facebook/facebook-statistics>) but African ACAs results are considerably below this figure with an average Facebook posting rate on a working day basis during the 2021 March quarter of 0.62. Only four African ACAs published more than one Facebook post per day during the 2021 March quarter (Ethiopia, Nigeria EFCC, Nigeria ICPC and Tunisia).

Community engagement data demonstrates the recent impact of video views on African ACA Facebook engagement trends.

The Federal Ethics and Anti-Corruption Commission of Ethiopia

has received a remarkable response to date to a video published on 29 March 2021 discussing the personality required to be a good citizen (see box below). To date the video has received over 530,000 views.

**Federal Ethics and Anti-Corruption Commission of Ethiopia's
29 March 2021 video post**

“If citizens who are not able to serve good personality today, tomorrow will be dangerous to get a qualified generation. In order to produce a qualified citizen everyone should be responsible for the moral and good personality of human beings. This video will make us laugh when the passenger is trying to protect the law and the law.”

Details of video views recorded on African ACA Facebook pages as at early June 2021 for videos posted during the 2021 March quarter are presented in Figure 5.



African ACA Facebook engagement trends have been examined on an engagement rate by post basis. This data has been derived on a two-step basis.

Firstly, a total figure for ACA Facebook views, likes, shares, and comments on a per post basis was derived for the 2021 March quarter; details are presented in Figure 6; totals excluding video views are also presented.

Figure 6: African anti-corruption agencies' Facebook Total views, likes, shares, comments per post 2021 March quarter



The data in Figure 6 reveals the contribution of video views to African ACAs' Facebook posting activity in the 2021 March quarter.

Secondly, the engagement rate of the above data by post is presented in Figure 7.

Figure 7: African anti-corruption agencies' ACA Facebook engagement rates by post 2021 March quarter



Details of African ACAs' Facebook followers as at early May 2021 and engagement rates by post in the 2021 March quarter are presented in Table 5.

Table 5: African ACAs' Facebook followers and engagement rate by post

	Facebook followers May 2021	Engagement rate
Botswana	16538	0.09%
Egypt	653412	0.67%
Ethiopia	14898	32.37%
Ghana	1930	0.00%
Guinea	1320	0.78%
Kenya	18875	0.17%
Madagascar	16233	0.14%
Mauritius	12299	4.77%
Namibia	8583	0.73%
Nigeria EFCC	426543	0.13%
Nigeria ICPC	172649	0.05%
Rwanda	1694	0.00%
Senegal	4463	0.27%
Seychelles	1017	0.00%
South Africa	434	0.00%
Tunisia	106036	0.34%
Uganda IGG	5562	0.11%
Uganda State House	8300	0.92%
Zimbabwe	1510	0.56%

Details of African ACAs' Facebook posting activity and engagement rates by post in the 2021 March quarter are presented graphically in Figure 8.

Figure 8: African anti-corruption agencies' Facebook engagement and March quarter 2021 posting activity



An analysis of the correlation between African ACAs' Facebook posting activity and engagement rates by post in the 2021 March quarter found only a weak relationship exists. This outcome consistent with industry guidance which suggests content rather than activity attracts audiences the most. The correlation was not materially influenced by the higher engagement rates recorded by Ethiopia and Mauritius or the two Nigerian ACAs' higher posting rate per working day.

An analysis of the correlation between African ACAs' Facebook follower numbers in early May 2021 and Facebook engagement rates by post in the 2021 March quarter using the data presented earlier in Table 5 found a very significant negative relationship. This correlation was also not materially influenced by the higher engagement rates recorded by Ethiopia and Mauritius or the two Nigerian ACAs' higher posting rate per working day.

The data from Table 5 is presented graphically in Figure 9.



Social Media Perth also outlined in its 3 November 2020 post the following Facebook engagement rates:

- Pages with less than 10k fans have an average post engagement rate of 0.52%
- Pages with between 10k and 100k fans have an average post engagement rate of 0.28%
- Pages with more than 100k fans have an average post engagement rate of 0.10%

The Social Media Perth guidance suggests that the Egypt, Ethiopia, Guinea, Mauritius, Nigeria EFCC, Tunisia and Uganda State House ACAs achieved reasonable engagement levels in the 2021 March quarter with Ethiopia being the star performer.

While some ACAs have recorded reasonable engagement levels, improved content in Facebook posts should have a favourable impact on overall engagement levels. The majority of African ACAs could also increase their posting frequency.

Do corruption levels influence ACA Facebook follower penetration levels?

An analysis of correlations between 2020 CPI scores and early May 2021 ACA Facebook follower penetration levels demonstrated moderate relationships between 2020 CPI scores and ACA Facebook follower penetration levels in all countries where ACAs have Facebook pages and also for countries with higher 2020 CPI scores.

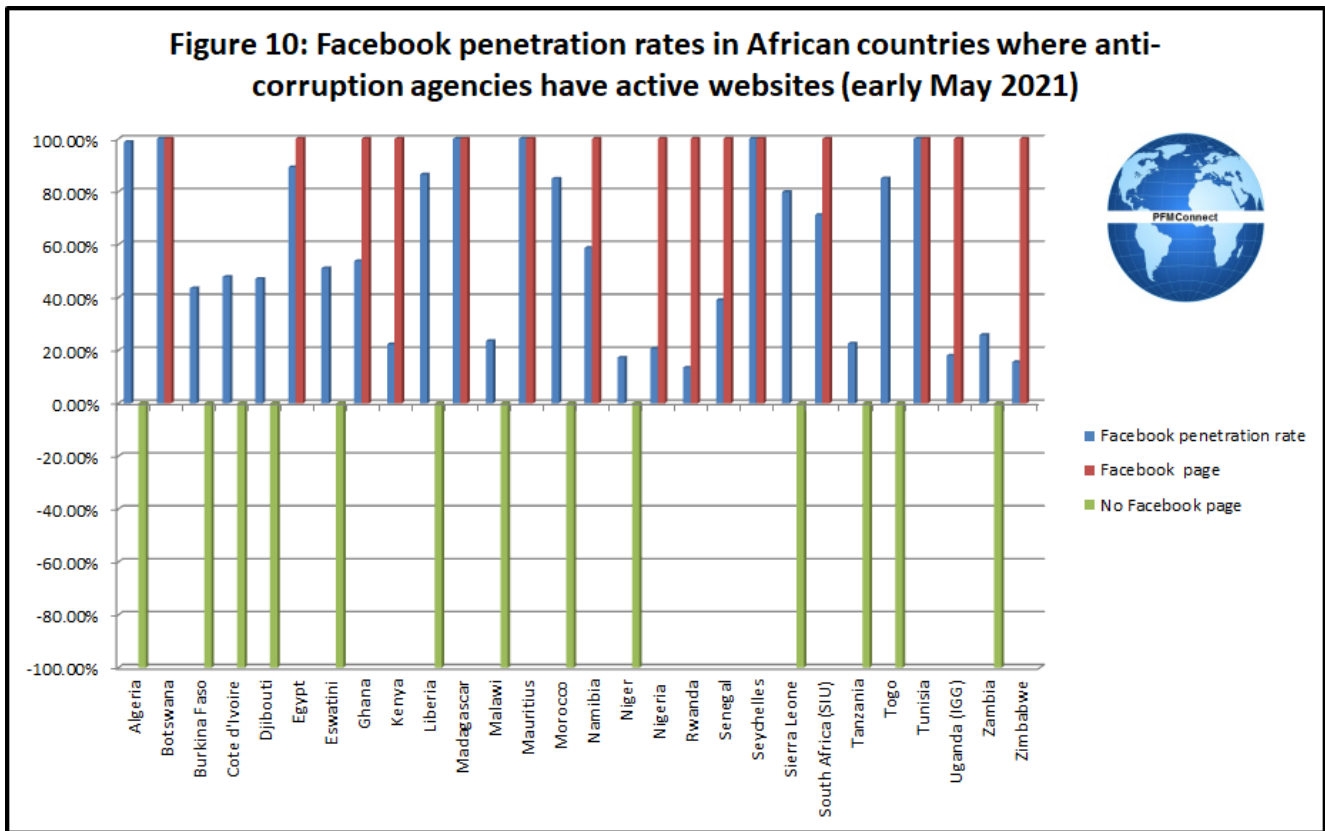
A weak negative relationship was noted between 2020 CPI scores and early May ACA Facebook follower penetration levels for countries with lower 2020 CPI scores. This data demonstrates that 2020 CPI scores are not currently a significant driver of ACA Facebook follower penetration levels.

Behind the African ACA Facebook data

A closer examination of the data covering country Facebook subscriber levels in African countries where ACAs currently have or do not have Facebook pages reveals some interesting trends.

There are a number of ACAs with websites that do not have Facebook pages even though country Facebook penetration rates (total country Facebook subscribers divided by total country

internet users) are relatively high. This group of countries includes Algeria, Morocco, Sierra Leone and Togo. The relevant data is presented in Figure 10. NB the green and red bars represent ACAs with or without Facebook pages.



On the other hand, there are a number of countries where country Facebook penetration rates are relatively high but the respective ACAs do not have either websites or Facebook pages. This group of countries includes Comoros, Republic of Congo, Gambia, Libya, Sao Tome & Principe and Somalia. The relevant data is presented in Figure 11.

Figure 11: Facebook penetration rates in African countries where anti-corruption agencies do not have websites or websites were inactive (early May 2021)



1.3.2 Twitter activity

African country Twitter penetration rates obtained by dividing Twitter subscriber numbers by the number of internet users as at January 2021 are presented in Figure 12.



The number of African ACAs with Twitter pages is modest.

Key results

Total Twitter followers for African ACAs measured on a country basis increased by 2.59% between mid-January 2021 and early May 2021. Growth rates in African ACA Twitter follower numbers on a country basis between mid-January 2021 and early May 2021 are presented in Table 6.

Table 6: Change in African ACA Twitter Follower numbers Mid-January 2021/Early May 2021

	% change Jan-May 2021
Rwanda	10.91%
Namibia	53.77%
South Africa	88.66%
Tunisia	23.58%
Ghana	5.59%
Zambia	0.93%
Niger	14.16%
Kenya	5.63%
Malawi	53.57%
Mali	4.35%
Guinea	18.84%
Uganda (IGG)	8.50%
Uganda (AntiGraft)	21.77%
Nigeria (EFCC)	0.00%
Nigeria (ICPC)	0.55%
Zimbabwe	14.64%
African ACAs	2.59%

Twitter follower growth is being driven by increased public interest in corruption issues. Increased media coverage of corruption issues contributed to the relatively strong growth in Twitter follower numbers in Malawi, Namibia and South Africa in the 2021 March quarter.

The average Twitter follower penetration level for African ACAs on a country basis (country ACA Twitter followers divided by total country Twitter subscribers) increased from 19.75% to 20.26% between mid-January 2021 and early May 2021. Details of African ACAs' Twitter follower penetration rates on a country basis in early May 2021 are presented in Figure 13.

Figure 13: African anti-corruption agencies' Twitter follower penetration levels measured on a country basis (early May 2021)



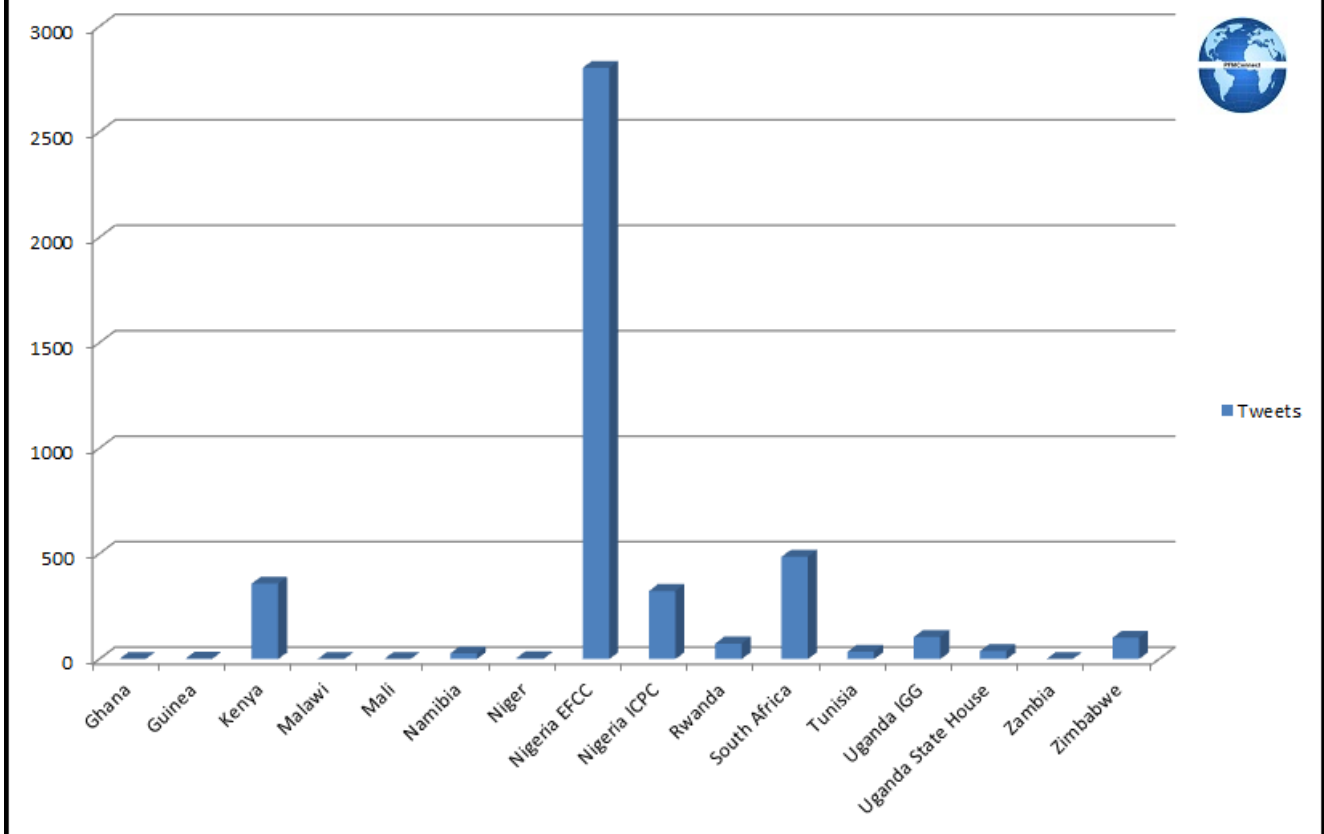
ACA Twitter follower penetration rates are currently very high in Kenya, Nigeria, Rwanda and Zimbabwe.

Twitter posting and engagement performance

Trends in Twitter posting and engagement performance for the sixteen African ACAs with Twitter pages in the 2021 March quarter were examined.

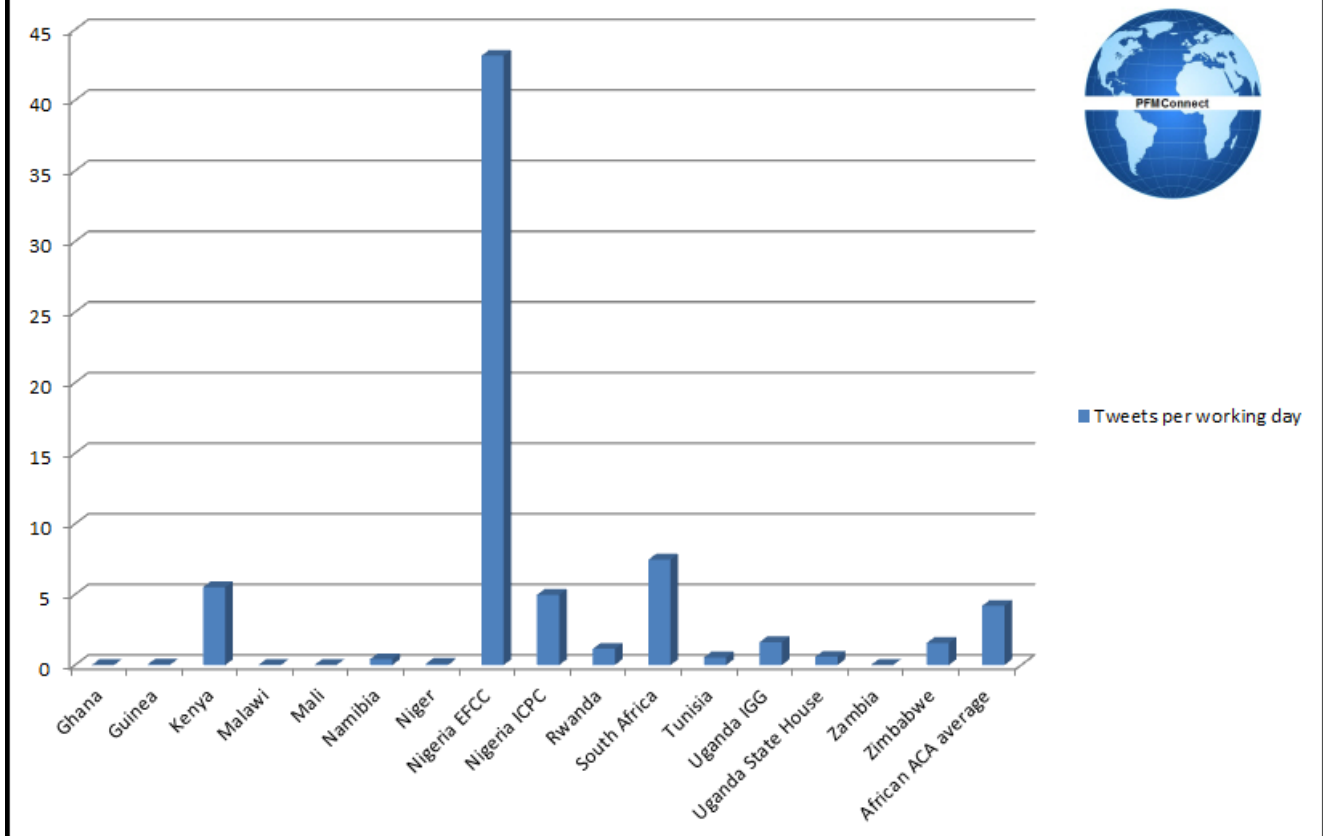
Twitter tweeting performance across the sixteen African ACAs with Twitter pages during the 2021 March quarter also varied sharply; the results are presented in Figure 14.

Figure 14: African anti-corruption agencies' total tweets March quarter 2021



Twitter tweeting performance per working day across the sixteen African ACAs with Twitter pages during the 2021 March quarter are presented in Figure 15.

**Figure 15 : African anti-corruption agencies' March quarter 2021
Tweets per working day**



The figure derived for average tweets per day of 4.19 tweets per day for African ACAs with Twitter pages during the 2021 March quarter is relatively high average compared with a corporate brand median of 0.86 tweets per day quoted by Social Media Perth in a post on 1 October 2020 (<https://www.smperth.com/resources/twitter/twitter-statistics/>).

Only four African ACAs published more than one tweet per working day during the 2021 March quarter (Kenya, Nigeria EFCC, Nigeria ICPC and South Africa).

An analysis of African ACA Twitter engagement trends has been made on an engagement rate by tweet basis based on individual tweet likes and retweets using a public engagement rate

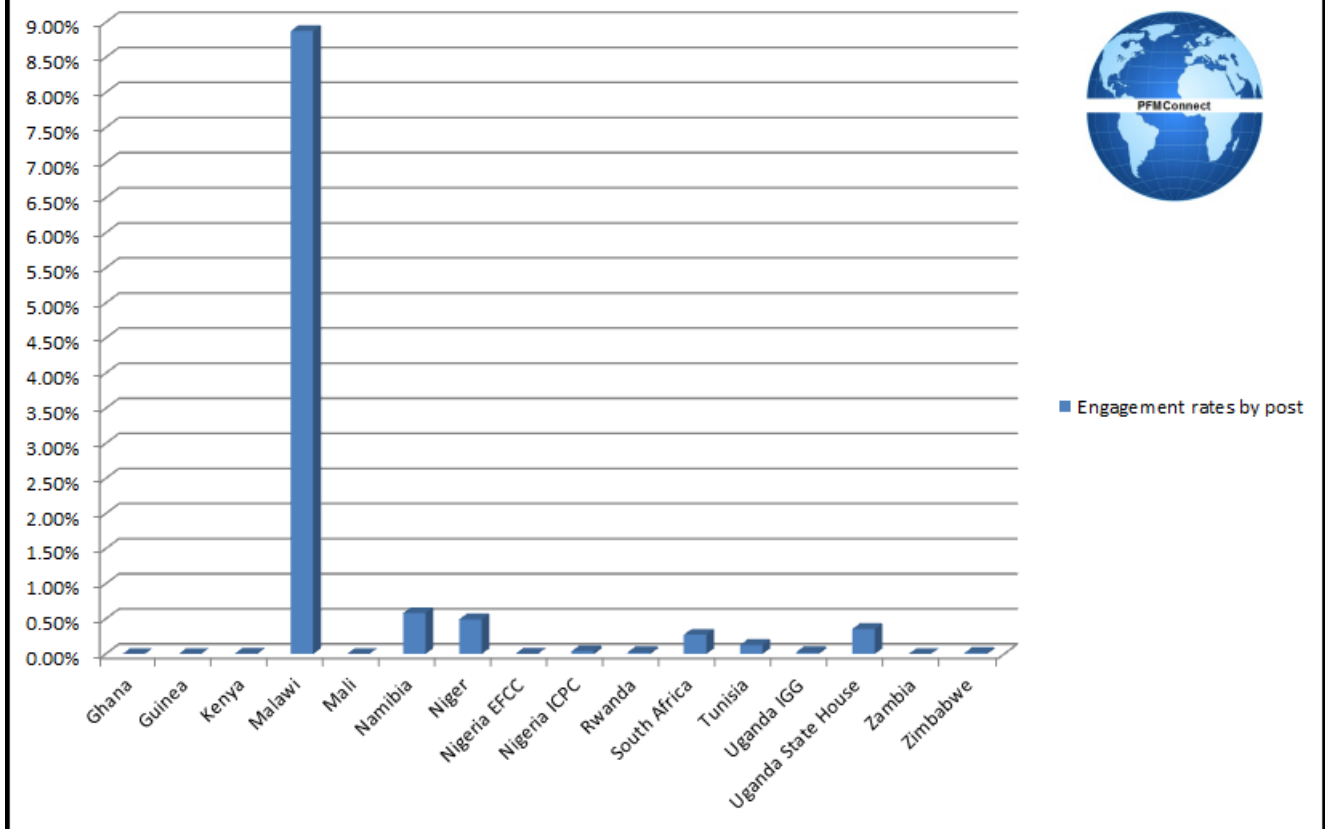
methodology as recommended by Social Status (<https://www.socialstatus.io/twitter-engagement-rate-benchmark/>). This data has been derived on a two-step basis.

Firstly, African ACAs' data for the total of all likes and retweets on a per tweet basis was derived for the 2021 March quarter; details are presented in Figure 16.



The second step in deriving African ACA Twitter engagement trends on an engagement rate by post basis was to divide the figures for the total of all likes and retweets on a per post basis by the number of ACA Twitter followers; details are presented in Figure 17.

**Figure 17 : African anti-corruption agencies' March quarter 2021
Twitter engagement rates by post**



The data for African ACAs' Twitter followers as at early May 2021 and engagement rates by post in the 2021 March quarter included in Figure 17 is also presented in Table 7.

Table 7: Twitter followers and engagement rates by post

	Twitter followers May 2021	Engagement rates by post
Ghana	2022	0.00%
Guinea	164	0.00%
Kenya	324500	0.01%
Malawi	473	8.88%
Mali	192	0.00%
Namibia	2408	0.58%
Niger	806	0.50%
NigeriaEFCC	1100000	0.00%
Nigeria ICPC	72800	0.04%
Rwanda	24400	0.03%
South Africa	15600	0.28%
Tunisia	4293	0.13%
Uganda IGG	21700	0.03%
Uganda State House	17900	0.36%
Zambia	325	0.00%
Zimbabwe	55600	0.02%

Details of African ACAs' Twitter followers as at early May 2021 and engagement rates by post and tweets per working day in the 2021 March quarter are presented in Figure 18.

**Figure 18 : African anti-corruption agencies' March quarter 2021
Twitter engagement rates by post and tweets per working day**



Six African ACAs achieved engagement rates by post above 0.10% with Twitter pages during the 2021 March quarter. Social Media Perth in a post on 1 October 2020 (<https://www.smpertth.com/resources/twitter/twitter-statistics/>) suggested the median corporate twitter engagement rates was 0.048%.

An analysis of the correlation between Africa ACAs' Twitter tweeting activity and engagement rates by post in the 2021 March quarter found a very weak negative relationship exists. This outcome is consistent with industry guidance which suggests content rather than activity attracts audiences the most.

The three African ACAs most active on Twitter (Kenya, Nigeria

EFCC and Nigeria ICPC) all recorded relatively low engagement rates; this result suggests improved content in their tweets may well produce higher Twitter engagement rates.

While some ACAs have recorded reasonable engagement levels, improved content in tweets by a number of ACAs should have a favourable impact on overall engagement levels. Numerous African ACAs could also increase their tweeting frequency.

Behind the African ACA Twitter figures

A closer examination of the data covering country Twitter subscriber levels in African countries where ACAs currently have or do not have Twitter pages provides some interesting trends.

There are several ACAs with websites that do not have Twitter pages even though country Twitter penetration rates (total country Twitter subscribers divided by total country internet users) are relatively high. This group of countries includes Botswana, Egypt and the Seychelles. The relevant data is presented in Figure 19. NB the green and red bars represent ACAs with or without Twitter pages.

Figure 19: Twitter penetration rates in African countries where anti-corruption agencies have active or inactive websites (early May 2021)



On the other hand, there are a few countries where country Twitter penetration rates are relatively high but the respective ACAs do not have either websites or Twitter pages. This group of countries includes Equatorial Guinea, Gambia and Libya.

The relevant data is presented in Figure 20.



Do corruption levels influence ACA Twitter follower penetration levels?

An analysis of correlations between 2020 CPI scores and ACA Twitter follower penetration levels demonstrated a weak negative relationship between 2020 CPI scores and ACA Twitter follower penetration levels in all countries where ACAs have Twitter pages.

A very weak relationship was recorded between 2020 CPI scores and ACA Twitter follower penetration levels for countries with higher 2020 CPI scores.

On the other hand, a very strong negative relationship was recorded between 2020 CPI scores and ACA Twitter follower penetration levels for countries with lower 2020 CPI scores. While the number of countries with lower 2020 CPI scores and Twitter pages was very small, the results demonstrate how the public may take an interest in social media posts from an ACA

when prevailing corruption levels are relatively high.

2. Reporting activity

The availability of the following categories of key reports on ACA websites or on web pages of national government websites was examined:

- National Anti-Corruption Strategies
- ACA strategic plans
- ACA annual reports

Details of the availability of the above reports on ACA websites as at early May 2021 are presented in Table 8.

Table 8: Availability of reports on ACA websites

	National anti-corruption strategy	ACA annual report	ACA strategic plan
Available on ACA website	12	20	13
Available on another national non-ACA website	3	0	0
Exists but not available on any website	4		1
Being prepared	3	0	0
Not prepared	6	8	14
Total	28	28	28

N.B. One Nigerian ACA with a website and the Ugandan ACA which only has social media sites are not included in Table 8.

Some publications that have become available recently on ACA websites for the above-mentioned report categories were examined to particularly review coverage of social media activity.

2.1 Publication of national anti-corruption strategies

Less than one-half of African ACAs with websites have published their respective national anti-corruption strategy (NACS) on their website.

NACS social media coverage

The recent Zimbabwe 2020-2024 NACS specifically identifies the use of social media in its awareness-raising campaigns on the nature and effects of corruption (Specific Objective 1.1) through the employment of social media in its educational communication strategy (Acton 1.1.5)

When discussing its objective of supporting the media (Specific Objective 1.5) the Zimbabwe NACS notes “The internet and various social media provide unprecedented opportunities of disseminating knowledge and increasing transparency across national borders in a timely fashion.”

It will be interesting to see whether the more detailed discussion of the use of social media employed in the Zimbabwe 2020-2024 NACS becomes the norm in future African NACS documents.

2.2 Publication of ACA annual reports

Coverage of digital platform activity in ACA annual reports remains generally modest.

ACA annual reports social media coverage

Madagascar's Independent Anti-Corruption Office commented in its 2019 annual report that communication through digital media has been optimised to generate more support fight against corruption".

Nigeria's Independent Corrupt Practices and Other Related Offences Commission (ICPC) published details of its media coverage including social media in its 2019 annual report (see box below).

The Zimbabwe Anti-Corruption Commission (ZACC) in its 2019 annual report provided some detailed commentary on its social media activity. It noted that "In 2019, the Commission intensified publication and dissemination of anti-corruption information through a variety of media. In a commentary on a weekly television programme on Combating Corruption run in collaboration with a local TV station, the ZACC reported that recordings of the programme "were also posted on ZACC social media platforms *Facebook* and *Twitter*, where the public were further engaged and their comments and views taken on board".

The ZACC also noted that its weekly television programme on Combating Corruption was consistent with article 13 of the UNCAC which reinforces the belief that States are best served

when more information of public interest is made available to more people.

After providing references to social media activity in their 2018 annual reports, Ghana's Commission on Human Rights and Administrative Justice (CHRAJ) and Kenya's Ethics and Anti-Corruption Commission made no such references in their 2019 Annual Reports.

On balance, coverage of digital platform activity in ACA annual reports is gradually increasing.

2.3 Publication of ACA strategic plans

Less than one-half of African ACAs with websites have published their respective strategic plan on their website. The number of unpublished African ACA strategic plans is not known.

ACA strategic plans social media coverage

Recently published African ACA strategic plans have included social media related activities to support key ACA objectives.

For example Ghana's Commission on Human Rights and Administrative Justice's 2021-2025 5 Year Strategic Plan lists "Enhanced communication through CHRAJ website and social media handles" as the activity to support their objective of prioritising publication of CHRAJ under Output 1: Corporate affairs and visibility improved by 20% by 2025. The designated

indicator for the latter activity is “Traffic on website and social media handles”. An accompanying budget figure has been presented.

Rwanda’s Office of the Ombudsman’s Strategic Plan 2020/2021-2023/2024 outlined the envisaged roles for its social media and website activity in its discussion of the implementation of its proposed communication and marketing plans, namely:

- **“Media:** The Office of the Ombudsman needs to maintain a permanent communication intended to awareness raising of the general public but also receiving feedback through different media channels including TV, Radios and newspapers, social media and digital billboards.
- **Office of Ombudsman website** shall be regularly updated with significant information about achievements, issues and expected contribution from various layers of the community in issues’ solving.”

South Africa’s Special Investigating Unit’s strategic plan 2020/21-2024/25 comments in its “Improving branding & communication” section that “The SIU will, amongst other things, focus on its public interface through the use of multi-media platforms for congruent and constant messaging for brand positioning characterised by independence, trustworthiness, success and integrity”.

The Zimbabwe Anti-Corruption Commission’s Strategic Plan 2020-2024 has provided for a separate social media related output (“Interactive website, email, social media, & twitter. Manned call centre & toll free”).

The recent increase in coverage of social media related activities in African ACA strategic plans is encouraging in view of current growth in social media use in Africa.

2.4 Overview of ACA online reporting activity

ACA reporting principles

The 2012 Jakarta Statement on Principles for Anti-Corruption Agencies set out sixteen principles to help ensure the independence and effectiveness of ACAs, as part of countries' commitments and obligations under the United Nations Convention against Corruption (UNCAC). The latter principles include principles addressing public reporting (principle 15) and public communication and engagement (principle 16).

In 2020 UNODC published a "Commentary on the Jakarta statement on principles for anti-corruption agencies" which is intended to assist States parties and ACAs in ensuring that national anti-corruption frameworks are developed and strengthened in line with the UNCAC requirements.

Current African ACA reporting performance

On an overall basis, African ACA online reporting activity has, to date, not achieved the performance levels outlined in UNODC's 2020 publication "Commentary on the Jakarta statement on principles for anti-corruption agencies" for the above-mentioned public reporting and public communication and engagement principles.

New IMF financial support arrangements to African countries which include the strengthening of anti-corruption frameworks could hasten improvements in African ACA online reporting in the near to medium-term.

Conclusions

Public interest in the work of African ACAs continues to grow as demonstrated by the recent growth in Africa ACA social media follower numbers.

The majority of the 20 African ACAs that have recently used at least two digital platforms have though experienced greater interest being shown in their Facebook and Twitter pages rather than their websites. This data is presented in Figure 21.

Figure 21: African anti-corruption agencies' penetration rates across digital platforms June 2021



Increased attention is being given to the role of social media in African NACS documents, ACA annual reports and ACA strategic plans. The current overall use of websites by African ACAs is, however, not significant while overall African ACA reporting activity has not yet achieved the levels suggested by UNODC in its 2020 “Commentary on the Jakarta statement on principles for anti-corruption agencies”.

There are currently significant opportunities for numerous African ACAs to expand their digital media activities:

- All ACAs should maintain websites on which to lodge key documents and provide anti-corruption advice to all sections of the public. This material can then be

referred to in Facebook posts and tweets.

- All ACA websites should contain at a minimum: the national anti-corruption strategy, annual reports or strategic plans (if these are separate documents).
- Those African ACAs with existing websites but without either Facebook or Twitter pages and are located in countries with relatively high Facebook and/or Twitter subscriber penetration levels should make good this omission.
- The majority of African ACAs with existing Facebook and Twitter pages should increase their daily posting activity.
- The overall quality of content being posted to African ACA social media sites requires improvement in view of the prevailing weak correlation between social media posting volumes and follower engagement. This includes both clarity of message and use of video content.

Implementing the above actions will contribute to an increase in African ACA social media usage and engagement.

African ACA stakeholders can make an immediate non-financial contribution to the expansion of digital media use by African ACAs by actively encouraging ACAs to publish their key reports online and using their social media pages to explain their work and successes.

Development partners can also assist the expansion in use of digital platforms by African through targeted support of related training and development activities.

[\[1\]](#) John Leonardo is a PFM expert with extensive worldwide experience. He is a director of PFMConnect, a consultancy

providing online support in the fields of public finance and digital communication.

African anti-corruption agencies' digital platform usage

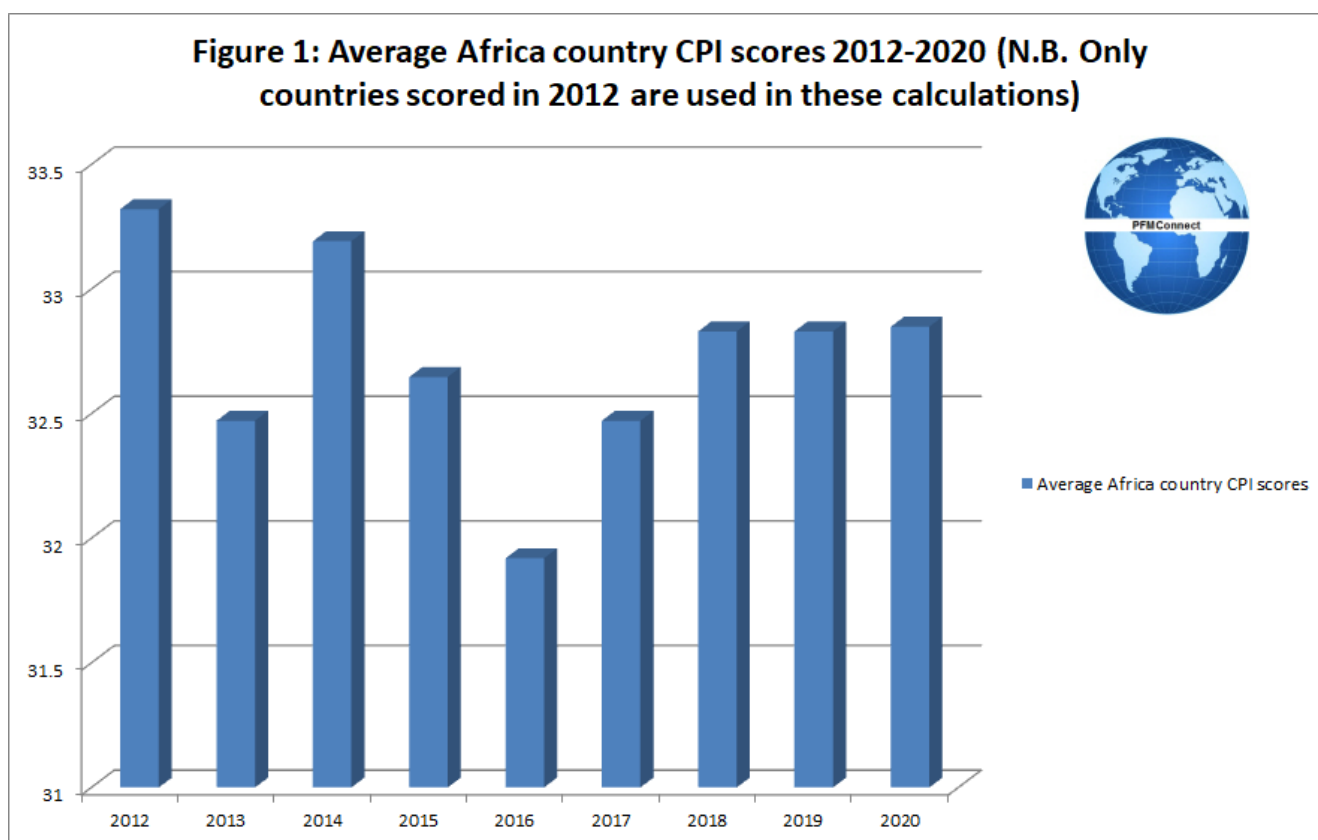


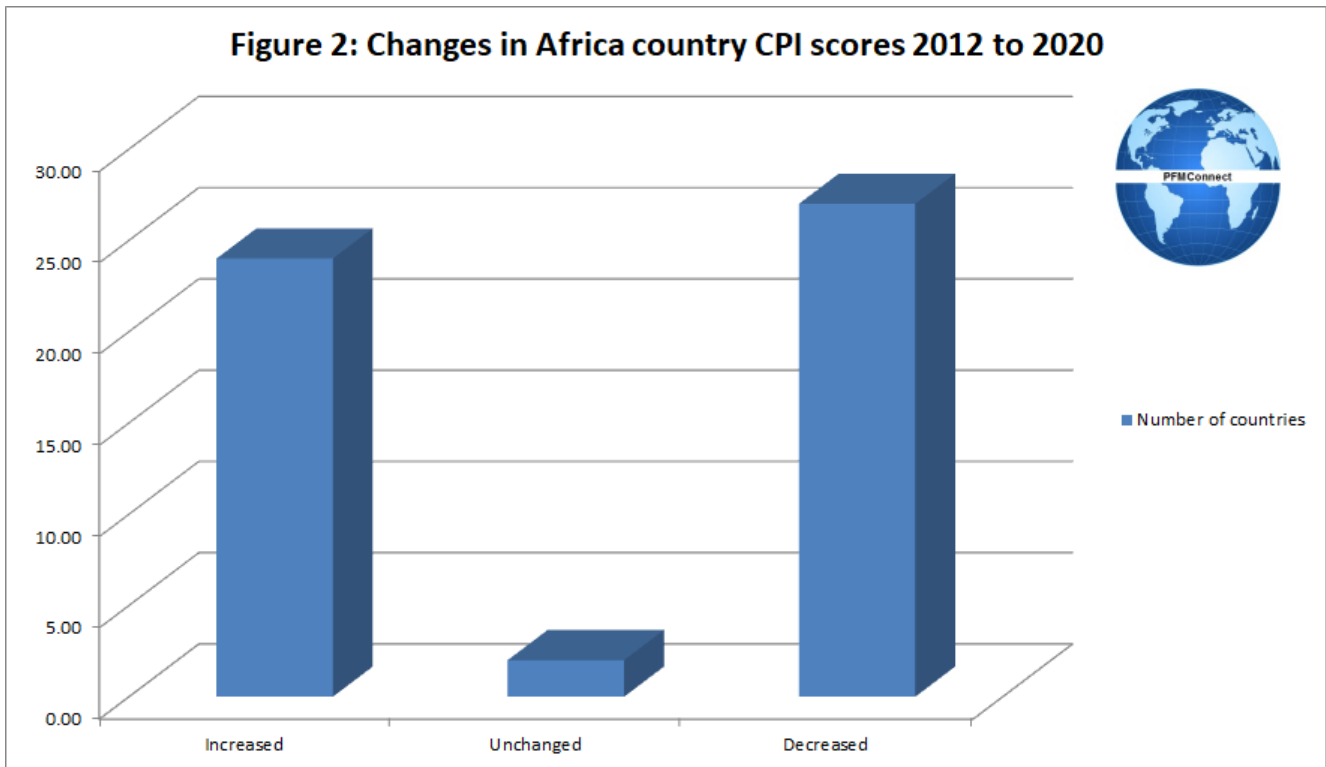
Kenya's Ethics and Anti-Corruption Commission

Posted by David Fellows and John Leonardo [\[1\]](#)

The release of [TI's 2020 Corruption Perceptions Index \(CPI\)](#) on 28 January 2021 has focused attention in many countries on current corruption levels. In a recent [blog](#) we outlined the possible role social media platforms offer for promoting online public engagement in the war against corruption. We also noted that in Africa there are strong positive correlations between social media user numbers and perceived corruption levels. In this blog we review African anti-corruption agencies (ACAs) digital platform, including social networking sites, usage. Additional regional analyses will be prepared over the next six months.

The 2020 CPI outcomes from an African perspective are disappointing as demonstrated by the trends revealed in Figures 1 and 2.





Websites and the social networking sites, Facebook and Twitter, are the digital platforms most frequently employed by African ACAs. Updates on ACA activities, developments affecting ACA operations and formal reports are featured on ACA digital platforms.

The [United Nations Convention Against Corruption](#) includes provisions relating to financial management and public reporting (Articles 9 and 10 – see Appendix). The extent of ACA compliance with these provisions has also been examined in this blog.

1. African ACAs digital platform usage

1.1 Website usage

Details of the use of websites by African ACAs as at mid-January 2021 are presented in Table 1.

Table 1: African ACAs use of websites

ACAs	Number
ACAs with stand-alone websites	27
ACAs with webpages included in government websites	3
ACAs without any web presence The Uganda case	24
Total	54

NB. Nigeria has two recognised ACAs with websites; Uganda has two recognised ACAs but only one has a website with the other using only social media sites. One Nigerian ACA with a website and the Ugandan ACA which only has social media sites are not included in Table 1 or Table 2 below.

Details of the use of websites by African ACAs in countries with relatively higher and lower 2020 CPI scores are presented in Table 2.

Table 2: African ACAs use of websites by 2020 CPI scores

ACAs	Number	Stand-alone websites	Web page on government site	No website
ACAs with higher 2020 CPI scores	27	19	2	6
ACAs with lower 2020 CPI scores	27	9	-	18
Total	54	28	2	24

Data was available for both 2020 CPI scores and 2020 UN E-government scores in 42 countries. There is a strong positive correlation between country 2020 CPI scores and 2020 UN E-government scores for the 23 countries where ACAs have websites (for which data is available); a strong negative correlation was found for the 19 countries without ACA websites.

1.2 Website visit activity

Actual visit numbers to ACA websites in the 2020 December quarter were annualised to provide annual visit estimates which were in turn divided by country internet user numbers to provide an indication of ACA website penetration levels.

The average derived ACA website penetration level for all ACAs was very low at 0.37%. The only favourable scores were recorded by Mauritius (5.9%) and Madagascar (1.9%).

1.3 Social media activity

Social media follower information was analysed for ACAs with Facebook and Twitter pages using data available in mid-January 2021. Details of current Africa ACA social media pages are presented in Table 3. NB The Facebook and Twitter pages of the two Nigerian and Ugandan ACAs are included in the data presented in Tables 3, 4 and 5.

Table 3: African ACA social media pages

ACAs	Facebook pages	Twitter pages
ACAs with stand-alone websites	20	15
ACAs with webpages included in government websites	1	0
ACAs without any website	1	1
Total	22	16

1.3.1 Facebook activity

Less than one half of the ACAs have Facebook pages.

While the average Facebook penetration level for ACAs on a country basis (country ACA Facebook followers divided by total country Facebook subscribers) for the 20 countries was relatively modest at 1.06%, there were some notable exceptions.

Four of the six countries showing penetration levels in excess of the Facebook country ACA average of 1.06% also had follower numbers greater than estimated annual visits to their websites; details are presented in Table 4.

Table 4: African ACAs with significant Facebook penetration levels

ACAs	Estimated annual website visits	Website penetration %	Facebook followers	Facebook follower penetration %
Egypt	404,384	0.82%	630,827	1.49%
Nigeria (2 ACAs)	351,944	0.28%	576,137	2.12%
Seychelles	300	0.42%	850	1.20%
Tunisia	28,920	0.37%	106,104	1.43%

1.3.2 Twitter activity

The number of ACAs with Twitter pages is modest.

The average Twitter penetration level for ACAs on a country basis (country ACA Twitter followers divided by total country Twitter subscribers) for the 14 countries was, however, very high at 23.73%. Twitter country ACA penetration levels exceeded Twitter internet user penetration levels in six countries (Kenya, Niger, Nigeria, Rwanda, Uganda and Zimbabwe).

Two of the countries recording above average country ACA Twitter penetration levels also had Twitter follower numbers that exceeded estimated annual visits to their websites; details are provided in Table 5.

While the majority of visits to the Nigeria and Zimbabwe ACA websites were made by local residents, the local resident proportion of Twitter followers for these ACAs is not known but it is assumed to be significant.

Table 5: ACAs with significant follower numbers

ACAs	Estimated annual website visits	Facebook followers	Twitter followers	Twitter follower penetration %	Twitter internet user penetration %
Nigeria (2 ACAs)	351,944	576,137	1,172,400	59.82%	1.55%
Zimbabwe	260	0.42%	48,500	28.78%	2.01%

2. Reporting activity

The availability of the following categories of key reports on ACA websites or on web pages of national government websites was examined:

- National Anti-Corruption Strategies
- ACA strategic plans
- ACA annual reports

Details of the availability of the above reports on ACA websites are presented in Table 6.

Table 6: Availability of reports on ACA websites

	National anti-corruption strategy	ACA annual report	ACA strategic plan
Available on ACA website	8	14	8
Available on another national non-ACA website	3	0	0
Exists but not available on any website	6	0	0
Being prepared	6	0	0
Not prepared	7	16	22
Total	30	30	30

N.B. One Nigerian ACA with a website and the Ugandan ACA which only has social media sites are not included in Table 6.

Coverage of ACA digital platform activity in the above-mentioned reports, particularly those relating to social media, was also examined.

2.1 Publication of national anti-corruption strategies

Less than one-third of African ACAs with websites have published their respective national anti-corruption strategy on their website.

While the role of the media in national anti-corruption strategies is addressed in the eleven national anti-corruption strategies reviewed when preparing this blog, references to the role of social media are limited. Egypt's National Anti-Corruption Strategy (2019-2024), Namibia's National Anti-Corruption Strategy and Action Plan (2016-2019) and Sierra Leone's National Anti-Corruption Strategy (2019-2023) make mention of social media activity,

The Namibia and Sierra Leone strategies outlined particular roles for social media activities.

Morocco's ACA published a study in 2019 that assisted its preparation of a supporting communication strategy for its National Anti-Corruption Strategy (2015-2025). This study listed social media as one of the key success factors; viz. "The body must open up on social media and have "an online platform or space", which it must maintain and control in order to get closer to its target segments and to be responsive".

2.2 Publication of ACA annual reports

Only 14 of the 30 African ACAs identified in Table 6 have

recently published their annual reports (or de facto annual reports) on their websites. Specific reference to the use of social media was made in 8 ACA annual reports.

The Ghana ACA noted in its 2018 annual report the use of social media by the Ghana chapter of Transparency International. The Kenya ACA provided statistics about website hits and social media followers in its 2018 annual report. In its 2017 annual report the Mauritius ACA gave a detailed discussion about its social media activity including its approach for using Facebook.

The executive summary for the Morocco ACA's 2019 annual report noted that the ACA had to address its social media strategy in the course of developing its overall communication strategy.

Brief references to the use of social media were made in the Namibia (2019), Rwanda (2019), Sierra Leone (2019) and South Africa (2020) ACA annual reports.

2.3 Publication of ACA strategic plans

The modest number of ACA strategic plans that have been prepared recently is very surprising.

Five of the ACA strategic plans include specific references to the use of social media (Kenya, Malawi, Rwanda, Sierra Leone and Togo).

Kenya, Malawi and Rwanda ACAs set out specific strategies and

performance indicators for social media in their strategic plans. The Sierra Leone ACA set out specific strategies and progress markers while the Togo ACA set out details of the proposed launch of its website.

2.4 Overview of ACA online reporting activity

Assuming it is appropriate for all ACAs (including both Nigerian and Ugandan ACAs) to publish country anti-corruption strategies and their annual reports and strategic plans on their websites, the number of these documents that may be potentially published stands at 96 documents. Only 30 documents were published on ACA websites. This outcome falls short of the standards envisaged in the United Nations Convention against Corruption.

3. Social media performance and document publication correlations

ACA Facebook and Twitter subscriber penetration levels are weakly related to the number of ACA National Anti-Corruption Strategy, strategic plan and annual report publications placed on ACA websites.

While ACAs with relatively high Facebook and Twitter subscriber penetration levels have not generally been relatively energetic publishers of the above-mentioned reports, their social media posting activity has been sufficiently active to attract significant numbers of followers; this is most evident in the case of Kenya, Nigeria,

Rwanda, Uganda and Zimbabwe.

ACA Facebook and Twitter subscriber penetration levels have, with a few exceptions, often substantially exceeded ACA website penetration levels.

4. Conclusion

The survey demonstrates a very limited level of publication on ACA websites of ACA reports in the three key categories identified in section 2.

It could add credibility to ACA professionalism and integrity to publish these reports even if some of the more sensitive detail concerning methodology and programming was omitted.

While ACA websites offer potential public engagement opportunities, social media activity has the potential for even higher engagement levels. It should be borne in mind that social media use in Africa, while a relatively recent phenomenon, is rapidly becoming extremely popular. The analysis demonstrates that while overall ACA use of social media is relatively limited, some ACAs have made considerable progress, particularly with the use of Twitter.

Those ACAs with websites but who currently do not have Facebook or Twitter pages should certainly consider these social networking sites as a means to gaining public confidence in anti-corruption activities and their cooperation in combatting anti-corruption investigations.

Appendix: United Nations Convention Against Corruption

Financial management and public reporting provisions

Article 9

Public procurement and management of public finances

2. Each State Party shall, in accordance with the fundamental principles of its legal system, take appropriate measures to promote transparency and accountability in the management of public finances. Such measures shall encompass, inter alia:

- (a) Procedures for the adoption of the national budget;
- (b) Timely reporting on revenue and expenditure;
- (c) A system of accounting and auditing standards and related oversight;
- (d) Effective and efficient systems of risk management and internal control; and
- (e) Where appropriate, corrective action in the case of

failure to comply with the requirements established in this paragraph.

Article 10

Public reporting

Taking into account the need to combat corruption, each State Party shall, in accordance with the fundamental principles of its domestic law, take such measures as may be necessary to enhance transparency in its public administration, including with regard to its organization, functioning and decision-making processes, where appropriate. Such measures may include, inter alia:

(a) Adopting procedures or regulations allowing members of the general public to obtain, where appropriate, information on the organization, functioning and decision-making processes of its public administration and, with due regard for the protection of privacy and personal data, on decisions and legal acts that concern members of the public;

(b) Simplifying administrative procedures, where appropriate, in order to facilitate public access to the competent decision-making authorities; and

(c) Publishing information, which may include periodic reports on the risks of corruption in its public administration.

[\[1\]](#) David Fellows is an international development PFM advisor

who previously worked extensively in UK local government finance and in the Cabinet Office. He was a leader for the introduction of digital communication in UK public service delivery. John Leonardo is a PFM expert with extensive worldwide experience. They are both directors of PFMConnect, a consultancy providing online support in the fields of public finance and digital communication.

Digital Media, Transparency and the War Against Corruption



Posted by David Fellows and John Leonardo [\[1\]](#)

Corruption is highly damaging to economic and social life through misappropriation of public funds, restriction of open market activity, favouritism towards families of those in power, and the many detrimental effects of rent seeking. In this piece we review evidence for the power of transparency to reduce corruption and improve economic performance. We then consider the increasing relevance of digital media, particularly social media, to the transparency agenda and how its application can be encouraged.

Economic performance, transparency and corruption

The IMF's ['Framework for Enhanced Fund Engagement'](#) 2018 noted that (i) transparency is significantly correlated with a perceptions-based indicator of the control of corruption; (ii) higher levels of corruption are typically correlated with lower growth; and (iii) corruption and governance are significantly associated with average long-run per capita growth, investment, and revenue. The IMF's Fiscal Monitor: [Curbing Corruption](#) (April 2019 edition) shows that the least corrupt governments can collect considerably more in taxes than those at the same level of economic development. [In a blog announcing this guidance](#) Christine Lagarde, then Managing Director of the IMF, affirmed the importance of transparency by commenting that; 'At the end of the day, the most durable "cure" for corruption is strong, transparent, and accountable institutions'.

How governments may involve digital media

The [World Bank Document](#) 'Enhancing Government Effectiveness and Transparency: The Fight Against Corruption' (September 2020) details studies in which developing countries have sought to combat corruption by improving transparency.

It instances:

- The identification of corruption relating to infrastructure projects in Columbia by the Government

urging citizens to publicize unfinished projects.

- The introduction of participatory budgeting in Brazil where one study found that adopter municipalities achieved a 39% higher tax collection than those that had not.
- The use of Beneficial Ownership declarations in the Ukraine where online access to records promises significant advantages following a chequered introductory experience.
- Public reporting of Supreme Audit Institution (SIA) findings in Ghana, and India's practice of encouraging the public to comment on SIA reports and provide evidence of misdeeds.

These are all public engagement activities that can most readily be undertaken via digital media.

The impact of social media

Social media is a growing phenomenon across the developing world. It can be used by governments to encourage citizens to make their views known (figures in million).

Country	Population	Internet users Dec-00	Internet users Dec-19	Facebook users Dec-19	Twitter users Dec-19	Min of Finance Twitter followers Jun-20
Kenya	53.7	0.2	46.8	7	0.954	*0.004
Rwanda	12.9	0.005	6	0.6	0.079	0.064
Uganda	45.7	0.04	18.5	2.5	0.177	0.062

Note: *Kenya's Anti-Corruption Agency has 293,000 Twitter followers

A survey of Kenyan social media users conducted by [SIMELab in 2020](#) suggested that social media use was becoming highly age specific.

Age	Social Media Preferred by Kenyan Users (SIMELab findings)
Primary school pupils	Facebook
14 to 20 years	Pinterest, Snapchat, TikTok
21 to 25 years	Instagram, Snapchat, Telegram
26 to 35 years	Linked in (particularly for those from higher education), Skype, Twitter

The survey identified the three most used media as WhatsApp (89%), Facebook (82%) and YouTube (58%). [TIFA Research](#) has identified Facebook as the current most effective advertising platform.

The African public accountability movement [Connected Development](#) (CODE) based in Nigeria uses digital media to help marginalised communities monitor public service investment employing its 'follow the money' slogan. A current focus is COVID-19 expenditure.

[We have analysed](#) the correlation between Transparency International's 2019 CPI scores for the 48 best performing African Countries included in the index where both Facebook and Twitter services were available. There are strong positive correlations between social media user numbers and perceived corruption levels. This result seems consistent with the transparency/corruption relationship found in the IMF Framework for Enhanced Fund Engagement, reflecting public

interest in government affairs and corruption.

A growing relationship between formal digital media and social media

Over the past year online news media have reported government initiatives against corruption and investigated acts of corruption. Two examples:

- On 11th November 2020 the [Cyprus Mail commented](#) that: 'without (greater) public support, anti-corruption groups are unlikely to attain their objectives, because the politicians will have no reason to take any notice of them'.
- On 21st November 2020 [ABS-CBN News reported](#) that a task force investigating Philippine Government corruption led by Justice Secretary Menardo Guevarra had received at least 60 complaints during the previous two weeks.

These causes could benefit from social media use by community activists (Cyprus) and the government (Philippines).

Conclusions

The economic impact of the COVID-19 pandemic on developing countries brings the prospect of reduced national resources unless and until these countries can address their corruption challenges.

Formal online media have helped increase transparency in recent times. Further, social media is fast becoming an important form of popular communication throughout the developing world. The targeted use of social media platforms presents an effective opportunity for online public engagement that makes messaging easy to assimilate and respond to.

Governments can use social media to seek public support for reporting anti-corruption activities, complaining about unfair decisions and exposing the accumulation of unexplained wealth by politicians and officials. Such engagement is, however, dependent on the demonstration of government integrity, the recognition of public priorities, and the provision of basic information on services and funding to local communities.

The international development community can encourage governments to uphold press freedom, protect whistle-blowers and use social media as part of the transparency process, and scale up its support to countries that are pursuing effective anti-corruption policies.

A supporting video is available [here](#).

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[\[1\]](#) David Fellows is an international development PFM advisor who previously worked extensively in UK local government finance and in the Cabinet Office. He was a leader for the introduction of digital communication in UK public service

delivery. John Leonardo is a PFM expert with extensive worldwide experience. They are both directors of PFMConnect, a consultancy providing online support in the fields of public finance and digital communication (david.fellows@pfmconnect.com).

Regional Pacific SIDS PFM digital transparency update



Our June 2020 video "[Improving PFM digital transparency in](#)

[SIDS finance ministries](#)” examined finance ministries (MoFs) use of digital platforms such as websites and social media to provide public financial management (PFM) related information in [small island developing states \(SIDS\)](#). Recent PFM digital transparency regional trends in Pacific SIDS are examined in our “Regional Pacific SIDS PFM digital transparency update” [video](#).

Pacific SIDS PFM digital transparency regional trends

PFM digital transparency trends were analysed for 11 Pacific SIDS where MoF websites were active in the 2020 September quarter to provide the basis for this regional trends analysis:

- Cook Islands
- Fiji
- Kiribati
- Marshall islands
- Micronesia
- Northern Marianas
- Papua New Guinea
- Samoa
- Tonga
- Tuvalu
- Vanuatu

Seven Pacific SIDS did not have active MoF websites in the 2020 September quarter.

Charts for the following regional indicators are presented:

- ***MoF website penetration levels for the 2020 March and September quarters.*** The figures used in these charts were obtained using a two-step process. Actual visit data for the March and September 2020 quarters was annualised to provide projections of estimated 2020 visits. The resulting 2020 annual MoF website visit projections were divided by the number of country internet users to obtain MoF website penetration levels.
- ***Domestic and non-resident visits to MoF websites for the 2020 March and September quarters;*** these charts reflect the percentage of visits to MoF websites attributable to local residents and non-residents in the 2020 March and September quarters based on actual visit data.
- ***Rates of change in MoF website visits;*** this data is based on changes to MoF visit levels between the 2020 March and September quarters.
- ***MoF Facebook penetration levels as at June 2020 and October 2020;*** these figures were obtained by dividing actual MoF Facebook follower numbers by the number of country Facebook subscribers.
- ***Changes in Facebook follower numbers between June 2020 and October 2020;*** these charts reflect changes in the respective MoF Facebook follower numbers.

Currently, no Pacific SIDS MoFs maintain Twitter accounts.

Key regional analysis findings

Some of the key findings from our analysis are as follows:

- Estimated total Pacific SIDS MoF 2020 visits in the 2020 September quarter were 13.10% higher than in the 2020 March quarter for the 10 MoFs where data was available for both quarters
- Total Pacific SIDS local resident MoF visits to the above-mentioned 10 MoF websites increased by 375% in the 2020 September quarter over the 2020 March quarter whilst total non-resident MoF visits fell by 50%
- Pacific SIDS MoF Facebook follower numbers (and overall Pacific SIDS average MoF Facebook penetration level) increased by 41.31% between June 2020 and October 2020