Institut
Panos
Afrique de
L'Ouest
2016

A STUDY OF SOCIAL MEDIA IN GHANA

BY BLOGGING GHANA

INTRODUCTION

1.1 National background

The lack of citizen control over governance leads to the marginalization of citizens in decisions and in particular in the area of access to public resources, and therefore an unequal distribution that does not contribute towards poverty reduction. Corruption is one of the most visible symptoms of such bad governance. It is in a bid to take action on the issue of bad governance that the **Panos Institute West Africa** tried to develop, within the framework of its "Governance" programme, a regional project entitled "***Women and the Media: Partners for better governance in West Africa"***. The project is funded by the European Instrument for Democracy and Human Rights (EIDHR).

The project supports the creation or strengthening of several networks (investigative journalists, parliamentary journalists, united within the framework of the Network of Journalists for Governance and Civil Society Organization networks, especially those run by women), as well as a combination of networks comprising these two types of stakeholders, aimed at promoting and sharing information that can strengthen democratic governance. This project took place in 5 countries selected namely Benin, Côte d'Ivoire, Ghana, Guinea and Sierra Leone.

The overall objective of this project is to strengthen cross-border synergies as well as synergies between journalists and CSOs (including women's CSOs) to increase the political participation of citizens, their control over public policy and the accountability of elected officials in West Africa (Benin, Côte d'Ivoire, Ghana, Guinea and Sierra Leone).

1.2 Selection criteria for the survey

In total, twenty-five CSOs were proposed by BloggingGhana and approved by the **Panos Institute West Africa.** The sample size was selected such that the requirements below were met;

- At least 10 Civil Society Organizations active in the field of women's rights and governance

- The local partner, Ghana Community Radio Network (GCRN) was automatically selected by the regional consultant to be a part of the sampling.

- CSOs were selected based on the volume of activities to justify the actions of communication and advocacy and be involved in the field of human rights and governance.

- At least a third of the CSOs must be based outside the capital

Fifty percent of the CSOs surveyed were from outside Ghana's capital of Accra. They were selected from Salaga, Tamale, Ho and Akosombo to ascertain whether trends in the capital were same or different in the provinces. Close to 70% of the sample size was in women development, governance and youth capacity building activities from different regions.

1.3 Civil Society Organizations (CSO) Survey

BloggingGhana took each selected CSOs through a survey prepared by Panos to ascertain the following:

- The CSO's state of connectivity.

- The use of Internet by the CSO for its activities.

- The CSOs have a communication strategy or lack of it

- The role of ICTs in the CSOs communication strategy

- The CSOs online presence in the form of a web site.

- The CSOs online presence in the form of social media accounts.

- The use of Social media by the organization and members of the organization.

Besides the survey above, the local consultant, BloggingGhana, was expected to analyze the CSO's online presence by evaluating the CSOs website and social media accounts on different platforms.

The analyses of the CSOs online presence involved the below;

- What information? For whom? Any sound? Any photos? Any videos? Updates? Uses? Frequency of updates?

- Analysis of social media: Which local social media?

- Which international social media?

- What production of content? For whom?

- Any sound? Any photos? Any videos?

- Updates? Uses? Frequency of updates?

- Languages? What audience (relevance of targets)? What types of content are used?

- Do they do online monitoring? If yes, in what form?

- What are the linkages that exist or not between the web site and social media?

- Is electronic communication related or not to traditional external communication? (existence of the electronic version of products - "print" for example)

- Study of training needs: what has been done? What is required to better manage social media? Who does that concern?

- What innovative uses? What Success stories?

Twenty four (24) Civil Society Organizations from across the country were selected for this study. 17 out of the 24, Seventy percent (70%) CSOs were focused on the development of Women in one way or the other. Ten out of the twenty four CSOs were located outside the city of Accra representing   41%   of   the   organizations   surveyed.

Name of CSO	Themes of the task:	Location
New Life Development Center	Governance, Human rights, Women, Health, Education	Accra
Savana Signatures	ICTs	Tamale
Institute for Democracy Education	Governance, Human rights, Women, Health, Education	Ho
West Africa AIDS Fouundation	Health	Accra
The Ark Foundation, Ghana	Human rights, Women, Education	Accra
Human Rights Advocacy Centre	Governance, Human rights, Women, Health, Education, Culture	
Women in Law and Development in Africa, Ghana	Governance, Human rights, Women, Health	Accra
Leading Ladies' Network	Women	Accra
Gird Center	Women, Education, Culture	Accra
Network for Women's Rights in Ghana(NETRIGHT)	Human rights, Women	Accra
LEGAL RESOURCES CENTRE	Human rights, Women	Accra
Socioserve-Ghana	Governance, Human rights, The Environment, Health, Education	Akosombo
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	Governance	Tamale
Youth Advocacy on Rights and Opportunities	Governance, Human rights, Women, The Environment, Health, Food security, Education, Micro-credit	Tamale
Youth Empowerment For Life	The Environment	Tamale
Afrilead Institute	Education	Tamale
Northern Network For Education Development	Education	Tamale
Voice of Peole with Disability Ghana (VOICE GHANA)	Governance, Human rights, Health, Education	Ho
Ghana Community Radio Network	Governance, Women	Accra
CHOICE GHANA	Governance, The Environment, Health, Education	Salaga
Regional Advisory Information and Network Systems	Governance, Women, Food security, Education, Culture, Micro-credit	Tamale
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	Governance, Human rights, Women, Health, Food security, Education	Tamale
AFRICAN WOMEN DEVELOPMENT FUND	Governance, Human rights, Women, Health, Culture, Micro-credit	Accra
Mbaasem	Culture	Accra

Table 1.1 : Table of CSOs, themes and location

1.4 Internet Penetration in Ghana

Ghana, with a population of more than 26 million people at the last census, has an Internet penetration of about 49% but a much higher mobile penetration. A good number of mobile users have more than one handset, thus it is not surprising that the mobile penetration is at more than 100%. According to the National Communications Authority, only 12.6 million of this number are unique subscribers, a figure which is 4 times more than the unique 3.6 million Internet Users.
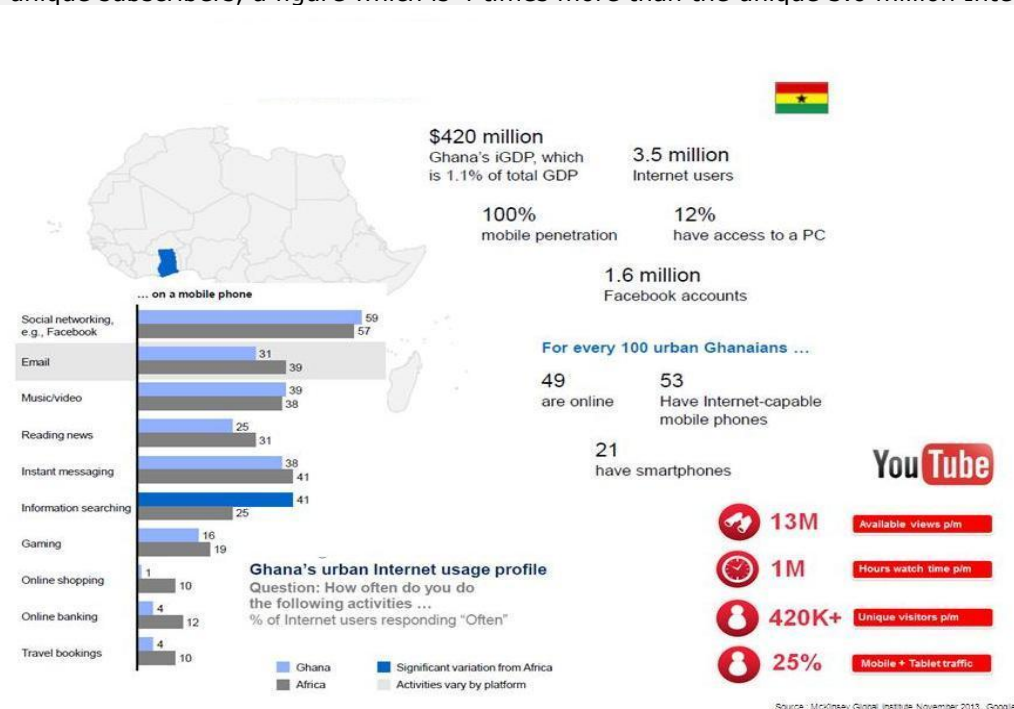

Diagram 1.1 : Diagram of Internet usage in Ghana (Q4 2013)

Facebook, a leading social network website, remains the most popular social media application with 2.4 million individual accounts owned by Ghanaians.

Although there is an association of Internet Service Providers (ISPs) in Ghana, accurate and timely data about Internet in Ghana is still a challenge for these players. Available statistics are usually mined out of work by third parties paid for such exercises. In 2013, Google and Dalberg launched the Dalberg Internet Report which highlighted key Internet trends and happenings in Sub-Saharan Africa including Ghana. The reported hinted that Ghana's improved business environment has pulled up its core infrastructure ranking, while its current usage patterns shows comparatively high engagement in social media, content generation on Wikipedia and video sharing. These afore-mentioned strides, build atop the developing nation's leading position in mobile broadband penetration on the continent (>100%), relieving barriers to higher bandwidth interaction. Despite this strong performance, the report went on to suggest that Ghana now needs to focus its attention on improving the level of attractiveness of Internet services.

Out of every 100 Ghanaians, only 12 access the Internet from a personal computer, however, very recently, the Sub-Saharan nation was reported by Biztech.com the second ranked nation with cybercrime challenges, right behind Nigeria. Cameron, came third on this list. "Ghana cybercriminals are young (21-35 years of age), highly IT skilled, agile and technologically alert, and thought to be operating inside the country but also moving swiftly across the sub-region, leaving a trail of destruction and tears, security sources told Biztechafrica.

Amidst such encouraging trends, it is important to find out how different bodies especially CSOs are taking advantage of the benefits of connectivity to push their causes. With more than **2.4 million Ghanaians on Facebook**, it is imperative to recognize online segment as a constituency which has to be addressed. This report looks into whether Civil Society in Ghana is reaching out to this community through their websites or social media and the factors involved in this process.

For this study, 25 CSO in Ghana were selected and approved by PANOS

CSOS AND COMMUNICATION

2.1 Connectivity in Ghana

There are a good number of Civil Society Organizations in Ghana, although most of them are in the capital, one can be sure to find at least one CSO in every major town in the country. CSO, just like all other organizations in the country face connectivity challenges as well. Reliability, affordability, and access are the three main issues with connectivity.

Although Vodafone Ghana is the biggest Internet Service Provider in Ghana, there are more than 15 other ISPs and 5 Telecommunication companies providing Internet through wireless broadband, dongles and mi-fis. Although three new companies have been awarded 4G licenses in Ghana, none of the three has fully launched in the country.

2.2 State of Connectivity of CSOs

Although Ghana has low Internet penetration, most of the CSOs interviewed had raised funding either internally or from external sources such as donors to ensure their offices and officers are connected. One of the CSOs though had had an annual budget of **$318,226**, the CSO was yet to be connected to the Internet. All other CSO interviewed, within the capital and outside the capital had an Internet connection.

The ICT tools available to these CSO's funded and self-funded included Computers, Tablets, Smart phones devices and telephones.

The New Life Development Center, a CSO which focuses on Women, Governance and health issues which stated Ghs 5,000 ($1,700) as its annual budget was the CSO with the least number of computers, three. All other CSO's which participated in the survey had as four or more computers at their disposal. The CSOs with the largest number of computers were the African women's development Fund (with an annual budget of $ 4million) and Savanna Signatures (with an annual budget of $270,000) both focusing on women development in Accra and Tamale respectively.
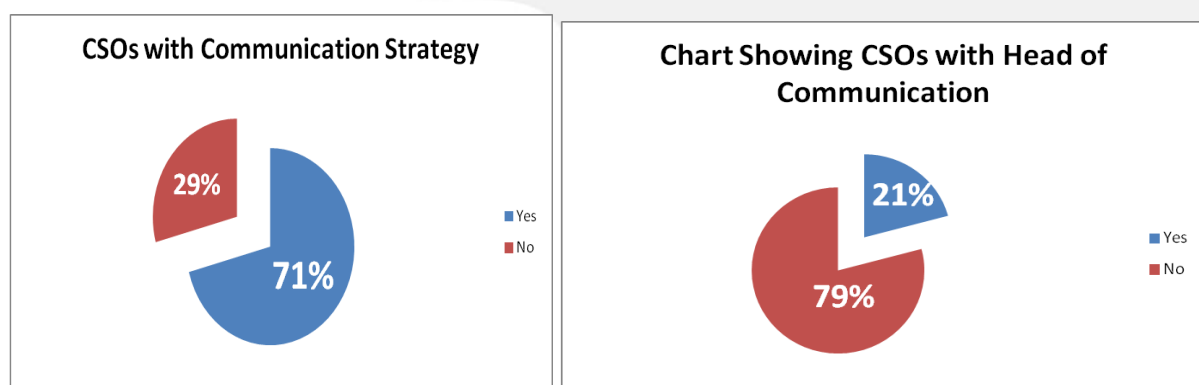

Diagram 2.1 : CSO communication strategy
Graph Showing CSOs with Communication Strategy an Head of Communication

The survey revealed all the CSOs had had access to computers in their offices for workshop, field work and operations. Although 17 out of 24 CSOs had communication strategies, only 5 had

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someone in the organization who was in charge of communications. In the other 19 CSOs the communication agenda was carried out by someone in other position or department as a minor role.

Are ICTs included? What are the communication actions undertaken by CSOs in general and some prominent CSOs in particular?

What are the differences between CSOs in capital cities and those in provinces? What differences are there between CSOs in general and those involved in women's rights?

Interestingly, all the 17 CSOs with communication strategies had ICT incorporated in the strategy even if they didn't have a communication manager. The CSOs surveyed whether in the provinces or capital had their communication strategies centered around

- Educating beneficiaries,
- Sensitizing policy makers,
- Disseminating opinions,
- Recruiting members (newsletter subscribers, web site subscribers, mailing list subscribers) , Participating in international events,
- Uniting and mobilizing a community

CSOS AND INTERNET SITES

3.1 CSO's websites

Name of CSO:	Location	Internet connection?	Internet site?	Web site address	What technology?
New Life Development Center	Ho	YES	NO		Do not know
Savana Signatures	Tamale	YES	YES	savsign.org	Wordpress
Institute for Democracy Education	Ho	YES	YES	Cparliamentaryaffairsgh.org	Do not know
West Africa AIDS Fouundation	Accra	YES	YES	www.waafweb.org	Do not know
The Ark Foundation, Ghana	Accra	YES	YES	www.arkfoundationghana.org	Do not know
Human Rights Advocacy Centre	Accra	YES	YES	www.hracghana.org	Joomla
Women in Law and Development in Africa, Ghana	Accra	NO	YES	www.wildaf.org	HTML
Leading Ladies' Network	Accra	YES	YES	leadingladiesnetwork.org/	Do not know
Gird Center	Accra	YES	YES	www.girdcenter.org	Wordpress
Network for Women's Rights in Ghana(NETRIGHT)	Accra	YES	YES	netrightghana.org	Do not know
LEGAL RESOURCES CENTRE	Accra	YES	YES	info@lrcghana.org	HTML
Socioserve-Ghana	Akosombo	YES	YES	www.socioservegh.org	Do not know
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	Tamale	YES	YES	ghanep.org	its Dormant
Youth Advocacy on Rights and Opportunities	Tamale	YES	YES	www.yaroghana.net	Joomla
Youth Empowerment For Life	Tamale	YES	YES	www.yefl-ghana.org	HTML
Afrilead Institute	Tamale	YES	YES	www.afrileadinstitute,org	Do not know
Northern Network For Education Development	Tamale	YES	YES	nnedghana.org	Do not know
Voice of Peole with Disability Ghana (VOICE GHANA)	Ho	YES	YES	www.voiceghana.org	Do not know
Ghana Community Radio Network	Accra	YES	YES	www.ghanacommunityradio.org	Do not know
CHOICE GHANA	Salaga	YES	YES	www.choiceghana.org	Wordpress
Regional Advisory Information and Network Systems	Tamale	YES	YES	www.rainsgha.org	HTML
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	Tamale	YES	YES	www.noyedgh.org	Wordpress
AFRICAN WOMEN DEVELOPMENT FUND	Accra	YES	YES	www.awdf.org	Do not know
Mbaasem	Accra	YES	YES	www.mbaasem.net	Wordpress

Table 3.1 : Comparison of CSO's connectivity across the regions

All but one of the CSOs surveyed have a website. The New Life Development Center, the CSO without a website, stated lack of funds for their online absence. The center runs on a Ghs 5,000 ($1,700) annual budget and relies on only one full-time member to operate in Ho. The Center relies on its wide network on volunteers in the region to pursue its outreach programs in Ho and its surroundings.

All other CSOs surveyed, whether in the city or in the province, whether their focus is on women or not, had at least a website. Although the Women in Law and Democracy in Africa stated they did not have access to Internet as at the time of the survey, the organization had invested in a website built on a simple HTML technology.

Wordpress and Joomla was to be the most popular Content Management System used by the CSOs to be present online. Joomla and Wordpress give the CSOs the opportunity to create, manage and update their own content without necessarily relying on the creators of the website. With these technology only a login and Internet connection are required to access the websites backend. About 50% (twelve out of twenty four) of the CSO surveyed did not know the technology used to build their organization's website.

3.2 Content on website

Name of CSO:	What type of information does it feature?	Any sound?	Any videos?	Any photos?
New Life Development Center				
Savana Signatures	News from the organisation, Photos, Videos	NO	YES	YES
Institute for Democracy Education	Agenda of the organisation, News from the organisation, News from other organisations, Resources, Photos	NO	NO	YES
West Africa AIDS Fouundation	Agenda of the organisation, News from the organisation, Resources, Photos, Videos, Recruitment	NO	YES	YES
The Ark Foundation, Ghana	Agenda of the organisation, events, reports, activities	NO	NO	YES
Human Rights Advocacy Centre	Information monitoring, News from the organisation, News from other organisations, Resources, Photos, Videos, Recruitment	NO	YES	YES
Women in Law and Development in Africa, Ghana	Agenda of the organisation, Information monitoring, News from the organisation, News from other organisations, Resources, Photos, Videos	NO	NO	NO
Leading Ladies' Network	Agenda of the organisation	NO	NO	YES
Gird Center	Agenda of the organisation, News from the organisation, Resources, Photos, Recruitment	NO	NO	YES
Network for Women's Rights in Ghana(NETRIGHT)	Agenda of the organisation, News from the organisation, News from other organisations, Photos	NO	NO	YES
LEGAL RESOURCES CENTRE	Agenda of the organisation, Information monitoring, News from the organisation, Photos	NO	NO	YES
Socioserve-Ghana	Agenda of the organisation, News from the organisation, Resources, Photos	NO	NO	YES
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	Agenda of the organisation	NO	NO	NO
Youth Advocacy on Rights and Opportunities	Agenda of the organisation, News from the organisation, Resources, Photos, Recruitment	YES	NO	YES
Youth Empowerment For Life	Agenda of the organisation, News from the organisation, Photos	NO	NO	YES
Afrilead Institute	Agenda of the organisation	NO	YES	YES
Northern Network For Education Development	Agenda of the organisation	NO	NO	YES
Voice of Peole with Disability Ghana (VOICE GHANA)	Agenda of the organisation, News from the organisation, Resources, Photos, Videos	YES	YES	YES
Ghana Community Radio Network	Agenda of the organisation, News from the organisation, Photos	YES		YES
CHOICE GHANA	Agenda of the organisation, News from the organisation, Photos, Programme areas	NO	NO	YES
Regional Advisory Information and Network Systems	Agenda of the organisation, News from the organisation, Resources, Photos, Videos		YES	YES
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	Agenda of the organisation, News from the organisation, Resources, Photos, Videos, Recruitment	NO	NO	YES
AFRICAN WOMEN DEVELOPMENT FUND	Agenda of the organisation, Information monitoring, News from the organisation, News from other organisations, Resources, Photos, Videos, Recruitment	YES	YES	YES
Mbaasem	Agenda of the organisation, News from the organisation, News from other organisations, Photos	NO	NO	YES

Table 3.2 : Table of CSO websites with multimedia

The CSOs interviewed in this survey, primarily used their website as a means of providing information on the agenda of the organization, news, events and opportunities such as recruitment and useful resources which can be used by the general public or their target population. From the table above, it is clear the CSOs avoided multimedia inclusions which will make the websites heavy and delay the loading times of the website. Thus most of the CSOs refrained from the use of videos and sound. However, more 21 of the 23 CSOs with websites had incorporated pictures to make their websites more interesting and appealing to its audience.

The West Africa Africa Network for Peacebuilding (WANEP) and the Women in Law and Development in Africa were the only two CSOs which mentioned they did not incorporate photos in their websites.

For WANEP, website below, besides the logo of the organization, no other images were found on all eight pages of the website, ghanep.org .

Image 3.1 : WANEP website, the fastest loading website during the test

The website for the Women in Law and Development in Africa, the second website without images, had been taken down for maintenance at the time of completion of this report.

To better analyze the levels of interaction on various CSO websites the evaluation team created a grid and assigned numerical scores to the important metric of web presence. A CSO scored a one for averagely or satisfactorily meeting a particular metric, and a 0 if that metric was not met. Below are the ten metrics used for the evaluation.

3.3 Scoring Parameters for CSOs and their Web Presence

Points	Criteria / Component
1	Existence of a website
1	Updated : Up to date contact information, information on heads of institution, information about the services activities, news.
1	Navigation : Easy navigation on website to sub-pages and downloads that provide information & menu and sub menu
1	No Dead Links : All tabs, hyperlinked documents and downloads must work. Linking within and outside the website
1	Links to social media : Presence of social media widget or plugins
1	Mobile Enabled : Must display mobile version on mobile devices including tablets
1	Aesthetically appealing : Colors, fonts, images should be nice
1	Fast loading time : Speed of website. Fast websites usually load within 2 seconds
1	Images : Images, photos, gallery on website
1	Other Media : Presence of other multimedia eg. Sound, Video
0	No Website or under construction

Table 3.3 : Table of metrics used for the website test

3.4 Results of Website Evaluation

All 24 CSOs were checked against the metrics listed above. Pingdom.com was used to assess the website loading speed. Websites which loaded within 3 seconds were marked as fast loading websites whiles those which took more than 3 seconds to load were marked as slow loading websites

Table 3.4 : Table of CSOs and their website scores

Name of CSO:	Existence of website	Up to date	Easy Navigation	No Dead Links	Links to Social Media	Mobile Enabled	Fast Loading time	Aesthetically appealing	Images	Other Media	Total	Speed
New Life Development Center	0	0	0	0	0	0	0	0	0	0	**0**	0
Savana Signatures	1	1	1	1	1	0	1	1	1	1	**9**	2.36
Institute for Democracy Education	1	0	1	0	0	0	1	1	0	0	**4**	1.54
West Africa AIDS Fouundation	1	0	0	1	1	0		0	1	1	**5**	3.11
The Ark Foundation, Ghana	1	0	1	1	1	0	1	1	1	0	**7**	1.74
Human Rights Advocacy Centre	1	1	1	1	1	1	0	1	1	1	**9**	6.13
Women in Law and Development in Africa, Ghana	0	0	0	0	0	0	0	0	0	0	**0**	0
Leading Ladies' Network	1	1	1	1	1	0	1	1	1	0	**8**	1.92
Gird Center	1	1	1	1	1	0	1	1	1	0	**8**	2.73
Network for Women's Rights in Ghana(NETRIGHT)	1	0	1	0	0	0	1	0	1	0	**4**	2.02
LEGAL RESOURCES CENTRE	1	0	0	1	0	0	1	0	1	0	**4**	1.45
Socioserve-Ghana	1	1	0	1	1	0	1	0	1	0	**6**	2.53
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	1	0	1	1	1	0	1	0	0	0	**5**	1.19
Youth Advocacy on Rights and Opportunities	1	0	1	0	0	0	1	0	0	0	**3**	2.13
Youth Empowerment For Life	1	0	1	1	1	0	1	1	1	0	**7**	2.32
Afrilead Institute	1	1	1	1	1	1	0	1	1	1	**9**	7.84
Northern Network For Education Development	1	1	1	1	1	0	1	1	1	0	**8**	2.8
Voice of Peole with Disability Ghana (VOICE GHANA)	0	0	0	0	0	0	0	0	0	0	**0**	0
Ghana Community Radio Network	1	0	1	0	0	0	1	1	1	0	**5**	2.05
CHOICE GHANA	1	1	1	1	0	0	1	1	1	0	**7**	1.55
Regional Advisory Information and Network Systems	1	1	1	1	1	0	1	1	1	1	**9**	2.35
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	1	0	1	0	1	0	1	1	1	0	**6**	2.44
AFRICAN WOMEN DEVELOPMENT FUND	1	1	0	0	1	0	0	1	1	0	**5**	4.99
Mbaasem	1	1	1	1	0	1	1	1	1	0	**8**	1.77

3.5 Key Findings

1. CSOs without website or had websites under construction.

New Life Development center as indicated whiles filling the questionnaire, had no website. Women in law and development in Africa although had indicated it had a website, the website was under construction at the time of the website evaluation. Voice Ghana (Voice of People with Disability) had its website pointing to a NOT FOUND page.

2. Most Websites were not mobile enabled.

Although most of the websites evaluated had good content which threw light on their activities, only 3 of the 24 CSOs had mobile-enabled websites. In a geography where most of the visitors to a website use mobile and not personal computers to interact with websites, the need to optimize ones web presence for mobile the mobile audience is essential.

The CSOs with mobile enabled websites were

- AfriLead

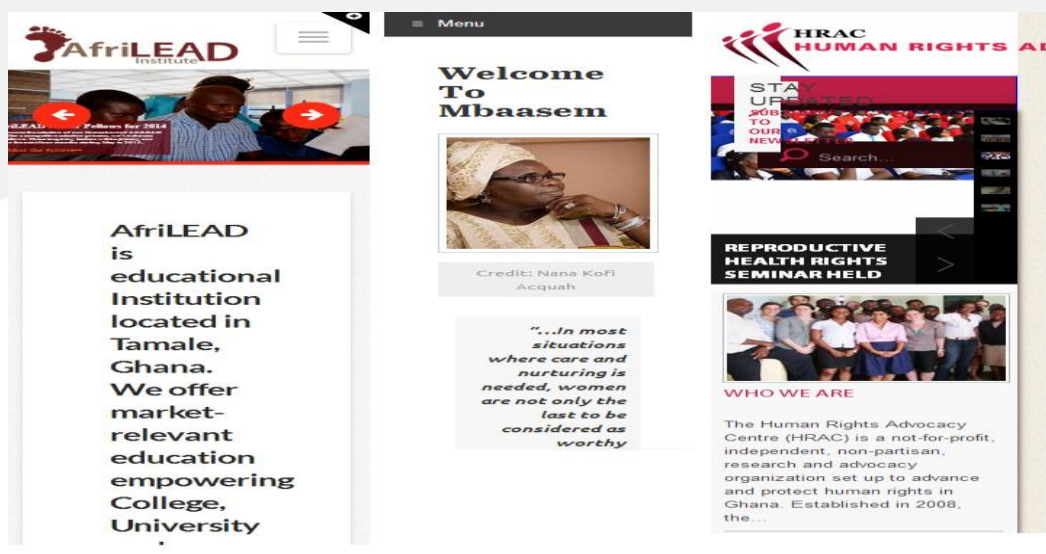- Mmasem

- Human Rights Advocacy Center

Image 3.2 : Mobile optimized websites show on a mobile device

3.6 Use of Multimedia Tools such as sound and Video and loading speed

Name of CSO:	Images	Other Media	Speed
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	0	0	1.19
LEGAL RESOURCES CENTRE	1	0	1.45
Institute for Democracy Education	0	0	1.54
CHOICE GHANA	1	0	1.55
The Ark Foundation, Ghana	1	0	1.74
Mbaasem	1	0	1.77
Leading Ladies' Network	1	0	1.92
Network for Women's Rights in Ghana(NETRIGHT)	1	0	2.02
Ghana Community Radio Network	1	0	2.05
Youth Advocacy on Rights and Opportunities	0	0	2.13
Youth Empowerment For Life	1	0	2.32
Regional Advisory Information and Network Systems	1	1	2.35
Savana Signatures	1	1	2.36
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	1	0	2.44
Socioserve-Ghana	1	0	2.53
Gird Center	1	0	2.73
Northern Network For Education Development	1	0	2.8
West Africa AIDS Foundation	1	1	3.11
AFRICAN WOMEN DEVELOPMENT FUND	1	0	4.99
Human Rights Advocacy Centre	1	1	6.13
Afrilead Institute	1	1	7.84
New Life Development Center	No website	No website	No website
Women in Law and Development in Africa, Ghana	Under construction	Under construction	Under construction
Voice of People with Disability Ghana (VOICE GHANA)	404 Error	405 Error	406 Error

Table 3.5 : CSO Ranking of websites with multimedia

18 out of the 24 CSO's had incorporated images and galleries in their websites to make the website engaging and nice. However only 5 of the surveyed CSOs had incorporated audio and video into the website. This may be due to the fact that the CSOs wanted to maintain an easy to load website and avoid burdening the users bandwidth. It was observed by the evaluation team that the websites with videos had a slower loading time compared to the ones which stayed away from the use of audios and videos. WANEP had the fastest loading website, this could be attributed to the fact that the website lacked images, audio and video. Built in HTML, website.ghanep.org loaded in **1.19 seconds**. The slowest loading website was Afrilead.org which loaded in 7.84 seconds. The AfriLead website had images and video content which caused the delay.

3.7 Development of Website and Content

Name of CSO:	When was it created?	Who created the site?	Who updates the web site?	How often is it updated?
New Life Development Center	No website	No website	No website	No website
Savana Signatures	-	Internally, by computer specialists	Documentation Team	Once a month
Institute for Democracy Education	8/5/2013	Externally, by a specialized company	A Project Head	Several times a week
West Africa AIDS Fouundation	-	Externally, by a specialized company	An external consultant	Once a week
The Ark Foundation, Ghana	-	Externally, by a specialized company	An external consultant	Quarterly
Human Rights Advocacy Centre	9/10/2012	Externally, by a specialized company	IT Officer	Several times a week
Women in Law and Development in Africa, Ghana	3/10/2014	Internally, by non-specialized members	A volunteer	Once a month
Leading Ladies' Network	-	Internally, by computer specialists	Management	Quarterly
Gird Center	-	Externally, by a voluntary	Management	Quarterly
Network for Women's Rights in Ghana(NETRIGHT)	4/4/2014	Internally, by computer specialists	A volunteer	Quarterly
LEGAL RESOURCES CENTRE	-	Externally, by a specialized company	A Project Head	Once a month
Socioserve-Ghana	6/1/2012	Externally, by a specialized company	Knowledge Management Officer	Once a month
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	-	Internally, by computer specialists	Head or organization	Yearly
Youth Advocacy on Rights and Opportunities	1/1/2013	Externally, by a specialized company	A volunteer	Once a week
Youth Empowerment For Life	5/8/2014	Externally, by a specialized company	An external consultant	Once a month
Afrilead Institute	10/9/2012	Externally, by a specialized company	an Intern	Several times a week
Northern Network For Education Development	2/20/2013	Externally, by a specialized company	Partner Organization	Quarterly
Voice of Peole with Disability Ghana (VOICE GHANA)	8/15/2011	Externally, by a specialized company	Management	Several times a week
Ghana Community Radio Network				
CHOICE GHANA	4/13/2012	Externally, by a voluntary	ICT OFFICER	Yearly
Regional Advisory Information and Network Systems	-	Internally, by computer specialists	A volunteer	Several times a week
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	1/1/2012	Externally, by a specialized company	Management	Once a month
AFRICAN WOMEN DEVELOPMENT FUND	6/6/2003	Externally, by a specialized company	head of communication and three other people	Several times a week
Mbaasem	1/31/2013	Internally, by computer specialists	All Project Heads	Several times a week

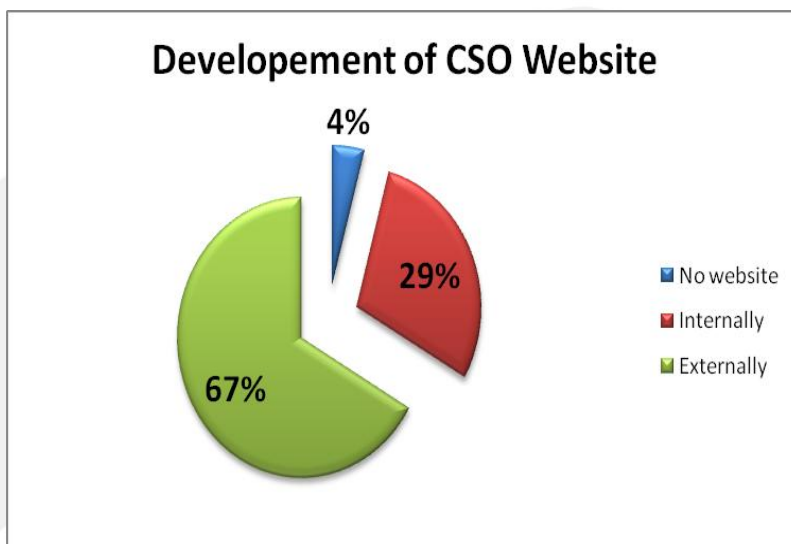Table 3.6 : Management of content on CSO websites

Diagram 3.1 : Pie Chart showing Internal versus external website development
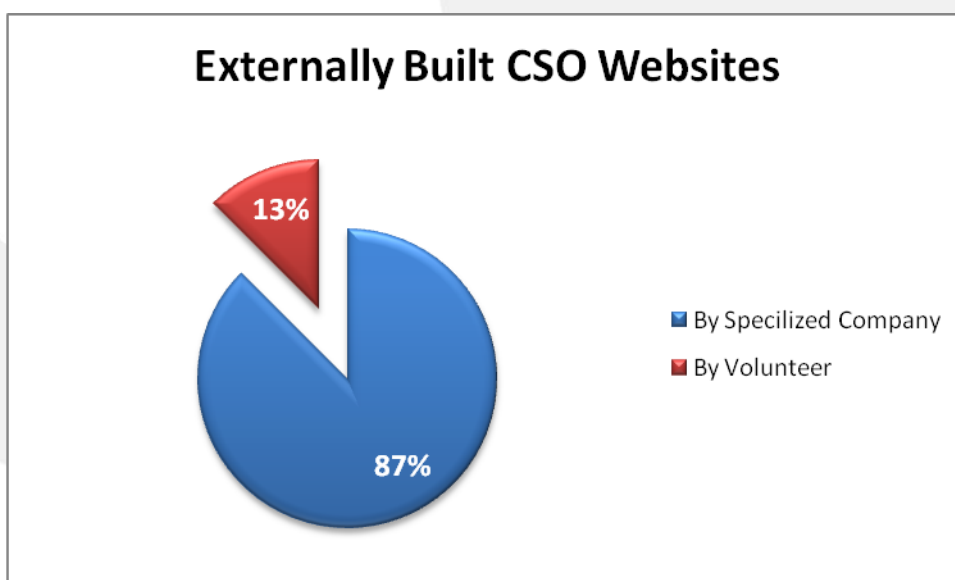

Diagram 3.2 : Pie Chart Showing Website development by Specialized Company versus volunteer

67% of the Civil Societies had their websites built externally by either by a specialized company or by a volunteer with knowledge in website development. Out of the websites built by external agencies 14 of these externally built websites were built by specialized companies. This introduces the cost element in this picture. Not too many CSOs have staff members who have the know-how to build websites for their employers. The majority of the CSOs surveyed consulted external persons to ensure a web presence, and a more than the majority paid for this service. This trend may delay the updating of content on websites or may introduce a cost factor in the development and maintenance of CSO websites.

50 of the websites reviewed scored above a 5 with the Savannah Signatures website scoring the highest score of 9. Savannah Signatures only lost the score for mobile optimization. The winning website which was set up by an internal specialist has links to Youtube, Twitter and Facebook. Besides these, Savannah Signatures has ensured all other links leading to the website and other websites are functional with content updated quarterly. The content on the website are in text, pictures and videos to provide information for all their targets

Image 3.3 : Screen shot of the CSO website with the highest rank after the test

CSOS AND SOCIAL MEDIA

Image 3.4 : Screen shot of organization with the biggest social media audience in Ghana

With 741,000 fans, the Pastor Mensah Otabil Facebook page has the largest number of fans on any social media network in Ghana. More than 2,400,000 Ghanaians have access to Facebook which happens to be the most patronized social network in the country. The other organizations which use social media especially Facebook and twitter to reach their consumers include Banks, Musicians, actors, brands, embassies, telecoms, etc. Irrespective of size or focus, the organizations on social media in Ghana fall under the following broad categories, CSOs fall under two of the three broad categories.

1. Local business or place

2. Company organization or institution (CSOs fall under this category)

3. Brand or product

4. Artist, public figure

5. Entertainers

6. Cause or communities with similar interest (CSOs fall under this category)

Though the number of organizations with social media pages is still unknown, it is believed this trend is catching up in Ghana with organizations which can afford to use social media.
Below is a breakdown of other social media network in Ghana

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Social Network	Ghanaian Population
	cebook has now grown from 1.6million in 2012 to over 2.4 million users as at May 2014
	e of the Fastest growing Social Media platform with an estimated 1.3 million Ghanaian users. Heavy growth is expected by the year 2015.
	th only 120,000 active users, this number is only slightly up from last year due to activities of Google Ghana in the country.
	tagram saw some impressive growth from under 100,000 users in Ghana last year to 680,000 the first quarter in 2014.

Table 3.7 : Table of popular social media networks in Ghana and its audience
Source : Social Baker

Most big organization's with social media have agencies managing their brands online. For this services, the agencies are paid service fees depending on how many accounts are managed and the tasks assigned them. Though this is an effective way of managing social media assets, it is expensive and time consuming. The organizations which cannot afford agencies manage their own social media assets or depend on the expertise of younger social media experts who are now taking advantage of this opportunity.

In December 2013, Facebook, the biggest social media network in the world and the most popular site in Ghana changed its algorithm for brand feed making it difficult for content posted on pages to show to its fans whether they have liked the page or not.

On its website, Facebook explained "*The goal of News Feed is to show people the right content at the right time. To make this happen, we look at who and what people are connected to and how they interact with content — such as how often they click, share, read or comment — to determine what to show. News Feed has to be useful for people and we're going to continue to improve it so that people have the best experience possible*" (https://www.facebook.com/business/news/What-Increased-Content-Sharing-Means-for-Businesses)

This means that even if an organization including CSO is able to gather a number of fans, its posts will not show in every fan's feed. To go round this obstacle, organizations promote their pages and posts by backing it with a budget. This new trend has made it difficult for organizations without a promotion budget to reach the kind of audience they want.

3.9 CSO and Social Media in Ghana

Ashesi University College CSO in the tertiary education sector was voted as the organization with best social media by the Ghanaian public and a jury. Ashesi has a web presence on Facebook, twitter, Youtube and Google+, using these channels to get in touch with its audience

Name of CSO	Is the CSO present on social media?	Link to facebook page	Twitter	Links with social media?	Who updates the web site?	Who updates Facebook ?
New Life Development Center	NO	-	-	-	-	-
Savana Signatures	YES	www.facebook.com/savsign	@savsign	YES	Documentation Team	Documentation team
Institute for Democracy Education	NO		-	NO	A Project Head	
West Africa AIDS Fouundation	YES	facebook.com/westafricaaidsfoundation	@WAAF Foundation	YES	An external consultant	Management
The Ark Foundation, Ghana	YES	www.facebook.com/arkfoundation	arkfoundationgh	YES	An external consultant	A volunteer
Human Rights Advocacy Centre	YES	www.facebook.com/robertamaofo	@hracghana	YES	IT Officer	Management
Women in Law and Development in Africa, Ghana	YES	www.facebook.com/WomeninLawandDevelopmentGhana	-	YES	A volunteer	An external consultant
Leading Ladies' Network	YES	www.facebook.com/LeadingLadies?ref=hl	LeadLadiesNet	YES	Management	Management
Gird Center	YES	www.facebook.com/Girdcenter	GirdcenterGH	YES	Management	Management
Network for Women's Rights in Ghana(NETRIGHT)	NO		-	YES	A volunteer	
LEGAL RESOURCES CENTRE	YES	legal resources centre	-	NO	A Project Head	A Project Head
Socioserve-Ghana	YES	www.facebook.com/pages/Socioserve-Ghana-SSG/	SocioserveGhana	YES	Knowledge Management Officer	Knowledge Management Officer
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	YES	https://www.facebook.com/WANEPGhana/info	WanepGhana963	NO	Head or organization	A Project Head
Youth Advocacy on Rights and Opportunities	YES	www.facebook.com/YAROGhana	-	YES	A volunteer	A volunteer
Youth Empowerment For Life	YES	www.facebook.com/yeflghana	-	YES	An external consultant	Project Heads
Afrilead Institute	YES	www.facebook.com/afrileadinstitute	@afrilead	YES	an Intern	Head Of Organization
Northern Network For Education Development	YES	www.facebook.com/pages/Northern-Network-for-Education-Development		YES	Partner Organization	Management
Voice of Peole with Disability Ghana (VOICE GHANA)	YES	www.facebook.com/voicegh	VoiceGhana	YES	Management	A volunteer
Ghana Community Radio Network			-			
CHOICE GHANA	YES	www.facebook.com/www.choiceghana.org	-	YES	ICT OFFICER	ICT OFFICER
Regional Advisory Information and Network Systems	YES	www.facebook.com/rainsgha	-	YES	A volunteer	All Project Heads
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	YES	https://www.facebook.com/pages/NOYED-Ghana/138155806354547?ref=hl	noyedgh	YES	Management	Management
AFRICAN WOMEN DEVELOPMENT FUND	YES	https://m.facebook.com/AfricanWomensDevelopmentFund	awdf01	YES	head of communication and three other people	head of communication and three other people
Mbaasem	YES	www.facebook.com/mbaasemfoundation	mbaasem	YES	All Project Heads	All Project Heads

Table 3.8 : Surveyed CSOs and their social media activities

Out of all the CSOs interviewed, only three did not have a presence on social media

- Institute for Democracy Education has no website

- Network for Women's Rights in Ghana(NETRIGHT) - has a website

- New Life Development Center - has a website

It is not surprising that the most popular social media platform explored by the CSO is Facebook. Facebook is popular among organizations for the following reasons

1. Most staff members of organizations have personal profiles and are thus exposed to the Facebook platform.

2. Facebook is the biggest social media platform and the most visited site in Ghana.

3. Facebook can be accessed on both mobile and desktop thus has become the platform of choice for users of both mobile and desktop.

Although Youtube is the second most visited social media platform in Ghana after Facebook, twitter was discovered to be the social media network with mostly patronized by the CSOs reviewed. It must be highlighted that twitter is not as popular as Facebook, the reasons as indicated in the table below include lack of training, absence of personnel to handle this task, absence of device or Internet connection for this purpose.

Name of CSO:	What are the obstacles preventing more effective presence on Twitter?	Wky CSO has no Twitter p...
New Life Development Center		Lack of training
Savana Signatures	Poor internet connection	
Institute for Democracy Education		Person assigned to this task, L... of training
West Africa AIDS Fouundation	Lack of time, Poor internet connection	
The Ark Foundation, Ghana	Lack of training	
Human Rights Advocacy Centre	Too much exposure of the organisation (sensitive information)	
Women in Law and Development in Africa, Ghana	Lack of time, Person assigned to this task	
Leading Ladies' Network		
Gird Center	Lack of time, Person assigned to this task, Lack of training	
Network for Women's Rights in Ghana(NETRIGHT)		Person assigned to this task
LEGAL RESOURCES CENTRE	Lack of time, Person assigned to this task, Lack of training, Lack of interest	
Socioserve-Ghana	Person assigned to this task, Lack of interest	
West Africa Network For Peace Building, Ghana(WANEP-GHANA)	Lack of time	
Youth Advocacy on Rights and Opportunities		Lack of time, Person assigned to this task, Lack of training, Poor internet connection, Tools poorly suited to the objectives of the organisation
Youth Empowerment For Life		Lack of time, Poor internet connection
Afrilead Institute	Poor internet connection, Not too many followers	
Northern Network For Education Development		Lack of time, Lack of interest
Voice of Peole with Disability Ghana (VOICE GHANA)	Lack of time, Person assigned to this task, Lack of training	
Ghana Community Radio Network		Lack of training, Poor internet connection, Lack of equipment
CHOICE GHANA		
Regional Advisory Information and Network Systems	Lack of time, Lack of training, Lack of interest	
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	Lack of time, Lack of training, Poor internet connection	
AFRICAN WOMEN DEVELOPMENT FUND	Lack of time	
Mbaasem	Lack of time, Person assigned to this task	

Table 3.9 : Obstacles preventing CSOs from engaging on twitter

Name of CSO:	Location	Annual budget/$	Links with social media?	Is the CSO present on social media?	Facebook	Twitter	Facebook fans?	Number of twitter followers?	Other Social Media	Do you think social media have (or could have) an impact on the visibility of your organisation?	Have you a new
CSO in Province											
CHOICE GHANA	Salaga	83,333	YES	YES	Yes	No	51		0	Very useful	NO
Regional Advisory Information and Network Systems	Tamale	30,000	YES	YES	Yes	Yes	559	17	0	Very useful	NO
Net Organisation for Youth Empowerment and Development	Tamale	60,000	YES	YES	Yes	Yes	224	66	2	Very useful	NO
West Africa Network For Peace Building, Ghana(WANEP-	Tamale	120,000	NO	YES	Yes	Yes	172	28	0	Very useful	YES
Youth Advocacy on Rights and Opportunities	Tamale	300,000	YES	YES	Yes	No	123		1	Very useful	NO
Youth Empowerment For Life	Tamale	400,000	YES	YES	Yes	No	204		0	Very useful	YES
Afrilead Institute	Tamale	300,000	YES	YES	Yes	Yes	183	11	2	Very useful	NO
Northern Network For Education Development	Tamale	100,000	YES	YES	Yes	No	31		0	Very useful	NO
Voice of Peole with Disability Ghana (VOICE GHANA)	Ho	166,000	YES	YES	Yes	Yes	Not known		2	Very useful	YES
New Life Development Center	Ho	1,666	No	NO	No	No			0		NO
Savana Signatures	Tamale	277,000	YES	YES	Yes	Yes	475	97	0	Very useful	NO
Institute for Democracy Education	Ho	20,000	NO	NO	No	No			0		YES
Socioserve-Ghana	Akosombo	214,452	YES	YES	Yes	Yes	36	15	0	Very useful	YES
CSO in the city											
West Africa AIDS Fouundation	Accra	200,000	YES	YES	Yes	Yes	620	267	0	Very useful	YES
The Ark Foundation, Ghana	Accra	1,169	YES	YES	Yes	Yes	345	61	0	Useful	YES
Human Rights Advocacy Centre	Accra	400,000	YES	YES	Yes	Yes	2		0	Useful	YES
Women in Law and Development in Africa, Ghana	Accra	318,226	YES	YES	Yes	Yes			0	Very useful	NO
Leading Ladies' Network	Accra	Not stated	YES	YES	Yes	Yes	1,908		0	Very useful	YES
Gird Center	Accra	48,400	YES	YES	Yes	Yes	243	168	2	Useful	YES
Network for Women's Rights in Ghana(NETRIGHT)	Accra	185,000	YES	NO	No	No			0		YES
LEGAL RESOURCES CENTRE	Accra	Not stated	NO	YES	Yes	Yes	6		0	Useful	NO
Ghana Community Radio Network	Accra	Not stated	No		No	No			0		
AFRICAN WOMEN DEVELOPMENT FUND	Accra	4,000,000	YES	YES	Yes	Yes	2,606	1,710	2	Very useful	YES
Mbaasem	Accra	83,333	YES	YES	No	Yes	209	22	0	Very useful	NO

Table 3.10 : Social Media comparison between CSOs in the city and those in the provinces

From the table above it can be deduced that there isn't any marked difference in the way CSOs use social media whether they are in the province or in the city. The most popular Social media platform among CSOs just like other organizations in Ghana is Facebook, followed by twitter. Only 5 out of the 24 surveyed CSOs had between 1 and 2 other social media accounts apart from Facebook and Twitter. These extra platforms included Youtube, Google+, LinkedIn, Flickr and Instagram. No CSO reviewed had accounts on Ning, ScoopIt, SlideShare, SoundCloud, Viadeo and Pinterest. 12 out of the twenty four CSOs had a newsletter with which they informed its constituents.

One observation worthy of note was how essential the CSOs realized social media was to their work. Whiles CSOs in the provinces thought the use of Social Media was VERY USEFUL to their work, CSOs in the city were between USEFUL and VERY USEFUL. No CSO thought Social Media was not useful even if they were not on social media.

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CONCLUSION

4.1 Success Stories

1. #BringBackOurGirls : Not too long after rebel Boko Haram group stormed the Chibok township in Nigeria to take 276 young girls as hostages, the African Development Fund released a press release urging authorities with influence to act on this issue. The press release posted on the CSOs website was circulated widely on social media, on Facebook and twitter especially getting a lot more activists to add their voices to the issue. Such actions gave some women groups in Ghana the courage to mobilize its supporters and members to present a petition to the Nigerian High Commissioner through a peaceful walk.

The press release, which was promoted electronically got the benefits of speed, efficiency, reach with which digital media comes with. In no time, the hashtag, #BringBackOurGirls (not originally initiated by the AWDF) caught up on social media forcing both international and regional media houses to follow the story.

Several days after this incidence, the girls have still not been found but one can confidently say the CSOs in women's development through social media got the right ears informed getting a lot more parties on the matter.

2. Social Media and Governance : During the election period in Ghana in 2012, many institutions, political and non-political got engaged in the process to ensure a peaceful, free and fair election in the country. The Institute of Economic Affairs just like in all other years hosted presidential debates among candidates with political presence in Ghana's parliament. This popular event was broadcast on in the traditional media channels such as radio and television. In 2012, the institution added social media to its many channels. In partnership with Multimedia, a popular media house in Ghana and Google Ghana, the IEA made the debate available on Youtube, making it possible for persons with access to Internet home or abroad to view the proceedings.

Working closely with other social media bodies funded by Star-Ghana, the election period had a good number of engagement on twitter, Facebook and Instagram. The inclusion of such new channels got the attention of first time voters most of whom were present on social media.

3. **VoiceGhana, amplifying the voice of the disabled through social media** : Voice Ghana is a CSO located in Ho, one of Ghana's provinces. Until the group had identified social media as a tool, no one seemed to appreciate their concerns and needs. After a few training sessions in the use of social media tools, Voice Ghana's concerns have been carried on channels such as Youtube and Facebook, getting a lot more people to understand the groups focus.

The group intends to train a lot more of its members to use social media to air their views and concerns.

4.2 Conclusion and recommendations

From the study, it can be deduced that the use of social media has been acknowledged by the CSOs as a tool which will ultimately benefit them and their constituents. Facebook was the most popular platform among the CSOs reviewed. The other beneficial platforms such as Twitter, Youtube, Flickr etc were not commonly used by the CSOs. The following factors were attributed to this trend.

1. Lack of access to stable Internet to upload videos on Youtube.
2. Absence of human resources to manage the multiple social media accounts created.
3. Lack of technical know-how.
4. Low patronage by audience of less popular social media networks.

It was found out that most of the CSOs, with or without budgets had had some degree of web presence through websites. However engagement on the websites was low. Some of the websites did not link to their social media accounts either because they were not on social media or they did not know how to upgrade their websites to enable such features.

More than half of 80% of the CSO which had built their websites using external resources relied on specialized companies, local or foreign. It is important to have an internal member of the team who can be trained to perform minor duties on the website. This would reduce the reliance on the consultant and will speed up the rate of content update.

Furthermore CSOs are advised to train their staff in the use of social media on platforms other than Facebook. Platforms such as Youtube, twitter, Instagram are catching up with the online community in Ghana. Focusing on this constituency would offer the CSOs a new target and help them disseminate their information a lot faster and more efficiently.

A good number of agencies and ICT institutions offer training in the use of social media and basic website development. Taking advantage of such opportunities, even if small budget has to be dedicated to such activities, would go a long way to help build the CSOs capacity and attract a lot more assistance from partners who will likely such CSO by their online activities as well.

ANNEXES

List of CSOs

Name of CSO:	Location	Name of the Head of the CSO:	Contact details (Address,
New Life Development Center	Ho	Linus Victory Kay Fianyo	flinusvictory@yahoo.com
Savana Signatures	Tamale	John Stephen Agbenyo	info@savsign.org
Institute for Democracy Education	Ho	Mr. Harrison Belley	P.o.Box HP 547, Ho
West Africa AIDS Fouundation	Accra	Dr. Naa Ashiley Vanderpuye Donton	info@waafweborg;
The Ark Foundation, Ghana	Accra	Angela Dwamena-Aboagye	Box AT 1230, Achimota, Accra
Human Rights Advocacy Centre	Accra	Robert Akoto Amoafo	
Women in Law and Development in Africa, Ghana	Accra	Melody Darkey	P.O. Box LG 488, Legon
Leading Ladies' Network	Accra	Yawa Hansen-Quao	Leading Ladies' Network
Gird Center	Accra	Nana Nyarko Boateng	P.O Box TN 1533 Teshie-Nungua,
Network for Women's Rights in Ghana(NETRIGHT)	Accra	Akua O. Britwum	P.O.Box 19452
LEGAL RESOURCES CENTRE	Accra	DAPHNE LARIBA NABILA	P. O BOX GP 13310, ACCRA-
Socioserve-Ghana	Akosombo	Josephine sackey	1st and 3rd Floors
West Africa Network For Peace Building, Ghana(WANEP-	Tamale	Isaac Bayor	ghanep@gmail.com
Youth Advocacy on Rights and Opportunities	Tamale	Hajei Bennin Douri	Post Office Box
Youth Empowerment For Life	Tamale	Salifu Mahama	Box 2498 Tamale
Afrilead Institute	Tamale	Peter Awin	box 1234 Tamale
Northern Network For Education Development	Tamale	Gaskin Gassah	Box ER 521 Tamale
Voice of Peole with Disability Ghana (VOICE GHANA)	Ho	Francis Asong	P.O. Box HP 843, Ho. Volta Region
Ghana Community Radio Network	Accra	Mr. Kwesi Ghartey - Tagoe	44A Addis Ababa Street
CHOICE GHANA	Salaga	MOHAMMED SEIDU	P.O.BOX SL99,
Regional Advisory Information and Network Systems	Tamale	Hardi Tijani	P. o Box 27 E/R
Net Organisation for Youth Empowerment and Development (NOYED-Ghana)	Tamale	Alhassan Abdulai iddi	Directly Opposite Ghana-Libya Islamic Senior High School, Bulpela, Tamale, Northern Region, 00233,
AFRICAN WOMEN DEVELOPMENT FUND	Accra	THEODOSIA SOWA	Plot Number 78, AWDF House
Mbaasem	Accra	Kinna Likimani	info@mbaasem.net

Top Sites in Ghana 🇬🇭 ⓘ

Global

By Country

By Category

1 **Facebook.com**
A social utility that connects people, to keep up with friends, upload photos, share links and ... More

2 **Google.com.gh**

3 **Google.com**
Enables users to search the world's information, including webpages, images, and videos. Offers... More

4 **Yahoo.com**
A major internet portal and service provider offering search results, customizable content, cha... More

5 **Youtube.com**
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... More

6 **Ask.com**
Offers search for web sites, images, news, blogs, video, maps and directions, local search and ... More

7 **Ghanaweb.com**
All about Ghana: business, culture, education, government, latest news and general information.

8 **Myjoyonline.com**
The online news portal, myjoyonline.com, is Ghana's leader in news and information delivery. It... More

9 **Live.com**
Search engine from Microsoft.

10 **Tonaton.com**
Tonaton.com is a free online classified website where you can buy and sell almost everything, a... More

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