

**MOFE ADE**

**2017  
SHADES  
OF  
SOCIAL  
MEDIA**

**a guide to understanding the power of  
social media and utilizing it**

**FOREWORD BY  
Femi Bakre**

**2017**  
**SHADES**  
**OF**  
**SOCIAL**  
**MEDIA**

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Foreword by Femi Bakre

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## **BODY OF TEXT BY A RESPECTED INDIVIDUAL ON WHY YOU SHOULD EVEN CARE ABOUT THIS BOOK: THE FOREWORD**

Despite a slow adoption by brands and creative individuals, we can all wholeheartedly agree that social media is here for the long haul.

In the past few years, there has been an emergence of social media influencers, thanks to the plethora of mobile apps which have made content creation easier unlike in the past when creators had to learn to use complicated software. We also have the drop in data costs to thank for this development.

More and more consumers are deviating from traditional to new media, and this transition has not gone unnoticed as most brands are actively growing their online presence via numerous social media campaigns.

Social media users consume content at an alarming rate and have the discerning power to disregard poorly created content and overly promotional messages. 2017 saw the release of innovative features on our favourite social media platforms which gave room for the more creative use of social media to create contents that leave a lasting impact.

Leading the team behind one of Nigeria's foremost media brands (KRAKS Media) has made me understand the synergy between social media and 'real life' events. Social media has proven to be the most efficient way to shape business, entertainment, lifestyle, relationship and political conversations in Nigeria.

Mofe has outlined how social media shaped some significant events in 2017 and also highlighted the essential lessons brands can learn from them. He goes a step further by pointing out the possible game changers of social media in 2018.

I recommend this to anyone that acknowledges the boundless potential of new media in Nigeria and also has a strong desire to use it to achieve personal and business goals.

***Femi Bakre***

Hey, it's Mofe. No not RMD. **Mofe Ade.**

As I am writing this I am not yet sure of which analogy that I would use for this book. I also have not written any part of the book yet. It's all still in my head. Yes, I'm just staring at a blank page of Microsoft Word 2010.

Chill, let me grab a chilled drink and think a bit. I'll be with you in a bit....

Okay. I'm back. I've thought of something

## LET'S CALL THIS A **PREFACE** TO THE BOOK

*What this book is not.*

This is not a review or summary of things that happened in social media in 2017. I'm sure others would do that. We are not also talking about all the major things that happened in social media in Nigeria. This is not a book of pie charts, bar charts, percentages and statistics about social media. Lots of people do that already.

*What this book is.*

We are looking at the events on Nigerian social media in 2017 that we can learn vital lessons from. We would then take a look at the possible directions of social media in 2018 and how we can quickly latch onto them. This book would have achieved its aim if you can see, appreciate and utilize the power of social media in our time.

*Who is this book for?*

If you use social media you should read this book, period.

It is my belief that after reading and meditating on the principles from this book, you'll be better equipped with the necessary body armor to foray into the battle for attention and success on social media in 2018.

If you're like most people you have already scanned this book and seen it's pregnant with a lot of pictures and as few words as possible. So be assured that this would not be a boring read and you should be able to read this in a couple of hours.

Well again if you have read this entire fine print and didn't just

jump into the main book, you're not like most people. Thank you for being patient and meticulous enough to read this. It would only be fair to release your gaze from this section of the book and take you to the *koko* of the book.  
To the color laboratory!

**Spoiler Alert:** I actually didn't write two thousand and seventeen different stories, trends, technologies or anything of such sort. That would have been maddening.

**SECTION 1**  
**2017 STORIES AND MORALS**



## **BIG BROTHER NAIJA**

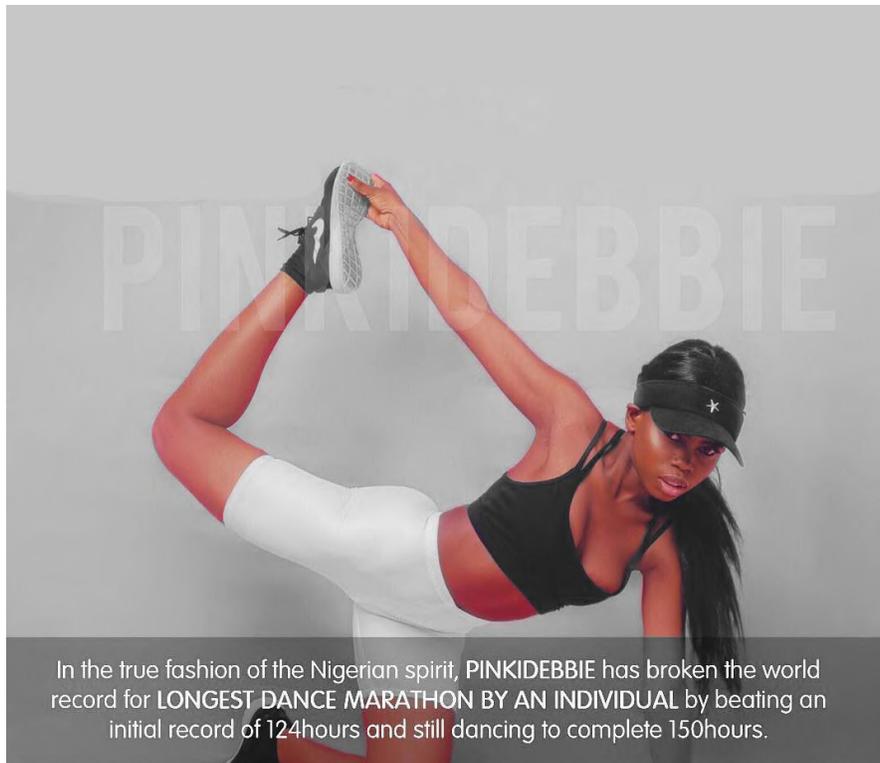
#BBNAIJA2017 was a hit. Why? We could watch it on social media. In fact, it was as if we were in the house with them. The highest contributing factor was the power of the fan base on social media. From celebrity tweets to numerous fights in comment sections to fan pages created for the contestants, it became a case where contestants without such backing couldn't just handle the competition. Tell me the camps of other contestants didn't shake when Wizkid tweeted 'Based on Logistics'.

### **Moral**

Never underestimate the power of brand evangelists. TeamEfe, TeamTBoss, TeamBisola. These were the people that brought the

winners to the top of the game. Identify the few but loyal people to your brand. Treat them well and they would die for your brand.

Celebs hold the megaphone in the noisy market called social media. They are the ultimate influencers. They mentioning your brand can bring unimaginable clout to your brand. It is important to note though that people can sniff a paid endorsement and even though they might engage it with, an organic looking endorsement by the celeb will carry more weight. Forgive me for using the cliché word 'organic' but it's just the truth. We prefer fresh hand juiced orange to packaged, processed, artificial shi.



## **BREAKING WORLD RECORDS**

Remember when DJ Obi set the 240-hour deck marathon in 2016? Yes because it was highly publicized on social media. In 2017, PinkiDebbie broke the record for longest dance marathon by an individual. Social media was the major source of publicity for the event. Micro influencers, celebs, and brands put in the support by posting, attending the session and updating on social media while present there.

The Instagram live feature was used effectively by PinkiDebbie as well. This reminds me of when Kaffy led her dance group to break the record for the longest dance party in 2006. I remember how we stuck to our *TV screens* to see how the event progressed hoping they would break the record. Can you see how times are changing?

## **Moral**

Always find the most effective platforms for promoting your cause. Instagram was the best choice for PinkiDebbie. Find yours. Never underestimate the power of support. When people notice a more than ordinary support of your cause, it is only natural for them to be interested in it.



## **THE EVOLUTION OF COMEDY**

“And now all the way from Warri to crack ya ribs, ladies and gentlemen, presenting...”

Years ago the stage was the norm for Nigerian comedians. From standup comedy events and competitions came forth household comedy names. Fast forward to the invention of the internet and the proliferation of social media platforms.

The biggest stage for comedians is now Instagram and the new set of comedians that are popular owe it to the platform. The 2017 Future Awards Nominations for comedy comprised of online comedians only. The beauty of social media is the relatively low cost of putting comedy in the faces of those that want to laugh. Social media only asks of the comedian, his time and creativity

## **Moral**

To survive in the jungle of competition, brands need to have an instinctive sense of change in platforms used to showcase themselves. Failure to do this would lead to extinction.

Brands need to think of a USP (Unique Selling Point) to their craft. In comedy, Woli Arole has religion. EmmaOhMaGod has music. Lasisi has his filter. Do not get drowned in the sea of the copy and paste people. Stand Out Nigeria.



## **BOBRISKY**

Yes, he got a whole chapter to himself. Putting aside the non-heterosexuality of Idris Okunleye, there is no doubt that he masterfully used social media to promote his \*ahem\* products. Let's be honest, not everyone can get people to pay 10,000 naira to watch their snaps. From making a gateman a celeb overnight to getting a movie role, it is safe to say he has his pulse on social media biz.

Why are we always surprised at the next picture of Bobrisky or another sordid message about his bae? Well just because we don't know what to expect. He has been able to create a constant air of suspense and unexpectedness around his brand.

## **Moral**

No I'm not telling you to be a cross-dresser. Have a clear brand identity. When the name Bobrisky is mentioned something comes to your mind. Establish your brand and what you want to be known for. While unpredictability would not work for all brands, personal brands especially those in the entertainment industry should always do something buzz-worthy. Have an air of unpredictability.



## **BUHARI'S ABSENTEEISM**

Out of Sight is Out of Mind. Heard that before? That was the case of Buhari's absenteeism early 2017. Every week, Twitter was lit with something about Buhari being absent and how this affects his ability to continue to rule and so on. Further silence and incoherent explanations from camp Buhari only lead to more confusion and controversial theories.

While I am not an expert on presidential communications, I believe that a message from Buhari himself would have done a lot of damage control. How hard could a live stream have been? A selfie video? To understand the fact that what we see is very important to us, consider the fact that the video of Buhari landing in Nigeria was one of the most watched videos of 2017 on YouTube. Let that sink in.

## **Moral**

Don't leave people that you have a responsibility to in the dark with regards to information. If they are not engaged customers or fans, they will leave your camp for the other. And what will your brand's absence and/or silence do to those that care about your brand? It leaves room for misinterpretation which is the first blow to the downfall of your credibility and trust.



## **WIZKID VS DAVIDO**

What is 2017 without 'Wizkid VS Davido'? It is only natural for tension to exist between the top brands of any space. The Frog Incident in early July however, created a narrative that would fuel different arguments at different corners of the world for months. As you can imagine this made them and their songs be the talk of the town. Nobody sums up the gist better than MC lively in an Instagram Skit:

*"You people are asking someone, who is better in Wizkid and Davido..."*

*Ashey Ashey Ashey they Are Friends. Ashey aaah!...*

*Ashey Wizkid and Davido they are chatting on WhatsApp  
Wizkid will say ah David David, I will call you Frog voice on  
Twitter Today, what do you feel about it?*

*Davido will say ah LMAO. E go funny gan!"*

## **Moral**

If people are creating a controversy where it does not exist and it's doing nothing negative to your brand, let it flow. And if you're planning a controversy, do it well. Leave no room for people to suspect foul play. Take note though, that a major factor in the success of this strategy are the brands involved- Wizkid and Davido. A-List brands. A brand that has not cemented itself should not tread in murky waters. You should also know that partnering with competition makes your name enter the mouth of the competition's fan base.



## **SHOWS**

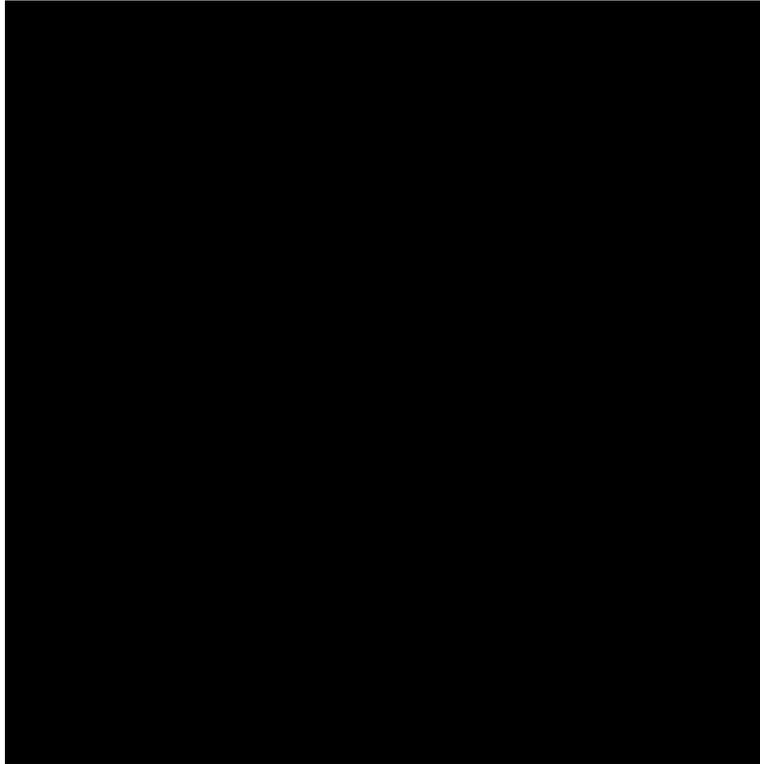
ON September 29, Wizkid made history at Royal Albert Hall. This was a show that made people refer him to be the greatest Nigerian artiste ever placing him on the same pedestal that Fela is on. Many of us had no hopes of attending the London show till StarBoyTV on YouTube gave us the whole show on YouTube free of charge! I don't know about you but I remember the sense of joy streaming through me as I watched Wizkid in all his glory. What makes this special is it not being a common practice of Nigerian shows. And how many people watched the live stream of #WizOnTheBeach?

We can also appreciate the power of social media reviews from #TheFalzExperience and the #30BillionConcert

## **Moral**

Have a plan to make any type of physical event available on social media. Even though you might not announce an arrangement like this for a paid show, its availability after the show or during it will allow those couldn't make it enjoy the event which can only add rep to your brand. Remember that there is a limit to how many people can be in a physical space at a time. But social media? Nah fam

-



## **THE DARK WEEK**

The death of DJ Olu, Tagbo and Chime of the DMW clan in succession made everyone sad. As expected, the deaths brought forth numerous theories that put Davido in a bad light. The crusade of Caroline blaming Davido for Tagbo's death didn't help matters. Note that all this happened during Davido's World Tour. To make things worse the statement from that police officer just made the target on Davido's back wider. Davido had to vindicate himself with that footage of Tagbo leaving the club dead drunk to clear his name and correct the numerous plot twists. This was clearly the right course of action, as the matter slowly died down.

## **Moral**

Never give room for anything that would tarnish your image.  
Destroy it heads on. Give no room for damaging press.



## **SOCIAL MEDIA AND UPCOMING ARTISTS**

Artistes Artistes Artistes. Every year social media has been responsible for introducing us to awesome talents. 2017 was no different. Can it be correct to say though, that talent and an IG page will shoot you to fame? Nah, someone once said for every good talent there are 100 terrible ones which proves the point of competition being intense. With this big factor being present, it is unfortunate that upcoming artists are still using overused strategies to promote themselves. I'm sure you must have seen all the 'upcoming artists' promotional trends.

#MercedesLoveBy\_MofeMoney, #MercedesLoveDropsInTwoDays, blah blah.

Mofe Money, no one knows you yet, no one cares that your song drops in two days and no one is going to click on that tag on the trend table. We all saw the way Teniola used Instagram videos to

push herself and got Fargin on everyone's lips. Keyword?  
Creativity

### **Moral**

Shy away from overused strategies to publicize yourself and your merchandise. The platforms are there, the only thing it requires from you is creativity. Note that once a strategy has been deployed by someone and it works, others will try it, which will lead to the audience being saturated and tired by it which in turns doesn't make it work like it's supposed to.



### **30 | TATI | BILLION**

2017 was a mad year for Davido. He was undisputedly the biggest artiste of the year with back to back hit singles, a sold out concert and a world tour in its truest sense. And who can also forget when C Ronaldo followed him on Instagram. Davido was in our faces throughout the year, a fact that can be ascertained with the EMA and MOBO awards win. He was also brilliant in reposting covers and dance videos to the hit singles which encouraged fans to post more. Who knows, they could just land on Davido's page.

#### **Moral**

Get a footballer to follow you on social media. No, I'm just MESSIng with you. But hey if you can, no qualms. A major lesson from Davido's movement this year is that established brands should never rest on their laurels. The consistent pushing of the brand is vital to sustained relevance. Just as silence and inactivity will only make your brand slide into oblivion, consistent activity

will always make you climb higher even when it seems that you have reached the top rung of the ladder.



## **GHA vs NIG**

Continuing from the Jollof Rice Wars of 2016, Nigeria and Ghana were at loggerheads in 2017. The rift spread into almost everything. We all saw the way Nigerians came after Mr. Eazi after he claimed that Ghanaian music influenced Nigerians. Then Shattawale now came and said that he is better than Wizkid. Chisos is Lord. The fight had a divine intervention when Ghana didn't make it to Russia 2018 world cup. From memes to tweets to conversations, it was certain that anything that was pro-Nigerian would be supported by Nigerians once Ghana was put on the other side

### **Moral**

Newsjacking has been a sure way of letting people know about your brand. If any brand is embroiled in a battle that has loyal advocates at both ends of the line, it is definite that the concerned brand would be passionately backed by its fans.

However, newsjacking has to be done well. In a non-promotional manner. If not the people are gha na shatta your brand.



## **MR EAZI**

An open letter to Mr Eazi:

There is no way you wouldn't have made this book. 2017 has been your most controversial year ever. I don't even know if you can beat 2017's buzz in 2018. First of all, why would you side Ghana in the Nigerian vs Ghanaian Wars? Okay, Nigerians forgave you. But alas you did it again which caused Nigerians to vow never to listen to your song. You found yourself at the negative end of memes. They even came after you when you claimed your salary was in the millions per month and you left it for music. Low key though you knew you still got the Midas touch, that's why people still sang along when you climbed the stage during shows, that's why you were the second best-selling/highest streaming Nigerian artist on digital platforms only behind Wizkid. Well even if you might have lost the love from some Nigerians, you have at least captured the heart of a very important one: Temi.

## **Moral**

Is it true that bad publicity is better than no publicity. I personally disagree. Yes, more people might hear of you but how many loyalists would you lose in the process? There is also a line that should not be crossed. Never attack things that people hold dear to their heart.



## **BLUNDRES**

We all make errors. It's human nature. Social media abounds with people that took pictures and didn't see their naked friend, errors in tweets, misspelled headlines or even contextual error. Some made the headlines, in 2017 though. One of the biggest errors ever was the Susu's naked backside appearing in Banky's video. Why I do not agree that this as a result of putting their lives on social media, Banky should have just cross-checked. Then we had the blank papers that were supposedly Peruzzi's contract to DMW. I don't know whether the story of Kcee posting a picture of another guy's money and Oge Okoye claiming dogs that were not hers would count as mistakes but that is the closest to what we can call it.

### **Moral**

Cross Check, Cross Check, and Cross Check Again! From captions to tweets to images to videos, cross check everything. An extra

set of eyes also help. They might note what you've missed. Proper responses also need to be put forth when mistakes are made to prevent a damaging narrative from emerging. And yeah, don't screenshot and post what isn't yours. Don't play yourself. The internet is a small place.



## **WEDDINGS, YAY!**

We all love weddings! There is something just so blissful about it. Social media has always been a major factor in weddings since its invention. From the proposal to the pre-wedding shoot to the hashtag to the *aso ebi*. The most talked about wedding of the year was undisputedly BAAD. From the perfect hashtag to the stunning pictures, we all loved it. Every interested person could attend the different wedding ceremonies just from their device. And who can forget Ebuka's agbada?

### **Moral**

Planning is vital in every endeavor. #BAAD2017 was one of the most brilliantly planned string of events ever. We also noticed how The SA Experience campaign was brilliantly tied into the final

wedding ceremony. Brands can learn to integrate themselves as naturally as possible into causes that align with theirs. The Wellingtons also made an important point: people love it when they are part of something major. Give the social media clan access to your activities.



## **THE CONTINUOUS RISE OF THE MICRO INFLUENCER**

Social media influencers have come to stay. While many prophesied that their relevance would reduce due to the introduction of sponsored posts on Instagram especially, the reverse is the case. Not only has the amount of social media influencers has greatly increased, influencers have learnt to adapt to the changing tides by creating engaging content with their followers. Even though Facebook pages have seen their organic growth rate decline drastically in 2017, the perfect combination of stellar content and the right boost can still keep the relevance of your Facebook page.

### **Moral**

Brands need to understand that while promoted, boosted or

sponsored posts gets you in the face of people you could not have reached normally; it is still an ad especially if not done properly. And people still cringe at the mention of that word- ad. Brands should use influencers not to just post ads, banners and promo videos but collaborate with them to use creative ways to position the brands over a sustained period of time. No one knows an influencer's followers more than themselves, Just give them the brief and the guidelines and the content they would produce would not only perform better on their pages but also give you a higher return on investment.



## **WON BA E WI NI BI, WO!**

This was Olamide's biggest feat this year. Not only did the song end up being the most Googled Nigerian song of 2017, it created a movement everywhere. It popularized the Shaku Shaku, gave rise to new songs by other artists and had people you would never imagine vibing to a street jam doing so. Olamide and his team were also successful in the Instagram competition that gave millions of naira out and encouraged people to submit videos of themselves dancing to the song from all angles of the world.

### **Moral**

Instagram competitions are usually used as means of popularizing a song. For its success though, it should always have a good enough incentive. The case of Wo also points to the fact that you

need more than one strategy for success. It takes a masterful control of different forces to achieve the brand targets. Social media and off social media.



## **THE KING OF MEMES**

2017 was an awesome year for Odunlade Adekola. What started out as a few popping up of his face in online memes gravitated to him being the unanimous biggest Nigerian face in Nigerian memes. With crazy facial expressions, the meme community fell in love with the actor which makes him undisputedly the most popular Yoruba actor. I can only imagine how the rep must have shot up his rates.

### **Moral**

I don't know if the use of Odunlade's face as memes was planned. If it was, kudos to the brainchild. Brands especially personal brands should always try new stuff as fame can come out of anywhere, even memes. Ask the cute photo bombed

Hausa boy. Brands should also ride on the wave of fame if it comes their way. It might not be easy to repeat it once the opportunity is lost.



## **POLITICAL HEADLINERS**

Aje ku iya ni o je....

Until Rochas came by, Dino was the most controversial politician Nigeria ever saw. Dino Melaye used social media not only to flaunt his exotic cars and premier lifestyle, he used to also remain in the news always doing something headline worthy. You cannot help but notice the similarity between him and Rochas Okorocho. Not only did he erect a statue of Zuma in Imo state, he also made his sister Commissioner of Happiness. Yes, you read that right. But still, I am sure if any social media user was asked to name 5 politicians at random, Dino and Rochas's name would be there. To be honest how many politicians could pull a feat of being a cameo in a music video of a song named after you?

## **Moral**

While it is evident that not many Nigerians like them, Dino and Rochas have been successful in putting their names on the lips of everyone. If it was a game of political relevance, we might just score them a 110%.

In an industry where traditional and boring content is the norm, brands should dare to stand out.



## **DAMMY KRANE**

Dammy Krane is not a newbie to social media drama. Remember the Wizkid incident? But still, most of us were shocked when the above picture circulated social media accompanying the news our own Dammy Krane being involved in a credit card fraud case. From the little info that was put out, trust the social media tribunal to judge him guilty. Well as he got cleared of the charges, some celebs stood by him and he rode on the publicity to drop a single titled, you guessed right: Credit Card.

Well, it seemed the matter had been forgotten until he made the mistake of siding Shatta Wale against Wizkid. Oh dear. Nigerians came for him. And then we had the 'real age' drama. Should I stop already?

### **Moral**

Avoid being in a string of bad press. It would make people come to associate your brand with negative things. Try to repair your image if it's already tainted to gain a loving audience again.



## **THE HALLELUJAH CHALLENGE**

If anyone ever tells you that social media is nothing compared to 'traditional' media, this is the perfect case study to hush them. Religion is a powerful flame especially in Nigeria and Nathaniel Basse got to fuel to it with Live Streaming. Using Facebook and Instagram, the gospel artist was able to bring midnight prayer and praise- a common activity in most Christian denominations- to tens of thousands of people. It was a brilliant and well-executed idea.

### **Moral**

Many did not know Nathaniel Basse before June 2017. This campaign however made many people become aware of his brand and the #HallelujahChallenge will go down in history as one of his

biggest feats. We can learn from this by embracing causes that are bigger than us. Brands that have a social cause make it easy for those that have same cause to easily identify with the brand.



## **TU FACE THE PROTEST OR NOT?**

At the beginning of 2017, Tuface started the movement for a protest against the harsh economic situation of the country. The masses loved the idea and chose to support the protest. The protest already had a fixed date and some big names had already pledged to be present until Tuface backed out from the protest a few hours before the scheduled time due to 'security reasons'. As you might guess, Nigerians were pained that all did not go down as planned.

Fast forward to December 2017 when Tuface jokingly or not jokingly asked for a protest to be started against the fuel scarcity in the country. It seemed Nigerians had been keeping their annoyance in a cooler. They came for him and clamped him down.

## **Moral**

The moral of the lesson is that Nigerians don't forget easily. While it is easy to start a movement and stir up Nigerians, keep in mind that the same people that pledge their support can show another side if they have been disappointed or their expectations have not been met.



## **#ENDSARS**

What started as a light protest against the inhumane treatment of Nigerian civilians by special operatives known as SARS cumulated into a nationwide movement for and against the anti-robbery squad. In just a matter of weeks, social media was flooded with videos of young Nigerian men being beaten up by the officers. While a considerable amount of people intercepted by SARS officers might be true criminals, a considerable amount of others are innocent Nigerians including online workers, musicians or anyone who appear 'too nice' for their age. The message was amplified by celebrities and social media heavy powers who posted their bitter encounters with SARs operatives

### **Moral**

Everybody should have realized by now that nothing can be hidden in this age of social media. A video or a picture or an

ordinary screenshot can serve as evidence that can mar businesses, agencies and people's lives. The easiest way out of all this is just to be a good person in all manners of life. Where this is not possible just be extra cautious. It takes only a hashtag to end years of operation or existence.



## **END SLAVERY IN LIBYA**

Towards the end of 2017, we received some grim news. That humans were being auctioned as slaves along the coast of Libya. Most of the people auctioned off as slaves were Africans who had left their homelands with the prospects of searching for a better standard of living. However, due to the recent clampdown on illegal entry of immigrants via the Mediterranean, the smugglers had too many people on their hands and to reduce the running cost decided to sell off people as you would sell wares. The social media outcry was strong, instant and united. #SayNoToSlavery! From governments, NGOs, celebs, brands and people, the solidarity against slavery was unanimous.

## **Moral**

The universal campaign against slave trade in Libya was a reminder that we are humans and would support humane causes. This reinforces our theory that you should always try to appeal to people's cause in a non-promotional manner.

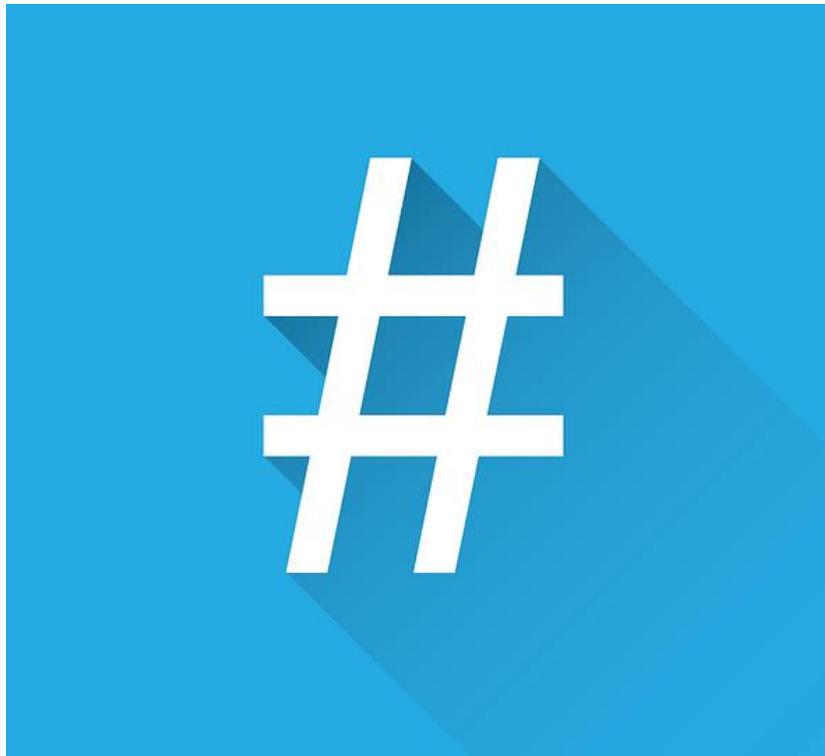


## **DADDY FREEZE**

As I am writing this part of the book, a local TV channel just put Daddy Freeze as the most controversial person of 2017. He sure deserves that post. This year the #FreeTheSheeple movement raised a lot of noses as Freeze attacked men of God. Daddy Freeze constantly accused them of putting their selfish desire above their original purpose of liberating people. Sure enough, the men of God responded to him denouncing his movement which only escalated the matter. Do you know Freeze even had his Instagram account deactivated at a time? He also claims that some of his friends have left him labeling him a heretic. Yet the #FreeTheSheeple movement has found positive reception in the hearts of many.

## **Moral**

Are you ready to start a movement that will shake the four corners of social media? Something so controversial yet so interesting? If you have started a movement that has struck a chord with people, find ingenious ways to push the idea without being boring and looking like an attention freak. Who knows you might just start a Free Nation?



## **FOR THE CULTURE**

If social media is a building, conversations are the building blocks. Every month, there are trending topics ranging from those about education (#9jaTeachers, #Examsin9ja), family (#TalkLikeAfricanParent, #GrowingUpinNigeria), relationships (#IsThatOneBae, #Hardguy) and even the state of power (#NepaBill, #NepaWahala). And who can forget #KeepTheChangeBae, one of the most striking Twitter dramas this year?

### **Moral**

Brands should be on the lookout for conversations and tailor their content to suit trends that align in a way with their brand. The perfect example of a brand hacking the culture was the

#KeepTheChangeBae saga. Brands like Wema Bank took superb advantage of the episode gaining massive 'street cred' for that. Brands can also decide to start a conversation themselves using social media influencers. A good example of this was the #YepaChallenge sponsored by Custodian and Allied PLC in July 2017.



## **#NotTooYoungToRun**

In 2017, the #NotTooYoungToRun campaign started with the main goal of reducing the age limit of running for political offices in Nigeria. The campaign was well organized on social media and was supported by offline movement. The campaign was quite successful as it became global, the hashtag being used in other places than Nigeria.

### **Moral**

Social media is a platform that can be used to effect any cause, politics being one of them. We remember the important role that social media played in the 2015 presidential elections in Nigeria. Political camps should tune their social media campaigns with clear values. Social media users have already developed the ability to fish out social media influencers that have been paid to blindly support a political camp. Political social media strategies need to evolve as well.



## **EFCC: BEHIND THE MASK**

If there was an award to recognize the best governmental agency that used social media in 2017, it should go to @officialefcc. In its golden years under the handler F.Shaw, the Twitter account became the king of clap-backs, witty subs and humorous but serious banter. Not only did the EFCC account have an increase in followers but we all looked out to the next thing that they had to tweet, the next person that had to be jokingly reminded that all acts of fraud or unexplainable money will land them in the radar of EFCC.

### **Moral**

The point here is clear. Brands that communicate with a human voice will fare better than those that use the normal corporate tone. To help you see how your brand is faring in this regard take

this simple test. Try to picture your brand as a person. Picture the face, grooming, age and manner of speaking, When you think of Wikipedia which kind of person pops up in your mind? A 50-year-old grey haired lecturer with glasses and a dark grey suit knowing his onions but delivering in a monotonous voice? Try to create this *person image* for your brand. Any updates on social media should be given forth as if the person image was the one talking. This person image would guide you and any person that handles your social media assets.



## **TOKE**

Toke Makinwa is a social media powerhouse. You can't just dispute the fact that she knows how to remain in the news. No matter how negative the press can be, like the accusations of her having a natural pull to big daddies, she has always remained on the winning side of the social media wars. And who can forget the 'I almost slept with that Mr. Mans Not Hot' 'mistake'.

### **Moral**

If your brand is a personal one know that some people might not agree with your values and principles. Don't be deterred by them. Give them more stuff to ruminate on your matter.



## **FBI**

It still amazes me on how some people have the supernatural power of sniffing out bullshit on social media. While some fakes are just so obvious on social media, some cleverly masterminded 'bad' people need extra work by our social media detectives to uncover them. While there are many instances, we'll focus on the matter of Pablo Ayodeji. Pablo first rose to fame after the #KeepTheChangeBae drama. He was the guy at the receiving end of the sub. We never knew well still meet him. Towards the end of the year, it was discovered by Twitter users that he has been using a fake account claiming to be an unemployed lady in need of financial assistance to defraud users. Unfortunately for him, someone was able to remember that the account details of the fake female account were the same as the guy in

#KeepTheChangeBae drama. After trying to deny it, Pablo later confessed to his Twitter crimes.

### **Moral**

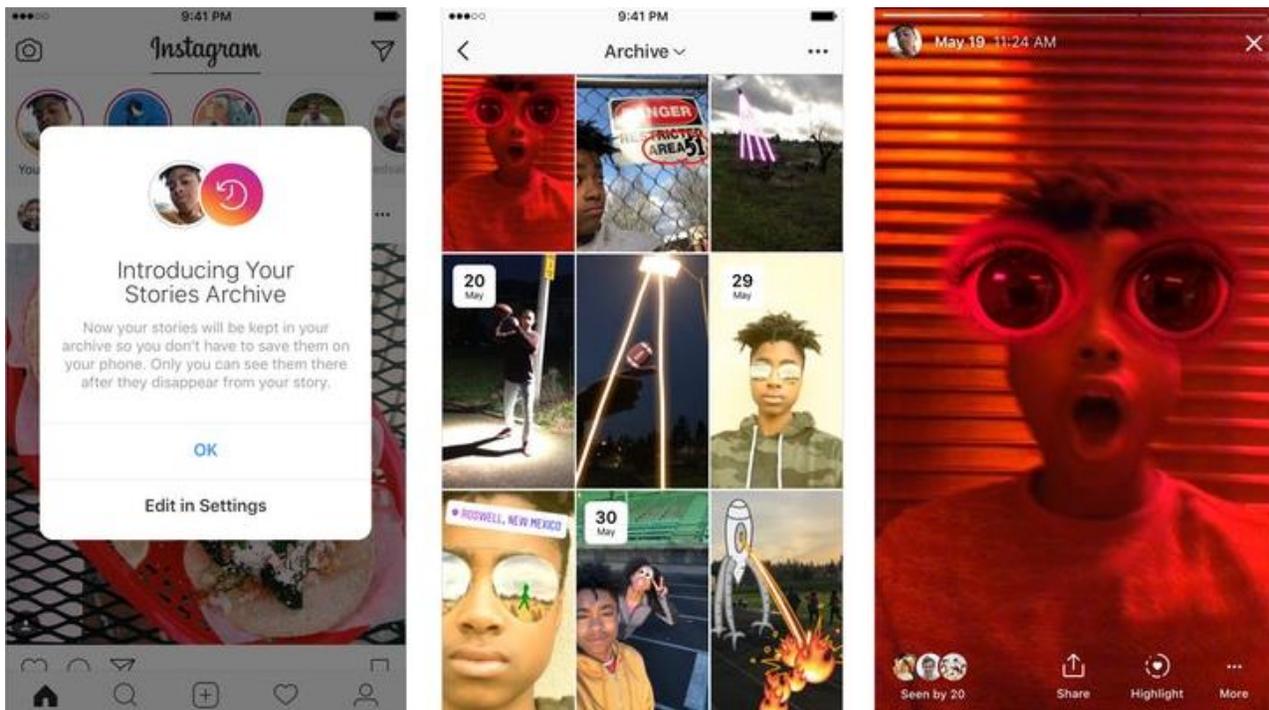
Don't act fraudulently on social media. There are numerous people and brands that have been called out on social media for being fake, fraudulent or something negative about the character of their brand. If your brand fails in some core areas, make it your mission to fix the problem before it escalates to serious wahala. If you have made a mistake or have erred someone, apologize and make efforts in resolving the matter. The social media universe gat no chills and will call you out for being a fraud at the slightest sense of anything fishy.

SECTION 2

**2018 PREDICTIONS**

## INSTAGRAM STORIES

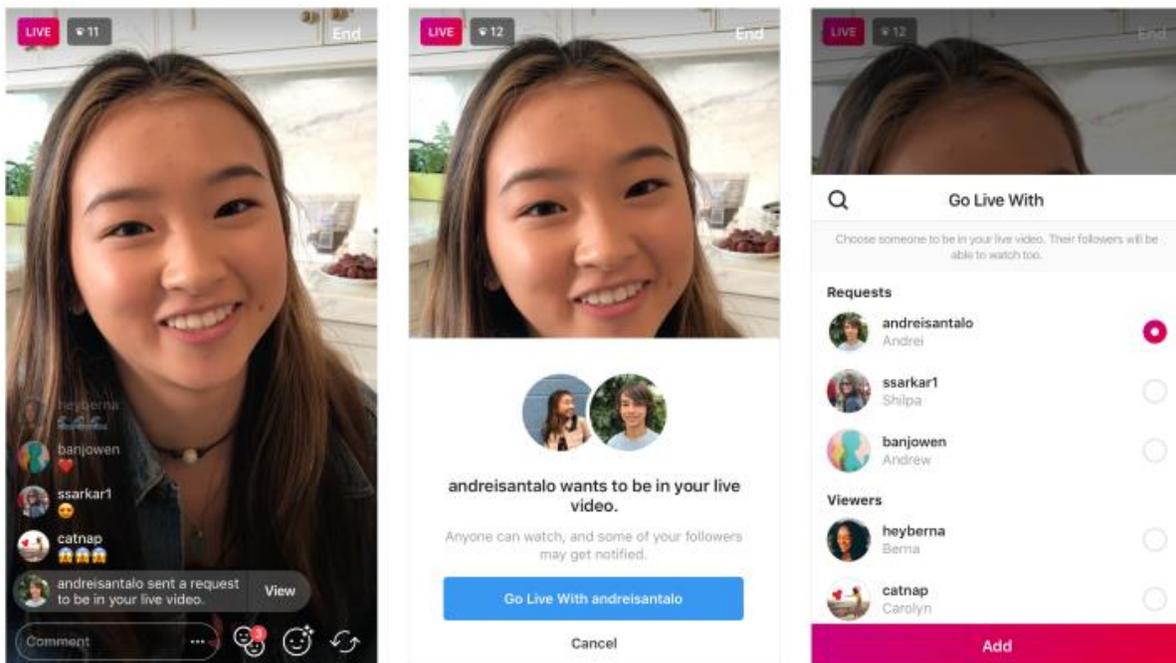
Instagram Stories was a big hit in 2017. Disappearing photos and videos was no longer an advantage Snapchat had over Instagram. The biggest drawback to ephemeral content, however, was that irrespective of the effort used to create it, it disappeared after 24 hours. This problem has been solved with the introduction of Story Highlights.



This feature has given the room for more creativity from brands. It is also possible to group the stories on respective groups as needed by you. You can also be assured that after 24 hours, the stories would still be visible to people visiting your profile. Brands need to take advantage of this feature on Instagram to garner more engagement

## INSTAGRAM LIVE

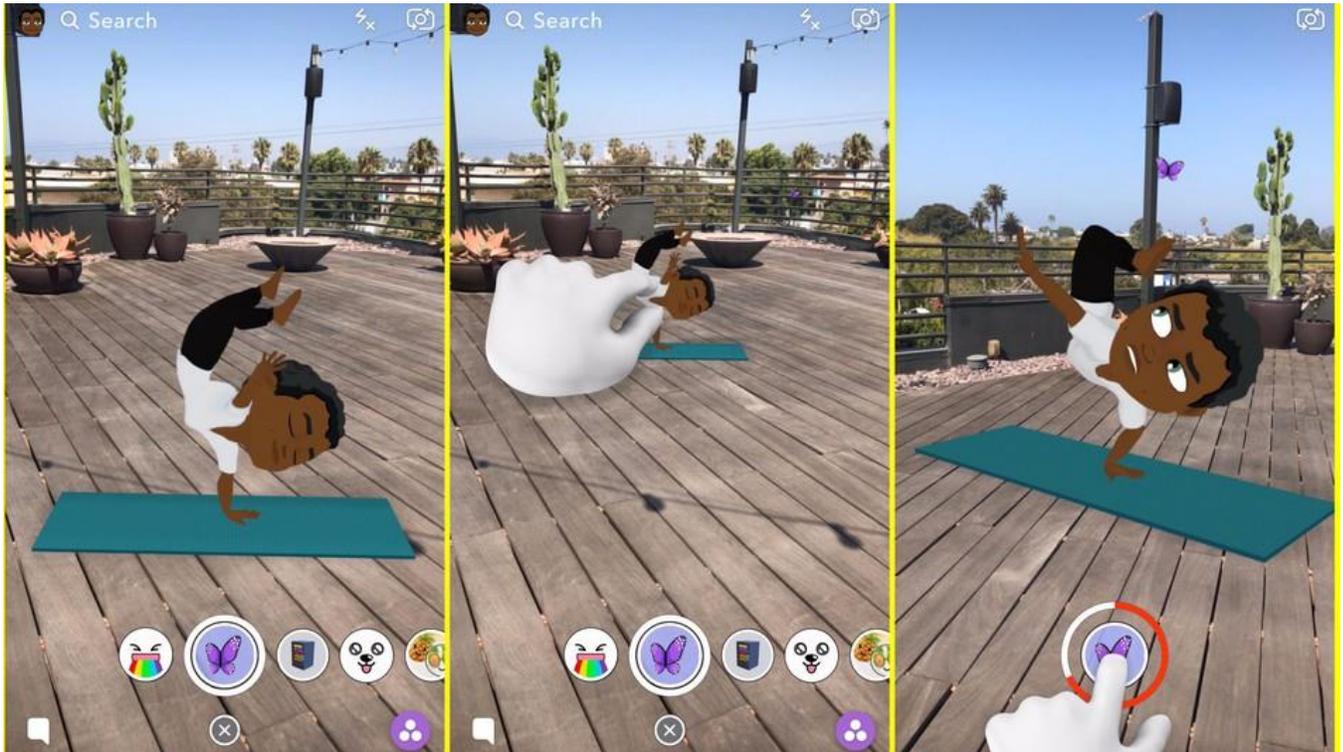
2017 saw a lot of creative uses of Instagram Live by different brands especially since users can still watch your live video 24 hours after it has ended. To make it better, Instagram rolled out the ability for users to request to join your live video and after acceptance, the screen would split to accommodate two users on the live page.



As of the time of this writing, this feature from Instagram has not been used widely in Nigeria. This feature should find its way to the social media plan of 2018. This feature can be used for reporting, interviews, shows, rants, anything!

## AUGMENTED REALITY

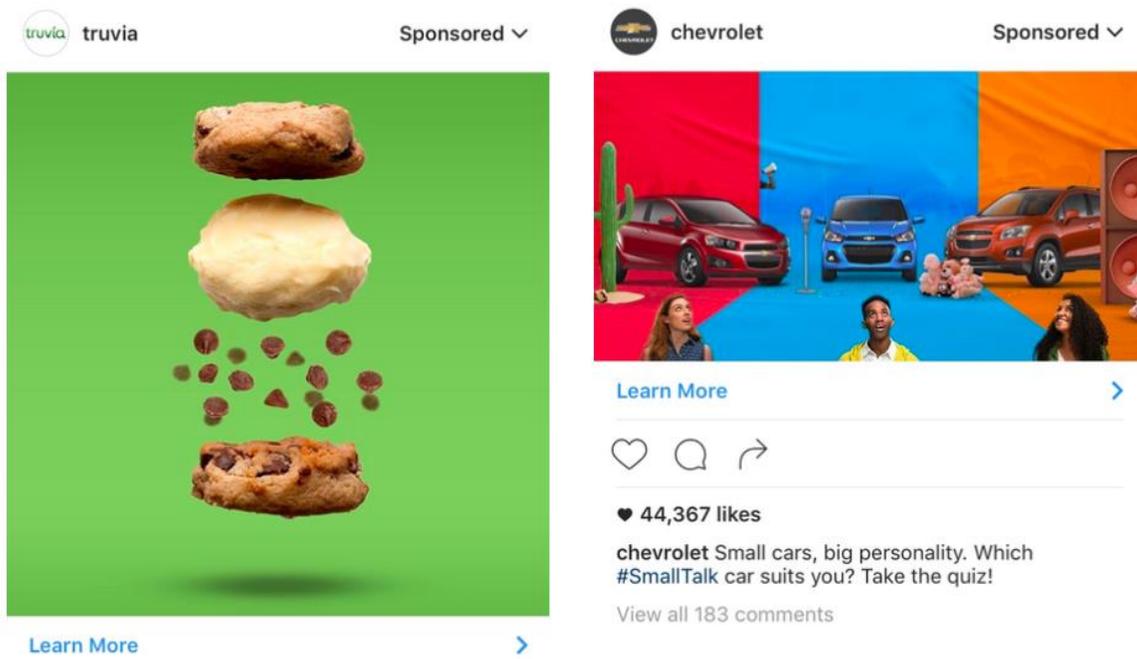
Augmented Reality has been a buzzword for a while now and in 2018, we will definitely see the rise of AR in social media. Right now Snapchat is doing great with the animated 3D Bitmojis.



Apple, Google, and Facebook have already created platforms allowing the creation of AR related stuff. Brands need to be at the edges of the seat to see how AR performs in Nigerian markets and how can they use it to reach those that matter to them.

## PROMOTED CONTENT

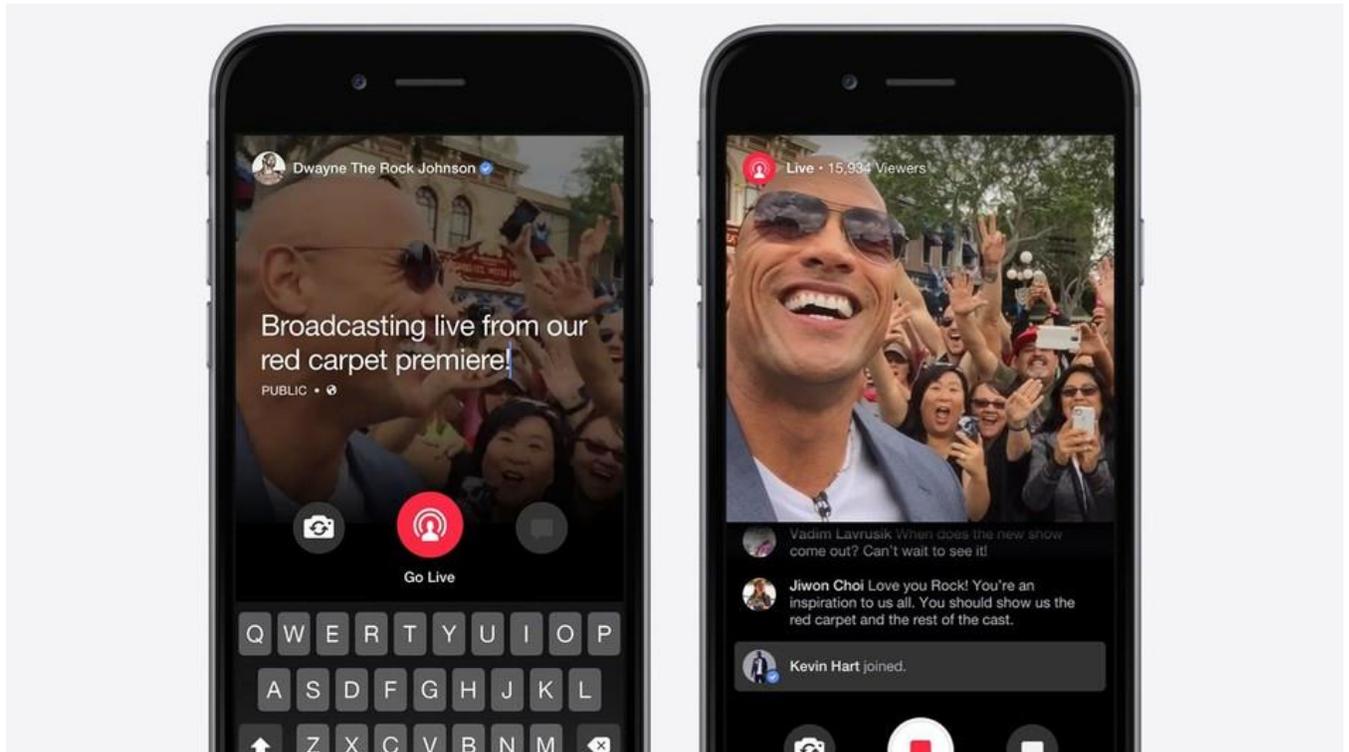
Brands need to understand that promoted posts on Facebook, Instagram, Twitter and even Pre-Roll Ads on YouTube should not be treated as an extension of your TV adverts, billboard or newspaper graphics. People don't like ads, well because they are ads. We want something we can relate to and engage with.



Promoted content gets your message in front of those you can't reach organically once you pay your money to the social media platform. So utilize that advantage, by posting content that your audience would be interested in and would like to engage with. Doing this would give you more value for the ad spend and would make your audience feel closer to your brand and not repelled by it.

## LIVE STREAMING

If there is something that has been made clear in 2017, it's that people love live videos.



There was a fear when live streaming was created that Nigerians would not use live videos due to high data charges. 2017 has shown us however that this has not been the case. We have seen that live videos from the right account and with a right purpose would have people watching them.

Hence, brands should think of creative ways to add live streaming to all of their plans for 2018. This should also serve as a reminder that videos are the most preferred medium of communication. If you've not started already, do more videos. You wouldn't regret it.

## INFLUENCER MARKETING

If there is one that thing that should be stopped in 2018, it should be the case of brands sending content (text, images, and videos) ready-made to influencers.



You don't know their followers like them, a campaign brief would suffice. Give them the creative freedom to come up with would actually perform. This would make you and your influencer happy at the end of the campaign.

## NIGERIAN YOUTUBERS

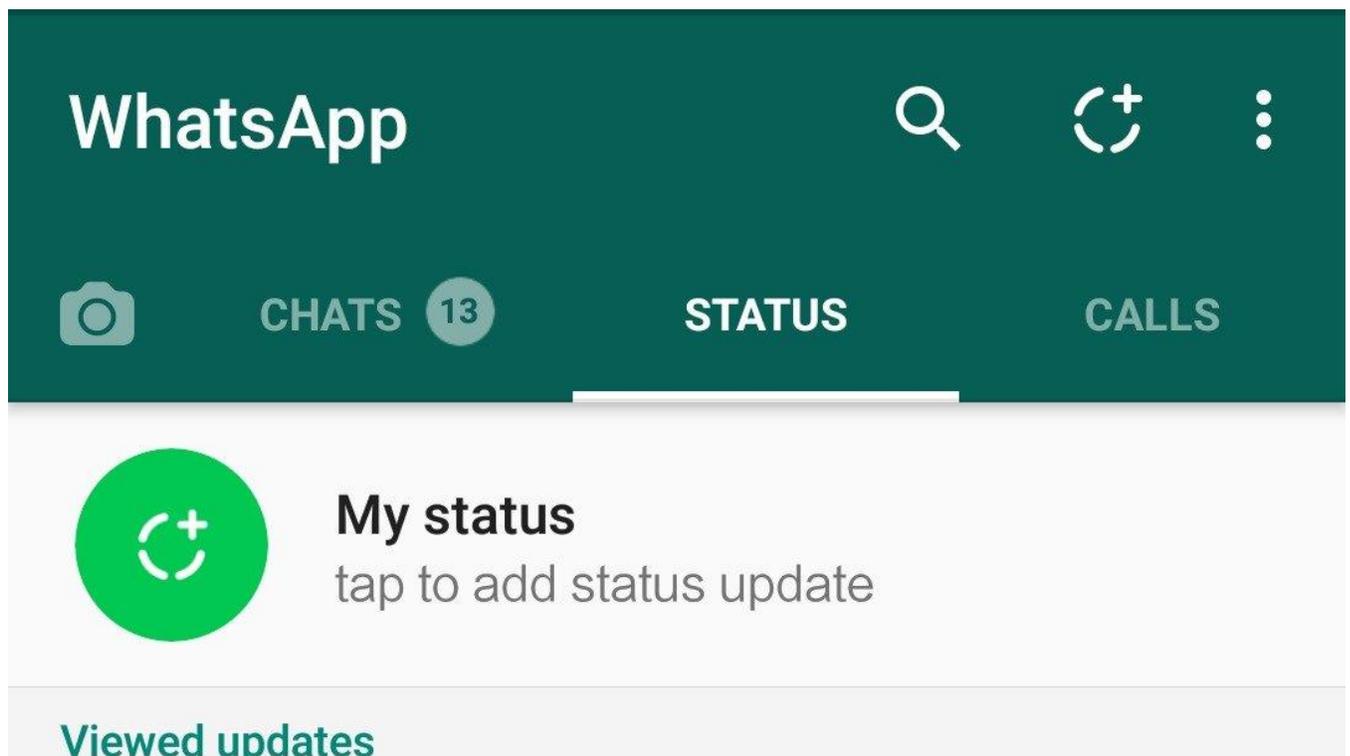
“Hey, hope you’re having a nice day. So I’ve just uploaded my first video on my YouTube channel. Please watch and subscribe, pleaseeee”



You might have gotten a message like this from someone in your contacts. 2017 has seen the constant addition of Nigerians to the Youtubers world. From MUA to indie shows to people that just rant, everyone is getting on YouTube. Reach out to Youtubers and try to see how you can create a mutually beneficial relationship with them to achieve your individual brand goals. You might also consider joining the YouTube network. Note that you might want to take some time to study it before starting.

## MESSAGING PLATFORMS

This year saw the introduction of the stories feature to WhatsApp and it has caught like wildfire. A powerful reason for its effectiveness is because most of the people that view your WhatsApp stories and the ones that you view are your contacts; hence there is a higher open and engagement rate than other social media platforms.



However, it might be impossible to have hundreds of WhatsApp contacts to yourself, hence try to find out ways on which you can leverage on the network of others to increase the echo of your messages.

## **EPILOGUE**

Stay Woke in 2018! Don't get left behind in the game of social media. Peace Out.